

# Market Town Benchmarking

## Measuring the performance of town centres

### Princes Risborough Report

November 2010

Mike King  
Senior Research Consultant  
07818 068982  
[mike.king@towns.org.uk](mailto:mike.king@towns.org.uk)



## EXECUTIVE SUMMARY

- **A compact offering:** 107 ground floor commercial units were recorded in the designated town centre
- **An A1 Town Centre:** The majority (57.01%) of the occupied commercial units in the town centre are classified as A1 according to the Town and Country Planning (Use Classes) Order 1987.
- **More Variety Needed:** 81.0% of town centre users surveyed felt that the variety of shops in Princes Risborough town centre was either poor (54.8%) or very poor (26.2%). Similarly 52.5% of businesses reported that the mix of retail offering was one of the negative aspects of operating in the town.
- **Comparison versus Convenience imbalance:** Within Princes Risborough town centre there is an imbalance in terms of the Comparison versus Convenience offering. Only 38% of the A1 commercial units sell Comparison goods, which is a vast difference of 28% from the national average of 66%.
- **An Independent town:** The majority (66%) of the A1 shops in Princes Risborough Town Centre are owned by independent retailers, which mirrors the national figure of 69%.
- **A Town to Access Services:** 26.8% of respondents indicated that the main reason for their visit to Princes Risborough was to access services and over 44.7% reported that these services were one of the best aspects of the town centre. Augmenting this view that Princes Risborough acts as a hub for the hinterland, the Shoppers Origin highlighted that 40% of those surveyed lived within a 30 minute drive of the town.
- **Pleasing on the eye:** Visitors were happy with the physical appearance and cleanliness of Princes Risborough Town Centre.
- **Low Vacancy Rate:** the percentage of vacant units (4%) in Princes Risborough town centre is lower than the National average of 7%.
- **A Vital Market:** the average footfall count in High Street on a non market day was 81 persons per 10 minutes, whilst on a market day this increased to 144. Car Parking occupancy was also noticeably higher on a market day (82% over 60%), both points emphasizing the importance of the market to the vibrancy of Princes Risborough.
- **A Town for locals:** 51.0% of shoppers lived in Princes Risborough, 59.1% of businesses have operated in the town for more than 10 years, whilst 78.9% felt that the potential local customers were one of the most positive aspects of operating in Princes Risborough.
- **A Controversial One Way System:** The most common theme to emerge from business owners when asked how they would improve Princes Risborough economic performance was “to change the one way system.”

## CONTENTS PAGE

	Page Number
<b>INTRODUCTION</b>	4
<b>METHODOLOGY</b>	4
<b>KEY FINDINGS</b>	5
<b>KPI 1: Total Number of Commercial Units</b>	5
<b>KPI 2: Retail by Comparison / Convenience</b>	6
<b>KPI 3: Key attractors / multiple trader representation</b>	7
<b>KPI 4: Number of vacant units</b>	8
<b>KPI 5: Number of markets / traders</b>	8
<b>KPI 6/7: Zone A Retail Rents</b>	9
<b>KPI 8: Footfall Counts</b>	9
<b>KPI 9: Car Parking Availability and Usage</b>	10
<b>KPI 10: Business Confidence Survey</b>	12
<b>KPI 11: Visitor Satisfaction Survey</b>	17
<b>KPI 12: Shoppers Origin Survey</b>	24
<b>APPENDIX</b>	25

## INTRODUCTION

Town Benchmarking is a combined research methodology and web based system developed by market town partnerships and Action for Market Towns in 2006. The process provides a comprehensive portrait of the commercial life of the town and involves gathering and analysing data on 12 Key Performance Indicators (KPI's) within a designated town centre area. The analysis provides data on each KPI for individual towns which can then be compared to the national figure. The National figure for each KPI is an amalgamation of all the data collected on that element by Town Benchmarking Users within the year. In 2009, 48 towns inputted data onto the various elements of the Benchmarking system. \* Please note that not all towns registered for Benchmarking enter data for every KPI

Localities engaged in regenerating or renewing their town centres are encouraged to undertake Benchmarking each year to allow for measurements of improvement or decline.

## METHODOLOGY

Mike King amt-i Senior Research Consultant and Jon Scott amt-i Research Associate collected the Benchmarking data in Princes Risborough.

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	Visual Survey
KPI 6/7: Zone A Retail Rents	Contacting Commercial Agent
KPI 8: Footfall	Footfall Survey on Market and Non Market Day
KPI 9: Car Parking Availability and Usage	Survey on Market and Non Market Day
KPI 10: Business Confidence	Business Confidence Survey to all traders on High Street
KPI 11: Visitor Satisfaction	Visitor Satisfaction Survey. Face to Face interviews on High Street
KPI 12: Shoppers Origin	Shoppers Origin Postcode Survey

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

## KEY FINDINGS

The following section is a full detailed analysis of the data collected on each of the KPI's.

In the analysis for KPI's 1-9 and 12 Princes Risborough has been compared to the National figures generated from those towns completing the 2009 Benchmarking process.

### 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.

	<b>Princes Risborough</b>	<b>National total</b>
A1	57.01%	55.78%
A2	14.02%	14.31%
A3	10.28%	10.27%
A4	0.93%	2.58%
A5	0.93%	3.29%
B1	5.61%	2.39%
B2	0.00%	1.22%
B8	0.00%	0.08%
C1	0.00%	0.43%
C2	0.00%	0.11%
C3	0.00%	1.09%
D1	8.41%	4.26%
D2	1.87%	1.09%
SG	0.93%	3.10%
<b>Total</b>	<b>107 units</b>	

The table above illustrates that within the designated Princes Risborough town centre area there are 107 commercial units. The majority (57.01%) of the commercial units are classified as A1 according to the Town and Country Planning (Use Classes) Order 1987 which is higher than the national average of 55.78% at the end of 2009 .The A1 class includes shops, retail warehouses, hairdressers, travel

agents, post offices, newsagents, garages, opticians, sandwich bars, showrooms, domestic hire shows and funeral directors. A full list of Use Class Order is available in the Appendix.

---

## **KPI 2: Retail by Comparison / Convenience**

Retail units selling goods can be split into two different types Comparison and Convenience. Convenience retail describes merchandise that is purchased on a very frequent basis, is of relatively low value, and is often consumable in nature, including;

- Newsagents
- Food
- Chemist/cosmetics/toiletries
- Off licence
- Florist

Comparison retail describes merchandise that is purchased infrequently and is often of a high unit value where shoppers make comparisons before purchase, including;

- Clothing
- Furniture
- Electrical/white goods (fridges and freezers etc.)
- DIY
- Music/ records

The presence of a variety of shops in a shopping 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 split has only been applied to units which are A1 retail use.

	<b>Princes Risborough</b>	<b>National average</b>
Comparison	38%	66%
Convenience	62%	34%

Within Princes Risborough town centre there is an imbalance in terms of the Comparison versus Convenience offering. Only 38% of the A1 commercial units sell Comparison goods, which is a vast difference of 28% from the national average of 66%.

