



Market Town Benchmarking

Measuring the performance of town centres

Corsham

2012 Report

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the social enterprise focusing on the needs of towns across Britain

Retail- 'A traditional, established market town offering'

- Mirroring the national trend the majority of the commercial units in Corsham Town Centre are **'A1 Shops.'** (53%).
- Traditionally a two thirds comparison one thirds convenience A1 retail offering has been the benchmark of a 'healthy' town centre and as the data reflects Corsham offers **72% 'Comparison'** which is higher than the South West Small Towns (53%) and National Small Towns (60%) figures.
- **'80% of the A1 Shops'** in the defined Town Centre are **'independent'**, a figure which reflects but is higher than the National (65%), Regional (71%) and Typology (66%) picture.
- The **vacancy rate in Corsham (3%)** is noticeably lower than the Regional (7%), National (9%) and Typology 2 (10%) figures.
- Highlighting an **'established town centre offering,'** 87% of the Business respondents had been based in the town for 'more than ten years', compared to the National Small Towns figure of 53%.

Footfall- 'Lower than the National picture'

- The footfall figure for Corsham on a **'Busy Day (104) is slightly lower than the National Small Towns recording (115).'** Similarly on a **'Quiet Day'** the town offers a count **'lower than the average. (71 against 83)'**
- In **'comparison to the South West Towns'** who contributed to the Town Benchmarking System in 2011 footfall in Corsham is healthy, **'63% higher on a Busy Day and 82% higher a Quiet Day'.**
- However, compared to other **'Typology 2'** (328) locations footfall in Corsham (104) is **'noticeably lower'.**

Car Parking- 'The biggest issue for Businesses and Town Centre Users'

- **'Businesses'** in Corsham considered **'car parking' (90%) to be the most negative aspect of operating in the town centre'**, 32% higher than the National Small Towns figure.
- Augmenting the views of the Businesses Surveyed, **48% of Town Centre Users rated 'car parking' as a negative aspect'** of Corsham Town Centre.
- Businesses and Town Centre Users also noted in open ended comments that **'cheaper/ free car parking'** was essential.
- **'Vacancy rates'** in the towns car parking provision (35%) is **'nearly double the National average on a Market Day. (19%)'**

Town Centre Users- 'Attractive with a strong retail offering.'

- 46% of the Town Centre Users reported that they visit Corsham for **'convenience shopping'**, which is similar to the National Small Towns Average (42%).

- In terms of the price bands, 32% of Town Centre Users spent **'£10.01-£20.00'** on a normal visit.
- Town Centre Users only stayed in Corsham for a **'relatively short stay, 74% indicated that they visited the town for 'less than two hours'** which is similar to the Regional (82%), National Small Towns (77%) and Typology 2 (69%) figures.
- 90% of Town Centre Users rated the **'physical appearance'** of the town centre as **'good' or 'very good'**, 16% higher than the National Small Towns average, 29% higher than the South West Small Towns figure and 35% higher than the Typology 2 towns figure.
- 88% of Town Centre Users rated the **'cleanliness'** of Corsham Town Centre as either **'good' or 'very good'**.
- 68% of Town Centre Users rated the **'variety of shops'** as either **'good' or 'very good'** a figure markedly higher than the National Small Towns (49%) and the Regional (46%) and Typology 2 Towns (54%) figures.
- Following the most popular National response when asked to rate the positive aspects of the town centre, **'88% of those surveyed rated the 'ease of walking around the town centre' whilst 74% stated 'access to services e.g. Banks, Post Office, and Library.'** Perhaps the most interesting statistics are that **79%** rated **'physical appearance'** and **'68% 'shopping' as positive aspects, figures much higher than the Regional, National and Typology averages.'**

Room for Improvement

- A number of key themes emerged when Town Centre Users were offered to make suggestions for the improvement of Corsham Town Centre. The themes were **'reduce/ change car parking fees', 'the introduction of one hour free parking', 'changes to the retail offering', 'changes to the Martingate Centre', 'more facilities/ activities for young people'** and **'improved banking facilities'**.

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INTRODUCTION

The Approach

AMT 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 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.

AMT Town Benchmarking licenses allow users to collect data on the 12 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 amt-i, the research division of national membership organization and registered charity Action for Market towns 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 commercial units
- Small Towns; consisting of those localities with less than 250 commercial units

Towns, depending on their size, contribute to either the Large or Small Town analysis. Corsham with 95 units is classed as a 'Small Town'.

The analysis provides data on each KPI for the Benchmarked town individually and in a regional and national context.

- Regional figures are an amalgamation of the data for all the towns in a specific region. In 2011 the following towns contributed to the Small Town category; Amesbury, Bradford on Avon and Warminster.
- The National figure is the average for all the towns which participated in Benchmarking during 2011.
- 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. Corsham is classed in Typology 2 alongside;

Nantwich	North West
Melton Mowbray	East Midlands
Trowbridge	South West

Newark	East Midlands
Warminster	South West

Information on towns contributing to Benchmarking in 2011, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix.

The Reports

The Annual AMT 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
- complete PPS4, Planning for Sustainable Economic Growth, which requires the continued monitoring of the vitality and viability of centres in Policy EC9
- understand their locality in a regional and national 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

METHODOLOGY

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	Visual Survey
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Commercial Letting Agents/Valuation Office Agency
KPI 8: Footfall	Footfall Survey on Market and Non Market Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Market and Non Market Days
KPI 10: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face/ On Line
KPI 11: Town Centre Users Survey	On Line and Face to Face Survey
KPI 12: Shoppers Origin Survey	Shoppers Origin Postcode

Before any KPI data was collected the core commercial area of the town centre was defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets. A list of all the units and car parks included in the Benchmarking analysis is available in the Appendix.

KEY FINDINGS

KPI 1: Total Number of Commercial Units

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.

Table of 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 Cafés	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
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.
B1	Business	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).

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 95 'occupied' units recorded.

	Corsham %	South West Small Towns	National Small Towns %	Typology 2 %
A1	53	55	53	54
A2	16	14	14	16
A3	9	8	8	9
A4	3	3	4	3
A5	2	6	5	3
B1	1	1	3	2
B2	2	0	0	3
B8	0	0	0	0
C1	1	1	0	0
C2	0	0	0	1
C2A	0	0	1	0
D1	8	6	6	4
D2	0	1	1	1
SG	4	3	5	3
Not Recorded	0	0	0	0

Within Corsham, 53% of the units fall under the A1 Shops category, very similar to the National Small Towns average of 53%. The second largest category is A2 Financial and Professional Services (16%). The pattern of A1 and A2 units holding the majority in the town centre reflects the national picture.

