



New Milton

Understanding the Heart of Our Town

**November 2017 Business Audit &
Selected Key Performance Indicators**



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Introduction

The Approach

The People and Places Town Centre 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 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

The 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. New Milton with 172 business units is classed as a Small Town. The analysis provides data on each KPI for the Benchmarked town individually and in a national context for comparison. The National figure is the average for all the towns which participated in Benchmarking during 2017.

The Reports

The Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary 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, Town Teams, Chambers of Trade, BIDs, Neighbourhood Plan groups to help:

- provide baseline data to understand individual town centres issues
- identify strengths, weaknesses, and opportunities for improvement
- assist in preparing local action plans to address identified issues
- monitor impact of local town centre regeneration over several years
- benchmark towns clusters and share good practice
- act as an evidence base for funding applications



Methodology

Each KPI is collected in a standardized manner as highlighted in the table below. Here is a summary of KPIs collected here as part of the core economic benchmarking process as well as an outline of additional benchmarks charting the wider social and economic value of town centres:

KEY PERFORMANCE INDICATOR	METHODOLOGY
Core Economic Indicators	
The Place: Commercial Units	
KPI 1: Use Class	Visual Survey
KPI 2: Comparison/Convenience	Visual Survey
KPI 3: Trader Type	Visual Survey
KPI 4: Vacancy Rates	Visual Survey
The Place: Cross-town Trends	
KPI 5: Markets	Visual Survey
KPI 6 & 7: Zone A Retail Rents	Valuation Office Agency/ Local Agents
KPI 7: Prime Retail Property Yields	Valuation Office Agency/ Local Agents
KPI 8: Footfall	Survey on a Market & Quiet Day
KPI 9: Car Parking	Audit on Busy and Quiet Day
The People: Stakeholder Surveys	
KPI 10: Business Confidence Surveys	Postal Survey
KPI 11: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI 12: Shoppers Origin Surveys	Shoppers Origin Survey
Added Social and Economic Value (not included for this survey)	
Cultural And Community Function	
KPI A: Cultural Facilities	Online and Local Research
KPI B: Community Services	Online and Local Research
KPI C: Cultural and Community Events	Online and Local Research
Built Environment	
KPI D: Impressions Score	Visual Survey
KPI E: Number of Listed Buildings	Online Research
KPI F: Development Land	Online Research
Economic Diversity	
KPI G: Evening Economy	Visual Survey
KPI H: Local Food and Drink	Visual Survey
KPI I: Accommodation	Online Research
KPI J: Self-reliance	Online Research
Local Leadership and Delivery	
KPI K: Partnership Progression	Telephone Interview
KPI L: Planning and Delivery	Telephone Interview

This report only collects KPI's 1-4, 8 and 9 to inform the current town centre study and retail review.



Key Findings: *The Place*

KPI 1: 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 table overleaf provides a detailed breakdown of each of the Use Classes.

Findings

The following table overleaf provides a detailed analysis of the commercial offering in the town centre by Use Class.



Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, 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, law court, non-residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (not nightclubs), swimming baths, skating rinks, gymnasiums or areas for indoor /outdoor sports/ recreation (except motor sports/ firearms).
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.



	National Small Towns %	New Milton 2017 Number	New Milton 2017 %
A1	52%	122	60%
A2	14%	25	12%
A3	8%	9	4%
A4	4%	3	1%
A5	4%	8	4%
B1	3%	6	3%
B2	1%	0	0
B8	0	0	0
C1	1%	0	0
C2	0	0	0
C2A	0	0	0
D1	6%	14	7%
D2	1%	1	0
SG	5%	16	8%
Not Recorded	0	0	0
		204	100%

The business data for New Milton in 2017 indicates that 60% of businesses in the town centre are shops and that this is high compared with other benchmarked small towns nationally. Of other businesses there are a significant number of professional and financial services (12%), unique Sui Generis establishments (8%) and non-residential institutions such as medical centres and dental practices. The number of restaurants and cafes (4%) and drinking establishments (1%) are noticeably less than comparable averages for other towns.

KPI 2: 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.

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
- Jewelry, 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 or convenience goods.

	National Small Towns %	New Milton (number)	New Milton 2017 %
Comparison	82	107	88%
Convenience	18	15	12%

The table indicates that the majority of shops in New Milton town centre are comparison retailers (88%). This is higher than other small town nationally. Whilst this percentage of comparison retailers indicates New Milton is an established local shopping centre, it also suggests a continued vulnerability to competition from neighbouring centres and on-line. It will be important for these shops to have a distinctive offer pitched at local customers and/or potential visitors.

