

TOWNS BENCHMARKING

MEASURING THE PERFORMANCE OF TOWN CENTRES

MARLBOROUGH

2014 REPORT



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General

- **High level of A1 Shops;** 61% of the units in the defined town centre area are A1 Shops, which is 8% higher than the National Small Towns average. Marlborough (9%) houses fewer A2; Financial and Professional Services than the National Small Towns (14%), South West Small Towns (14%) and Typology (13%) averages.
- **Comparison retail;** 90% of the A1 Shops in Marlborough mainly sell comparison goods, noticeably higher than the National (79%), Regional (80%) and Typology (82%) figures.
- **Nationwide shops;** Over half of the A1; Shops are unique to Marlborough lower than the National Small Towns (68%), Regional (73%) and Typology (66%) averages. 37% have a nationwide presence, 12% higher than the National figure.

Positive Aspects

- **Low vacancy rates;** 6% of the units in the defined town centre area were vacant at the time of the retail audit, a figure lower than the National (8%), Regional (7%) and Typology (8%) averages. To place this data into further context, in Spring 2014 the Local Data Company reported that vacancy figures for all town centres in Great Britain was 14%.
- **High footfall;** Footfall in Marlborough is noticeably higher on the Market Day, 215 persons per ten minutes, than the National Small Towns (122) average. Similarly, the Non Market Day count of 153 persons per ten minutes is higher than the National (90), Regional (84) and Typology (121) figures. Outside Waitrose, High Street is the busiest part of the town centre and recorded the highest individual count, Market Day 1150-1200, with 225 persons per ten minutes.
- **Low car parking vacancy rates;** On a Market Day, 13% of car parking spaces in Marlborough were vacant which is noticeably lower than the National Small Towns (28%), Regional (30%) and Typology (29%) averages. On the Non Market Day the vacancy rate nearly doubled to 23%, but this is still considerably lower than the National figure of 36%. To place this data in further context the British Parking Association indicate that if provision, policy and pricing is set at the correct level, car parking vacancy should be 15%.
- **Business confidence;** 44% of businesses reported that their turnover had increased over the last 12 months, 6% higher than the National average. Similarly, 32% stated that their profitability had increased over the last 12 months, 2% higher than the National Small Towns average. Interestingly, 56% of businesses felt that over the

next 12 months their turnover would stay the same, whilst 44% felt that it would increase. None of the respondents expected their turnover to decrease.

- **Potential Local/ Tourist customers;** Following the National (78%) pattern, the most popular choice as a positive aspect of operating a business in the town centre was potential local customers. (89%) Interestingly, potential tourist customers (79%) was 38% higher than the National Small Towns average. 93% of town centre users recommended a visit to Marlborough.
- 48% of the post codes gathered were from Marlborough residents, 28% from those not living in the town but within a 30 minute drive and 25% from those living more than a 30 minute drive away.
- **High customer spend;** 35% of town centre users spent £30.01-£50.00 on a visit to Marlborough, vastly higher than the National (20%), Regional (18%) and Typology (22%) figures.
- **Physical appearance;** 89% of town centre users rated physical appearance as a positive aspect of Marlborough, 33% higher than the National Small Towns average.

Room for Improvement

Car Parking

- A range of town centre user comments centred on the need for the introduction of free/ cheaper car parking.
- 71% of town centre users rated car parking as a negative aspect of Marlborough, nearly double the National Small Towns average.
- Car parking (72%) was classed as the most negative aspect of operating a business in Marlborough town centre.

Affordability

- A range of town centre users comments concerning 'improving the retail offer' concentrated on the provision of more affordable shops.
- 56% of business rated rental values/ property costs as a negative aspect of the town centre.

INTRODUCTION

THE APPROACH

Town Benchmarking has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on 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.

Town Benchmarking licenses allow users to collect data on the Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to People and Places Partnership for analysis and report production.

THE SYSTEM

The Benchmarking system is divided into two sections:

- Large Towns; consisting of those localities with more than 250 units
- Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Marlborough** with 206 units is classed as a Small Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. Regional figures are an amalgamation of the data for all the towns in a specific region. The National figure is the average for all the towns which participated in Benchmarking during 2013. The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. **Marlborough** is classed as a Typology **2** town.

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

THE REPORTS

The Annual Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

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

METHODOLOGY

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey
KPI: Commercial Units; Comparison/Convenience	Visual Survey
KPI: Commercial Units; Trader Type	Visual Survey
KPI: Commercial Units; Vacancy Rates	Visual Survey
KPI: Markets	Visual Survey
KPI: Footfall	Footfall Survey on Market Day and Non Market Day
KPI: Car Parking	Audit on Market Day and Non Market Day
KPI: Business Confidence Surveys	Postal Survey
KPI: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI: Shoppers Origin Surveys	Shoppers Origin Survey

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

KEY FINDINGS

KPI: 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	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided

		(excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
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, launderettes, 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 **194** occupied units recorded.

	National Small Towns%	South West Small Towns%	Typology%	Marlborough%
A1	53	54	54	61
A2	14	14	13	9
A3	8	8	9	9
A4	4	4	4	5
A5	5	4	3	3
B1	3	2	3	4
B2	0	1	1	0
B8	0	0	0	0
C1	1	1	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	6	8	6	6
D2	1	1	1	1
SG	5	4	5	2
Not Recorded	0	0	0	1

61% of the units in the defined town centre area are A1 Shops, which is 8% higher than the National Small Towns average. Marlborough (9%) houses fewer A2; Financial and Professional Services than the National Small Towns (14%), South West Small Towns (14%) and Typology (13%) averages.

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.

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

	National Small Towns%	South West Small Towns%	Typology%	Marlborough%
Comparison	79	80	82	90
Convenience	21	20	18	10

90% of the A1 Shops in Marlborough mainly sell comparison goods, noticeably higher than the National (79%), Regional (80%) and Typology (82%) figures.

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.

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

	National Small Towns%	South West Small Towns%	Typology%	Marlborough%
Key Attractor	6	4	6	6
Multiple	19	14	21	31
Regional	7	10	7	9
Independent	68	73	66	54

Over half of the A1; Shops are unique to Marlborough lower than the National Small Towns (68%), Regional (73%) and Typology (66%) averages. 37% have a nationwide presence, 12% higher than the National figure.

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%	South West Small Towns%	Typology%	Marlborough%
Vacancy Rate	8	7	8	6

6% of the units in the defined town centre area were vacant at the time of the retail audit, a figure lower than the National (8%), Regional (7%) and Typology (8%) averages. To place this data into further context, in Spring 2014 the Local Data Company reported that vacancy figures for all town centres in Great Britain was 14%.

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 readers at regular (at least once a fortnight) weekday markets within the locality.

