Market Town Benchmarking

Measuring the performance of town centres

Cricklade

2012 Report

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EXECUTIVE SUMMARY

General

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Positive

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Negative

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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.

The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context.

- Regional figures are an amalgamation of the data for all the towns in a specific region.
- The National figure is the average for all the towns which participated in Benchmarking during 2012.
- 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.

Information on towns contributing to Benchmarking in 2012, 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
- understand their locality in a Regional, National and Typology context
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications
- create an action plan for town centre improvements

METHODOLOGY

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 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
KPI 8: Footfall	Footfall Survey on Busy and Quiet Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Busy and Quiet Days
KPI 10: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face/ On Line
KPI 11: Town Centre Users Survey	Face to Face Survey/ Face to Face
KPI 12: Shoppers Origin Survey	Shoppers Origin and Town Centre User Surveys

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

KEY FINDINGS

KPI 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 51 occupied units recorded.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
A1	39	56	54	51
A2	12	14	14	15
A3	6	7	7	6
A4	6	4	4	6
A5	6	4	5	5
B1	4	3	2	2
B2	0	1	1	0
B8	0	0	0	0
C1	4	1	1	0
C2	0	9	0	0
C2A	0	9	0	0
D1	18	7	5	9
D2	2	0	0	0
SG	4	4	5	3
Not Recorded	0	0	1	0

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

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.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
Comparison	75	79	77	73
Convenience	25	21	23	27

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.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
Key Attractor	10	6	6	4
Multiple	5	20	20	18
Regional	0	8	7	5
Independent	85	67	67	73

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.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
Vacant Units	4	7	8	7

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.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
Average number of market days during week	n/a	n/a	n/a	n/a
Average number of traders at a market	n/a	13	19	44

KPI 6 and 7: Zone Retail Rents and 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. and the Prime Retail Property Yield is a Net Percentage figure.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
Zone A	16	29	27	23
% Net Yield	n/a	8	9	n/a

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 table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the town.

	Cricklade	South West Small Towns %	National Small Towns %	Typology 8 %
Market/ Busy Day	70	170	136	113
Non Market/ Quiet Day	68	108	88	85

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

	Cricklade	Cricklade %	South West Small Towns %	National Small Towns %	Typ. %
Car Park:					
Total Spaces:	80	41	93	90	85
Short Stay Spaces: (4 hours and under)	0	0	41	47	41
Long Stay Spaces: (Over 4 hours)	79	99	54	46	55
Disabled Spaces:	1	1	5	4	4
Not Registered	0	0	0	3	0
Vacant Spaces on a Busy/ Market Day:	n/a	n/a	22	27	26
Vacant Spaces on a Quiet/ Non Market Day:	4	5	42	41	39
Illegal Spaces on a Busy/ Market Day:	0	n/a	n/a	n/a	n/a
Illegal Spaces on a Quiet/ Non Market Day:	2	n/a	n/a	n/a	n/a
On Street:					
Total Spaces:	114	59	7	10	15
Short Stay Spaces: (4 hours and under)	0	0	65	64	55
Long Stay Spaces: (Over 4 hours)	109	96	31	26	38
Disabled Spaces:	5	4	4	4	2
Not Registered	0	0	0	6	0
Vacant Spaces on a Busy/ Market Day:	n/a	n/a	15	13	6
Vacant Spaces on a Quiet/ Non Market Day:	9	8	17	19	9
Illegal Spaces on a Busy/ Market Day:	0	n/a	n/a	n/a	n/a
Illegal Spaces on a Quiet/ Market Day:	0	n/a	n/a	n/a	n/a

Overall					
Total Spaces:	194	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	0	0	43	48	44
Long Stay Spaces: (Over 4 hours)	188	97	53	44	52
Disabled Spaces:	6	3	5	4	3
Not Registered	0	0	0	3	1
Vacant Spaces on a Busy Day/ Market:	n/a	n/a	21	25	23
Vacant Spaces on a Quiet/ Non Market Day:	13	7	40	39	35
Illegal Spaces on a Busy/ Market Day:	0	n/a	n/a	n/a	n/a
Illegal Spaces on a Quiet/ Non Market Day:	5	n/a	n/a	n/a	n/a

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 tables are based on the 28 responses from the Business Confidence Survey.