The proportion of convenience retailers (12%) benefits from the presence of a medium-sized Morrison and an edge-of-town Tesco Express. In addition there is a town-edge Lidl supermarket that is not included in the data here. The town centre contains a butchers, bakers, off-license, specialist Asian food retailer and two health food shops. It will be important to maintain and extend this proportion of convenience retailers to help maintain regular footfall in to the town centre.



KPI3: Commercial Units; Trader Types

The vitality of a town centre depends highly on the quality and variety of retailers represented. Certain national retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. 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”. 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
Mixed Goods Retailers	River Island
Argos	Topman
Boots	Topshop
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
Supermarkets	Clintons
Sainsbury's	HMV
Tesco	O2
Waitrose	Superdrug
	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.



	Nat. Small Towns %	New Milton (number)	New Milton 2017 %
Key attractor	7%	4	3%
Multiple	19%	18	15%
Regional	10%	1	1%
Independent	64%	99	81%

The data for New Milton indicates that the proportion of key attractors (3%) is very low and this in fact boosted by the presence of a Boots Pharmacist and opticians plus the inclusion of the small, edge-of-town centre, Tesco Express. There is also a very low number of national multiples (15%) compared to other benchmarked towns. The number of multiples is boosted by seven national charities. Conversely, New Milton has a very high proportion (81%) of businesses that are independently owned and this could be used as part of a distinctive marketing message.

KPI4: 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.

	Nat. Small Towns %	New Milton (number)	New Milton 2017 %
Vacancy %	9%	12	5%

The vacancy data for New Milton indicates an average level of 5% across the town which is significantly lower than the level for small towns nationally (9%). The vacancies are all small units with the exception of the former Coop supermarket site at the southern end of Station Road. This site also has an adjacent car park.

The vacancy rate for New Milton, like for most towns, is significantly reduced by the presence of a significant proportion of charity shops accounting for 11% of the overall retail and 6% of total town centre business units.



KPI 8: 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 around 1pm for two locations on Station Road in New Milton (outside Morrisons and Boots). The counts were virtually identical for the two locations.

	Nat. Small Towns	New Milton 2017
Market day	98	-
Non market day	86	101

This indicative data shows that New Milton is busier than similarly-sized benchmarked towns nationally with 101 passers-by per 10 minutes on a market a non-market day. This compares 86 for small towns nationally on a non-market day.

KPI 9: Car Parking

Usually, 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 table overleaf provide a summary of the car parking availability in the town on the afternoon of a quiet, mid-week day (Thursday).



Car Park	Occupied	Spaces	Occupancy (%)
Elm Avenue	103	120	86%
Crossmead Avenue	43	88	49%
Spencer Road South	29	65	45%
Morrisons	65	68	96%
Spencer Road North	28	29	97%
Osborne Road	39	44	89%
Totals	307	414	74%

The data indicates that overall New Milton is a moderately difficult place to find a parking space in during the week with 26% of spaces available on a normal day. These figures are busier than the average parking in a small town where average vacancy rates are 40%.

There are also appreciable differences in occupancy rates for car parks in New Milton which vary from 45% to 97% occupied.

	Nat. Small Towns %	New Milton (number)	New Milton %
Car parks:			
Vacant spaces on a quiet day:	40%	104	26%



Appendices

Appendix 1: Business data sheet

Location/Business Name	Use Class	Comparison /Convenience Goods	Independent /Regional /Multiple /Key Attractor	Charity	
Gore Road from west					
New Forest Hire	A1	Comp	Ind		
18 Tangerine Dreams (hairdresser and gifts)	A1	Comp	Ind		
Artaze Hair	A1	Comp	Ind		
New Milton Library	D1				
The Payroll & Tax Accountants	A2				
Cash for Clothes	SG				
Black Heart Tattoo Studios	SG				
Old Milton Road -north side					
Motor Parts Direct	A1	Comp	Ind		
Dream Gourmet takeaway	A5				
Forest Kitchens	A1	Comp	Ind		
The Milton Glass Company	A1	Comp	Ind		
Pampered Hair and Beauty	A1	Comp	Ind		
Antiks party stuff	A1	Comp	Ind		
Royal Spice takeaway	A5				
Fanelli's Pizza takeaway	A5				
Bradbeers	A1	Comp	Ind		
Kirsty's Kurls hairdresser	A1	Comp	Ind		
Saitarn Thai Therapy	D1				
Mower Service & Power Products / Burse Engineering Motorcycles	A1	Comp	Ind		
4 Paws Dog Grooming	SG				
Lin's Fish & Chips	A5				
The Mortgage Explorer	A2				
Coco Red hair & beauty	A1	Comp	Ind		
Michells estate agents	A2				
Kimbers carpets	A1	Comp	Ind		
Old Milton Road -south side					
New Milton Tyre Company	SG				
New Milton Sound & Vision	A1	Comp	Ind		
Vacant/storage/collection point	SG				



