TOWNS ALIVE BENCHMARKING

MEASURING THE PERFORMANCE OF TOWN CENTRES

LLANTWIT MAJOR

2014 REPORT

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EXECUTIVE SUMMARY

General

- 43% of the units in the town centre are A1 Shops which is lower than the National Small Towns average of 53%. 15% of the units are A2 Financial and Professional Services.
- **An independent town centre;** 69% of the A1 Shops in Llantwit Major are unique to the town centre, very similar to the National Small Towns average. (68%)
- **Comparison Shopping;** Traditional retail theory suggests that the retail offering in a town centre should be at least two thirds comparison and one third convenience. In Llantwit Major town centre 83% of the A1 Shops mainly sell comparison goods.
- **Convenience Shopping;** 54% of the town centre users visited the town centre for convenience shopping, 12% higher than the National average and 15% higher than the Regional average.
- **Low Zone A rents;** Zone A rents in Llantwit Major, £13 per sq. ft are noticeably lower than the National (£27) and Regional (£29) averages.
- **Average Footfall;** The table illustrates that footfall on the Busy and Quiet Days in Llantwit Major is very similar to the National Small Towns averages. 127 persons per ten minutes on a Busy Day compared to 122 Nationally and 79 persons per ten minutes on a Quiet Day compared to 90 Nationally.
- **Average Car Parking Vacancy;** Overall on the Busy Day, 30% of car parking spaces were vacant which is identical to the Regional average and 2% higher than the National figure. On the Quiet Day audit the vacancy rate remained at 30% which is lower than the National (36%) and Regional (41%) averages. To place these figures further in context, in 2013 at a British Parking Association Conference it was noted that if provision, policy and pricing are aligned vacancy rates should be 15%.
- **Customer Spend;** 31% of town centre users spent £10.01-£20.00 on a normal visit to Llantwit Major, a similar figure to the National (32%) and Regional (34%) figures.
- **Short Stay;** 87% of those interviewed stayed in the town centre for less than 2 hours.

Positive

- **Low vacancy rates;** 7% of the units in Llantwit Major town centre were vacant at the time of the audit which is lower than the National Small Towns (8%) and Regional (7%) figures. To place the data even further in context in March 2014 The Local Data Company reported that vacancy rates in town centre's across Great Britain was 14%.
- **Local Customers;** 91% of businesses rated potential local customers as the most positive aspect of trading in the town, whilst in the shoppers origin survey 75% of post codes gathered were from local residents.

Negative

- **Trading Conditions;** 50% of businesses reported that compared to last year their turnover had decreased, 22% higher than the National figure. Similarly, 50% stated that profitability had decreased over the last 12 months, almost double the National average.
- Competition from out of town shopping (78%) and competition from the internet (67%) were classed as negative aspects of the town centre by businesses, the latter 27% higher than the National figure.
- **Retail Offer;** 40% of town centre users reported that the retail offer was a negative aspect of Llantwit Major and these statistics were supported by the comments for suggestions to improve the town.
- **Town centre user suggestions;** Alongside retail offer, improving ‘car parking’, ‘physical appearance’, ‘restaurants/ cafes’ and signage to the historical parts of town’ were themes to emerge.

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Llantwit Major** with 87 units is classed as a Small Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. Regional figures are an amalgamation of the data for all the towns in a specific region. The National figure is the average for all the towns which participated in Benchmarking during 2013.

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

THE REPORTS

The Annual 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: Commercial Units; Use Class	Visual Survey
KPI 2: Commercial Units; Comparison/Convenience	Visual Survey
KPI 3:Commercial Units; Trader Type	Visual Survey
KPI 4: Commercial Units; Vacancy Rates	Visual Survey
KPI 5: Markets	Visual Survey
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Valuation Office Agency/ Local Commercial Agents
KPI 8: Footfall	Footfall Survey on a Busy/Market Day and a Quiet/ Non Market Day
KPI 9: Car Parking	Audit on a Busy/Market Day and a Quiet/ Non Market Day
KPI 10: Business Confidence Surveys	Postal Survey
KPI 11: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI 12: Shoppers Origin Surveys	Shoppers Origin Survey

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: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the "commercial offer" throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing

		homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis (Unique Establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **81** occupied units recorded.

	National Small Towns%	South West Small Towns%	Llantwit Major%
A1	53	54	43
A2	14	14	15
A3	8	8	10
A4	4	4	6
A5	5	4	9
B1	3	2	0
B2	0	1	0
B8	0	0	0
C1	1	1	0
C2	0	0	0
C2A	0	0	0
D1	6	8	12
D2	1	1	0
SG	5	4	5
Not Recorded	0	0	0

43% of the units in the town centre are A1 Shops which is lower than the National Small Towns average of 53%. 15% of the units are A2 Financial and Professional Services.

KPI 2: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

A1 Retail units selling goods can be split into two different types Comparison and Convenience.