	Cricklade %	South West Small Towns %	National Small Towns %	Typology 8 %
What is the nature of your business?				
Retail	46	62	68	
Commercial/Professional	21	19	16	
Public Sector	0	1	1	
Hospitality	21	11	9	
Other	11	7	6	
What type of business are you?	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typology 4 %**
Multiple Trader	11	13	15	
Regional	4	6	6	
Independent	85	81	79	

How long has your business been in the town?	Cricklade %	South West Small Towns %	National Small Towns %	Typology %
Less than one year	11	10	9	
One to five years	18	21	21	
Six to ten years	14	15	16	
More than ten years	57	54	54	

Compared to last year has your turnover…….?,	Cricklade %	South West Towns %	National Small Towns %	Typology %
Increased	26	33	30	
Stayed the same	30	30	31	
Decreased	43	37	39	

Compared to last year has your profitability…….?	Cricklade %	South West Small Towns %	National Small Towns %	Typology %
Increased	29	29	26	
stayed the same	54	30	31	
Decreased	17	41	43	

Over the next 12 months do you think your turnover will…….?	Cricklade %	South West Small Towns %	National Small Towns %	Typology %
Increase	50	40	37	
stay the same	42	41	41	
Decrease	8	19	23	

What are the positive aspects of having a business located in the town? (Multiselect)	Cricklade %	South West Small Towns %	National Small Towns %	Typology %
Prosperity of the town	39	45	41	
Labour pool	14	12	12	
Environment	36	28	27	
Geographical location	61	49	46	
Mix of retail offer	39	38	38	
Potential tourist customers	39	39	39	
Potential local customers	54	79	79	
Affordable housing	7	6	9	
Transport links	21	27	26	
Car parking	68	29	35	
Rental values/property costs	14	17	16	
Market(s)	4	16	17	15
Other	11	4	5	

What are the negative aspects of having a business located in the town? (Multiselect)	Cricklade %	South West Small Towns %	National Small Towns %	Typology %
Prosperity of the town	12	13	22	
Labour pool	4	6	7	
Environment	0	4	7	
Geographical location	4	4	7	
Mix of retail offer	28	23	23	
Potential tourist customers	0	7	9	
Potential local customers	0	4	4	
Affordable housing	44	11	10	
Transport links	36	15	19	
Car parking	12	64	55	
Rental values/property costs	44	32	37	
Market(s)	32	12	14	17
Local business competition	24	17	21	
Competition from other places	16	31	37	
Competition from the Internet	28	39	39	
Other	8	6	7	

Has your business suffered from any crime over the last 12 months?	Cricklade %	South West Small Towns %	National Small Towns %	Typology %
Yes	11	27	30	
No	89	73	70	
What type of crime has your business suffered over the last 12 months (Multiselect)	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typology %**
Theft	100	79	74	
Abuse	33	14	15	
Criminal damage	33	28	40	
Other	0	4	2	

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

- "Less lorries. Outdoor chilling out area."
- "Marketing for tourism. More signage for Thames path."
- "Double street parking."
- "More shops. Market for tourism."
- "Marketing and tourism."
- "More police"
- "Advertising/ signs for car park behind Tesco’s. Less lorries going through the town."
- "Zebra crossing opposite Madame B."
- "More BUSINESSES IN THE TOWN AND DIFFERRENT TYPES. BAKERY THAT DOES TEA AND COFFEE."
- "Stop change of use."
- "Increase diversity of retail opportunities."
- "Signage for new car park. Greater mix of shops. Pavements that stick out in the road."
- "Better mix of services i.e. jewellers, ... and clothing proprietors. Parking away from High Street.,"
- "Removal of HGV's."
- "Exterior refurbishments of retail. Poor pavements."
- "Greater mix of shops to attract tourists"
- "Parking. People parking all day and leaving town."