	National Small Towns	South West Small Towns	Typology	Marlborough
Av. No.	17	16	21	15

At the market day audit on Wednesday 1st October 2014, 15 traders were present slightly lower than the National (17), South West (16) and Typology (21) figures.

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.

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality outside Waitrose, High Street.

	National Small Towns	South West Small Towns	Typology	Marlborough
Market/ Busy Day	122	112	175	215
Non Market/ Quiet Day	90	84	121	153

Footfall in Marlborough is noticeably higher on the Market Day, 215 persons per ten minutes, than the National Small Towns (122) average. Similarly, the Non Market Day count of 153 persons per ten minutes is higher than the National (90), Regional (84) and Typology (121) figures.

The tables on the next page provide details on all the individual footfall counts in each of the locations.

As noted, outside Waitrose was the busiest location, whilst outside Whitehorse bookshop was the quietest, but still with a healthy average of 148 persons per ten minutes on a Market Day and 125 on the Non Market Day.

The highest individual count was outside Waitrose, Market Day 1150-1200, with 225 persons per ten minutes.

Amalgamating all the data together for each of the three footfall locations the Market Day figure is 172 whilst this drops to 139 persons per ten minutes on a Non Market Day. Once again both sets of figures are higher than the National Small Towns averages.

Count Point Location: Whitehorse Bookshop, 136 High Street			
Time	Market Day/ Busy Day Count	Time	Non Market Day/ Quiet Day Count
1030-1040	123	1040-1050	123
1150-1200	140	1150-1200	120
1200-1210	181	1200-1210	133
Total	444	Total	376
Average	148	Average	125
Comments			

Count Point Location: Waitrose, 17 High Street			
Time	Market Day/ Busy Day Count	Time	Non Market Day/ Quiet Day Count
1040-1050	198	1040-1050	143
1150-1200	225	1140-1150	136
1200-1210	222	1240-1250	179
Total	645	Total	458
Average	215	Average	153

Count Point Location: WH Smiths, 110 High Street			
Time	Market Day/ Busy Day Count	Time	Non Market Day/ Quiet Day Count
1040-1050	140	1040-1050	119
1150-1200	139	1140-1150	118
1200-1210	182	1240-1250	183
Total	461	Total	420
Average	154	Average	140

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.

The following tables provide a summary of the Car Parking offering broken down into the;

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Market/ Busy Day and on a Non Market/ Quiet Day.
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market/ Busy Day and on a Non Market/ Quiet Day.
- Overall provision of car parking spaces
- Overall provision of total number of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market/ Busy Day and on a Non Market/ Quiet Day.

Car Park:	Nat. Small Towns %	South West Small Towns %	Typ%	Marl. No.	Marl.%
Total Spaces:	88	81	88	533	70
Short Stay Spaces: (4 hours and under)	47	39	37	41	8
Long Stay Spaces: (Over 4 hours)	41	48	48	482	90
Disabled Spaces:	4	5	4	10	2
Not Registered	8	7	12	0	0
Vacant Spaces on a Market Day:	30	34	31	83	16
Vacant Spaces on a Non Market Day:	38	45	40	156	29
Illegal Spaces on a Market Day:	n/a	n/a	n/a	3	n/a
Illegal Spaces on a Non Market Day:	n/a	n/a	n/a	2	n/a

On Street:					
Total Spaces:	12	19	12	232	11
Short Stay Spaces: (4 hours and under)	56	37	69	177	76
Long Stay Spaces: (Over 4 hours)	36	53	20	0	0
Disabled Spaces:	4	4	6	7	3
Not Registered	4	6	6	48	21
Vacant Spaces on a Market Day:	14	13	16	9	5
Vacant Spaces on a Non Market Day:	22	22	23	21	9
Illegal Spaces on a Market Day:	n/a	n/a	n/a	7	n/a
Illegal Spaces on a Non Market Day:	n/a	n/a	n/a	0	n/a
Overall					
Total Spaces:	n/a	n/a	n/a	765	n/a
Short Stay Spaces: (4 hours and under)	48	39	40	218	28
Long Stay Spaces: (Over 4 hours)	40	49	45	482	63
Disabled Spaces:	4	5	4	17	2
Not Registered	7	7	11	48	6
Vacant Spaces on a Market Day:	28	30	29	92	13
Vacant Spaces on a Non Market Day:	36	41	38	177	23
Illegal Spaces on a Market Day:	n/a	n/a	n/a	10	n/a
Illegal Spaces on a Non Market Day:	n/a	n/a	n/a	2	n/a

70% of the car parking provision is based in off street parking.

63% of all car parking is available for more than 4 hours.

On a Market Day, 13% of car parking spaces in Marlborough are vacant which is noticeably lower than the National Small Towns (28%), Regional (30%) and Typology (29%) averages. On the Non Market Day the vacancy rate nearly doubled to 23%, which is still considerably lower than the National figure of 36%. To place this data in further context the British Parking Association indicate that if provision, policy and pricing is set at the correct level, car parking vacancy should be 15%.

KPI: BUSINESS CONFIDENCE SURVEY

In regards 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 returned 19 Business Confidence Surveys. Please note that all the occupied businesses in the Appendix received a survey.

	National Small Towns%	South West Small Towns%	Typology %	Marl.%
Nature of Business				
Retail	59	58	61	53
Financial/ Professional Services	18	20	16	11
Public Sector	2	2	2	5
Food and Drink	12	10	12	21
Other	10	11	9	11
Type of Business				
Multiple Trader	11	10	10	16
Regional	6	5	5	11
Independent	83	85	85	74
How long has your business been in the town				
Less than a year	7	7	7	5
One to Five Years	21	22	20	21
Six to Ten Years	15	14	12	16
More than Ten Years	57	57	60	58

Over half of the respondents (58%) had been based in Marlborough for more than ten years.

Compared to last year has your turnover				
Increased	38	43	40	44
Stayed the Same	34	33	33	39
Decreased	28	24	27	17
Compared to last year has your profitability				
Increased	30	36	30	32
Stayed the Same	37	32	36	32
Decreased	33	32	34	37
Over the next 12 months do you think your turnover will				
Increase	44	47	42	44
Stay the Same	40	38	42	56
Decrease	16	15	16	0

44% of businesses reported that their turnover had increased over the last 12 months, 6% higher than the National average. Similarly, 32% stated that their profitability had increased over the last 12 months, 2% higher than the National Small Towns average.

Interestingly, 56% of businesses felt that over the next 12 months their turnover would stay the same, whilst 44% felt that it would increase. None of the respondents expected their turnover to decrease.