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- food and non-alcoholic drinks
- tobacco
- alcohol
- newspapers and magazines
- non-durable household goods.

2. **Comparison goods** – all other retail goods.

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and Miscellaneous goods
- Hairdressing

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers.

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

	National Small Towns%	South West Small Towns%	Llantwit Major%
Comparison	79	80	83
Convenience	21	20	17

Traditional retail theory suggests that the retail offering in a town centre should be at least two thirds comparison and one third convenience. In Llantwit Major town centre 83% of the A1 Shops mainly sell comparison goods.

KPI3: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a "unique selling point" and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

Department Stores	**Clothing**
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	**Other Retailers**
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

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

	National Small Towns%	South West Small Towns%	Llantwit Major%
Key Attractor	6	4	3
Multiple	19	14	23
Regional	7	10	6
Independent	68	73	69

69% of the A1 Shops in Cowbridge are unique to the town centre which is very similar to the National Small Towns average. (68%)

KPI4; COMMERCIAL UNITS VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	National Small Towns%	South West Small Towns%	Llantwit Major%
Vacancy Rate	8	7	7

7% of the units in Llantwit Major town centre were vacant at the time of the audit which is lower than the National Small Towns (8%) and Regional (7%) figures. To place the data even further in context in March 2014 The Local Data Company reported that vacancy rates in town centre's across Great Britain was 14%.

KPI5; MARKETS

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g. empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g. a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at regular (at least once a fortnight) weekday markets within the locality.

	National Small Towns	South West Small Towns	Llantwit Major
Av. No.	17	16	n/a

KPI 6 AND 7: ZONE A 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.

	National Small Towns	South West Small Towns	Llantwit Major
Zone A Rents	27	29	13
% Yield	8	9	n/a

Zone A rents in Llantwit Major, £13 per sq. ft are noticeably lower than the National (£27) and Regional (£29) averages.

KPI 8: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

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

	National Small Towns	South West Small Towns	Llantwit Major
Busy Day	122	112	127
Quiet Day	90	84	79

The table illustrates that footfall on the Busy and Quiet Days in Llantwit Major is very similar to the National Small Towns averages. 127 persons per ten minutes on a Busy Day compared to 122 Nationally and 79 persons per ten minutes on a Quiet Day compared to 90 Nationally.

The tables below provide details on each and every footfall count and location. The Town Hall recorded the lowest footfall counts averaging 37 persons per ten minutes on the Busy Day and the same figure on the Quiet Day audit, however it was noted that this location was open to fluctuations depending on vents. The highest individual footfall count was recorded between 11.10-11.20 on the Busy Day audit outside Co Op (165)

Count Point Location: Filco			
Time	Market Day/ Busy Day Count (27th January)	Time	Non Market Day/ Quiet Day Count
11:00-11:10	**62**	**11:00-11:10**	**42**
12:00-12:10	**67**	**12:00-12:10**	**56**
13:00-13:10	**51**	**13:00-13:10**	**81**
Comments			

Count Point Location: Co-op			
Time	Market Day/ Busy Day Count (27th January)	Time	Non Market Day/ Quiet Day Count
11:10-11:20	**165**	**11:10-11:20**	**67**
12:10-12:20	**135**	**12:10-12:20**	**101**
13:10-13:20	**81**	**13:10-13:20**	**68**
Comments			

Count Point Location: Town Hall			
Time	Market Day/ Busy Day Count (27th January)	Time	Non Market Day/ Quiet Day Count
11:10-11:20	**15**	**11:10-11:20**	**32**
12:10-12:20	**65**	**12:10-12:20**	**71**
13:10-13:20	**30**	**13:10-13:20**	**7**
Comments	The activities from the church (weddings, funerals etc) can hugely effect footfall in this area		

Count Point Location: Chocolate Box			
Time	Market Day/ Busy Day Count (27th January)	Time	Non Market Day/ Quiet Day Count
11:10-11:20	**65**	**11:10-11:20**	**30**
12:10-12:20	**64**	**12:10-12:20**	**29**
13:10-13:20	**60**	**13:10-13:20**	**15**
Comments			

KPI 9: CAR PARKING

A large proportion of spending customers in a town centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

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

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

Car Park:	Nat. Small Towns %	South West Small Towns %	LM. No.	LM.%
Total Spaces:	88	81	423	94
Short Stay Spaces: (4 hours and under)	47	39	0	0
Long Stay Spaces: (Over 4 hours)	41	48	404	96
Disabled Spaces:	4	5	19	4
Not Registered	8	7	0	0
Vacant Spaces on a Busy:	30	34	132	31
Vacant Spaces on a Quiet Day:	38	45	127	30
Illegal Spaces on a Busy Day:	n/a	n/a	1	n/a
Illegal Spaces on a Quiet Day:	n/a	n/a	1	n/a