- "Ensure free car parking is maintained. Maintain smart appearance. Bloomers is excellent."

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 49 responses from the Town Centre Users Survey.

	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
Gender				
Male	31	39	39	27
Female	69	61	61	73
Age	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typ. 8 %**
16-25	6	10	9	8
26-35	12	10	10	9
36-45	12	16	15	11
46-55	14	17	20	15
56-65	20	20	20	23
Over 65	35	28	27	35

What do you generally visit the Town Centre for?	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
Work	8	19	16	13
Convenience Shopping	42	39	42	47
Comparison Shopping	0	5	5	5
Access Services	27	16	16	18
Leisure	6	10	11	8
Other	17	10	9	9
How often do you visit the Town Centre	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typ. 8 %**
Daily	37	31	25	25
More than once a week	35	41	35	46
Weekly	14	15	14	12
Fortnightly	2	5	4	5
More than once a Month	4	3	3	2
Once a Month or Less	2	4	7	7
First Visit	6	2	11	4

How do you normally travel into the Town Centre?	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
On Foot	45	42	36	34
Bicycle	0	3	3	0
Motorbike	0	1	1	1
Car	53	48	52	56
Bus	2	5	7	7
Train	0	0	1	1
Other	0	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typ. 8 %**
Nothing	8	4	3	2
£0.01-£5.00	15	16	15	12
£5.01-£10.00	33	26	25	28
£10.01-£20.00	33	28	31	32
£20.01-£50.00	10	20	20	22
More than £50.00	0	5	5	3

How do you rate the physical appearance of the town centre?	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
Very Good	51	18	17	27
Good	47	56	58	65
Poor	2	21	21	7
Very Poor	0	5	4	1
How do you rate the cleanliness of the town centre?	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typ. 8 %**
Very Good	51	18	17	23
Good	47	64	64	66
Poor	2	17	16	10
Very Poor	0	2	3	1
How do you rate the variety of shops in the town centre?	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typ. 8 %**
Very Good	40	7	11	10
Good	56	46	45	59
Poor	4	37	36	28
Very Poor	0	10	9	3
How do you rate the leisure and cultural offering in the town centre?	**Cricklade %**	**South West Small Towns %**	**National Small Towns %**	**Typ. 8 %**
Very Good	33	10	8	10
Good	44	48	47	54
Poor	23	35	37	32
Very Poor	0	7	8	4

What are the positive aspects of the Town Centre?	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
Physical appearance	71	56	54	49
Shops	56	49	53	50
Restaurants	48	41	37	30
Access to Services	77	75	75	67
Leisure Facilities	50	31	25	18
Cultural Facilities	29	28	24	15
Pubs/ Bars/ Nightclubs	73	35	33	30
Transport	52	43	40	30
Ease of walking around the town centre	79	73	75	75
Convenience e.g. near where you live	75	70	69	64
Safety	65	49	48	46
Car Parking	60	44	44	39
Markets	6	45	39	26
Other	13	4	4	5

What are the negative aspects of the Town Centre?	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
Physical appearance	0	28	27	10
Shops	14	41	36	22
Restaurants	19	30	33	18
Access to Services	3	10	8	2
Leisure Facilities	22	35	39	32
Cultural Facilities	33	33	37	28
Pubs/ Bars/ Nightclubs	0	26	29	10
Transport	19	21	25	24
Ease of walking around the town centre	0	10	10	5
Convenience e.g. near where you live	0	8	9	3
Safety	17	16	16	7
Car Parking	33	41	40	40
Markets	53	21	26	22
Other	14	7	7	10