KPI 2: Retail by Comparison / 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

	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Comparison	72	53	60	73
Convenience	28	47	40	27

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. Traditionally a two thirds comparison one thirds convenience A1 retail offering has been the benchmark of a 'healthy' town centre and as the data reflects Corsham offers 72% 'Comparison' which is higher than the South West Small Towns (53%) and National Small Towns (60%) figures.

KPI 3: Key attractors / multiple trader representation

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.

	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Key Attractor	2	2	6	6
Multiple	8	18	20	24
Regional	10	9	10	4
Independent	80	71	65	66

80% of the A1 Shops in the defined Town Centre are 'independent', which reflects the National (65%), Regional (71%) and Typology (65%) trend, but the figure for Corsham is noticeably higher. Only 10% of retail mix is made up of Multiple (8%) and Key Attractor (2%) stores in comparison to the Regional (20%), National (26%) and Typology 2 (30%) figures.

KPI 4: Number of vacant units

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.

	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Vacant Units	3	7	9	10

During the visual tour of Corsham 3 units in the defined Town Centre were classed as 'vacant' providing a percentage of 3%, which is lower than the Regional (7%), National (9%) and Typology 2 (10%) figures. Even more impressively, in September 2011, the Local Data Company reported that the vacancy rate in all town centres in England was 14.5%.

KPI 5: Number of markets / traders

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.

	Corsham	South West Small Towns	National Small Towns	Typology 2
Av. number of market days during week	1	1	2	2
Average number of traders at a market	6	11	23	47

A review of the weekly Corsham market was undertaken on Tuesday 2nd October 2012 and a total number of 6 market traders were recorded. The figure is lower than the Regional average of 11 and considerably lower than the National (23) and Typology 2 Towns (47) figures.

KPI 6: Zone Retail Rents & KPI 7: Prime retail property yields

The values for prime retail property yield and Zone A rentals are the “industry” benchmarks for the relative appeal of a location with its users and with the owners or investors in property. All real estate has a value and this value is based on the return on investment that can be levered out of the site. As these indicators rise and fall, they provide a barometer of success or failure and, because the same property dimensions are assessed to determine them, they can be used as an indicator of improving or declining fortunes for towns. In particular retail rents can provide a useful indication of a town’s performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

Zone A rents are expressed as £ per sq. ft.

	Corsham	South West Small Towns	National Small Towns	Typology 2
Zone A	28	26	31	36
% Yield	n/a	8	7	9

Details on Zone A Rents were taken from a range of units in the Town Centre and as the above table illustrates the figure for Corsham on the prime pitch location of Martingate Centre, High Street (£28 per sq. ft) is very similar to the South West Small Towns (£26 per sq.ft), National Small Towns (£31 per sq. ft) figures.

KPI 8: Footfall Counts

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 tables provide a detailed breakdown of the count point location, times of counts and individual counts on the Market Day (2nd October 2012) and Non Market Day. (28th October 2012). The numbers displayed refer to the average footfall count over a 10 minute period on a Market and Non Market Day. The highest individual footfall count was recorded on the Market Day at 11.00-11.10. (117)

Market Day: 2nd October 2012	Martingate Centre,	Non Market Day: 28th September 2012	Martingate Centre
10.50-11.00	98	10.50-11.00	74
11.00-11.10	117	11.50-12.00	68
12.05-12.15	97	12.50-13.00	71
TOTAL	312		213
AV. PER 10 MINS	104		71

The following table highlights how the footfall figures in Corsham compare in a Regional, National and Typology setting.

	Corsham	South West Small Towns	National Small Towns	Typology 2
Market Day	104	64	115	328
Non Market Day	71	39	83	157

Footfall increases from 71 persons per ten minutes on a Non Market Day to 104 persons per ten minutes on a Market Day.

The footfall figures for Corsham (104) on a Market Day are lower than the National Small Towns recording (115) and over three times lower than the Typology 2 towns average (328). However, it must be noted that the Typology 2 Towns figures include the Large Towns of Nantwich, Melton Mowbray and Trowbridge. In comparison to the Regional (64) figure, Corsham records a healthy footfall count.

On a Non Market Day the town offers a count (71) lower than the National (83) and Typology 2 figures (157).

KPI 9: Car Parking Availability and Usage

These days 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 two separate weekdays.
- Average number of illegally parked cars in designated car parks on two separate weekdays.
- 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 two separate weekdays.
- Average number of illegally parked cars on street on two separate weekdays.
- 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 two separate weekdays.
- Overall average number of illegally parked cars on two separate weekdays.

	Corsham %	Corsham %	South West Small Towns %	National Small Towns %	Typ 2 %
Car Park:					
Total Spaces:	255	89	81	88	95
Short Stay Spaces: (4 hours and under)	0	0	34	40	35
Long Stay Spaces: (Over 4 hours)	251	98	21	51	31
Disabled Spaces:	4	2	3	4	3
Not Registered	0	0	42	5	31
Vacant Spaces on a Market Day:	95	37	15	18	23
Vacant Spaces on a Non Market Day:	93	36	13	37	44
Illegal Spaces on a Market Day:	0	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day:	1	n/a	n/a	n/a	n/a
On Street:					
Total Spaces:	31	11	19	12	5
Short Stay Spaces: (4 hours and under)	29	94	67	71	47
Long Stay Spaces: (Over 4 hours)	0	0	2	21	12
Disabled Spaces:	2	6	4	2	1
Not Registered	0	0	27	5	40
Vacant Spaces on a Market Day:	6	19	11	13	19
Vacant Spaces on a Non Market Day:	7	23	8	18	29
Illegal Spaces on a Market Day:	1	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day:	2	n/a	n/a	n/a	n/a

Overall					
Total Spaces:	286	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	29	10	54	44	36
Long Stay Spaces: (Over 4 hours)	251	88	37	49	30
Disabled Spaces:	6	2	4	3	3
Not Registered	0	0	5	3	32
Vacant Spaces on a Market Day:	101	35	23	19	23
Vacant Spaces on a Non Market Day:	100	35	26	37	43
Illegal Spaces on a Market Day:	1	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day:	3	n/a	n/a	n/a	n/a

89% of car parking provision in Corsham is based in 'car parks'.

88% of car parking is 'long term', being that Town Centre Users can park in the designated area for '4 hours or more' which is noticeably higher than the National Small Towns average of 49%. It must be noted however, that the figures are a reflection of the largely pedestrianised town centre.

The Market has no impact on the car parking vacancy rates within the town centre, Corsham recording a figure of 35% on both days. The actual vacancy rates are also much higher than the National Small Towns figures which are 19% on a Market Day and 37% on a Non Market Day.