On Street:				
Total Spaces:	12	19	28	6
Short Stay Spaces: (4 hours and under)	56	37	0	0
Long Stay Spaces: (Over 4 hours)	36	53	24	86
Disabled Spaces:	4	4	4	14
Not Registered	4	6	0	0
Vacant Spaces on a Busy:	14	13	3	11
Vacant Spaces on a Quiet Day:	22	22	7	25
Illegal Spaces on a Busy Day:	n/a	n/a	0	n/a
Illegal Spaces on a Quiet Day:	n/a	n/a	0	n/a
Overall				
Total Spaces:	n/a	n/a	451	n/a
Short Stay Spaces: (4 hours and under)	48	39	0	0
Long Stay Spaces: (Over 4 hours)	40	49	428	95
Disabled Spaces:	4	5	23	5
Not Registered	7	7	0	0
Vacant Spaces on a Busy:	28	30	135	30
Vacant Spaces on a Quiet Day:	36	41	134	30
Illegal Spaces on a Busy Day:	n/a	n/a	1	n/a
Illegal Spaces on a Quiet Day:	n/a	n/a	1	n/a

All of the car parking in the town centre is available for more than 4 hours, more than double the National Small Towns figure.

Overall on the Busy Day, 30% of car parking spaces were vacant which is identical to the Regional average and 2% higher than the National figure. On the Quiet Day audit the vacancy rate remained at 30% which is lower than the National (36%) and Regional (41%) averages. To place these figures further in context, in 2013 at a British Parking Association Conference it was noted that if provision, policy and pricing are aligned vacancy rates should be 15%.

KPI 10: BUSINESS CONFIDENCE SURVEY

In regards to the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues.The following percentage figures are based on the 11 returned Business Confidence Surveys. Please note that all the businesses listed in the Appendix received a survey and an accompanying freepost envelope.

	National Small Towns%	South West Small Towns%	Llantwit Major %
Nature of Business			
Retail	59	58	67
Financial/ Professional Services	18	20	0
Public Sector	2	2	0
Food and Drink	12	10	22
Other	10	11	11
Type of Business			
Multiple Trader	11	10	9
Regional	6	5	0
Independent	83	85	91
How long has your business been in the town			
Less than a year	7	7	9
One to Five Years	21	22	0
Six to Ten Years	15	14	0
More than Ten Years	57	57	91

Compared to last year has your turnover			
Increased	38	43	30
Stayed the Same	34	33	20
Decreased	28	24	50
Compared to last year has your profitability			
Increased	30	36	30
Stayed the Same	37	32	20
Decreased	33	32	50
Over the next 12 months do you think your turnover will			
Increase	44	47	50
Stay the Same	40	38	20
Decreased	16	15	30

50% of businesses reported that compared to last year their turnover had decreased, 22% higher than the National figure. Similarly, 50% stated that profitability had decreased over the last 12 months, almost double the National average. Despite these figures 50% of businesses reported that over the next 12 months their turnover would increase.

What are the positive aspects of the Town Centre?			
Physical appearance	n/a	n/a	55
Prosperity of the town	45	45	36
Labour Pool	10	11	0
Geographical location	49	50	45
Mix of Retail Offer	39	40	27
Potential tourist customers	41	33	36
Potential local customers	78	76	91
Affordable Housing	8	7	27
Transport Links	26	26	36
Car Parking	39	39	64
Rental Values/ Property Costs	16	19	27
Market (s)	18	16	0
Events/ Activities	n/a	n/a	0
Marketing/ Promotions	n/a	n/a	9
Local Partnerships/ Organisations	n/a	n/a	9
Other	5	4	0

Potential local customers (91%) and car parking were classed as the most positive aspects of the town centre, the latter figure noticeably higher than the National and Regional average of 39%. Physical appearance (55%) and geographical location (45%) were also classed as positive aspects.

What are the negative aspects of the Town Centre?			
Physical appearance	n/a	n/a	11
Prosperity of the town	17	15	44
Labour Pool	6	7	0
Environment	5	4	0
Geographical location	7	9	33
Mix of Retail Offer	19	20	22
Potential tourist customers	7	10	0
Potential local customers	3	3	0
Affordable Housing	10	11	22
Transport Links	14	12	22
Car Parking	53	58	22
Rental Values/ Property Costs	35	34	33
Market (s)	10	9	0
Local business competition	18	18	11
Competition from other localities	33	33	44
Competition from out of town shopping	n/a	n/a	78
Competition from the internet	39	41	67
Events/ Activities	n/a	n/a	11
Marketing/ Promotions	n/a	n/a	0
Local Partnerships/ Organisations	n/a	n/a	0
Other	7	6	0

Competition from out of town shopping (78%) and competition from the internet (67%) were classed as negative aspects of the town centre by businesses, the latter 27% higher than the National figure.