Lonu's tackle shop	A1	Comp	Ind		
New Craft Dry Cleaners	A1	Comp	Ind		
Rice.Com oriental shop	A1	Conv	Ind		
The Home Appliance Centre	A1	Comp	Ind		
Serendipity One (antiques) 2 units	A1	Comp	Ind		
Timeless Treasures antiques	A1	Comp	Ind		
Jersey Joes antiques	A1	Comp	Ind		
The Motorists Centre	A1	Comp	Ind		
Old Milton Furniture	A1	Comp	Ind		
Lotus Chinese Restaurant	A3				
Vets4Pets	SG				
Tesco Express	A1	Conv	Multiple		
Moody's Funeral Directors	A1	Comp	Ind		
Elaine's hairdresser	A1	Comp	Ind		
Colin Hayley & Tapper funeral service	A1	Comp	Ind		
Lemon Tree Nails & Beauty	SG				
New Milton Computers -vacant	V			Vacant	
Supplement Needs -sports nutrition	B1				
Inclusion	B1				
Martin & Co estate agents	A2				
Bright Water Lettings	A2				
The Elms Dental Practice	D1				
Shutters & Blinds -vacant	V			Vacant	
Studio One nails	SG				
Strands hairdressing	A1	Comp	Ind		
Shutters & Blinds open	A1	Comp	Ind		
New Milton Photographic	A1	Comp	Ind		
Brit Chiro Clinics	D1				
Leaders estate agents	A2				
Littlewoods Estate Agents	A2				
Pettengells estate agents	A2				
Hayward Fox estate agents	A2				
Vacant	V			Vacant	
Ross Nichols estate agents	A2				
Mencap	A1	Comp	Multiple		Charity
Lymington Cat & Kitten Rescue	A1	Comp	Ind		Charity
Ashley Road -south side					
Town Hall	D1				
Birchfield Dental Practice	D1				
Ashley Road -north side					
New Forest Dental Practice	D1				
The Ackerman Clinic	D1				
Station Road east side					



Vitality Day Spa	SG				
Kitchen & Bathroom Installations	A1	Comp	Ind		
Mane Studio hairdresser	A1	Comp	Ind		
Rydal Arms	A4				
Sinclair Cycles	A1	Comp	Ind		
Roger Murray hair	A1	Comp	Ind		
Forest Edge cafe	A4				
The Kebab House	A5				
Just a Little Bit Different (vacant)	V			Vacant	
Carl Hillwood hairdresser	A1	Comp	Ind		
Hand Made New Forest	A1	Comp	Ind		
Pound Store	A1	Comp	Ind		
New Look	A1	Comp	Multiple		
Former Store 21 (vacant)	V			Vacant	
HSBC	A2				
Former Coop (vacant)	V			Vacant	
Stephan Shoe Salon	A1	Comp	Ind		
McColls and Post Office m	A1	Conv	Multiple		
Halifax	A2				
British Heart Foundation	A1	Comp	Multiple		Charity
Toys	A1	Comp	Ind		
Hardys Electrical	A1	Comp	Ind		
Oakhaven Hospice	A1	Comp	Ind		Charity
Card Factory	A1	Comp	Multiple		
Hays Travel	A1	Comp	Ind		
Boots	A1	Comp	Key attractor		
Station Road -beyond junction					
Former Nat West (vacant)	V			Vacant	
Waldon King (estate agents)	A2				
Vacant	V			Vacant	
Naomi House charity	A1	Comp	Ind		Charity
Pets Corner	A1	Conv	Ind		
Morrisons	A1	Conv	Key attractor		
New Forest Mobility	SG				
Scrivens Opticians	A1	Comp	Multiple		
Revitalise charity?	A1	Comp	Ind		Charity
RG & Co solicitors	A2				
JPC Technology Centre	A1	Comp	Ind		
Swinton Insurance	A2				
Superpet	A1	Conv	Ind		
Brewers (decorating)	A1	Comp	Ind		