---

### 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 for the purpose of this survey work (Experian Goad Key Attractors 2005). (Please note that in the 2010/11 Benchmarking process the more recent Experian Goad Key Attractors will be used, but Princes Risborough is being compared to the 2009 system so the 2005 list has been used)

<ul style="list-style-type: none"> <li>• Adams</li> <li>• Alders</li> <li>• BHS</li> <li>• Boots</li> <li>• Burger King</li> <li>• Burton</li> <li>• Clarks</li> <li>• Clintons</li> <li>• Debenhams</li> <li>• Dixons</li> <li>• Dorothy Perkins</li> <li>• Evans</li> <li>• House of Fraser</li> <li>• John Lewis</li> <li>• Marks and Spencer</li> </ul>	<ul style="list-style-type: none"> <li>• McDonalds</li> <li>• Mothercare</li> <li>• New Look</li> <li>• Next</li> <li>• Our Price</li> <li>• Peacocks</li> <li>• Post Office</li> <li>• Principles</li> <li>• River Island</li> <li>• Superdrug</li> <li>• Top Man</li> <li>• TK Maxx</li> <li>• Top Shop</li> <li>• WH Smith</li> <li>• Woolworths</li> </ul>
---	--

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 specifically local to Princes Risborough town centre.

	<b>Princes Risborough</b>	<b>National average</b>
Independent	66%	69%
Key Attractor	3%	4%
Multiple	13%	19%
Regional	18%	8%

The above table highlights that the percentage of Independent and Key Attractor A1 retail units in Princes Risborough town centre mirrors the national pattern.

---

#### **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.

	<b>Princes Risborough</b>	<b>National average</b>
Occupied	96%	93%
Vacant	4%	7%

The table illustrates that the percentage of vacant units (4%) in Princes Risborough town centre is lower than the National average of 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.

In Princes Risborough, a weekly market is held on a Thursday and on 12<sup>th</sup> August 2010 there were 10 traders at the main open market and 4 stalls at the County Market, which is much lower than the national average of 30 traders at the main market.

---

### KPI 6/7: Zone A Retail Rents

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.

The Zone A Rental Rent figures for Princes Risborough were based on the following premises:

3/5 High Street, Zone A Rental £/sq ft £27.88

25 High Street, Zone A Rental £/sq ft £24.27

55 High Street, Zone A Rental £/sq ft £26.48

	<b>Princes Risborough</b>	<b>National average</b>
Rental £/sq ft	26.21	42

Source: <http://www.2010.voa.gov.uk>

The table highlights that the average Zone A Retail Rents in Princes Risborough (£26.21 sq. ft) are lower than the national average (£42 sq ft).

---

### KPI 8: Footfall Counts

The arrival and movement of people, whether as residents, workers, visitors or shoppers 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, 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.

Footfall counts in Princes Risborough were conducted on a non market day (quiet) on Tuesday 21<sup>st</sup> September 2010 and on a market day (busy) on Thursday 12<sup>th</sup> August 2010. Three footfall counts took place each day between 10.00am to 1.00pm for a precise 10 minutes in every hour outside Lloyds Pharmacy on High Street.

The following table provides a full breakdown of each of the counts:

	<b>Lloyds Pharmacy, High Street</b>
<b>Tuesday 21<sup>st</sup> September. Non Market Day</b>	
10.10-10.20	90
11.10-11.20	70
12.15-12.25	83
<b>TOTALS</b>	<b>243</b>
<b>Thursday 12<sup>th</sup> August 2010. Market Day</b>	
10-35-10.45	113
11.10-11.20	119
12.10-12.20	112
<b>TOTALS</b>	<b>344</b>

The table illustrates that 243 people were counted on the non market day over 60 minutes, whilst 344 people were counted on the market day. Thus, the average footfall count in High Street on a non market day was 81 persons per 10 minutes, whilst on a market day this increased to 144.

The footfall figures recorded emphasize the importance of the market to the vibrancy of Princes Risborough, even if the counts were lower than the national averages of 110 on a non market day and 175 on a market day.

### **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 is the ideal while adequate longer stay, less convenient spaces for local owners/workers and visitors must be considered too.

On Thursday 12<sup>th</sup> August 2010, amt-i researchers identified the private, public and available on street car parking spaces in the designated town centre area, totalling up the individual number of spaces and counting the number of vacant units and illegally parked cars on a 'busy' non market day. On Tuesday 21<sup>st</sup> September 2010, the number of vacant units and illegally parked cars were then counted on a 'quiet'

non market day. Occupancy counts were conducted between 12.00-14.00 on both days to provide standardisation.

Within the designated Princes Risborough town centre area 441 car parking spaces were identified. Out of the 441 spaces, 381 (86%) were in designated car parks, whilst 60 (14%) were On Street, a percentage much lower than the National average of 33%. These figures are unsurprising considering the designated town centre area is largely for pedestrians.

In regards to occupancy, 362 car parking spaces were vacant on the market day count on Tuesday 30<sup>th</sup> March 2010, providing an average occupancy rate of 82% in Princes Risborough, an identical figure to the national average. On the non market day 265 car parking spaces were counted as vacant providing an occupancy rate of 60%, 14% lower than the national average.

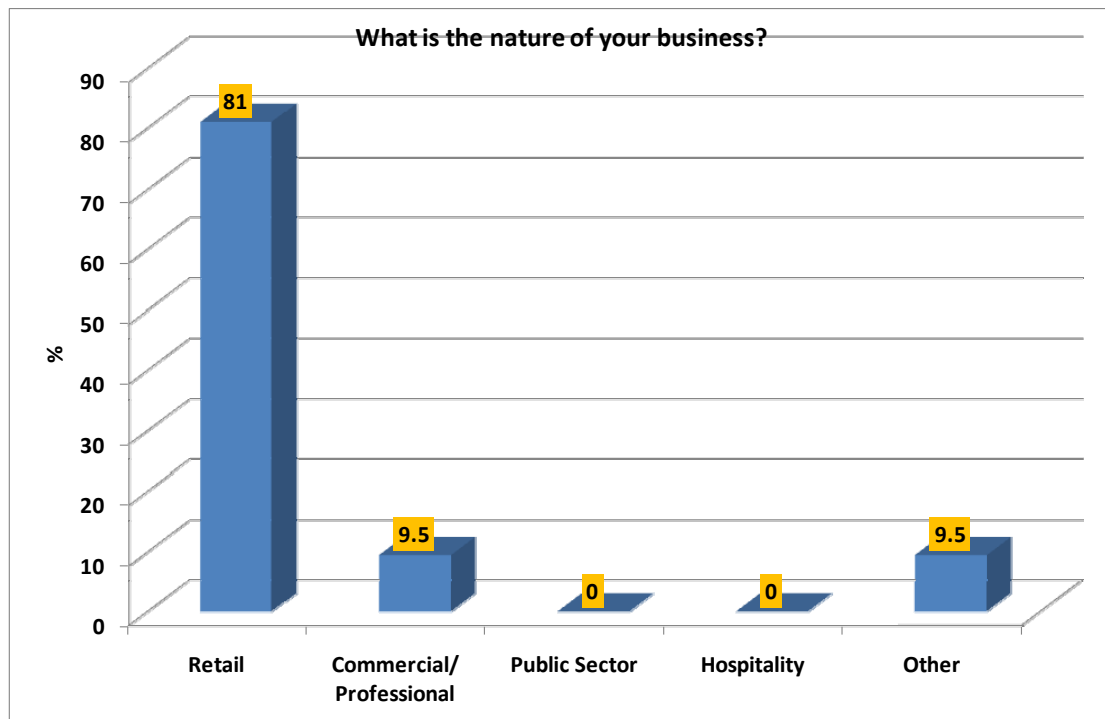
A full breakdown of number of spaces and occupancy for each car parking area is available in the Appendix.