Has your business suffered from any crime over the last 12 months			
Yes	26	27	9
No	74	73	91
Type of Crime			
Theft	72	72	100
Abuse	13	13	0
Criminal Damage	39	34	0
Other	6	3	0

91% of businesses had not suffered from any crime over the last 12 months.

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

- "A reduction in business rates. A break in the monopoly of the shopping precinct."
- "Close train and bus station to keep trade local."
- "Sadly we have too many offices and fast food places that are open in the evenings. Otherwise it's not so much the town it's the people do not have the spare money, bills and petrol are too high they end up going to out of town shops to get things cheaper and half the time don't try local shops first they assume we will be dearer than the out of town shops except Poundland off course."
- "Better variation of types of retailers. More visitors needed."
- "More marketing of the town as a whole. More events."
- "To allow other potential businesses to open without interference from a domineering landowner/ landlord who fears competition. To make grants available to independent retail/ financial owners in order for the re modernization of the current facade."
- "Town seems to be losing out to Cowbridge. Many regular customers now go to Cowbridge to shop since Waitrose opened there in November 12. Need to develop an identity for Llantwit that will attract outside custom. Regular events (markets) that will attract day tourists and visitors."

KPI 11: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

The following percentage figures are based upon the 152 completed Town Centre User Surveys.

	National Small Towns%	South West Small Towns%	LM.%
Gender			
Male	38	37	38
Female	62	63	62
Age			
16-25	8	7	6
26-35	10	11	7
36-45	17	16	20
46-55	19	19	18
56-65	20	19	26
Over 65	26	27	24
What do you generally visit the Town Centre for?			
Work	15	12	12
Convenience Shopping	42	39	54
Comparison Shopping	5	6	3
Access Services	17	21	21
Leisure	13	13	6
Other	9	10	3

54% of the town centre users visited the town centre for convenience shopping, 12% higher than the National average and 15% higher than the Regional average.

How often do you visit the Town Centre			
Daily	29	27	22
More than once a week	39	41	50
Weekly	15	16	15
Fortnightly	5	5	6
More than once a Month	3	3	2
Once a Month or Less	7	7	5
First Visit	2	2	0
How do you normally travel into the Town Centre?			
On Foot	37	42	30
Bicycle	2	2	1
Motorbike	1	1	1
Car	53	48	64
Bus	6	6	1
Train	1	0	0
Other	1	1	2
On average, on your normal visit to the Town Centre how much do you normally spend?			
Nothing	3	2	5
£0.01-£5.00	13	14	13
£5.01-£10.00	26	27	23
£10.01-£20.00	32	34	31
£20.01-£50.00	20	18	26
More than £50.00	6	5	3

87% of those interviewed visited Llantwit Major at least once a week whilst 64% travelled into the town centre by car.

31% of town centre users spent £10.01-£20.00 on a normal visit to Llantwit Major, a similar figure to the National (32%) and Regional (34%) figures.

What are the positive aspects of the Town Centre?			
Physical appearance	56	62	37
Cleanliness	n/a	n/a	42
Retail Offer	49	54	20
Customer Service	n/a	n/a	15
Restaurants	44	47	15
Access to Services	75	79	71
Leisure Facilities	28	26	14
Cultural Activities	24	29	9
Pubs/ Bars/ Nightclubs	37	42	24
Transport Links	43	45	31
Ease of walking around the town centre	75	74	64
Convenience e.g. near where you live	70	69	68
Safety	48	49	26
Car Parking	46	44	46
Markets	34	42	0
Other	7	14	3

Replicating the National trends, access to services (71%), convenience e.g. near where you live (68%) and ease of walking around the town centre (64%) were classed as the most positive aspects of Llantwit Major. 46% stated car parking was a positive aspect and 42% cleanliness.

What are the negative aspects of the Town Centre?			
Physical appearance	29	22	26
Cleanliness	n/a	n/a	19
Retail Offer	42	38	40
Customer Service	n/a	n/a	4
Restaurants	28	26	26
Access to Services	10	10	8
Leisure Facilities	37	36	21
Cultural Activities	37	31	23
Pubs/ Bars/ Nightclubs	27	22	19
Transport Links	22	21	12
Ease of walking around the town centre	9	10	3
Convenience e.g. near where you live	8	7	2
Safety	13	13	10
Car Parking	39	41	29
Markets	29	22	22
Other	12	19	7

40% of town centre users rated the retail offer as a negative aspect of the town centre, 29% car parking, 26% physical appearance and 26% restaurants.

How long do you stay in the Town Centre?			
Less than an hour	36	36	48
1-2 Hours	40	43	39
2-4 Hours	12	12	8
4-6 Hours	3	2	1
All Day	8	6	4
Other	1	1	0
Would you recommend a visit to the Town Centre?			
Yes	n/a	n/a	78
No	n/a	n/a	22

87% of those interviewed stayed in the town centre for less than 2 hours.

78% of town centre users would recommend a visit to the town centre.