HOPE charity	A1	Comp	Ind		Charity
Subway	A5				
Inspiration shop	A1	Comp	Ind		
Homemill Dental Surgery	D1				
Lloyds Pharmacy	A1	Comp	Multiple		
Scope charity	A1	Comp	Multiple		Charity
Phone Repair	A1	Comp	Ind		
Cafe Mallard	A3				
River Stone ladies fashion	A1	Comp	Ind		
The Hearing Centre	A1	Comp	Ind		
Shoe Care	A1	Comp	Ind		
Lloyds Bank	A2				
Masala Indian restaurant	A3				
Tattoo Studio	SG				
Charcoal Grill	A5				
Jennifer's Hair Salon	A1	Comp			
Office space to let	V			Vacant	
United Taxis	B1				
New Milton Health Foods	A1	Conv	Ind		
S&P Furnishers	A1	Comp	Ind		
Vacant	V			Vacant	
Agincare	B1				
Station Road -beyond bridge					
Williams Bridge car dealer	SG				
Dorothy's Cafe & Restaurant	A3				
Cooperative Funeral Care	A1	Comp	Ind		
DPR Home Improvements	A1	Comp	Ind		
Traditional and Modern Hairdressers	A1	Comp	Ind		
Greens Raw Pet Food	A1	Conv	Ind		
First Choice Heating and Gas	A1	Comp	Ind		
Drew Construction	B1				
LSB Electrical	A1	Comp	Ind		
Animal Antics pet food	A1	Conv	Ind		
Herbactive	A1	Conv	Ind		
Arnewood Motor Co	SG				
The Bed Shop	A1	Comp	Ind		
Station Road -west side					
Bradbeers	A1	Comp	Regional		
Post Office sorting office	B1				
Santander	A2				
Mind	A1	Comp	Multiple		Charity
Debra charity shop	A1	Comp	Ind		Charity
Rose Petal	A1	Conv	Ind		



Oxfam	A1	Comp	Multiple		Charity
PMG Schoolwear	A1	Comp	Ind		
Fagans Menswear	A1	Comp	Ind		
Poppins Restaurant	A3				
Bread Port	A1	Conv	Ind		
Marie Curie	A1	Comp	Multiple		Charity
T Barlett & Son butcher	A1	Conv	Ind		
New Forest Stationers	A1	Conv	Ind		
Superdrug	A1	Comp	Multiple		
Station Road Barber Shop	A1	Comp	Ind		
Age Concern	A1	Comp	Multiple		Charity
Charles Nobel jewellers	A1	Comp	Ind		
Station Road -beyond junction					
Vision Express	A1	Comp	Multiple		
G&Ts World of Cards	A1	Conv	Ind		
New Milton Lighting Centre	A1	Comp	Ind		
Dixon Stewart solicitors	A2				
Cancer Research	A1	Comp	Multiple		
Flower Vogue	A1	Conv	Ind		
Robert Alan jewellers	A1	Comp	Ind		
Nationwide	A2				
Matthews Electrical	A1	Comp	Ind		
Wendy's Cafe	A3				
Bake (café)	A3				
Hair Trend	A1	Comp	Ind		
Coral	A2				
From the Heart	A1	Comp	Ind		
New Milton Pharmacy	A1	Comp	Ind		
Taste Buds Café	A3				
Richard Griffiths & Co (solicitors)	A2				
Fone customise	A1	Comp	Ind		
Chinese Acupuncture	SG				
Whites Dry Cleaners	A1	Conv	Ind		
Anglo Asian Food & Wine	A1	Conv	Ind		
Barclays	A2				
Carpetwise	A1	Comp	Ind		
Station Financial	A2				
Conservative Club	D2				
Costa	A3				
Premier (off license)	A1	Conv	Multiple		
Boots Opticians	A1	Comp	Key attractor		
Matthews Shoes	A1	Comp	Ind		



Jem Fabrics	A1	Comp	Ind		
New Forest Sports	A1	Comp	Ind		
Cookies Corner takeaway	A5				
The Scarlet hairdresser	A1	Comp	Ind		
Hourglass vacant being refurbished	V			Vacant	
Betfred	A2				
New Milton	SG				
Station Road -beyond bridge					
Milton Medical Centre	D1				
McColls	A1	Conv	Multiple		
Osborne Road					
New Forest Disability	A1	Comp	Ind		
Wellington Bar	A4				
SE Greenfern Dental Care	D1				
The Barbers at Number 1	A1	Comp	Ind		
SW Artist Nails	SG				
Harrison's estate agents	A2				
Double Glazing Repair Shop	A1	Comp	Ind		
Former Dragons Wood (vacant)	V			Vacant	
New Milton Chiropractic	D1				
Singer	A1	Comp	Multiple		
New Milton Foot Clinic	D1				
Barber Shop	A1	Comp	Ind		
Citizens Advice	D1				
The Hair Box	A1	Comp	Ind		
The Exchdng Dress Agency	A1	Comp	Ind		
Vapin'Ape -closed?	A1	Conv	Ind		
DVD Plus	A1	Comp	Ind		