What are the positive aspects of the Town Centre?				
Physical Appearance	n/a	n/a	n/a	63
Prosperity of the town	45	45	46	68
Labour Pool	10	11	11	5
Geographical location	49	50	52	58
Mix of Retail Offer	39	40	43	47
Potential tourist customers	41	33	51	79
Potential local customers	78	76	78	89
Affordable Housing	8	7	6	0
Transport Links	26	26	24	5
Car Parking	39	39	29	16
Rental Values/ Property Costs	16	19	13	5
Market (s)	18	16	18	47
Events/ Activities	n/a	n/a	n/a	37
Marketing/ Promotions	n/a	n/a	n/a	5
Partnerships/ Organisations	n/a	n/a	n/a	16
Other	5	4	5	0

Following the National (78%) pattern, the most popular choice as a positive aspect of operating a business in the town centre was potential local customers. (89%) Interestingly, potential tourist customers (79%) was 38% higher than the National Small Towns average. Prosperity of the town (68%), physical appearance (63%), geographical location (58%) and market(s) (47%) were also classed as positive aspects.

What are the negative aspects of the Town Centre?				
Physical Appearance	n/a	n/a	n/a	0
Prosperity of the town	17	15	16	22
Labour Pool	6	7	8	17
Geographical location	7	9	7	6
Mix of Retail Offer	19	20	19	22
Potential tourist customers	7	10	6	6
Potential local customers	3	3	3	11
Affordable Housing	10	11	11	33
Transport Links	14	12	18	44
Car Parking	53	58	63	72
Rental Values/ Property Costs	35	34	42	56
Market (s)	10	9	8	0
Local business competition	18	18	17	17
Competition from other places	33	33	29	11
Competition from out of town shopping	n/a	n/a	n/a	33
Competition from the internet	39	41	41	33
Events/ Activities	n/a	n/a	n/a	11
Marketing/ Promotions	n/a	n/a	n/a	11
Partnerships/ Organisations	n/a	n/a	n/a	6
Other	7	6	6	6

Car parking (72%) and rental values/ property costs (56%) were the most negative aspects of operating a business in Marlborough town centre. 44% of respondents stated transport links.

Has your business suffered from any crime over the last 12 months				
Yes	26	27	25	37
No	74	73	75	63
Type of Crime				
Theft	72	72	76	86
Abuse	13	13	13	14
Criminal Damage	39	34	33	14
Other	6	3	5	0

63% of businesses had not suffered any crime over the last 12 months.

What TWO suggestions would you make to improve the economic performance of the Town Centre?

A key theme was 'reducing the cost of car parking'. Comments concerning 'reducing business costs' were also cited.

- "Setting up BID system to ensure multiples contribute towards Xmas Lights and promoting the town. Reduce very high rates."
- "More people to open on Sundays and extended Xmas openings."
- "Better free parking facilities or lower cost longer car parking facilities. Half hour or max 2 hours does not cater for those that want to shop and lunch and take their time. Have an enforceable limit on charity shops. Only 2 allowed in the High Street."
- "Making the cost of parking to all towns in Wiltshire being the same. Not making it dependent on the affluence of the town. A strong, robust and proactive Chamber of Commerce."
- "Stop planning law that allows 'out of town' supersized super markets. Free parking."
- "We had our gift shop in Marlborough for 2 tears and actually had to close it, managing to come out of our lease a year early (our landlord posted this on to us) in June. Our shop was not located on the main High Street but on a busy Waitrose car park along with several other shops and cafes- an ideal location we thought. This was not the case, people only seem to stay on the main High Street and council signs to other areas are appalling- non existent for our area in fact (Hilliars Yard). Prices of rent and rates are also so high mainly multiple retailers are taking premises which is helping to kill independent shops. Better signage and promtotion for areas other than the main High Street. Lowering of business raters and rents to encourage more independent retailers."
- "Cheaper car parking."
- "More affordable shops. Improve parking- free."
- "Cheaper/ free parking. Maintenance on High Street (weeds, pavements). Make High Street and all shops, dog friendly."
- "Reduce business rates. Free parking (council car parks)."
- "Free parking for the first 2/3 hours to attract more shoppers to pop into town."

- "Reduce parking costs. A more proactive town council. The parking charges are too high for such a small town. Local large town, Swindon, has a much cheaper tariff. The wardens are very unpleasant to anyone who parks longer than paid. Parking tickets appear on windscreens all over our town. Our Town Council need to show more interest in shops closing down and not just about getting one over on each other."
- "Parking! Offer more at reduced costs. Reduce rental rates for small businesses."
- "Improved and local parking e.g pay for parking in centre of High Street whereas the side is free and different pay structures in different parts of town. Visitors are confused. Better transport links."
- "Car parking; cheaper, more accessible. Cost of running business prohibitive in this economic climate. Cheaper business rates. Cheaper rents."
- "More parking. Cheaper parking and less aggressive parking wardens."
- "Better inter relationships between local business bodies. There are currently too many people with their own self interest resulting in several different websites showing assets of Marlborough e.g. We Love Marlborough, Marlborough Town Council and several business groups who don't talk to each other e.g. Marlborough Chamber of Commerce vs Wessex Chamber. Marlborough Area Development Trust, We Love Marlborough,. Celebrate what's good about Marlborough! Great for independence. Difference, plenty of people visit Marlborough because plenty of people visit Marlborough because of itspotential, enhance the visitor experience, improve signage to off the high street retail, river water park, public toilets, picnic areas."
- "More varied retail shops and branded shops (e.g. Next, M and S). A tourist information office."

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.

	National Small Towns%	South West Small Towns%	Typ%	Marl.%
Gender				
Male	38	37	39	37
Female	62	63	61	63
Age				
16-25	8	7	7	2
26-35	10	11	10	3
36-45	17	16	16	26
46-55	19	19	19	27
56-65	20	19	20	27
Over 65	26	27	27	17
What do you generally visit the Town Centre for?				
Work	15	12	18	14
Convenience Shopping	42	39	37	56
Comparison Shopping	5	6	8	4
Access Services	17	21	15	13
Leisure	13	13	13	10
Other	9	10	10	4
How often do you visit the Town Centre				
Daily	29	27	30	33
More than once a week	39	41	36	52
Weekly	15	16	15	7
Fortnightly	5	5	6	2
More than once a Month	3	3	3	1
Once a Month or Less	7	7	8	4
First Visit	2	2	3	2

56% of those interviewed generally visited Marlborough for convenience shopping, 14% higher than the National average, whilst 92% visited at least weekly.

How do you normally travel into the Town Centre?				
On Foot	37	42	37	45
Bicycle	2	2	2	3
Motorbike	1	1	1	0
Car	53	48	52	47
Bus	6	6	7	4
Train	1	0	1	0
Other	1	1	1	0
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	2	2	0
£0.01-£5.00	13	14	13	6
£5.01-£10.00	26	27	25	19
£10.01-£20.00	32	34	32	30
£20.01-£50.00	20	18	22	35
More than £50.00	6	5	6	10

47% of town centre users visited by car.