KPI 10: Business Confidence Survey

The aim of the Business Confidence Survey is to establish an understanding of the economy of the town. By establishing the trading conditions of the town centre businesses efforts can be focussed on looking at issues which are of concern and how to improve them.

The following table is based on the 15 responses from the Business Confidence Survey which was administered by hand delivered paper based surveys with freepost return envelopes.

	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
What is the nature of your business?				
Retail	53	55	66	53
Commercial/Professional	20	18	15	19
Public Sector	0	6	2	6
Hospitality	3	13	7	10
Other	7	8	9	12
What type of business are you?	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Multiple Trader	7	6	15	10
Regional	7	0	6	5
Independent	87	94	79	85

53% of the businesses in the defined town centre who responded to the survey were based in 'retail'. Reflecting the composition on the town centre, 87% of the respondents were 'independents'.

How long has your business been in the town?	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
less than one year	0	6	7	4
one to five years	7	26	25	24
six to ten years	7	18	15	16
more than ten years	87	50	53	56

Highlighting an established town centre offering, 87% of the Business respondents had been based in the town for ‘more than ten years’, compared to the National Small Towns figure of 53%.

Compared to last year has your turnover.....?,	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Increased	40	22	28	18
stayed the same	33	34	29	36
Decreased	27	44	43	46

40% of respondents stated that compared to last year ‘turnover’ had ‘increased’, noticeably higher than Regional (22%), National (28%) and Typology 2 (18%) figures.

Compared to last year has your profitability.....?	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Increased	20	21	22	14
stayed the same	33	42	29	31
Decreased	47	36	49	56

47% of the businesses surveyed reported that compared to last year their 'profitability' had 'decreased', higher than the Regional (36%), National (49%) and Typology 2 (56%) figures.

Over the next 12 months do you think your turnover will.....?	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Increase	47	32	32	25
stay the same	47	43	39	39
Decrease	6	25	29	35

94% of businesses indicated that they expected 'turnover' to 'increase' (47%) or 'stay the same' (47%) over the next 12 months, which is considerably higher than the National Small Towns (71%), Regional (75%) and Typology 2 (64%) figures.

What are the positive aspects of having a business located in the town? (Multiselect)	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Prosperity of the town	53	46	38	41
Labour pool	0	13	9	12
Environment	60	26	20	23
Geographical location	47	53	43	52
Mix of retail offer	33	35	32	41
Potential tourist customers	33	48	26	37
Potential local customers	73	77	73	77
Affordable housing	0	10	9	12
Transport links	20	31	30	32
Car parking	13	24	31	26
Rental values/property costs	13	18	18	18
Market(s)	0	n/a	n/a	n/a
Other	0	5	3	3

Businesses in Corsham considered ‘potential local customers’ (73%) to be the most positive aspect of operating in the town, a figure replicating Regional (77%), National (73%) and Typology 2 (77%) towns. 60% of Businesses recorded ‘environment’ to be a positive aspect which is triple the National Small Towns average (20%). ‘Prosperity of town’ (50%) and ‘Geographical location’ (47%) were also classified as positive aspects of Corsham.

What are the negative aspects of having a business located in the town? (Multiselect)	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Prosperity of the town	10	26	25	36
Labour pool	20	4	6	6
Environment	0	7	8	10
Geographical location	0	6	7	8
Mix of retail offer	30	23	25	21
Potential tourist customers	10	5	11	9
Potential local customers	0	3	4	5
Affordable housing	10	8	8	5
Transport links	0	10	10	5
Car parking	90	73	58	75
Rental values/property costs	40	37	32	40
Local business competition	10	18	20	19
Competition from other places	30	30	34	36
Competition from the Internet	30	26	30	30
Market(s)	0	n/a	n/a	n/a
Other	10	4	4	0

From those businesses who provided a response to the question on the negative aspects of Corsham Town Centre, 90% stated 'Car Parking.'

Has your business suffered from any crime over the last 12 months?	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %

Yes	27	23	31	30
No	73	77	69	70
What type of crime has your business suffered over the last 12 months (Multiselect)	Corsham %	South West Small Towns %	National Small Towns %	Typology 2 %
Theft	75	33	63	39
Abuse	0	19	15	26
criminal damage	50	40	46	52
Other	0	10	5	8

73% had 'not' suffered any 'business crime' over the last 12 months. Of those 27% whom had suffered some sort of crime, 75% reported 'theft'.

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

Augmenting the pattern which emerged from the question on 'negative' aspects of the town centre, when businesses were provided with the opportunity to make suggestions to improve the towns economic performance 'cheaper/ free car parking' was the key theme to emerge. A full list of all comments is available in the Appendix.

KPI 11: Town Centre Users Survey

The aim of the Visitor Satisfaction 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 (i.e. locals who pop in every day or work in town) can be very different to someone who has never been to the place before. For the first group signage is not an issue, for example, and the second may not worry about fear of night time crime.

The following table is based on the 156 responses gathered online and face to face from the Town Centre Users Survey.

What is the main purpose of your visit to the town centre today?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Work	19	12	14	23
Convenience Shopping - e.g. food	46	38	42	29
Comparison Shopping - e.g. clothes	2	6	6	12
Access services - e.g. Bank, Library	11	25	18	14
Leisure - e.g. eat, drink, go to the gym	15	10	12	11
Other	6	8	9	11

46% of the Town Centre Users reported that they visit Corsham for 'convenience shopping', which is marginally higher than the National Small Towns Average (42%). 19% of those surveyed noted that they visited the Town Centre for 'Work' whilst 15% stated 'Leisure' purposes.

How often do you visit the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Daily	28	23	27	28
More than once a week	43	44	42	41
Weekly	16	17	16	15
Fortnightly	5	4	5	3
More than once a Month	1	4	3	3
Once a month or less	5	5	7	8
First Visit	2	2	1	2

Reflecting a loyal customer base the majority (87%) of respondents visited Corsham Town Centre 'once a week or more'.

How did you travel into the town centre today?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
On Foot	40	39	36	31
Bicycle	3	3	3	3
Motorbike	0	0	0	0
Car	48	50	51	55
Bus	7	6	8	7
Train	1	1	1	2
Other	1	1	1	1

48% of Town Centre Users travelled to Corsham by 'Car', whilst 40% visited 'on Foot'.

How much do you normally spend on a visit to the town centre?	Corsham %
Nothing	2
£0.01-£5.00	17
£5.01-£10.00	22
£10.01-£20.00	32
£20.01-£50.00	22
More than £50.00	5

*Please note 2012 is the first year this question has been asked

In terms of the price bands, 32% of Town Centre Users spent '£10.01-£20.00' on a normal visit to Corsham.