Appendix 3: Car Parking Database

Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	69
Short Stay Spaces: (4 hours and under)	69
Long Stay Spaces: (Over 4 hours)	N/A
Disabled Spaces:	N/A
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Max Stay 2 Hours HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Max Stay 2 Hours
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non Market Day:	3
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	2

Name:	Church Walk
On Street/ Car Park:	On street
Total Spaces:	23
Short Stay Spaces: (4 hours and under)	23
Long Stay Spaces: (Over 4 hours)	N/A
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Max Stay 2 hours HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Max Stay 2 hours
Vacant Spaces on a Market Day:	5
Vacant Spaces on a Non Market Day:	0
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0



Name:	Broad Street
On Street/ Car Park:	On street
Total Spaces:	53
Short Stay Spaces: (4 hours and under)	53
Long Stay Spaces: (Over 4 hours)	N/A
Disabled Spaces:	6
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Max Stay 2 Hours HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Max Stay 2 Hours
Vacant Spaces on a Market Day:	3 (6%)
Vacant Spaces on a Non Market Day:	2 (4%)
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Abbey Park
On Street/ Car Park:	Car Park
Total Spaces:	100
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	100
Disabled Spaces:	6
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £4 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £4
Vacant Spaces on a Market Day:	35
Vacant Spaces on a Non Market Day:	32
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0



Name:	High Street
On Street/ Car Park:	Car park
Total Spaces:	234
Short Stay Spaces: (4 hours and under)	234
Long Stay Spaces: (Over 4 hours)	N/A
Disabled Spaces:	9
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A
Vacant Spaces on a Market Day:	89
Vacant Spaces on a Non Market Day:	107
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Avon Meadows
On Street/ Car Park:	Car Park
Total Spaces:	40
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	40
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market Day:	1
Vacant Spaces on a Non Market Day:	13
Illegal Spaces on a Market Day:	9
Illegal Spaces on a Non Market Day:	0



Name:	Civic Centre
On Street/ Car Park:	Car Park
Total Spaces:	25
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	25
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £4 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £4
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non Market Day:	1
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0

Name:	Civic Centre
On Street/ Car Park:	Car Park
Total Spaces:	92
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	92
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £4 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £4
Vacant Spaces on a Market Day:	20
Vacant Spaces on a Non Market Day:	11
Illegal Spaces on a Market Day:	0
Illegal Spaces on a Non Market Day:	0



Name:	Civic Centre
On Street/ Car Park:	Car Park
Total Spaces:	132
Short Stay Spaces: (4 hours and under)	132
Long Stay Spaces: (Over 4 hours)	N/A
Disabled Spaces:	10
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? N/A HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? N/A
Vacant Spaces on a Market Day:	40
Vacant Spaces on a Non Market Day:	41
Illegal Spaces on a Market Day:	5
Illegal Spaces on a Non Market Day:	0

Name:	Civic Centre
On Street/ Car Park:	Car Park
Total Spaces:	59
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	59
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £1 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £4 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £4
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non Market Day:	1
Illegal Spaces on a Market Day:	1
Illegal Spaces on a Non Market Day:	0



Appendix 4: Town Centre Identity and Key Words

Abbey	29	Architecture	6	Georgian	14	Heritage-Centre	
Restaurants	13	Coffee Houses	18	Tea Rooms	16	Pubs	11
Independent	34	Specialist	14	Unusual	9	Quality	18
Plum-Festival	34	Jazz Festival	13	Carnival Day	22	Midsummer-Brass	12
Bargains	10	Discounts	3	Market	14	Nearby	6
Accessible	12	Digital	3	Clean	12	Driveable	7
Bank	14	Post Office	15	Council		Solicitors	1
Fashion	3	Beauty	4	Food	12	Gifts	6
Nearby	10	Local	22	Quick	8	Varied	11
Historic	16	Quality	11	Personal	15	Charming	13
Worcester	6	Cotswolds	12	M5	4	Vale-of-Evesham	12
Idyllic	4	Picturesque	17	Architecture	2	Clean	13
Friends	9	Meet-up	9	Familiar	7	Food & Drink	12
Number 8	21	Theatre	9	Films	5	Concerts	5
Relaxed	18	Friendly	34	Attractive	8	Fun	2
Cycling	7	Walking	14	River Avon	19	Wetlands	8
Pubs	4	Restaurants	9	Take-aways	5	Entertainment	4
Plums	9	Fruit-&Veg	18	Butchers	12	Crafts	8
Wi-fi	11	4G	8	Social-Media	4	Click-&Collect	6
Play-area	5	Leisure-Centre	12	Abbey-Park	17	Meadows	6