35% of town centre users spent £30.01-£50.00 on a visit to Marlborough, vastly higher than the National (20%), Regional (18%) and Typology (22%) figures.

What are the positive aspects of the Town Centre?				
Physical appearance	56	62	64	89
Cleanliness	n/a	n/a	n/a	53
Retail Offer	49	54	53	38
Customer Service	n/a	n/a	n/a	25
Restaurants	44	47	50	56
Access to Services	75	79	78	85
Leisure Facilities	28	26	31	10
Cultural Activities	24	29	36	30
Pubs/ Bars/ Nightclubs	37	42	36	32
Transport Links	43	45	38	14
Ease of walking around the town centre	75	74	78	81
Convenience e.g. near where you live	70	69	69	75
Safety	48	49	54	33
Car Parking	46	44	41	16
Markets	34	42	54	51
Other	7	14	3	5

89% of town centre users rated physical appearance as a positive aspect of Marlborough, 33% higher than the National Small Towns average. 85% felt access to services was a positive, a 10% increase on the National figure whilst 81% stated ease of walking around the town centre. Convenience e.g. near where you live (75%), restaurants (56%) and markets (51%) were all rated positively.

What are the negative aspects of the Town Centre?				
Physical appearance	29	22	21	4
Cleanliness	n/a	n/a	n/a	25
Retail Offer	42	38	37	34
Customer Service	n/a	n/a	n/a	7
Restaurants	28	26	26	5
Access to Services	10	10	7	6
Leisure Facilities	37	36	33	15
Cultural Activities	37	31	29	12
Pubs/ Bars/ Nightclubs	27	22	26	6
Transport Links	22	21	28	28
Ease of walking around the town centre	9	10	11	14
Convenience e.g. near where you live	8	7	9	4
Safety	13	13	12	13
Car Parking	39	41	45	71
Markets	29	22	20	8
Other	12	19	9	11

71% of town centre users rated car parking as a negative aspect of the town centre, nearly double the National Small Towns average. Retail offer (34%), transport links (28%) and cleanliness (25%) also received negative ratings.

How long do you stay in the Town Centre?				
Less than an hour	36	36	26	33
1-2 Hours	40	43	43	46
2-4 Hours	12	12	19	16
4-6 Hours	3	2	4	4
All Day	8	6	8	2
Other	1	1	1	0
Would you recommend a visit to the Town Centre?				
Yes	n/a	n/a	n/a	93
No	n/a	n/a	n/a	7

79 of town centre users stayed in Marlborough for less than 2 hours. 93% recommended a visit to the town.

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

*Please note that all quotes are taken directly from respondent and contain any spelling mistakes

Two key themes emerged from the town centre users comments, 'car parking' and 'improving the retail offer'. All the comments provided have been colour coded and are available at the end of the section.

In regards to car parking the main suggestion was for the introduction of free/ cheaper car parking, comments included

- "More car parking at an affordable price, for those of us who live in nearby villages."
- "Parking at reasonable cost or free for workers from out of town too many of whom now have to park on residential streets half a mile or more from the town centre."
- "To be refunded for parking at the Waitrose car park when shopping in Waitrose"
- "lower the car parking charges in the car parks and High Street"
- "One Saturday every few months to be free parking."
- "improved and cheaper parking"
- " Free parking for a limited time e.g. 2 hrs to encourage shoppers into the town"
- "reduced car parking charges free x1 hr parking instead of free x30 mins"
- "Free car parking for Marlborough Residents."
- "Cheaper parking, perhaps free!
- "Reduction of parking charges."
- "Make Parking Free."
- "Make parking free for residents with a system similar to that run in Ringwood, Dorset."

- "Cheaper car parking"

Comments concerning 'improving the retail offer' concentrated on more affordable shops;

- "More affordable shops like a primark and a affordable shoe shop like shoe zone "
- "Wider range of clothes shops (Not the Expensive choices currently available"
- "Towns people 'need' a basic clothes shop for children, women, men i.e. peacocks, m&co, etc M&co left marlb because rent was so high."
- "Fewer expensive women's clothes shops and more variety"
- "No more coffee shops, particularly large chains who get retrospective planning permission and no more expensive clothes shops, we need more affordable ones."
- "Shops that all people that live in Marlborough can afford to shop in and to be made welcome and feel comfortable when they walk in to them."
- "Try and attract less high end stores"
- "No more interior design and charity shops. Less upmarket clothing shops as I cannot afford to get anything in there. We need a reasonably priced store supplying children's clothing too."
- "Have a Liddle or Aldi + Iceland store and LESS coffee and charity shops"
- "wider spread of shop types. Being able to buy basics rather than 'fancy' goods."
- "Less coffee shops, more shops for the local people, less over priced fashion shops, shops like wilco, poundland,shops that Marlborough people don't have to travel out of town for and can afford to shop in."
- "more variety of useful less expensive shops
- "Nothing there except expensive shops. Only caters for people on a high budget"
- "Not enough practical shops, too many expensive clothes shops, not aimed at many of the local population, nowhere to buy practical children's clothes. Too many chain coffee shops forcing out smaller local businesses."
- "less lifestyle shops"
- "A better balance of retail outlets for the local community instead of the tourist market."
- "Make it more practical - more on offer than shops for middle-aged ladies!! A Wilkinson's would offer lots of everyday useful things, but I know it would not "fit in""with the rest of the High St."
- "Less clothes and upmarket tat shops - more useful shops for local people"

Please see the list below for all the town centre users comments;

- ["Free Parking](#) Remove pavement signs"
- ["Free/cheaper parking](#) Diversity in shops"
- "refurbish the central area of The Parade with a sheltered seating area around the central lamppost and bins please for the many take-away customers, provide more

uniform, tidy colourful, waterproof covers for market stall holders to make it safer, to stop it looking such a ragbag and to make it safer for everyone"