---

## KPI 10: Business Confidence Survey

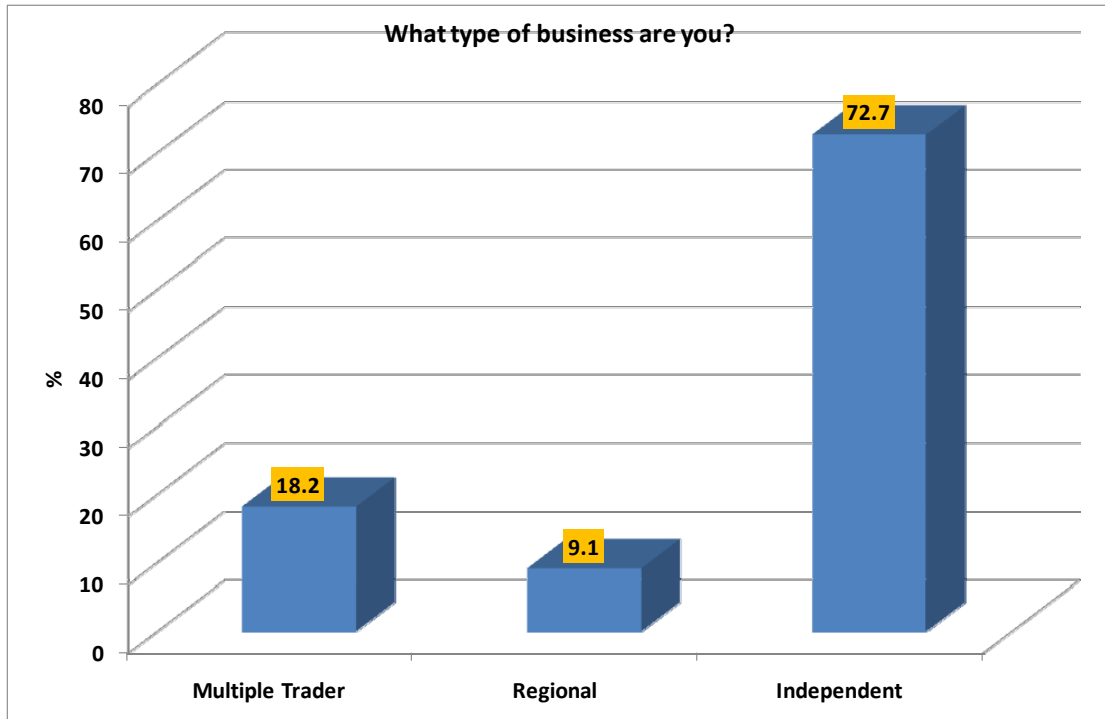
The aim of the Business Confidence Survey is to establish an understanding of the economy of the town. By establishing the trading conditions of the town centre businesses efforts can be focussed on looking at issues which are of concern and how to improve them. The following results are based on 22 completed Business Confidence Surveys. The surveys were either self completed or conducted face to face by the amt-i researchers and the business owner. A copy of the survey is available in the Appendix. The results from the Business Confidence KPI cannot be benchmarked for Princes Risborough as a brand new survey has been introduced in 2010.

The N figure at the foot of some graphs, is where not all 22 businesses have responded to a question, and thus refers to the total number of businesses who supplied a response to that question.



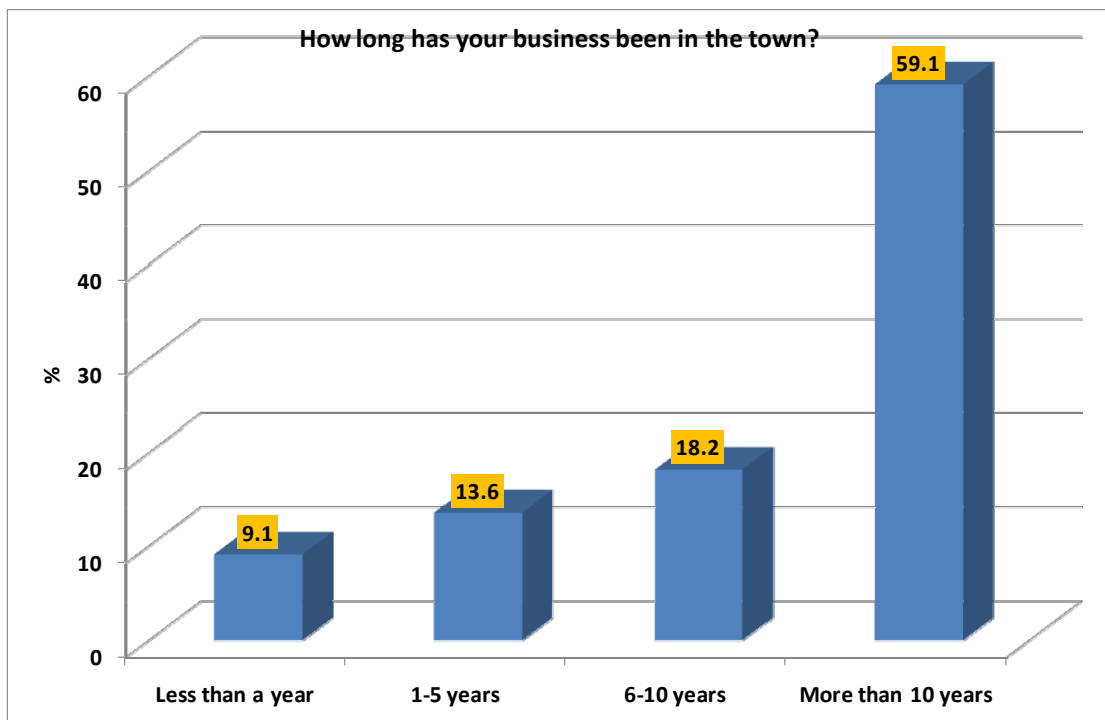
N=21

81.0% of respondents indicated that their business was based in the retail sector.