How do you rate the physical appearance of the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Very Good	30	15	18	28
Good	60	46	56	37
Poor	9	30	21	23
Very Poor	1	9	5	12

90% of Town Centre Users rated the 'physical appearance' of the town centre as 'good' (60%) or 'very good' (30%), 16% higher than the National Small Towns average, 29% higher than the South West Small Towns figure and 35% higher than the Typology 2 towns figure.

How do you rate the cleanliness of the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Very Good	24	22	19	17
Good	64	60	64	64
Poor	10	13	15	13
Very Poor	2	5	3	5

88% of Town Centre Users rated the ‘cleanliness’ of Corsham Town Centre as either ‘good’ (64%) or ‘very good’ (24%), 5% higher than the National Small Towns figure.

How do you rate the variety of shops in the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Very Good	13	3	6	9
Good	55	43	43	45
Poor	29	44	41	40
Very Poor	3	10	11	6

68% of Town Centre Users rated the ‘variety of shops’ as either ‘good’ (55%) or ‘very good’ (13%), a figure markedly higher than the National Small Towns (49%) and Regional (46%) figures.

How do you rate the leisure and cultural activities in the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Very Good	13	5	7	11
Good	56	46	47	49
Poor	27	38	36	36
Very Poor	4	11	11	5

69% of Town Centre Users reported that the ‘leisure and cultural’ activities were either ‘good’ (56%) or ‘very good’ (13%), which is higher than the South West Small Towns (51%), National Small Towns (54%) and Typology 2 Towns (60%) figures.

What are the positive aspects of the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Physical appearance	79	31	30	29
Shopping	68	30	31	32
Restaurants	51	30	29	18
Access to Services - e.g. banks, Post Office, Library	75	63	54	42
Leisure facilities	41	17	15	8
Cultural activities	39	13	8	9
Pubs/Bars/Nightclubs	39	27	22	19
Transport links	46	45	32	20
Ease of walking around the town centre	88	65	61	57
Convenience - e.g. near where you live	70	61	56	43
Safety	57	34	27	29
Car Parking	37	n/a	n/a	n/a
Market(s)	53	n/a	n/a	n/a
Other	3	5	6	12

Following the most popular National response, 88% of those surveyed rated ‘ease of walking around the town centre’ as a positive aspect of Corsham whilst 74% stated ‘access to services e.g. Banks, Post Office, and Library. Perhaps the most interesting statistics are that 79% rated ‘physical appearance’ and 68% ‘shopping’ as positive aspects, figures much higher than the Regional, National and Typology averages.

What are the negative aspects of the town centre?	Corsham %
Physical appearance	17
Shopping	29
Restaurants	28
Access to Services - e.g. banks, Post Office, Library	17
Leisure facilities	33
Cultural activities	31
Pubs/Bars/Nightclubs	26
Transport links	19
Ease of walking around the town centre	7
Convenience - e.g. near where you live	8
Safety	16
Car Parking	48
Market(s)	13
Other	5

*Please note that 2012 is the first year this question has been asked

Augmenting the views of the Businesses surveyed, 48% of Town Centre Users rated 'car parking' as a negative aspect of Corsham Town Centre.

How long do you intend to stay on this visit to the town centre?	Corsham %	South West Small Towns %	National Small Towns %	Typ. 2 %
Less than an hour	30	38	34	28
1 - 2 hours	44	44	43	41
2 - 4 hours	12	9	12	14
4 - 6 hours	4	3	3	7
All day	9	4	7	8
Other	1	1	1	1

Town Centre Users only stayed in Corsham for a relatively short stay, 74% indicated that they visited the town for 'less than two hours' which is similar to the Regional (82%), National Small Towns (77%) and Typology 2 (69%) figures.

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

A number of key themes emerged when Town Centre Users were provided with an open ended question to make suggestions for the improvement of Corsham Town Centre. One of these themes revolved around the need to 'reduce/ change car parking fees', especially the introduction of 'one hour free parking';

- "Free 1 hour parking."
- "A free hours parking would encourage me to visit outside of work hours instead I go to Sainsbury's."
- "Being able to park without paying for 1 hour."
- "Shopping in Corsham would be used a lot more if the 1hour free parking was reinstated."
- "Free one hour parking. Why has the council changed format of parking tickets so that it is more difficult to reclaim money from Co-op?"
- "1 Hour free parking."
- "Bring back 1 hour free parking."
- "Bring back free parking for 1st hour."
- "Re-introduce One Hour Free Parking."
- "Whilst accepting that car parking is a facility which should be paid for, I believe for the vitality of a town such as Corsham that the charge should be minimal (say 20p per hour). Were barriers erected, and payment made on leaving the area, then it would encourage people to pull in and park, knowing they have time to obtain the

requisite coinage, stay for a coffee if they happen to meet a friend. Under the present arrangement one has to cross the car park four times prior to entering the shopping area."

- "Improve parking by making it free competing with supermarkets."
- "Lower parking charges."
- "Parking charges encourage people to park in residential streets, consider a free hour parking scheme?"
- "First hour free for car parking."
- "Make the first hour of car parking free."
- "Free parking because my daughter drives and we come to town together."
- "Free parking would encourage quick visits, I am even though it's cheap. The format of parking tickets has changed so I can't reclaim the parking money from retailers."
- "Free Parking: As a retailer we see customers in a hurry to get back to their car as they don't want to pay a high charge for 2nd hour. As a travel agent we are a secondary business to the banks & supermarket and customers need more time."
- "Parking - if the 30 or 40p covered more than an hour, then lots of us would stay longer and spend more and poke around. The tickets have now been altered so that there is no tear off section for refund of cost by shops. The other suggestion would be fee paying parking but pay as you leave, make subsequent hour fairly cheap, so that if you chose to stay longer and meet a friend for coffee you wouldn't be worrying about parking ticket and huge fine. I am sure this would increase trade."
- "Provide at least half-an-hour for free Car Parking - if they can do it in Devizes, why not Corsham?"
- "Free car parking to encourage more people to come to town for their shopping."
- "Lower car parking charges to encourage more people to shop."
- "More reasonable car parking fees."
- "Free car parking to allow one to stay longer in the centre."
- "Remove parking charges."
- "Make first hour of parking free and adjust parking fees so that visitors/tourists can stay longer without feeling fleeced."
- "Remove car-parking charges -they are unnecessary in a town of this size."