- "More affordable shops like a primark and a affordable shoe shop like shoe zone and free parking every so often"
- "Wider range of clothes shops (Not the Expensive choices currently available). Fast Food outlets"
- "Mark the obvious crossing places by the "bulges" with different colour surface or lines to enable safer crossing particularly for disabled or those with mobility problems. Improve access across the cobbled parts but inserting smother surface to shop doorway."
- "Cheaper parking and a decent post office"
- "Better signage so we could find all the shops, some of which are hidden off the High St More free short term parking"
- "Pedestrianise High Street. Ring Road"
- "Pavements are awful lots of elderly people have fallen because of the uneven, broken rubbish path. Winter time with ice on pavements is even worse. Towns people 'need' a basic clothes shop for children, women, men i.e. peacocks, m&co, etc M&co left marlb because rent was so high."
- "Make it traffic free, french style boulivard, with grass and cafe's in the centre."
- "Affordable shopping safer footpaths-repair them!"
- "Fewer expensive women's clothes shops and more variety"
- "Another hotel. Pedestrianisation"
- "More car parking at an affordable price, for those of us who live in nearby villages. No more coffee shops, particularly large chains who get retrospective planning permission and no more expensive clothes shops, we need more affordable ones."
- "Parking at reasonable cost or free for workers from out of town too many of whom now have to park on residential streets half a mile or more from the town centre. Safe cycle access to town centre from the main residential areas as all main roads are unsafe for bikes."
- "Parking andparking"
- "Shops that all people that live in Marlborough can afford to shop in and to be made welcome and feel comfortable when they walk in to them. Also how people drive in the high street people just park anywhere with no thought of the traffic problem they are causing."
- "Better parking facilities and lower car park pricing. Councillors to be more aware of what the town wants to move forward and generate more visitors to the town by listening to local traders and residents."
- "More independent shops, less lifestyle shops, coffee bars"
- "A more general clothes store. Cannot buy basic items. Less coffee shops."
- "Better shops and some nice places to sit?"

- "Explore the option of cheaper shop rentals to encourage more small independent businesses. To be refunded for parking at the Waitrose car park when shopping in Waitrose"
- "More children's wear shops. A proper crossing point"
- "Better free parking and better road crossings throughout the high street"
- "Pedestrians only! Plus get rid of tacky big name high street shops - we need more shops such as The Merchant House, White Horse Book Shop, Polly Tea Rooms - lovely unique places. Lower High Street rents so small quirky cafes and shops and boutiques can afford to be there. Also, my final please please please please please change the Christmas lights. Hungerford does it so beautifully... please take example from them. My heart sinks every year, when those hideous stars/blue lights go up --- Marlborough is such a stunning place and those lights spoil it, and lower the tone of the place each year."
- "Children clothing shop. Free parking"
- "Allow more independent shops. UK has too many look alike towns with same shops etc Shame rent is so high that small businesses don't make it in Marlborough"
- "1. Improvement on disabled access 2.Improvement on parking especially on Sunday, it appeared that people (residents, shop keepers) uses the free car parks on Sunday and so parking could be harder then!"
- "Try and attract less high end stores, more local produce available and lower the car parking charges in the car parks and High Street"
- "Clamp down on dog mess, little seems to be done about it. Calming measures to slow traffic down going along high st."
- "Wider pavements more diverse shops"
- "No more interior design and charity shops. Better restaurants or more choice in different cuisines. Less upmarket clothing shops as I cannot afford to get anything in there. We need a reasonably priced store supplying children's clothing too."
- "Have a Liddle or Aldi + Iceland store and LESS coffee and charity shops"
- "wider spread of shop types. Being able to buy basics rather than 'fancy' goods."
- "Addition of double-yellow lines outside Waitrose - cars are now habitually stopping 2, sometimes 3, abreast waiting to drop off or pick up shoppers and it creates an horrendous traffic jam! - there is a car park in the rear!"
- "Less coffee shops, more shops for the local people, less over priced fashion shops, shops like wilco, poundland,shops that Marlborough people don't have to travel out of town for and can afford to shop in."
- "More parking. Wider range of businesses [no more clothes shops!]"
- "1) More variety of shops for men. There are so many dress shops! 2) A Halifax bank."
- "More Parking. More diverse outlets"
- "Less Chain food stores"

- "More available and affordable parking. More comprehensive market."
- "Residents parking. Make Boots redo their shop front - it is out of keeping with the rest of the High Street"
- "Stop drivers from blocking access to footpaths at the bottom of town near Food gallery and left side of that vicinity where spaces are between railings to get access onto footpath from the road. They should be prohibited from parking in front of the spaces in the railings thus making it impossible to reach safety. Less cafes and charity shops and more choice of retail establishments."
- "1. Tackle the severe traffic issues - seek declassification of the A346 2. Tackle parking concerns in the High Street - particularly the double-parking which causes obstructions. Thank you for the opportunity to contribute to the survey. The Town Council is much more active now - and your efforts are appreciated!"
- "the A4 is somewhat of a test of advanced driving- double parking is rife people do not drive in a responsible manner. More police and traffic wardens needed Clear up the dog poo from the pavements and fine the owners - its embarrassing for me when having visitors to Marlborough- to apologise for the amount of turds on the pavement"
- "One Saturday every few months to be free parking. Decent loos, every town should have them."
- "improved and cheaper parking"
- "Another Coles type restaurant. Better facilities on Saturday eg library/post office/bank that don't close at 12 or 1pm"
- "More independent shops & curtail the chain coffee shops. Free parking for a limited time eg 2 hrs to encourage shoppers into the town"
- "Children's clothing shop and pedestrianise"
- "Needs a baby/childrens clothes shop eg jojo maman bebe to cater for the large number of young families in the area Marlborough would also benefit from a cinema"
- "Litter clearance. Improved pavements."
- "I tend to come into Marlborough during the week as parking is difficult at the weekends."
- "More individual shops and restaurants. Many less "chain" shops and cafes. We visit from Swindon regularly and notice a huge change in the High Street from "local" to "national". Stop it please now before this lovely town loses it's individuality which so many visitors come for. Friends from Cirencester area also shop in Marlborough. We regulary enjoy musical events too."
- "Try to attract a couple of Convenient affordable shops such as Wilkinsons"
- "A cafe or outlet of some kind aimed at young people - they hang around outside the bank, or in the Priory Gardens, but it would be good to have somewhere they feel

welcome - they are the future of this town. Fewer dress shops - there must be a limit to how many frocks we can buy."

- "More male clothing shops; especially for young adults and teens. A good range of DVDs and videogames are difficult to find in Marlborough, I am forced to go to Swindon far too often."
- "A green grocers. A bakers."
- "Widen the pavements and reduce the parked cars."
- "Easier and more frequent access to rail links More independent shops"
- "reduced car parking charges free x1 hr parking instead of free x30 mins"
- "Free car parking for Marlborough Residents. By pass around Marlborough."
- "Pedestrian crossings and more variety of useful less expensive shops"
- "Wider pedestrian areas with tables and chairs for eating and drinking. Raised crossing points to slow down traffic."
- "Better range of shops for younger people e.g. clothes"
- "Nothing there except expensive shops. Only caters for people on a high budget"
- "Cheaper parking, perhaps free! Not enough practical shops, too many expensive clothes shops, not aimed at many of the local population, nowhere to buy practical children's clothes. Too many chain coffee shops forcing out smaller local businesses."
- "less lifestyle shops"
- "(1) New shop specifically for altering clothes. I do not like using dry cleaners for this. Small chain in London doing this called SEW. (2) Bring back farmers/craft markets once a month"
- "Reduce car parking charges. Clear pavements of clutter so blind and disabled people can move freely."
- "A better balance of retail outlets for the local community instead of the tourist market. A serious look at making the walking surfaces safer without detracting from the charm of a market town. Currently this is a very difficult obstacle for many people ranging from mothers with prams to those with long term and short term mobility issues."
- "I use a rollator and find the pavements very uneven. We need a general store to replace Woolworths?"
- "Empower traffic wardens to keep traffic moving and not just issue tickets. Improve signage to car parks and stop parking on bus stops on sundays"
- "Attract different shops ie Lidl, Aldi, Austin Reed, Poundland even. Enforce traffic speed at 20mph maximum - drivers are going too fast and no one does anything about it = reduce the number of articulated lorries. Parking incentives."
- "Reopen town hall toilets. More shops for men."
- "I would like Health shop and a bus stop nearer the western end as well."
- "More independent retailers we are becoming just as cosmopolitan as any other high street. Reduction of parking charges."