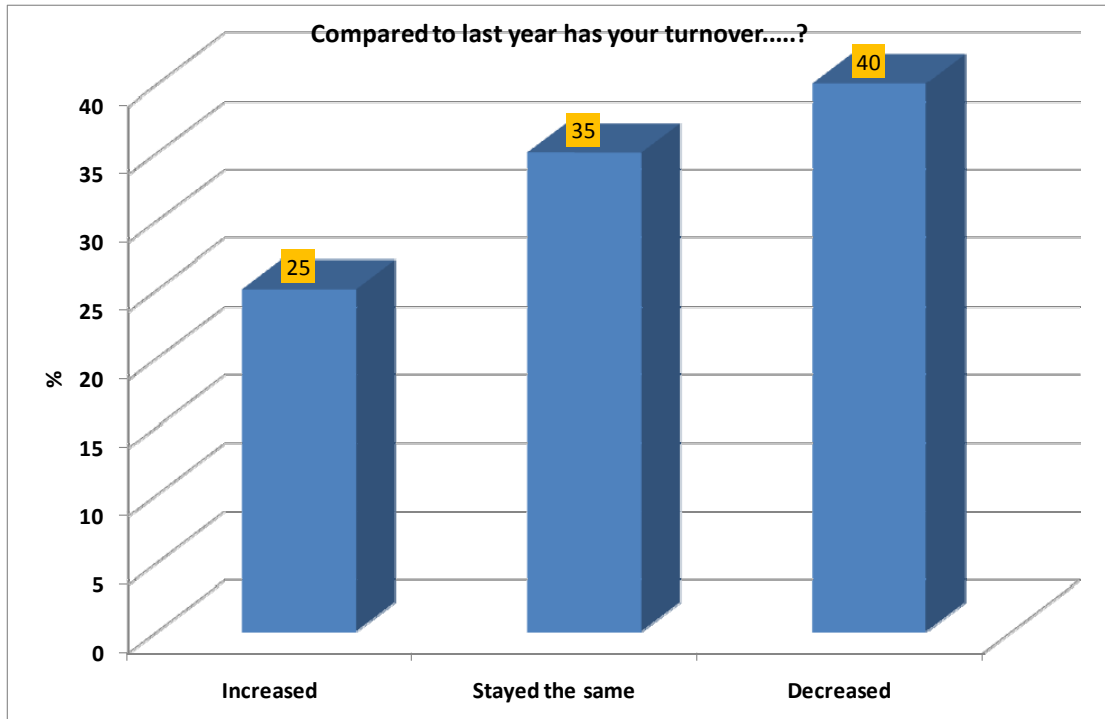
N=22

The majority (72.7%) of respondents who completed a Business Confidence Survey were independent businesses.



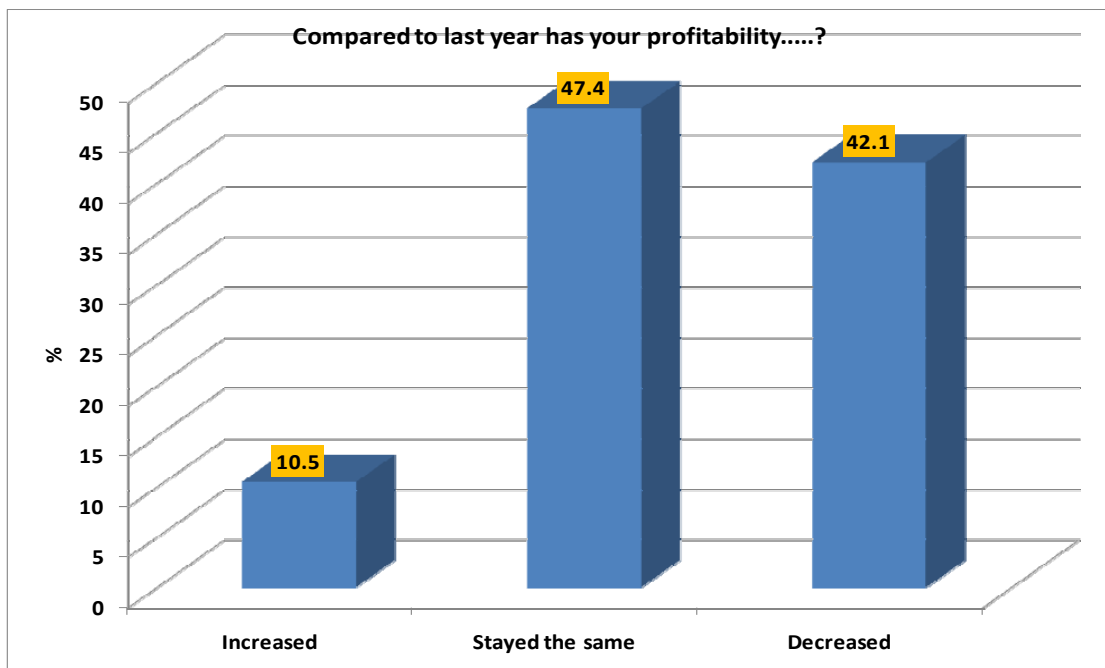
N=22

When asked 'How long has your business been in the town', 59.1% of those surveyed indicated they had been operating in Princes Risborough for over 10 years.



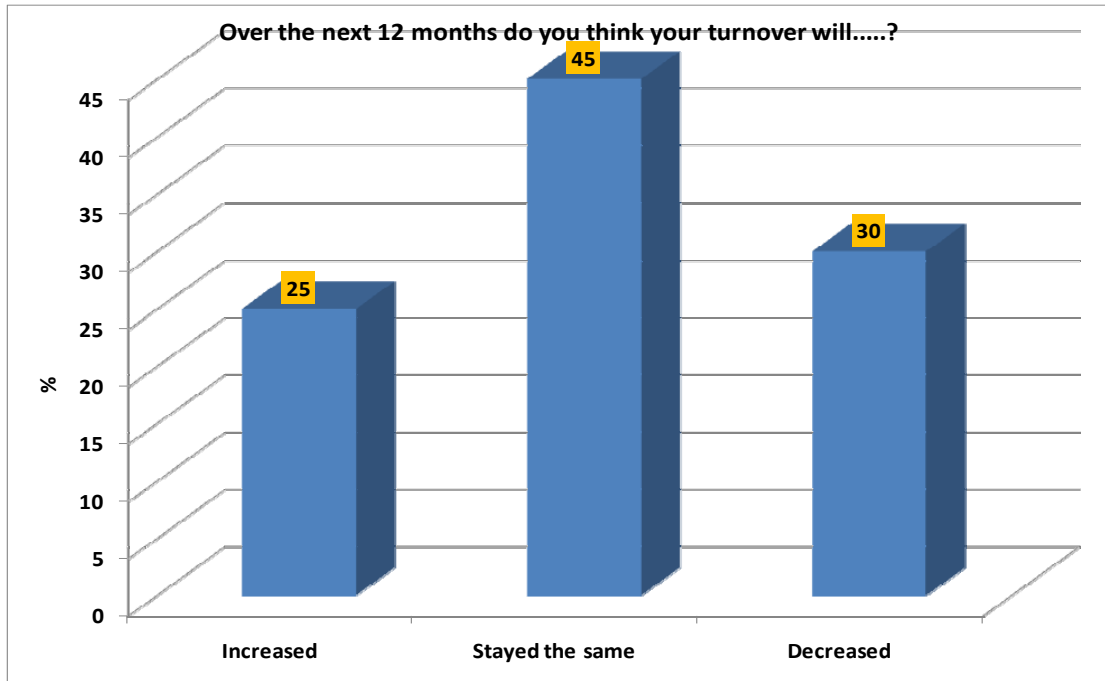
N=20

40.0% reported that compared to the end of the last financial year their turnover has decreased.