'Changes to the retail offering' were commonly noted;

- "Another supermarket More clothing shops for my age group"
- "Have another supermarket to break the Co-op monopoly"
- "Encourage other shops in - i.e. - shoe shop, clothes for men/women, another supermarket chain to provide some competition."
- "It would be great to have a children's shoe shop stocking Clark's shoes like they have in Calne."
- "Get some competition in for the food shopping as Co-op is expensive and limited in range, which encourages people to go elsewhere to shop"
- "Need variety of shops. i.e., Wool/Handicraft Shop; Shoe Shop; Dry Cleaners Cobblers; Clothing shops."

- "I would like more up to date shops and a variety of places I can get clothes for myself and the children, we only use the Factory Shop at the moment or the charity shops. Madison is too expensive for my budget. I normally go into Chippenham or Bath but would prefer to shop around Corsham. I only shop in the Co-op for day to day bit because it's the only shop in Corsham town do so otherwise I would go somewhere else as it's quite expensive. I feel the town is very much aimed at older people and what they need rather than younger families?"
- "Better shops-Factory Shop brilliant!!"
- "Need more mainstream shops, H and M, Urban Outfitters, CD's, Games etc. 2
- "A few more shops needed like children clothes shops and shops where I can buy goods."

Making changes to the 'Martingate Centre' were mentioned;

- "Make Martingate centre more in keeping with an ancient market town."
- "Upgrade the Precinct - it looks very ugly and out of character with the rest of the old shops and the High Street."
- "Knock down Martingate - it's horrendous."
- "Do something with the Martingate Centre."
- "Try to bring the new and old together better."
- "Improve the Martingate Centre."
- "Knock down the 1970s buildings."
- "Do something with the Martingate Centre."
- "Martingate Centre needs to be revamped, the High St is gorgeous but this looks a tad 1970's and outdated."

'More facilities/ activities for young people' was cited;

- "Shops are aimed at the elderly and mature and need to be modernize and relevant to youth."
- "More shops for young families and indoor cafes."
- "Need more leisure and cultural activities for young people."
- "A wider range of activities for the younger members of the town such as a nightclub."
- "More things to do for young people."
- "A weekend nightclub."
- "Corsham needs a cinema and more for families to do in the evenings."
- "More things in town for young people- no shops or activities."

Another set of suggestions centred on 'Improved banking facilities';

- "Better banking service."
- "Banks offering services that are available in Chippenham."
- "Banks need to offer full service so I do not have to go to Chippenham."
- "A Building Society."

'Increased events and activities' were also cited;

- "More Events."
- "More events and activities."
- Events: Serious lack of. Nothing draws people into the town. Its a shame as the town has allot of history and close proximity to Bath"
- "More special events such as food fairs, street entertainment & party in the park
- "A well organised active community"
- "More events, markets, festivals etc"
- "More activities in Corsham Court. More on a Saturday afternoon its dead"

A full list of all comments, colour coded into the relevant 'key themes' is available in the Appendix.

KPI12: Shoppers Origin

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 577 postcodes gathered from businesses have been 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

	Corsham%	South West Small Towns %	National Small Towns %	Typology 2
Locals	67	56	57	66
Visitors	23	19	28	24
Tourists	10	26	16	10

Highlighting Corsham's role as a local service centre 67% of the Post Codes gathered were from 'locals', whilst 23% were from 'visitors'.

APPENDIX

Towns contributing to Large Town Benchmarking		
		Typology
Crewe	North West	n/a
Macclesfield	North West	n/a
Nantwich	North West	2
Wilmslow	North West	n/a
Hemel Hempstead	South East	n/a
Hitchin	South East	5
St Albans	South East	n/a
Melton Mowbray	East Midlands	2
Market Harborough	East Midlands	8
Beeston	East Midlands	n/a
Loughborough	East Midlands	n/a
Hinckley	East Midlands	m/a
St. Ives	East of England	4
Trowbridge	South West	2
Wrexham	North Wales	n/a

Towns contributing to Small Town Benchmarking		
		Typology
Alsager	North West	1
Audlem	North West	n/a
Alderley Edge	North West	n/a
Bollington	North West	5
Congleton	North West	8
Disley	North West	1
Handforth	North West	n/a
Knutsford	North West	5
Middlewich	North West	4
Poynton	North West	n/a
Holmes Chapel	North West	8
Sandbach	North West	8
Baldock	South East	n/a
Hoddesdon	South East	n/a
Harpenden	South East	5
Ware	South East	n/a
Leatherhead	South East	n/a
Lutterworth	East Midlands	8
Earl Shilton	East Midlands	7
Ashby	East Midlands	8
Coalville	East Midlands	7
South Wigston	East Midlands	n/a

Newark	East Midlands	2
Kimberley	East Midlands	n/a
Eastwood	East Midlands	n/a
Stapleford	East Midlands	n/a
Arnold	East Midlands	n/a
Huntingdon	East of England	4
St Neots	East of England	4
Ramsey	East of England	4
Amesbury	South West	4
Bradford Upon Avon	South West	5
Warminster	South West	2
Holyhead	North Wales	n/a
Shotton	North Wales	n/a
Queensferry	North Wales	n/a
Saltney	North Wales	n/a
Buckley	North Wales	n/a
Connahs Quay	North Wales	n/a
Flint	North Wales	n/a
Holywell	North Wales	n/a
Mold	North Wales	n/a
Southam	West Midlands	n/a

TYPOLOGY 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 East 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

Street Name	No	Business Name	Use Class	Business Type (Comparison/ Convenience)	Business Type (Key Attractor/ Independent)	Additional Notes
High Street	2	Metheun Arms	C1	n/a	n/a	
High Street	1	Tongs Fish	A5	n/a	n/a	
		Next Tongs	n/a	n/a	n/a	VACANT
High Street	3	Hunter French	A2	n/a	n/a	
High Street	3a	Maurice Prewett	A1	Comparison	Independent	
		Shop No Name	A1	Convenience	Independent	
High Street	7	David Ingram	A2	n/a	n/a	
High Street	9	Hair Company	A1	Comparison	Independent	
High Street	22	Graeme Mountford	A1	Comparison	Independent	
Martingate Centre	16	Corsham Bookshop	A1	Comparison	Independent	
Martingate Centre	15	Madison	A1	Comparison	Regional	
Martingate Centre	20	Dorothy House Hospice	A1	Comparison	Regional	CHARITY
Martingate Centre	21	British Red Cross	A1	Comparison	Multiple	CHARITY
Martingate Centre	22	Boots Pharmacy	A1	Comparison	Key Attractor	
Martingate Centre	23-25	The Original Factory Shop	A1	Comparison	Multiple	
Martingate Centre	28	Gary Hatto Ltd	A1	Comparison	Regional	
Martingate Centre	1	The Co Operative Food	A1	Convenience	Multiple	
Martingate Centre	27	Sunshine Travel	A1	Comparison	Independent	