- "Fewer routine chain shops and replaced with more individual independent ones."
- "Ring road and pedestrianisation"
- "Make Parking Free. Make the A4 a 20 zone in the High St."
- "More parking places should be made available. A pedestrian crossing would be helpful, especially to people who have difficulty in walking."
- "A hardware shop like Wilkinsons -no more dress shops. A reliable bus link to Bedwyn station"
- "Make parking free for residents with a system similar to that run in Ringwood, Dorset. Reroute large lorries through George Lane."
- "1. Make more use of the wide high street, more events like the jazz festival, mop fair. 2 more street lights"
- "Reconfigure to lose the central parking strip. Parking could be at either side on an angle as it is at the North-East end, with pavement peninsulas at regular intervals for pedestrians. On market days the stalls would replace some of the parking as now, but with safer access for customers. (Examples: Newmarket, Lymington) Make all parking free for first half-hour. Spaces would turn over faster."
- "1 Improve the North-South traffic flow along the A346. 2 Develop a professionally-run cinema / theatre in the town."
- "More mens clothes shops. Cleaner and better pavements"
- "More parking esp at w/es Ban college children in groups of more than 2"
- "By-pass around the town to ease traffic around the main market square and The Green - would be easier to walk around the whole town without large lorries thundering through."
- "Repair pavements. Make Kingsbury Street one-way."
- "1. The town centre looks like a giant car park, with few facilities for pedestrians and cyclists: reduce the numbers of parked cars, improve facilities for pedestrians and cyclists. 2. Improve public transport links but stop buses from idling their engines outside Lloyds bank, in order to cut nitrogen dioxide emissions."
- "Better information for visitors Better signage to car parks"
- "Move all parking to the side [park vehicles end on to the pavements which can be widened for tables and chair for the cafes, and send the traffic down the centre with a 20 mph speed limit."
- "cover the hideous black plastic planters which are planted by the TC staff with fast growing trailing plants, as is done on the displays at the pubs & shops. More Christmas trees along with the lights at Christmas"
- "Make it more practical - more on offer than shops for middle-aged ladies!! A Wilkinson's would offer lots of everyday useful things, but I know it would not "fit in""with the rest of the High St."
- "Cheaper car parking"

- "Make rents on High St cheaper to encourage more shops instead of charity shops and cafes. Improve street lighting for winter evenings."
- "FREE PARKING. Less clothes and upmarket tat shops - more useful shops for local people"
- "establish more near-centre car parking at cheap rates. try to widen the market: vary the retail offer - more men's clothing, ironmongers,etc, AND encourage a cheap fast food outlet to encourage younger people to come in (American burger bar or equivalent?)."
- "pedestrian area in centre of High Street Visitor Information"
- "Parking for half an hour limits my willingness to visit shops other than Waitrose. Even that is often a rush if it is busy so I might stop at Morrisons in Devizes on the way home from work instead NO more cafes or charity shops please!"



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 **586** 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%	South West Small Towns%	Typology%	Marlborough%
Locals	53	52	47	48
Visitors	31	33	35	28
Tourists	16	15	18	25

Just under half of the of the post codes gathered were from locals (48%), 28% were from visitors and 25% tourists.

APPENDIX

PARTICIPATING TOWNS IN 2013

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

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

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

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

TYOLOGY CLASSIFICATION

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)

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

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)

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

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)

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

Group 4 : Young Families, Administrative Jobs

129 places (8%)

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

to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting

188 places (11.7%)

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

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)

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

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)

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

Group 8 : Age Mix, Professional Jobs

290 places (18%)

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

BUSINESS UNIT DATABASE

No	Street	Name	Use Class	Only for A1	Only for A1	Notes
				Comp/Conv	KA/M/R/I	Vacant
1	Hilliers Yard	Laura Ashley	a1	comp	mult	
The Old Boat House	Hilliers Yard	Mustard Seed	a1	comp	ind	
The Old Sale Room	Crooks Yard	Kit Stone	a1	comp	mult	
Hilliers Cottage	Hilliers Yard	Youngs of Marlborough	a1	comp	ind	
Hilliers Cottage	Hilliers Yard	Ducklings	a1	comp	ind	
Unit A	Hilliers Yard	Acceller 8	a1	comp	ind	
Unit B	Hilliers Yard	Mercers	a3	n/a	n/a	
Unit C	Hilliers Yard	Cosy Bean	a3	n/a	n/a	
5	Hilliers Yard	Next to Cosy Bean	n/a	n/a	n/a	Vacant
5	Hilliers Yard	The India Shop	a1	comp	ind	
Hilliers Cottage	Hilliers Yard	Marlborough Dental Studio	d2	n/a	n/a	
21A	High Street	Mystique	a1	comp	ind	
22	High Street	Cafe Nero	a3	n/a	n/a	
23-24	High Street	Haine and Smith	a1	comp	mult	
27	High Street	The Polly Tea Rooms	a3	n/a	n/a	
25	High Street	Dorothy Perkins	a1	comp	key att	
28	High Street	The Jubilee Centre	d1	n/a	n/a	
29A	High Street	Top Bags	a1	comp	ind	
29B	High Street	Oxfam	a1	comp	mult	charity
30	High Street	Ladbrokes	a2	n/a	n/a	
33	High Street	One Stop	a1	conv	mult	
34	High Street	Toni and Guy	a1	comp	mult	
35	High Street	Marlborough Photo Shop	a1	comp	ind	
36	High Street	Beauty Full Time	sg	n/a	n/a	
37	High Street	Pizza Express	a3	n/a	n/a	
38	High Street	Swift	a1	conv	ind	
39	High Street	Downtown	a1	comp	ind	
	High Street	Fairaise	a1	comp	ind	
41	High Street	RSPCA	a1	comp	mult	charity
42	High Street	Smiths Core	a2	n/a	n/a	
42a	High Street	Timeless Elegance	a1	comp	ind	
	High Street	Next to Timeless Elegance	n/a	n/a	n/a	Vacant
44/45	High Street	Deacon and Son	a1	comp	reg	
46	High Street	The Wellington	a4	n/a	n/a	
47/48	High Street	The Food Gallery	a3	n/a	n/a	

