

# **TOWN BENCHMARKING 2017**

## **BRADFORD ON AVON**



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## BACKGROUND

People and Places Insight Limited is an organization with the objective to help renew and regenerate localities from across United Kingdom and the Republic of Ireland. People and Places Insight work with National Government, Local Authorities, Business Improvement Districts, Town Councils, Chambers of Trade, Community and Town Partnerships, Universities and Retailers on a wide range of projects including;

- ❖ Measuring the economic performance of 400 town centres
- ❖ Visitor Satisfaction Surveys
- ❖ Event Footfall Counts
- ❖ Car Parking Strategies
- ❖ Signage Reviews
- ❖ Disability Access Audits
- ❖ Mystery Shopping/ First Time Visitor Views
- ❖ Establishing Town Forums and Networks
- ❖ Establishing a database of 400 Case Studies of Good Practice in Small Towns
- ❖ Partnership Development and Training
- ❖ Policy and Practice Papers for Government.

Mike King is the Director and offers fourteen years' experience in research and regeneration projects in both the public and private sector. Mike is a specialist in town centre performance management and developing evidence based action plans for localities. People and Places are backed by a nationwide team of trained researchers who work alongside Mike conducting fieldwork.

## BENCHMARKING

One of the main projects delivered by People and Places is the Town Centre Benchmarking System. Town Centre Benchmarking provides a comprehensive portrait of the commercial life of towns and involves gathering and analysing data on Key Performance Indicators (KPI's) within a designated town centre area. Each of the KPI's has been specifically selected by Town Centre Managers and Research Professionals to ensure that the data collected and collated has the maximum relevance and impact.

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI : Total number of commercial units	Visual Survey of all ground floor businesses
KPI : Retail by Comparison/Convenience	Visual Survey of all ground floor businesses
KPI : Key attractors / multiple trader representation	Visual Survey of all ground floor businesses
KPI : Number of vacant units	Visual Survey of all ground floor businesses
KPI : Number of markets / traders	Visual Survey of number of Market Stall Traders.
KPI : Footfall	Footfall Survey on Market Day and Non Market Day in up to 3 locations to ascertain normal trading conditions and the impact of the Market.
KPI : Car Parking; Availability and Usage	Audit of all available car parking spaces in the town centre. Audit of vacancy rate on Market Day and Non Market Day. Specific questions on car parking provision, policy and pricing in KPI10 (Business Confidence Survey) and KPI11 (Town Centre Users Survey)
KPI : Business Confidence Survey	Postal Survey/ Hand Delivered/ Emailed survey to all businesses in the retail audit. Distribution at relevant local meetings.

KPI : Town Centre Users Survey	Paper Based copies distributed in key locations. Online survey hosted on as many websites as possible for completion by both town centre users and non users. The survey will route respondent's dependant on whether they visit the town centre or not. With the latter the reasons for not visiting will be asked and what projects and developments would entice a visit.
KPI : Shoppers Origin	Shoppers Origin Postcode Survey attached to the Business Confidence Survey, reviewing areas where customers travel from and identifying patterns of non use.
Additional KPIs	Additional KPI's can be built into the study depending on individual localities needs

The system has now been used in over 300 locations across the United Kingdom and Republic of Ireland. The annual reports are used in an array of manners including;

- ❖ a review of town centre performance in a specific year
- ❖ year on year analysis of town centre performance.
- ❖ a tool to identify the strengths, weaknesses and opportunities for improvement in town centres
- ❖ an evidence base to develop, deliver and evaluate regeneration projects
- ❖ a review of clusters of towns to ascertain high performers / under achievers
- ❖ to understand localities in a regional and national context

Recent studies include;

- ❖ Bury St. Edmunds, Suffolk; where the Car Parking, Business Confidence and Town Centre Users Survey created an evidence base for the creation of free parking after 3pm throughout the town centre.
- ❖ Alresford, Hampshire; where the impact of the weekly market on the town centre was reviewed.
- ❖ Southam, Warwickshire; where the benchmarking review created a project plan of regeneration ideas for the newly formulated Town Centre Partnership to deliver.

One of the benefits of the report is that data on each of the KPI's is presented on the individual town and the town versus;

- ❖ other Benchmarking towns in the region
- ❖ all the other Benchmarking towns nationally. (circa 100)
- ❖ all the other Benchmarking towns of a similar typology

## COSTINGS

The following section provides a detailed breakdown of costings for People and Places to conduct the Benchmarking work in Bradford on Avon. Please note that this is a full menu of support where all or a number of the Outputs can be chosen.

<b>BENCHMARKING OUTPUT</b>	
Retail Audit Visual Survey and Data Entry	£200
Footfall and Car Parking Audits and Analysis	£400
Paper Based and Online Town Centre User Surveys	£400
Business Confidence and Shoppers Origin Surveys	£800
Analysis and Report Writing	£400
<b>TOTAL</b>	<b>£2,200</b>

Please note VAT will be added on to the Total

Additional Outputs which incur extra costs include;

<b>BENCHMARKING OUTPUT</b>	
Benchmarking Training Sessions (Open to as many delegates as the client wishes)	£500
Benchmarking Report Dissemination Events (Open to as many delegates as the client wishes)	£200
Additional Footfall Counts- e.g. Saturday, Key Calendar dates such as Events, Festivals, Christmas Holidays, including analysis.	£300