	3	The Century	A3	n/a	n/a	
Pickwick Road		S and K Autos	B2	n/a	n/a	
Pickwick Road		St. Aldhelms Church	D1	n/a	n/a	
Newlands Road		The Corsham Club	A4	n/a	n/a	
Newlands Road	4 Aba cus Hou se,	William Hill	A2	n/a	n/a	
Newlands Road	3 Aba cus Hou se	Davies and Davies	A2	n/a	m/a	
Newlands Road	2 Aba cus Hou se	My Kitchen	A1	Comparison	Independent	
Newlands Road	1 Aba bcu s Hou se	Clear Vision	A2	n/a	n/a	
Newlands Road		Corsham Tyre Service	B2	n/a	n/a	
Newlands Road		Broadoaks Motor Co	SG	n/a	n/a	
Newlands Road		Royal British Legion	A4	n/a	n/a	
New Place	2	Rontos	A1	Comparison	Independent	
Martingate Centre	3	My Loaf	A1	Convenience	Independent	

Martingate Centre	4	Corsham Hardware	A1	Comparison	Independent	
Martingate Centre	5	The Toy Box	A1	Comparison	Independent	
Martingate Centre	6	Daisy Chain	A1	Convenience	Independent	
High Street	7	Corsham Greengrocers	A1	Convenience	Independent	
Martingate Centre	8	Bellisias Boutique	A1	Comparison	Independent	
Martingate Centre		Ladbrokes	A2	n/a	n/a	
Martingate Centre	12	Rumbles	A3	n/a	n/a	
High Street	13	Lloyds TSB	A2	n/a	n/a	
High Street	15	Higos Insurance Service	A2	n/a	n/a	
High Street	19	Autobits Plus	A1	Comparison	Independent	
High Street	23	Jaipur	A3	n/a	n/a	
High Street	25	HSBC	A2	n/a	n/a	
High Street	Arnold House, 31	Corsham Tourist Information and Heritage Centre	D1	n/a	n/a	
High Street	35-37	Hale Veterinary Group	SG	n/a	n/a	
High Street	51-53	CMS Bath Ltd	A2	n/a	n/a	
High Street	55	Walters McFayden	SG	n/a	n/a	
High Street	55a	VLP	A3	n/a	n/a	
High Street	55b	Theodores	A1	Convenience	Independent	
High Street	57	Bebeco	A1	Comparison	Independent	
High Street	59	Bliss Beauty	SG	n/a	n/a	

High Street	63	The Flemish Weaver	A3	n/a	n/a	
High Street		Corsham Town Council and Community Information Office	D1	n/a	n/a	
High Street	67	Delicious House	A5	n/a	n/a	
High Street	69a	Bernies	A1	Comparison	Independent	
High Street	84	Corsham Post Office	A1	Convenience	Independent	
Church Street	3	Parish Church of St Bartholomew's	D1	n/a	n/a	
Church Street	3	Church House	D1	n/a	n/a	
High Street	82	Haques	A3	n/a	n/a	
High Street	72	The Royal Oak	A4	n/a	n/a	
High Street	70	ES Electrical	A1	Comparison	Independent	
High Street	54	Goldfish Bowl	A1	Comparison	Independent	
High Street	52	Design and Crafts	A1	Convenience	Independent	
High Street	50	Oxfam	A1	Comparison	Multiple	CHARITY
High Street	42b	Strawberry Fields	A1	Comparison	Independent	
High Street	42	Ultra Warm	B1	n/a	n/a	
High Street	40b	Corsham Tasty Bites	A1	Convenience	Independent	
High Street	40a	Unique Hair	A1	Comparison	Independent	
High Street	38	Mr R A Fox Dental Surgery	D1	n/a	n/a	
High Street	34	Green Ginger	A1	Convenience	Independent	
High Street	32	Thomas's	A1	Comparison	Regional	
High Street	30	Grannys Attic	A1	Comparison	Independent	
High Street	28	Allen and Harris	A2	n/a	n/a	
High Street	24	Barnett Brothers	A1	Convenience	Independent	
High Street	22	Haine and Smith	A1	Comparison	Regional	
High Street	20	Right Angle	A1	Comparison	Independent	

High Street	18	The Deli at Corsham	A3	n/a	N/A	
High Street	16	Perfect Rooms	A1	Comparison	Independent	
High Street	12-14	Head Office	A1	Comparison	Independent	
High Street	10	Salt and Vinegar	n/a	n/a	n/a	VACANT
High Street	8	Cinamon	A3	n/a	n/a	
High Street	6	Strakers	A2	n/a	n/a	
		The Gables	A1	Comparison	Independent	
		Shop No Name (Clothes)	A1	Comparison	Independent	
Martingate Centre	31	Sweets and Treats	A1	Convenience	Independent	
Pickwick Road	15	Oakleys	A1	Convenience	Independent	
Pickwick Road	17	Automatic Comic and Toys	A1	Comparison	Independent	
Pickwick Road	17	Elliotts	A2	n/a	n/a	
Pickwick Road	19	Dac Stationary	A1	Comparison	Independent	
Pickwick Road	21	Nat West	A2	n/a	n/a	
Pickwick Road	23	Goughs	A2	n/a	n/a	
		Next to Goughs	n/a	n/a	n/a	VACANT
Pickwick Road	25	The Greenhouse	A1	Comparison	Independent	
Pickwick Road	27	Home Comforts	A1	Comparison	Independent	
Pickwick Road	29	Hong Kong House	A3	n/a	n/a	
		Corsham Development Centre for Young People	D1	n/a	n/a	

Pickwick Road		Corsham Library	D1	n/a	n/a	
Post Office Lane		Corsham Pet and Aquatic Supplies	A1	Convenience	Independent	

CAR PARKING DATABASE

Name:	Co Op
On Street/ Car Park:	Car Park
Total Spaces:	87
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	83
Disabled Spaces:	4
Vacant Spaces on Market Day:	24
Vacant Spaces on Non Market Day:	13
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

Name:	High Street
On Street/ Car Park:	Car Park and some on Street
Total Spaces:	45
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	45
Disabled Spaces:	0
Vacant Spaces on Market Day:	8
Vacant Spaces on Non Market Day:	8
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

Name:	Post Office
On Street/ Car Park:	Car Park

Total Spaces:	123
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	123
Disabled Spaces:	0
Vacant Spaces on Market Day:	63
Vacant Spaces on Non Market Day:	72
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	1

Name:	High Street by Town Hall
On Street/ Car Park:	On Street
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Market Day:	0
Vacant Spaces on Non Market Day:	3
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

Name:	High Street (Flemish Weaver to Walter McFayden)
On Street/ Car Park:	On Street
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0