	High Street	St Peters and St Pauls	d1	n/a	n/a	
65	High Street	n/a	n/a	n/a	n/a	Vacant
66-68	High Street	Crosby and Lawrence	a1	comp	ind	
72	High Street	Williams	d1	n/a	n/a	
78	High Street	The Nail Bar and Spa	sg	n/a	n/a	
80-83	High Street	Cook	a1	conv	ind	
84-85	High Street	Bow House	a1	comp	ind	
90	High Street	The Marlborough	a4	n/a	n/a	
91	High Street	Marlborough Library	d1	n/a	n/a	
92	High Street	Kim Vine	a1	comp	ind	
93	High Street	Carter Jonas	a2	n/a	n/a	
95	High Street	Fat Face	a1	comp	mult	
96	High Street	Framemakers	a1	comp	ind	
97	High Street	Charlotte Quest	a1	comp	ind	
98	High Street	Johnsons	a1	conv	mult	
99	High Street	Prezzo	a3	n/a	n/a	
100	High Street	The Marlborough Deli	a3	n/a	n/a	
101	High Street	Ask	a3	n/a	n/a	
102/103	High Street	Boots	a1	comp	key att	
104	High Street	Greggs	a1	conv	mult	
105	High Street	Crew	a1	comp	mult	
106	High Street	Chesterton and Humberts	a2	n/a	n/a	
1 Old Hughenden Yard	High Street	R C and J Upton	a1	comp	ind	
107	High Street	Merrimans	a2	n/a	n/a	
Unit 5, Hughended Yard	High Street	Applebys	a3	n/a	n/a	
3, Hughended Yard	High Street	Urban Barn	a1	comp	ind	
3, Hughended Yard	High Street	Marlborough Confectioners	a1	conv	ind	
Old Hughended Yard	High Street	Quality	a1	comp	ind	
78	High Street	Rejuvenesce	sg	n/a	n/a	
8b, Hughended Yard	High Street	Paul	a1	comp	ind	
6, Hughended Yard	High Street	Vincent	a1	comp	ind	
		Furniture Shops with no Name	a1	comp	ind	
Unit 7, Hughended Yard	High Street	Sam and Maud	n/a	n/a	n/a	Vacant
8/9, Hughended Yard	High Street	Azuza	a3	n/a	n/a	
		Next to Azuza	n/a	n/a	n/a	Vacant
Unit 14a, Upper		James Hatt	d1	n/a	n/a	

Level, Hughenden Yard						
13a, Hughended Yard	High Street	Marlborough Charcoal	a5	n/a	n/a	
108	High Street	Vodafone	a1	comp	key att	
108 a	High Street	Kitchen Monger	a1	comp	reg	
109	High Street	Accessorize	a1	comp	mult	
109	High Street	Edinburgh Woollen Mill	a1	comp	mult	
110	High Street	WH Smith	a1	comp	key att	
110a	High Street	Prospect Hospice	a1	comp	reg	charity
111	High Street	The Royal Oak	a4	n/a	n/a	
112	High Street	Valentiner Designs	a1	comp	ind	
113	High Street	David Dudley	a1	comp	ind	
114	High Street	Susie Watson	a1	comp	mult	
115	High Street	Strakers	a2	n/a	n/a	
116	High Street	Conservative Club	a4	n/a	n/a	
118	High Street	Castle and Ball	c1	n/a	n/a	
119	High Street	Mistral	a1	comp	mult	
119 a	High Street	Moda in Pelle	a1	comp	mult	
120	High Street	Blue Cross	a1	comp	mult	charity
121-122	High Street	East	a1	comp	mult	
123	High Street	H G Hatto	a1	comp	reg	
	High Street	The First and Finest	a1	comp	ind	
	High Street	Next to First and Finest	n/a	n/a	n/a	vacant
125	High Street	Lloyds	a2	n/a	n/a	
126	High Street	David and Owen	a2	n/a	n/a	
127	High Street	White Stuff	a1	comp	mult	
128-129	High Street	Landmark	a1	comp	reg	
130	High Street	Nationwide	a2	n/a	n/a	
131	High Street	Specsavers	a1	comp	mult	
132	High Street	The Merchants House	a1	comp	ind	
133	High Street	Clarks	a1	comp	key att	
130	High Street	PIA	a1	comp	mult	
134-135	High Street	Morrisons	a1	conv	mult	
136	High Street	The White Horse Bookshop	a1	comp	ind	
137	High Street	Joules	a1	comp	mult	
138	High Street	Phase Eight	a1	comp	mult	
139	High Street	Parsons	a1	conv	reg	
139	High Street	Lighting of Distinction	a1	comp	ind	
140	High Street	Jaqueline Burns	a1	comp	ind	
141	High Street	HSBC	a2	n/a	n/a	
142-142 a	High Street	Cath Kidston	a1	comp	mult	
130	High Street	DSA Prospects	a2	n/a	n/a	
	High Street	5 Months	n/r	n/a	n/a	

143	High Street	Costa	a3	n/a	n/a	
11 Hughenden Yard		Brocks	a1	comp	ind	
		Boho and Co	a1	comp	n/a	
14 Hughenden Yard	High Street	Hearts Desire	a1	comp	ind	
Hughenden Yard	High Street	Goldsworthy	a1	comp	mult	
22 Hughenden Yard	High Street	Sound Knowledge	a1	comp	ind	
Unit 1A, 109	High Street	Monsoon	a1	comp	mult	
Hughenden Yard	High Street	Moore and Bradfield	a1	comp	ind	
Hughenden Yard	High Street	County Jewellers	a1	comp	reg	
144	High Street	Chris Barbershop	a1	comp	ind	
1-2	Kingsbury St	Helen and Douglas House	a1	comp	mult	charity
3	Kingsbury St	Luna	a1	comp	reg	
4	Kingsbury St	Bertie Golightly	a1	comp	ind	
5	Kingsbury St	Segais	a1	comp	ind	
6	Kingsbury St	Primrose Lane	a1	comp	ind	
7	Kingsbury St	Godot	a4	n/a	n/a	
42	Kingsbury St	Shop No Name	a1	comp	ind	
43	Kingsbury St	Dormy House	b1	n/a	n/a	
44a	Kingsbury St	The Parlour	sg	n/a	n/a	
44b	Kingsbury St	Frank Rutland	a1	comp	ind	
45	Kingsbury St	The Cats Whiskers	a1	comp	ind	
46	Kingsbury St	Henry George	a2	n/a	n/a	
		St Marys	d1	n/a	n/a	
47	Kingsbury St	Dress	a1	comp	ind	
47	Kingsbury St	Raj	a3	n/a	n/a	
48	Kingsbury St	Blue Orchid	a3	n/a	n/a	
5	High Street	Town Hall	d1	n/a	n/a	
48a	Kingsbury St	Handmade Designer Jewellery	a1	comp	ind	
6	New Road	Carries	a1	comp	ind	
139	High Street	Foxy	a1	comp	ind	
8	New Road	Kebab and Pizza	a5	n/a	n/a	
	New Road	Christ Church	d1	n/a	n/a	
	New Road	Carphone Warehouse	a1	comp	key att	
	New Road	Majestic	a1	conv	mult	
13	New Road	Pinos	a3	n/a	n/a	
1-2	The Parade	Milfords	a1	comp	ind	
3	The Parade	DIY Rainbows	a1	comp	ind	
4	The Parade	Pagoda	a5	n/a	n/a	
5	The Parade	The Lamb Inn	a4	n/a	n/a	
6-7	The Parade	The Crown	a4	n/a	n/a	
8	The Parade	Picnic	n/a	n/a	n/a	vacant