How long do you stay in the Town Centre?	Cricklade %	South West Small Towns %	National Small Towns %	Typ. 8 %
Less than an hour	73	35	36	38
1-2 Hours	20	41	39	41
2-4 Hours	6	12	12	9
4-6 Hours	0	4	3	3
All Day	0	8	8	8
Other	0	1	1	0

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

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 869 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

	Cricklade%	South West Small Towns %	National Small Towns %	Typology 8 %
Locals	57	64	58	59
Visitors	35	25	29	33
Tourists	8	11	13	8

APPENDIX

Town Name	Large or Small	Region	Type
Loughborough	L	East Midlands	n/a
Hinckley	L	East Midlands	n/a
Carlton Square	S	East Midlands	n/a
Carlton Hill	S	East Midlands	n/a
Netherfield	S	East Midlands	n/a
Mapperley	S	East Midlands	n/a
Arnold	S	East Midlands	n/a
Bury St Edmunds	L	East of England	2
St Ives	L	East of England	4
St. Neots	S	East of England	4
Ramsey	S	East of England	4
Huntingdon	S	East of England	4
Wetherby	S	North East	1
Ripon	S	North East	2
Bentham	S	North East	2
Settle	S	North East	3
Knaresborough	S	North East	n/a
Penrith	L	North West	2
Nantwich	L	North West	2
Wrexham	L	North West	n/a
Crewe	L	North West	n/a
Wilmslow	L	North West	n/a
Macclesfield	L	North West	n/a
Alsager	S	North West	1
Disley	S	North West	1
Appleby	S	North West	2
Kirkby Stephen	S	North West	2
Middlewich	S	North West	4
Knutsford	S	North West	5
Bollington	S	North West	5
Wigton	S	North West	7
Congleton	S	North West	8
Sandbach	S	North West	8
Holmes Chapel	S	North West	8
Mold	S	North West	n/a
Queensferry	S	North West	n/a
Saltney	S	North West	n/a
Shotton	S	North West	n/a
Buckley	S	North West	n/a

Connahs Quay	S	North West	n/a
Flint	S	North West	n/a
Holywell	S	North West	n/a
Alston	S	North West	n/a
Bangor	S	North West	n/a
Caernarfon	S	North West	n/a
Alderley Edge	S	North West	n/a
Handforth	S	North West	n/a
Poynton	S	North West	n/a
Audlem	S	North West	n/a
Broadstairs	L	South East	n/a
Hertford	L	South East	n/a
Halstead	S	South East	2
Buckingham	S	South East	4
Southwater	S	South East	4
Henley	S	South East	5
Sheerness	S	South East	6
Dover	S	South East	6
Bishops Waltham	S	South East	8
Waltham Cross	S	South East	n/a
Cheshunt Old Pond	S	South East	n/a
Bletchley	S	South East	n/a
Bookham	S	South East	n/a
Wolverton	S	South East	n/a
Devizes	L	South West	2
Trowbridge	L	South West	2
Nailsea	S	South West	1
Pewsey	S	South West	2
Melksham	S	South West	2
Frome	S	South West	2
Westbury	S	South West	2
Warminster	S	South West	2
Corsham	S	South West	2
Wilton	S	South West	2
Chippenham	S	South West	4
Calne	S	South West	4
Malmesbury	S	South West	4
Ludgershall	S	South West	4
Bradford On Avon	S	South West	5
Cricklade	S	South West	8
Royal Wootton Bassett	S	South West	8
Tidworth	S	South West	n/a
Ross on Wye	L	West Midlands	2

Tenbury Wells	S	West Midlands	2
Great Malvern	S	West Midlands	2
Alcester	S	West Midlands	2
Upton Upon Severn	S	West Midlands	3
Southam	S	West Midlands	4
Whitchurch	S	West Midlands	5

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 **agricultura**l 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 i33s 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

CAR PARKING DATABASE