Disabled Spaces:	1
Vacant Spaces on Market Day:	2
Vacant Spaces on Non Market Day:	2
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

Name:	High Street (Outside Hale Veterinary Group)
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Market Day:	1
Vacant Spaces on Non Market Day:	0
Illegal Spaces on Market Day:	1
Illegal Spaces on Non Market Day:	0

Name:	High Street (Outside Methuen Arms)
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Market Day:	1
Vacant Spaces on Non Market Day:	1
Illegal Spaces on Market Day:	0

Illegal Spaces on Non Market Day:	2
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Name:	Opposite Home Comforts
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Market Day:	2
Vacant Spaces on Non Market Day:	1
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

BUSINESS CONFIDENCE

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

- "1 Free Parking"
- "1 All retailers need to work together. 2 Town Council support."
- "1 Poor marketing and signage to get people here. 2 Better co ordination of events (i.e. food festivals etc) So that we have a better opportunity to get people here."
- "1. 1 hour free parking. 2 Charity shops to pay full rates."
- "1. Market/Advertise the town better. 2 Railway station reopened."
- "1. Some big name shops to attract people to come to Corsham, all we have is an expensive Co Op Supermarket."
- "1. Reduce or scrap car parking charges. 2 Make retail premises more affordable."
- "1. Deliver Corsham Railway Station. 2 Need a cohesive structure/ plan."
- "1 Free Car Parking."
- "1 Free Parking."
- "1 Free car parking."
- "1 Reduce car parking. 2 Increase signage to the town centre."

TOWN CENTRE USERS SURVEY

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

Key to Qualitative analysis.

Car Parking

Events

Retail Offer

Banking Services

Martingate Centre

Facilities/ Activities for Younger People

- "Free 1 hour parking"
- "travel links"
- "1 Hour free parking. Waitrose"
- "Another supermarket More clothing shops for my age group"
- "Bring back free parking for 1st hour. Have another supermarket to break the Co-op monopoly"
- "Re-introduce One Hour Free Parking. Encourage re-opening of Building Society."
- "Whilst accepting that car parking is a facility which should be paid for, I believe for the vitality of a town such as Corsham that the charge should be minimal (say 20p per hour). Were barriers erected, and payment made on leaving the area, then it would encourage people to pull in and park, knowing they have time to obtain the requisite coinage, stay for a coffee if they happen to meet a friend. Under the present arrangement one has to cross the car park four times prior to entering the shopping area. If it is raining this is particularly irksome! I would have kept the Library close to the High Street shopping area, not moved it a 5-10 minute walk from the centre and experimented with a late shopping night, where all the owners of High Street businesses stayed open until 7.30 or 8.00 pm perhaps compensating for this by closing at 2 pm on a Monday afternoons."
- "Improve parking by making it free competing with supermarkets. Advertising what's going on better"
- "Can't think of anything offhand!"
- "Free parking for an hour. A police officer on foot patrol"
- "More Events. Better transport"
- "More events and activities. Lower parking charges."
- "Signposting. Increased pedestrianised area"
- "Bring back 1 hour free parking. Stop market traders from driving on pedestrian areas, ruining the paved area."
- "A free hours parking would encourage me to visit outside of work hours instead I go to Sainsbury's."
- "Free Parking: As a retailer we see customers in a hurry to get back to their car as they don't want to pay a high charge for 2nd hour. As a travel agent we are a

secondary business to the banks & supermarket and customers need more time.
Events: Serious lack of. Nothing draws people into the town. Its a shame as the town has allot of history and close proximity to Bath"

- "Make Martingate centre more in keeping with an ancient market town. Replace garage opposite with shops."
- "Parking - if the 30 or 40p covered more than an hour, then lots of us would stay longer and spend more. The tickets have now been altered so that there is no tear off section for refund of cost by shops. The other suggestion would be fee paying parking but pay as you leave, make subsequent hour fairly cheap, so that if you chose to stay longer and meet a friend for coffee you wouldn't be worrying about parking ticket and huge fine. I am sure this would increase trade."
- "Have an hour's free parking."
- "Provide at least half-an-hour for free Car Parking - if they can do it in Devizes, why not Corsham? Encourage a wider range of shops not quite so many charity shops."
- "Wider variety of shops. Fewer charity shops"
- "Shopping in Corsham would be used a lot more if the 1 hour free parking was re-instated. There are no building societies in Corsham"
- "More special events such as food fairs, street entertainment & party in the park special parking rates at off peak to entice more shoppers"
- "Greater variety of shops. Station"
- "Free one hour parking. Why has the council changed format of parking tickets so that it is more difficult to reclaim money from Co-op? Bicycle racks and buses which reach Gastard and the Ridge areas."
- "1. Free car parking to encourage more people to come to town for their shopping.
2. Library to remain in the town centre - this will encourage people to shop/spend more time in the town centre."
- "Spruce up the main high street. Ensure all empty shops are occupied and stop the goods from being displayed over the pavement"
- "Lower car parking charges to encourage more people to shop. Encourage other shops in - i.e. - shoe shop, clothes for men/women, another supermarket chain to provide some competition."
- "Upgrade the Precinct - it looks very ugly and out of character with the rest of the old shops and the High Street. Fewer Charity Shops would be better. Fix up the paving slabs, they are dangerous and their haphazard layout with a lot of them missing and been replaced with bitumen looks very unattractive."
- "Increase in range of shops. Parking"
- "Free parking for 1 hr"
- "1. When shops are empty offer to local organisations e.g. Corsham food bank and Corsham country market. 2. Completely pedestrianise the High Street"
- "A well organised active community"
- "It would be great to have a children's shoe shop stocking Clark's shoes like they have in Calne. It would be good to go back to having free parking in the Co op car park for the first hour."
- "More events, markets, festivals etc"