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

Augmenting the quantitative data the key theme to emerge from the qualitative suggestions was the need to improve the **'retail offer'.** Other themes to emerge concerned the need to improve the **'physical appearance'**, **'car parking'** in terms of the number of spaces and illegal parking, **'restaurant/ café'** provision and the **'signage to the historic area of Llantwit Major'.**

All of the comments are listed below and colour coded into relevant themes.

- "Sorry, because I've got the Church Project hat on I would say that the signage directing people to and from the historic / old part of LM is important and needs to be improved."
- "a place specifically for young people to socialise, rather than the pubs. Cleaning of signage and pavements during the summer when we have more visitors."
- "Better signage for St Illtud's church. This is an ancient monument. On entering the town the church is included with camping and the beach. On the A48 Dyffryn gardens are signed but St Illtud is not"
- "Regeneration of the Old Town, improving signage for visitors. Enlarge the conservation area."
- "Resolve parking at t-junction opposite spar store on Boverton Rd. Maintain highest possible standards on smallest items. Eg planters, litter."
- "More retail outlets. Farmers/other market"
- "Stop double parking Increase disabled parking. Improve façade of some shops"

- "Sign for visitors I.e. Church, blue plaque routes, to beach and distance, town walks and heritage trail, visitor attractions"
- "Needs to improve amenities to appeal to more people, i.e. needs some nice cafés and pubs need decorating so not to solely serve the youngsters drinking and fighting culture. Leisure centre and pool need updating. there is not a lot wrong with Llantwit Major it has a lot going for it but it needs updating, it's all a bit tired"
- "Stop people parking on double yellow lines and double parking. It makes it difficult to negotiate. Improve walking and cycling facilities - no place to lock a bike, pavements are narrow and some are uneven, more zebra (not pelican) crossings to slow down traffic."
- "Better supermarket. Better leisure facilities"
- "The paving slabs layed on the front of the shops i.e. from the spar west to the sports shop are uneven, check the difference of workmanship of the ones layed by a local company in front of Filco and the precinct."
- "Retail outlets to attract people to the town; including more competitive shops for food, clothes shops, gifts and coffee shops."
- "Public toilets need cleaning Train station is dangerous due to youths No facilities for youth"
- "Having a Hardware shop, also a Tesco, Lidl or Aldi"
- "Hold street markets occasionally."
- "less bookmakers shops, more visible policing at pub kick out time"
- "Entice retail outlets for the town to bring new visitors."
- "stop buses coming through on their way to St Donats along the narrow roads especially as they go towards St Illtyds church way and to listen to the locals voice people who have lived there a long time not someone who has only been in the area a few months"
- "Opening times, no café is open on a Sunday or Bank Holiday. Cleaner pavements"
- "Better parking. More supermarkets like Aldi or Lidl to put competition back"
- "The main food shops are Filco's and the Co-op and because they are in a prime location the cost of their food is high. Therefore, we need either a Tesco/Sainsbury Express store and a market on a Saturday morning where you could purchase fruit and veg etc. at a good price."
- "More trees and planters. Fewer empty shops perhaps a large cafe as opposed to a pub or restaurant"
- "It is much improved of late. A big, spacious cafe would be good, and it's a shame to have empty premises, such as the Ogmore Vale. Also more trees and flowers make the centre more attractive."
- "update shopping area and improve selection of shops.
- "1. A giant statue of the Kraken sinking a ship 2. Look into getting twinned with Muff in Donegal Ireland or Twatt in the Shetland Isles"

- "HSBC Bank Better customer service at shops"
- "a WEEKLY SATURDAY/SUNDAY MARKET WITH FRESH PRODUCE ETC NEW SWIMMING POOL AND LEISURE CENTRE"
- "Bring dominos pizza in and reduce charity shops"
- "Appearance of some buildings and shop fronts, eg The Precinct (old flat roofed buildings) & Pound Field (awful mix of colours used making area look cheap). Better play park nearby for children under 10 years old (eg like Cowbridge) to be able to make more of a trip to the shops, though good to have current park close to Library.."
- "Main road out of Llantwit towards Llandow is in desperate need of re-surfacing, it's not a very good advertisement for our town. Where as money is found to re-surface road in back street areas of the town. Oh look! One of our councillor s lives in one of those streets! Cafe on Llantwit beach need to be given permission to build new premises that was applied for years ago to attract more visitor. Traffic warden required for parking on road outside shops, sometimes double parked"
- "A more attractive central area. It doesn't have any real character or atmosphere in the shopping area. Part of the main shopping street faces an ex council estate with old fashioned and unattractive houses. The buildings the shops are housed in are a rather unattractive and eclectic mixture of styles."
- "Difficult due to poor facilities. Perhaps events like a food or music festival would put LM on the map but not sure that they could be facilitated."
- "Better quality and variety of shops. More seating for visitors and shoppers."
- "better signage"
- "Hardware Shop. More Car Parking"
- "Some sort of entertainment like Cinema. More restaurants"
- "Restaurant/wine bar to suit over 50s - not loud and rowdy like pubs at weekend after 9. Bar 44 type thing. Does the beach count as town centre? It could be made much more of a destination if the cafe was redeveloped to have a restaurant too, with sea views/ balcony/terrace."
- "-More 'eat in' restaurants instead of take aways, not many places to have a meal out -More places to sit in the actual centre"
- "To be honest Llantwit town centre is pretty good compared to other places. There is no need to change it."
- "Better selection of shops, re generate old Town Centre with smaller shops like Cowbridge. Everything is centred at the Precinct and the shops are really convenience shops. If you need to buy clothes you have to buy elsewhere, Llantwit Major had more to offer in the old part of the Town in the 50s/60s. I buy all grocery in Barry/Bridgend, the Poundfield is a nightmare for traffic, an accident waiting to happen !"