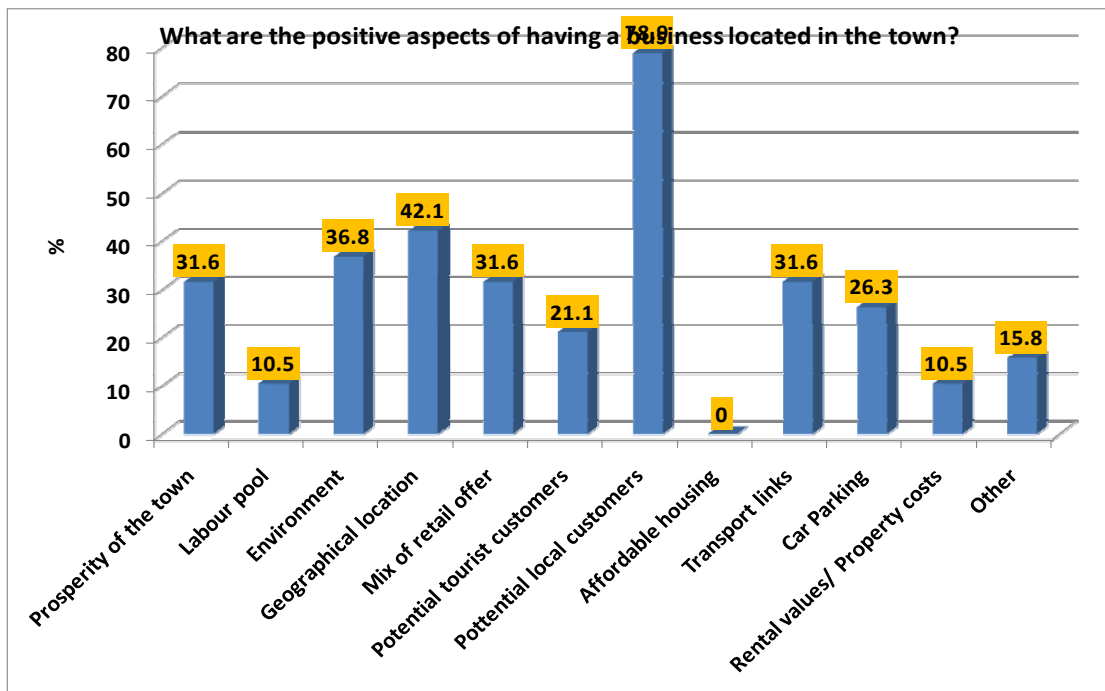
N=19

47.4% of the 19 businesses who commented on their profitability stated that it had stayed the same compared to last year.



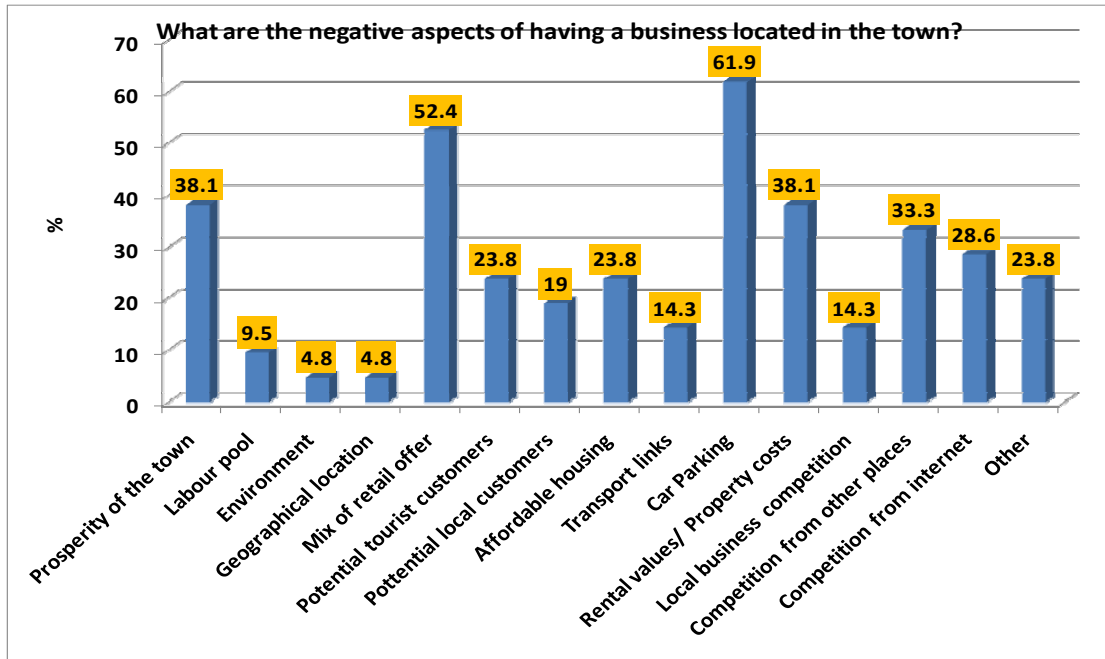
N=20

45.0% of businesses reported that they expected their turnover to stay the same over the next 12 months.