- "Traffic actually slowing down and stopping at the crossing outside the library. Being able to park without paying for 1 hour."
- "More reasonable car parking fees. Improve surface for walking in the High Street."
- "1.Stop charging for short-stay parking 2. More shops - too many have become private houses over the years."
- "Free car parking to allow one to stay longer in the centre. Asking the school pupils to pick up their litter by the sweet shop."
- "Remove parking charges. Need another supermarket."
- "Make first hour of parking free and adjust parking fees so that visitors/tourists can stay longer without feeling fleeced Get some competition in for the food shopping as Co-op is expensive and limited in range, which encourages people to go elsewhere to shop"
- "More activities in Corsham Court. More on a Saturday afternoon its dead not enough coffee shops etc"
- "listen to your residents do not allow W.C.C. to dictate to you i.e. parking"
- "Remove car-parking charges -they are unnecessary in a town of this size. Re-open Corsham station to allow easier access to larger cities nearby - Bath and Swindon."
- "Facelift Martingate centre - so out of sync with High Street. 1 hour free parking"
- "railway access"
- "Free 1hr parking. Gangs of youngsters"
- "Ensure we never fall into the trap of allowing multi-national chain coffee shops! Not exceed the current number of charity shops!"
- "Bring in more clothes shops and less charity ones. Bring back free parking for the first hour at least match the charges in Trowbridge town centre (so much cheaper there for the amount and choice of shops etc)"
- "Knock down Martingate - it's horrendous and remove the betting shops!"
- "Free short term car parking to improve footfall/spend and so improve retail offer. Second large supermarket to provide competition and keep shoppers local rather than going to the out of town retailers. and if I can make a third:- More hotel / beds in the town centre"
- "Need variety of shops. i.e., Wool/Handicraft Shop; Shoe Shop; Dry Cleaners Cobblers; Clothing shops Need a Building Society"
- "Free Car Parking. Repairs to broken pavement slabs ASAP"
- "better variety of shops"
- "Free Car Parking. More shops"
- "No parking fee for first hour or make it 40p for first two hours."
- "More visibility of dog wardens and parking officers."
- "I would like more up to date shops and a variety of places I can get clothes for myself and the children, we only use the Factory Shop at the moment or the charity shops. Madison is too expensive for my budget. I normally go into Chippenham or Bath but would prefer to shop around Corsham. I only shop in the Co-op for day to day bit because it's the only shop in Corsham town do so otherwise I would go somewhere else as it's quite expensive. I feel the town is very much aimed at older people and what they need rather than younger families?"
- "Better parking facilities with free first hour. Less charity shops more traders"

- "1 Have a variety of shops and more supermarkets. 2 Make the town cleaner."
- "1 Clean up the town. 2 Do something with the Martingate Centre."
- "1 Another supermarket"
- "1 Shops are aimed at the elderly and mature and need to be modernize and relevant to youth. 2 Art work surrounding the town."
- "1 Shops"
- "1 More cafes in which it is easy to relax and socialise. 2 More places for artists and musicians to perform."
- "1 Better shops-Factory Shop brilliant!!"
- "1 Better transport links. 2 More cultural and leisure activities."
- "1 Take away the Co Op, terrible shop and lots of youths hang out there. 2 Make parking free."
- "1 Improve cobbles on High Street. 2 More cultural and leisure activities."
- "1 Improve facilities in the town more needed for older people."
- "1 Change the Co Op, have another supermarket."
- "1 Better banking service. 2 Cleaner town- no dog poo!!"
- "1 More affordable clothes and shoe shops. 2 More coffee shops and places to eat."
- "1 More disabled access"
- "1 Make the town look nicer please."
- "1 More variety of shops. 2 Market twice a week."
- "1 Make crossings safer, I've almost been runover at the end of Newlands Road by the roundabout."
- "1 Train station needed."
- "1 Another supermarket. 2 Better disability access."
- "1 Improve appearance of town centre. 2 More shops for young families and indoor cafes."
- "1 Corsham is great, don't change it."
- "1 More nice cafes that aren't too expensive."
- "1 Better variety of restaurants. 2 Cheaper car parking."
- "1 Need more mainstream shops, H and M, Urban Outfitters, CD's, Games etc. 2 Need more leisure and cultural activities for young people."
- "1 Banks like Chippenham"
- "1 Banks offering services that are available in Chippenham. 2 Improved leisure and cultural activities."
- "1 A few more shops needed like children clothes shops and shops where I can buy goods."
- "1 Try to bring the new and old together better. 2 Cheaper car parking."
- "1 Parking for workers. 2 Need to do more for younger people."
- "1. Make the newer part better. 2. More indoor places to eat."
- "1. Clean up the town"
- "1 Improve the Martingate Centre. 2 No more fast food outlets too many. 3 More greenery."
- "1. Better transport links in and out."

- "1 More indoor places to eat or meet. 2 Better market- range of shop stalls improved."
- "1 Need to be more individual shops and shops for younger adults and another supermarket. 2 Landscape Martingate Centre."
- "1 Wider range of shops and restaurants. More stalls on market days. 2 Clean up the town."
- "1 Free parking would encourage quick visits, I am even though it's cheap. The format of parking tickets has changed so I can't reclaim the parking money from retailers. Signposts. A map with all shops on to encourage greater use of shops off main parade."
- "1 More rubbish bins provided."
- "1 Banks need to offer full service so I do not have to go to Chippenham. 2 Cheaper parking."
- "1 More shops for young families like mine!!"
- "Remove the low cost shops and replace with shops people actually want!"
- "Parking charges encourage people to park in residential streets, consider a free hour parking scheme? The pool at the Springfield Centre is quite tired and grubby and could do with an update."
- "1 Better shopping facilities for groceries. 2 Better bus links from surrounding towns e.g. Bradford on Avon and Melksham."
- "1 First hour free for car parking. 2 Train station needed. 3 More centres for the young."
- "1 More shops and activities for younger people. 2 Start a train group- train station needed."
- "1 A wider range of activities for the younger members of the town such as a nightclub."
- "1 Keep basic but revamp as it looks old. 2 Make the first hour of car parking free."
- "1 None- a beautiful town, better than where I live"
- "1 Electrical shops. 2 Knock down the 1970s buildings. 3 Free car parking."
- "1 More things to do for young people."
- "1 A greasy spoon cafe is needed. 2 More for children."
- "1 Better shops, clothing shops for younger people. 2 A weekend nightclub."
- "1 Building societies required because too far to travel to get money."
- "1 None."
- "1 More facilities for younger people."
- "1 More shops. 2 Less expensive places."
- "1 Perhaps more shopping for younger families or those with children."
- "1 Better/ improved transport links."
- "1 Free parking."
- "1 Needs a train station- shame the train comes through but does not stop."
- "1 Free parking because my daughter drives and we come to town together."
- "1 Clothes shopping for younger people. 2 Cinema/ Superbowl."
- "1 Clean up. 2 More shoes shops. 3 More disabled access."

- "1 Few more shops would be nice to have haberdashery/ dressmaking shop. 2 A Building Society."
- "1 Free parking."
- "1 Corsham needs a cinema and more for families to do in the evenings."
- "1 Train station and more bus services to other towns. 2 Do something with the Martingate Centre."
- "1 More things in town for young people- no shops or activities."
- "1 Nothing. I love Corsham."
- "1 Another supermarket. 2 More for younger people to do."
- "1 Rebuild it. 2 Free parking."
- "1 Martingate Centre needs to be revamped, the High St is gorgeous but this looks a tad 1970's and outdated."