- "Fishmonger, farmer's market and kitchen/hardware shop. Improve crossing at roundabout on Boverton road."
- "Llantwit Town Centre needs a 'facelift' to make it more attractive. Broken glass and litter needs to be cleared or better still, prevented."
- "Improve parking. Shops to be in keeping with the character of the town."
- "Longer opening hours for the main supermarket. Find some wasteland for a leisure activity e.g. 10 pin bowling"
- "More regular bus and train services which would bring in more tourists. More often cleaning of pavement areas, i.e. power washing."
- "More varied shops"
- "Removal of betting shop. Enforcement of law regarding pubs selling alcohol to people who are already drunk."
- "Parking is getting more congested. More choice of retail"
- "More of a Welsh identity- bilingual signs etc. Boverton Road parking.
- "More independent retailers - a greengrocers and a fishmonger would be wonderful. The old part of town by the Town Hall is so beautiful and attractive to visitors that I believe an attempt to soften and improve the look of the shops on the main road, in particular the bleak frontage of the Filco building, would be very beneficial. This end of town does not do justice to the ancient, historic town of Llantwit Major."
- "1. Pavement café seating areas. 2. More freedom for retailers to establish themselves."
- "Pick up litter more - though I must say there has been an improvement in recent years. Pavements could do with maintenance in places"
- "A Cinema and somewhere for teenagers to hang out"
- "Update the building facades. Provide a purpose built, multifunctional, centrally located, social centre facility."
- "more seats particularly on station facilities"
- "Provide easier access for disabled persons - dropped kerbs etc. Better control of parking on the streets around the shopping centre."
- "1. Improved vehicle parking. 2. Increased policing."
- "A named clothing shop like new look or something or a cinema would be great. Get rid of Ladbrokes, it's practically always empty and attracts all the chavs and drunks from the pub"
- "better shopping. Alternatives a visiting market"
- "More interesting / better kept buildings. More police / officials to keep an eye on things."
- "More opportunities and advertising for young people to further their career and offer advice and support and where to find it. Keeping people local and involving the people on camp more so that everyone gets along"
- "More family run businesses not one taking over everywhere."

- "A local bakery"
- "1. As a historic town the shopping area is presented in a very modern way. It would be much nicer to uphold the quaint village/market town feel. 2. Have a market day"
- "Improve the look of the shops on the Boverton road. More variety of shops"
- "Cleanliness and better parking facilities. Police needed to restrict double parking."
- "Better Signage. Update facades on Boverton Road"
- "Better restaurants. Somewhere for teenagers to go eg alcohol free bar with juke box. Buildings are dated. FILCO looks like an industrial unit. Too much of town owned by one person who has too much control"
- "get traders into the empty shops."
- "Apart from delivery and emergency vehicles, cars are banned from parking in Boverton Road - an extension of leisure centre, especially a larger swimming pool."
- "A BETTER CHOICE OF SHOPS OTHER THAN FOOD. BETTER PUBLIC TRANSPORT"
- "Better shops and restaurants"
- "the park library needs pedestrianization"
- "a face lift
- "markets farmers, food stalls"
- "modernise"
- "more cafes,
- "more independent shops, facelift on main streets"
- "clean up dog mess; none"
- "more independent shops; more seats"
- "somewhere to tie my dog;
- "more car parking, shops in old town"
- "more seats;
- "more variety of shops"
- "needs a facelift ; longer car parking"
- "tart up the front row of shops; make more of the historic part"
- "more flowers in tubs; somewhere to sit in the square"
- "more shops when they close them they don't open new ones eg clothing shops"
- "only more parking spaces"
- "more quaint looking - not like a concrete jungle"
- "safer parking"
- "more women's fashion shops"
- "just to update the look of it; some individual little shops"
- "need more convenient toilet facilities"
- "happy as it is"

KPI 12: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

319 postcodes were gathered from shoppers at the point of sale by businesses and via face to face town centre user interviews. The post codes were split into 3 categories to be able to compare with other towns. The categories are:

- Locals; those who live within a Post Code covering the town
- Visitors; those who live within a Post Code less than a 30 minute drive away
- Tourists; those who live within a Post Code further than a 30 minute drive away

	National Small Towns%	South West Small Towns%	Llantwit Major%
Locals	53	52	75
Visitors	31	33	18
Tourists	16	15	7

44% of the post codes gathered were from those who were 'visitors', e.g. they do not live in Cowbridge but within a 30 minute drive, which was 13% higher than the National average.