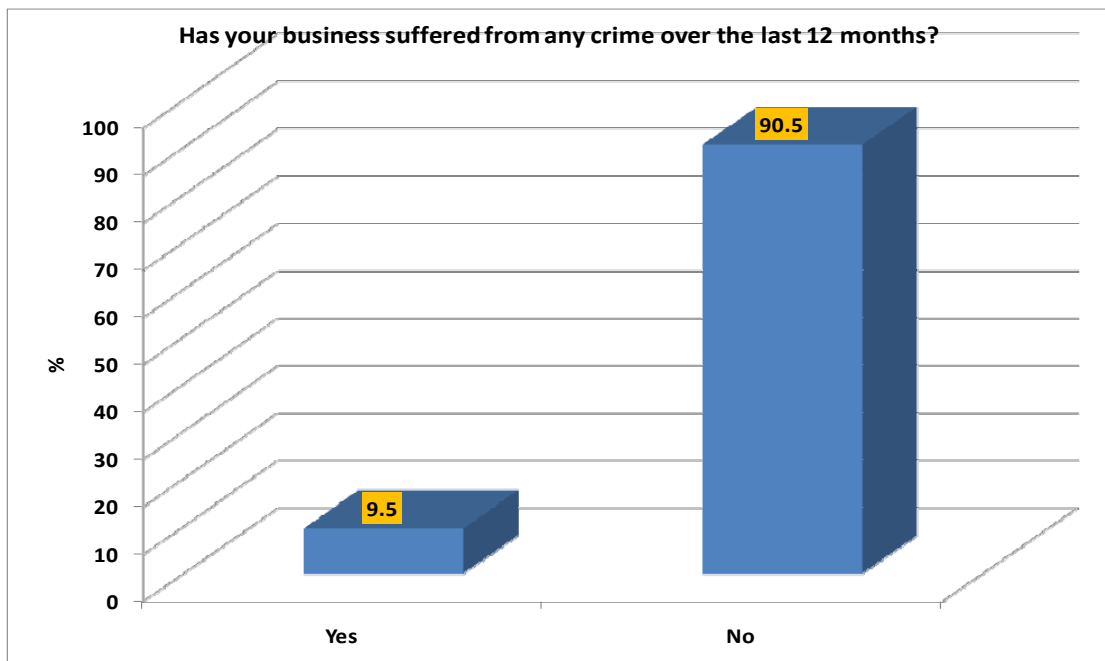
N=19

When questioned on what the positive aspects of being located in the town were, 78.9% reported potential local customers.



N=21

61.9% of those who responded to being questioned on the negative aspects of having a business located in the town reported that car parking in Princes Risborough was problematic. 52.4% indicated that the Mix of retail offer was a negative aspect of the town.



N=21

Business crime was not a problem for those surveyed, with 90.5% indicating that they had not suffered from any Business Crime over the last 12 months.

## How Businesses would improve the town centre?

The most common theme to emerge from business owners when asked how they would improve Princes Risborough economic performance was “to change the one way system”:

- “Remove the one way system”
- “Change the one way system back”
- “Change one way”
- “Release the one way system”
- “Reverse one way system”
- “Change one way system back”
- “Change one way system”
- “Remove one way system. Send busses one way”

“Car Parking” improvements were also cited;

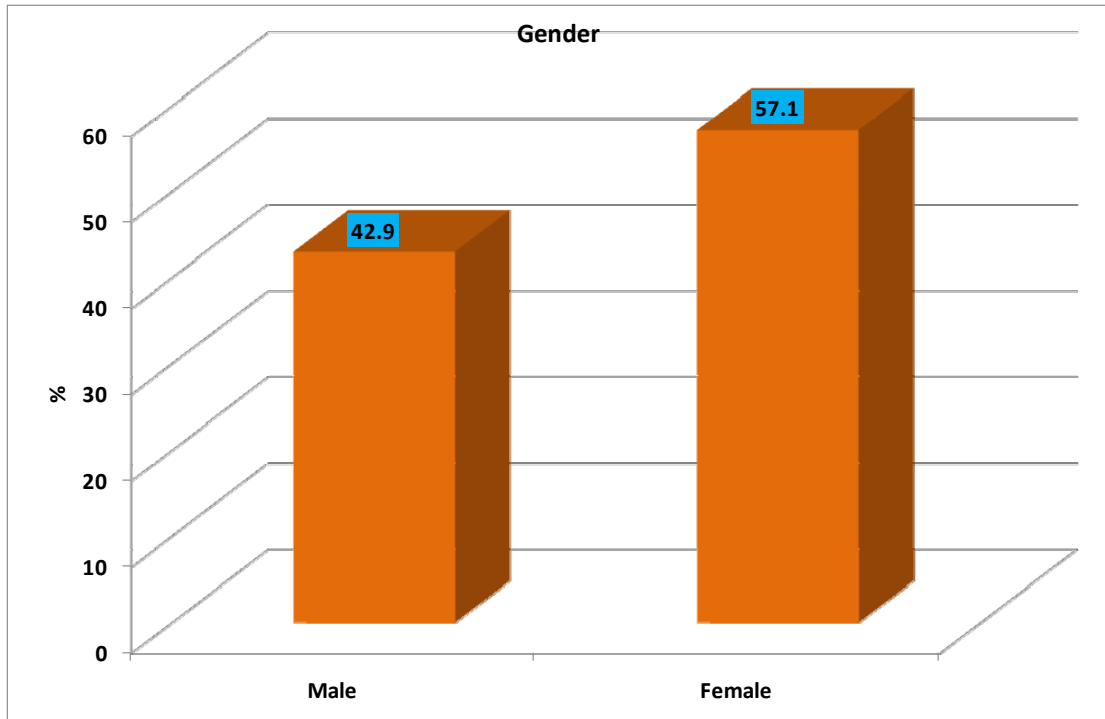
- “2 hours free parking”
- “Free Parking”
- “More parking free for at least 2 hours”
- “Free parking for an hour”
- “Free Car Parking (at least 2 hours)”
- “Offer free car parking”
- “Compulsory purchase rear of High Street and build a free car park”
- “1 hour free parking in all car parks and extend free parking on street to 2 hours”

A full list of comments is available in the Appendix.

---

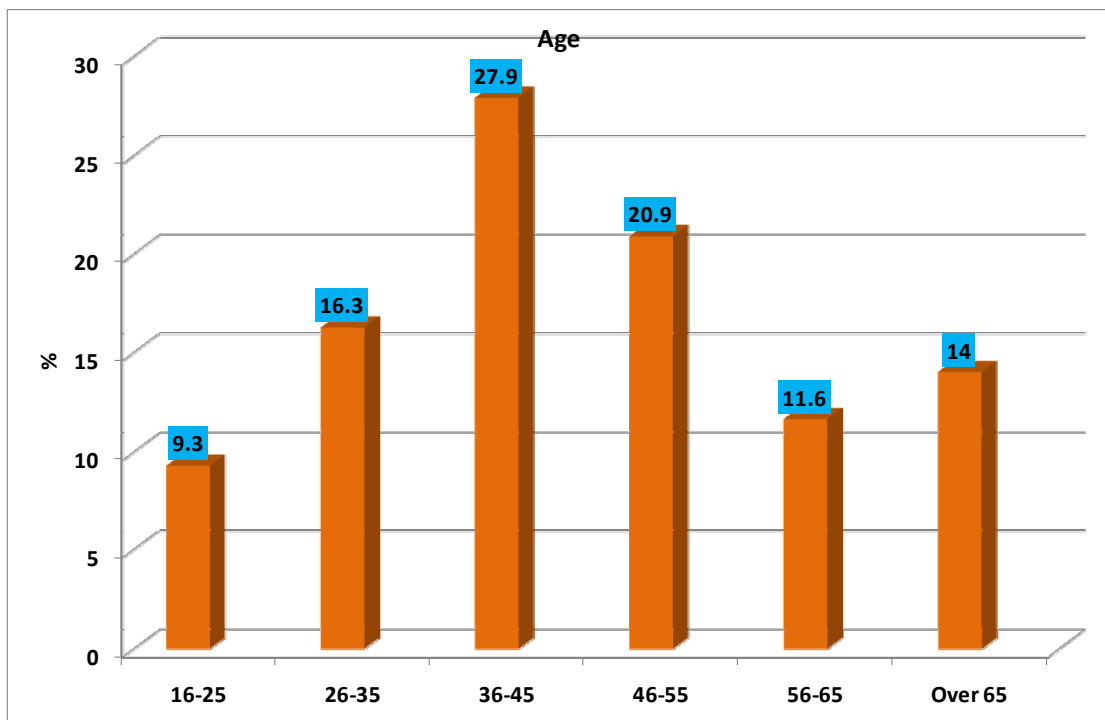
## KPI 11: Visitor Satisfaction Survey

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.