10	The Parade	Marlborough Osteopath	d1	n/a	n/a	
11	The Parade	Lotus House	a5	n/a	n/a	
12	The Parade	Yeungs House	a5	n/a	n/a	
13	The Parade	Spice Paradise	a5	n/a	n/a	
14-18	The Parade	D and R Furnishers	a1	comp	ind	
1	London Road	Russel and Marshall	a2	n/a	n/a	
2	London Road	Morans	n/a	n/a	n/a	vacant
		No 4	n/a	n/a	n/a	vacant
5	London Road	Marlborough Pets	a1	comp	ind	
6	London Road	Hedge Rose	a1	comp	ind	
7	London Road	Zaika	a3	n/a	n/a	
n/a	n/a	Next to Zaika	n/a	n/a	n/a	vacant
		Pumblers Bros	a1	conv	ind	
120-121	London Road	ATS	a1	comp	mult	
	The Parade	St Peters School	d1	n/a	n/a	
	The Parade	Katharine House Gallery	a1	comp	ind	
	The Parade	Fire Brigade	d1	n/a	n/a	
1	Kennet Place	Krumbz	a3	n/a	n/a	
20	Kennet Place	Eric's Attic	a1	comp	ind	
20	Kennet Place	Mimo	a1	comp	ind	
The Old Rope Works	Kennet Place	Marlborough Teak	a1	comp	ind	
The Old Rope Works	Kennet Place	Eric's Attic Den	a1	comp	ind	
The Friends Meeting House	The Parade	Citizens Advice Bureaux	b1	n/a	n/a	
1	The Parade	Marlborough Parade Antiques	a1	comp	ind	
	The Parade	Thomas Free and Sons	a1	comp	reg	
2	The Parade Mews	Marlborough Data Systems	a1	comp	ind	
1	The Parade Mews	1 Parade Mews	b1	n/a	n/a	
23	The Parade	Sema	b1	n/a	n/a	
25	The Parade	MZA	n/a	n/a	n/a	vacant
27	The Parade	Withy King	a2	n/a	n/a	
	Old Stables Court	Old Stables Court	b1	n/a	n/a	
30	The Parade	Faux Arts	a1	comp	ind	
1	High Street	Bear and Castle	a4	n/a	n/a	
2	High Street	Foxtrot	a1	comp	ind	
3	High Street	Stan James	a2	n/a	n/a	
4	High Street	Andrews	a1	conv	reg	
114	High Street	Susie Watson Designs	n/a	n/a	n/a	vacant
6	High Street	Barclays	a2	n/a	n/a	
	Ailesbury	Ailesbury Court	b1	n/a	n/a	

	Court					
7	High Street	Seasalt Cornwall	a1	comp	mult	
	High Street	Angel House	b1	n/a	n/a	
8-9	High Street	Vyella	a1	comp	mult	
10	High Street	Mint Velvet	a1	comp	mult	
11	High Street	Jigsaw	a1	comp	mult	
12-13	High Street	The Green Dragon	a4	n/a	n/a	
14	High Street	Nat West	a2	n/a	n/a	
15	High Street	Mayther	a1	comp	n/r	
	High Street	Marlborough Makers of Fine Tiles	a1	comp	mult	
16	High Street	Robins World Travel	a1	comp	ind	
17	High Street	Waitrose	a1	conv	key att	
Suit One	High Street	Hamptons	a2	n/a	n/a	
19	High Street	Marlborough Jewellers	a1	comp	mult	
	George Lane Car Park	Corner House Childrens Centre	d1	n/a	n/a	

CAR PARKING DATABASE

Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	184
Short Stay Spaces: (4 hours and under)	177
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	7
Vacant Spaces on a Market/ Busy Day:	7
Vacant Spaces on a Non Market/ Quiet Day:	21
Illegal Spaces on a Market/ Busy Day:	5
Illegal Spaces on a Non Market/ Quiet Day:	0

*39 not available

Name:	Parade
On Street/ Car Park:	On Street
Total Spaces:	48
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	2
Vacant Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Market/ Busy Day:	2
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Waitrose
On Street/ Car Park:	Car Park
Total Spaces:	169
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	164
Disabled Spaces:	5
Vacant Spaces on a Market/ Busy Day:	29
Vacant Spaces on a Non Market/ Quiet Day:	88
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Polly Gardens
On Street/ Car Park:	Car Park
Total Spaces:	51
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	51
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	17
Vacant Spaces on a Non Market/ Quiet Day:	30
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Castle and Ball
On Street/ Car Park:	Car Park
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 Market/ Busy Day:	13
Vacant Spaces on a Non Market/ Quiet Day:	7
Illegal Spaces on a Market/ Busy Day:	2
Illegal Spaces on a Non Market/ Quiet Day:	2

Name:	Hyde Lane
On Street/ Car Park:	Car Park
Total Spaces:	39
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	38
Disabled Spaces:	1
Vacant Spaces on a Market/ Busy Day:	11
Vacant Spaces on a Non Market/ Quiet Day:	11
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Hughenden Yard
On Street/ Car Park:	Car Park
Total Spaces:	32
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	32
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	1
Vacant Spaces on a Non Market/ Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	George Lane
On Street/ Car Park:	Car Park
Total Spaces:	163
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	161
Disabled Spaces:	2
Vacant Spaces on a Market/ Busy Day:	2
Vacant Spaces on a Non Market/ Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Kennet Place
On Street/ Car Park:	Car Park
Total Spaces:	36
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	36
Disabled Spaces:	0
Vacant Spaces on a Market/ Busy Day:	10
Vacant Spaces on a Non Market/ Quiet Day:	14
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0