APPENDIX

PARTICIPATING TOWNS IN 2013

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

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

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

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

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 West Midlands, West Yorkshire and Humberside.

Group 8 : Age Mix, Professional Jobs

290 places (18%)

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

BUSINESS UNIT DATABASE

Vale Volunteer Bureau	D1			
Post Office	A1	Convenience	Multiple trader	
Filco (supermarket)	A1	Convenience	Regional trader	
Spar	A1	Convenience	Multiple trader	
Golden Spice	A5			
Feed n Seed (pet shop)	A1	Comparison	Independent	
Big Sams	A5			
Cloggs (shoe shop)	A1	Comparison	Independent	
Newsagent (no name)	n/a	n/a	n/a	vacant
Mayfar	A5			
Lloyds Bank	A2			
Boots	A1	Comparison	Key Attractor	
Principality	A2	n/a		
LM Sports (sportswear)	A1	Comparison	Independent	
Barons Clos Wine Shop	n/a	n/a	n/a	vacant
Greggs	A3			
Health Conscious (health food shop)	A1	Comparison	Independent	
Ladbrokes	A2			
Clothes Care Corner (dry cleaners & key cutting/cobblers – dual site)	A1	Convenience	Independent	
Co-op Pharmacy	A1	Comparison	Multiple	
Sewing Box (sewing/material shop)	A1	Comparison	Independent	
Co-op Supermarket	A1	Convenience	Multiple	
Co-op Travel	A1	Comparison	Multiple	
Jamima Bridal	A1	Comparison	Independent	
Make your Move	A2			
Colston Letting	A2			
Pop up shop	n/a	n/a	n/a	vacant
Marios Ice cream	A3			
Your Space (kitchens)	A1	Comparison	Independent	
Mirror Image Salon	A1	Comparison	Independent	
Red Cross Charity shop	A1	Comparison	Multiple	
Pastures Green (florist)	A1	Comparison	Independent	
Plaza Toymaster (kids toy shop)	A1	Comparison	Regional	
Lubana's Indian restaurant	A5			
Nickleby's Bookstore	A1	Comparison	Independent	
Sloan & Co. (clothing)	A1	Comparison	Independent	
Roger's Cantonese	A5			
Il Vesuvio	A3			
Chartered Physio	D1			

Coast Café	A3			
Pins n' Needles Tattoo	SG			
Linda McClencly	A2			
Kebab house	A5			
Chocolate Box (sweet/card shop)	A1	Comparison	Independent	
Lloyds Pharmacy	A1	Comparison	Multiple	
N/a	n/a	n/a	n/a	vacant
Anthony Brown Estate Agents	A2			
Kings Head	A4			
White Lion	A4			
Peace & Hope charity shop	A1	Comparison	Multiple	
Sunkissed salon	SG			
Nutz (barbers)	A1	Comparison	Independent	
Tattoo Parlour	SG			
Chris Davies estate agents	A2			
Major Nails	SG			
Herbert Ltd (insurance)	A2			
Dentist	D1			
Jaipur	A5			
Chris Williams optician	D1			
Rio (accessories shop)	A1	Comparison	Independent	
Barrie Jones solicitors	n/a			vacant
Flower Shop (florist)	A1	Comparison	Independent	
Quest Hair (hair salon)	A1	Comparison	Independent	
Nina Davies Opticians	A1	Comparison	Independent	
Ellen Davies dentist	D1			
Vale Solicitors	A2			
Back & Neck Clinic	D1			
Kingwood Jewellers	A1	Comparison	Independent	
Farmers Pantry (butcher)	A1	Convenience	Independent	
Wyndham House Dentist	D1			
Nat West	A2			
Town Hall	D1			
Illtyd 216	A3			
Hair Studio	A1	Comparison	Independent	
Old White Hart	A4			
Old Swan Inn	A4			
Tudor Tavern	A4			
Café Velo	A3			
Foiza Cycles	A1	Comparison	Independent	
Farmers Pantry butchers	n/a			vacant

Vale Podiatry	D1			
Cornerhouse Tearooms	A3			
Net Café	A3			
Gift Gallery (framing shop)	A1	Comparison	Independent	
Barclays	A2			
Age Concern	D1			
Barbers	A1	Comparison	Independent	