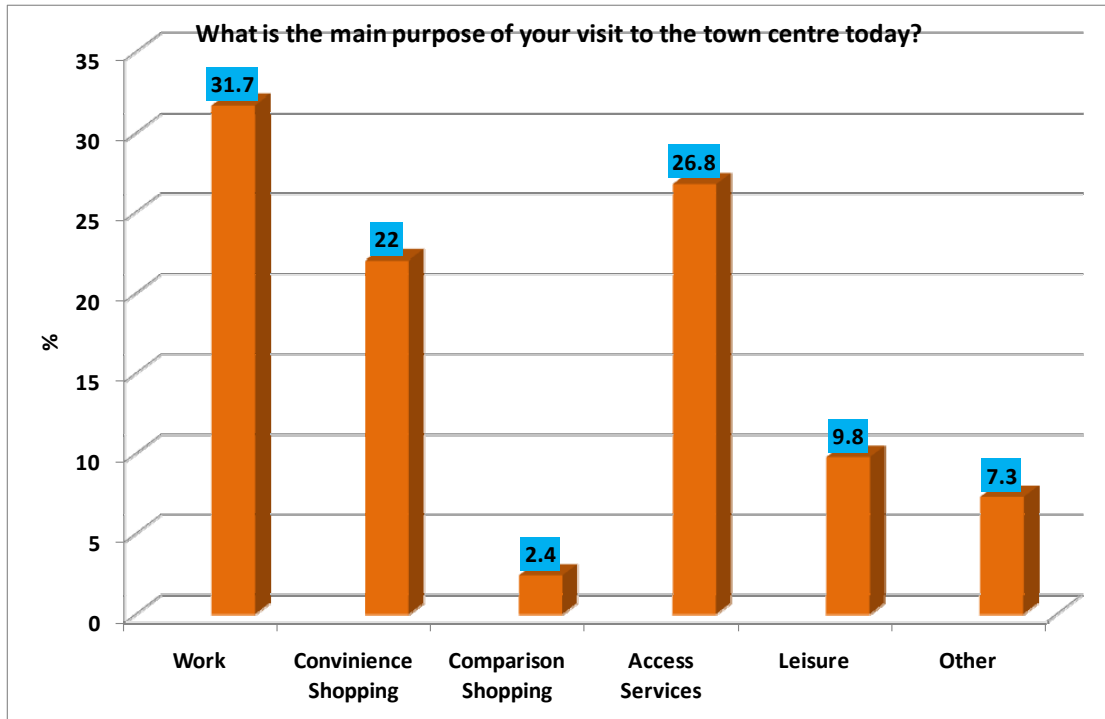
N=42

43 Visitor Surveys were completed in Princes Risborough Town Centre. 57.1% of those surveyed were female.



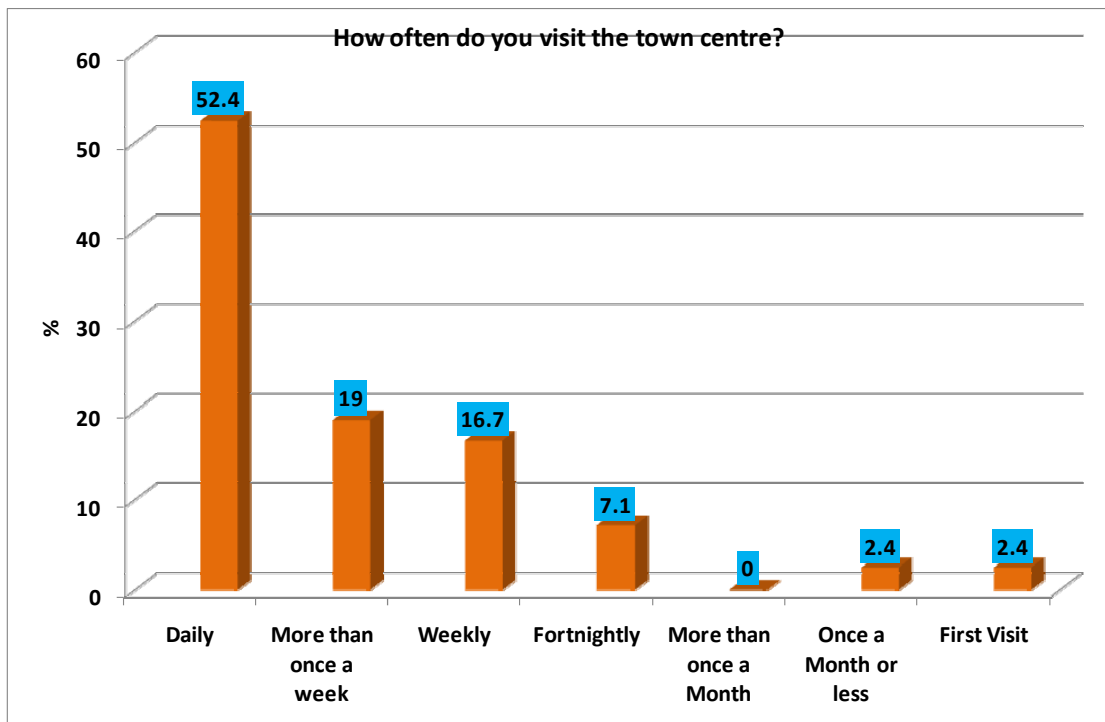
N=43

Over half (53.5%) of those surveyed were aged between 16-45.