CAR PARKING DATABASE

Name:	Town Hall
On Street/ Car Park:	Car park
Total Spaces:	48
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	48
Disabled Spaces:	4
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	11
Vacant Spaces on a Non Market/Quiet Day:	7 (plus 2 disabled)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	1

Name:	Old School
On Street/ Car Park:	Car park
Total Spaces:	17
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	17
Disabled Spaces:	2
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	7
Vacant Spaces on a Non Market/Quiet Day:	2 (plus 2 disabled)
Illegal Spaces on a Market/ Busy Day:	1
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Boverton Road
On Street/ Car Park:	On street
Total Spaces:	28
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	28
Disabled Spaces:	4
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	3
Vacant Spaces on a Non Market/Quiet Day:	7
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Filco
On Street/ Car Park:	Car park
Total Spaces:	240
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	240
Disabled Spaces:	2
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	39
Vacant Spaces on a Non Market/Quiet Day:	48
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

*there is a sign as you drive into the car park that it's a private car park and only those shopping in Filco can use it, and a charge will incur should this not be obeyed. However, there's no car park attendant present and this rule is not adhered to.

Name:	Library / Rugby Club
On Street/ Car Park:	Car park
Total Spaces:	47
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	47
Disabled Spaces:	3 (plus 1 bus bay)
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	35
Vacant Spaces on a Non Market/Quiet Day:	20
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Interchange
On Street/ Car Park:	Car park
Total Spaces:	71
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	71
Disabled Spaces:	8
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	40
Vacant Spaces on a Non Market/Quiet Day:	46
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

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Name:	Marketplace
On Street/ Car Park:	Car park
Total Spaces:	26
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	26
Disabled Spaces:	0
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/Quiet Day:	1
Illegal Spaces on a Market/ Busy Day:	3
Illegal Spaces on a Non Market/ Quiet Day:	2

*markings are not clear on some of the car park, therefore people park wherever they see space

Name:	Nursery
On Street/ Car Park:	Car park
Total Spaces:	16 (plus 6 reserved for nursery)
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	15
Disabled Spaces:	1
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/Quiet Day:	1
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Cattle market
On Street/ Car Park:	Car park
Total Spaces:	26
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	26
Disabled Spaces:	0
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/Quiet Day:	On a market day this area is closed to the public and is used for cleaning vehicles. It is unclear when this car park reopens to the public. Gates can be open but it still being used, people are therefore nervous of using it.
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

- No markings on this car park

Name:	Biffa
On Street/ Car Park:	On street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	4
Disabled Spaces:	0
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	?
Illegal Spaces on a Non Market/ Quiet Day:	?

*this small area is used for parking but it's not official. There are double yellow lines present but parking is possible by parking on the curb. Traffic wardens have booked people for this in the past but seemed to have stopped now. Clarity needed on whether parking is permitted.

Name:	Sheep market (front)
On Street/ Car Park:	Car park
Total Spaces:	26
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	26
Disabled Spaces:	0
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	2
Vacant Spaces on a Non Market/Quiet Day:	3
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

*this is not an official car park and there are no markings. Not clear to say exactly how many car parking spaces there are and whether some are illegal. Plans are afoot regarding this whole area.

Name:	Sheep market (main)
On Street/ Car Park:	Car park
Total Spaces:	200 (approx.)
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	200 (approx.)
Disabled Spaces:	0
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	50 (although the car park had a lot of muddy puddles which deter people from parking in some spots)
Vacant Spaces on a Non Market/Quiet Day:	Lots!!! Too many to count and no marking present so hard to know.
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Leisure Centre
On Street/ Car Park:	Car park
Total Spaces:	50
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	50
Disabled Spaces:	2 (plus 4 parent and child)
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	9
Vacant Spaces on a Non Market/Quiet Day:	26
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Health Centre
On Street/ Car Park:	Car park
Total Spaces:	110
Short Stay Spaces: (4 hours and under)	No limit
Long Stay Spaces: (Over 4 hours)	104
Disabled Spaces:	6
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	106
Vacant Spaces on a Non Market/Quiet Day:	37
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

Name:	Waitrose
On Street/ Car Park:	Car park
Total Spaces:	127
Short Stay Spaces: (4 hours and under)	119
Long Stay Spaces: (Over 4 hours)	None (2 hr limit)
Disabled Spaces:	8 (plus 6 parent and child)
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	0
Vacant Spaces on a Non Market/Quiet Day:	37
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0

*car parking attendant present

Name:	High Street
On Street/ Car Park:	On street
Total Spaces:	81
Short Stay Spaces: (4 hours and under)	72
Long Stay Spaces: (Over 4 hours)	9
Disabled Spaces:	5
Charge: no charge	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?
Vacant Spaces on a Market/ Busy Day:	6
Vacant Spaces on a Non Market/Quiet Day:	23
Illegal Spaces on a Market/ Busy Day:	6
Illegal Spaces on a Non Market/ Quiet Day:	5