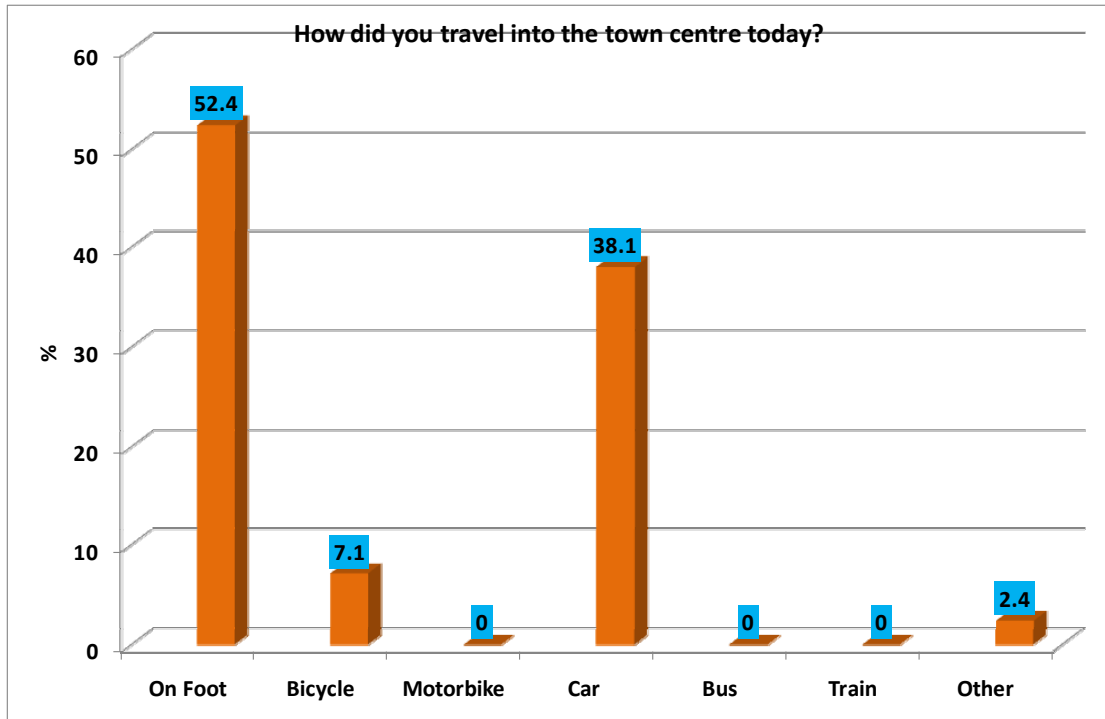
N=41

35.7% of those surveyed were visiting Princes Risborough town centre to go to work.



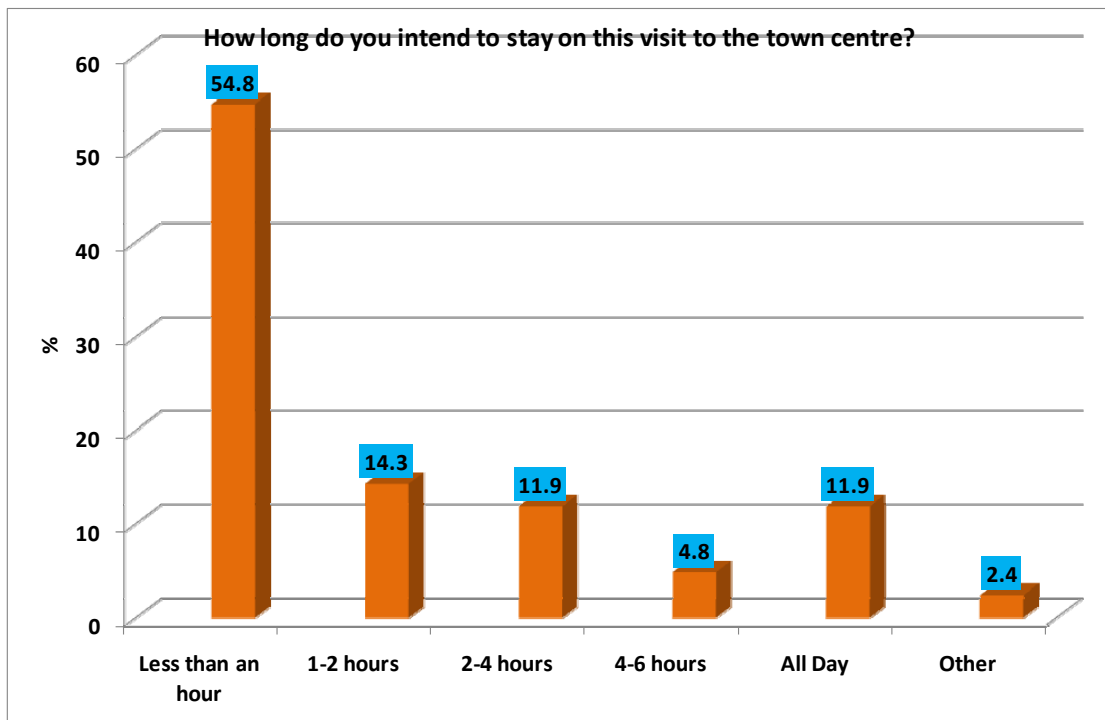
N=42

Those surveyed were regular visitors, with 88.1% of those who visited the town centre reported that they did so at least once a week.



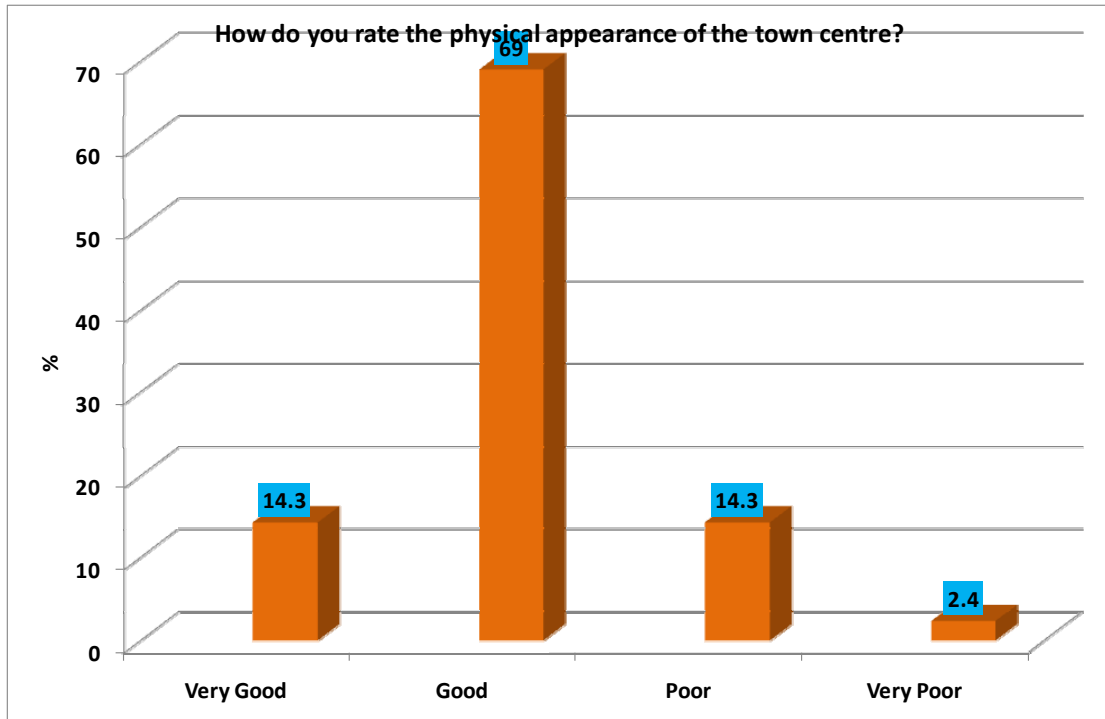
N=42

Just over half of those surveyed travelled to Princes Risborough on foot, whilst 38.1% arrived by car.



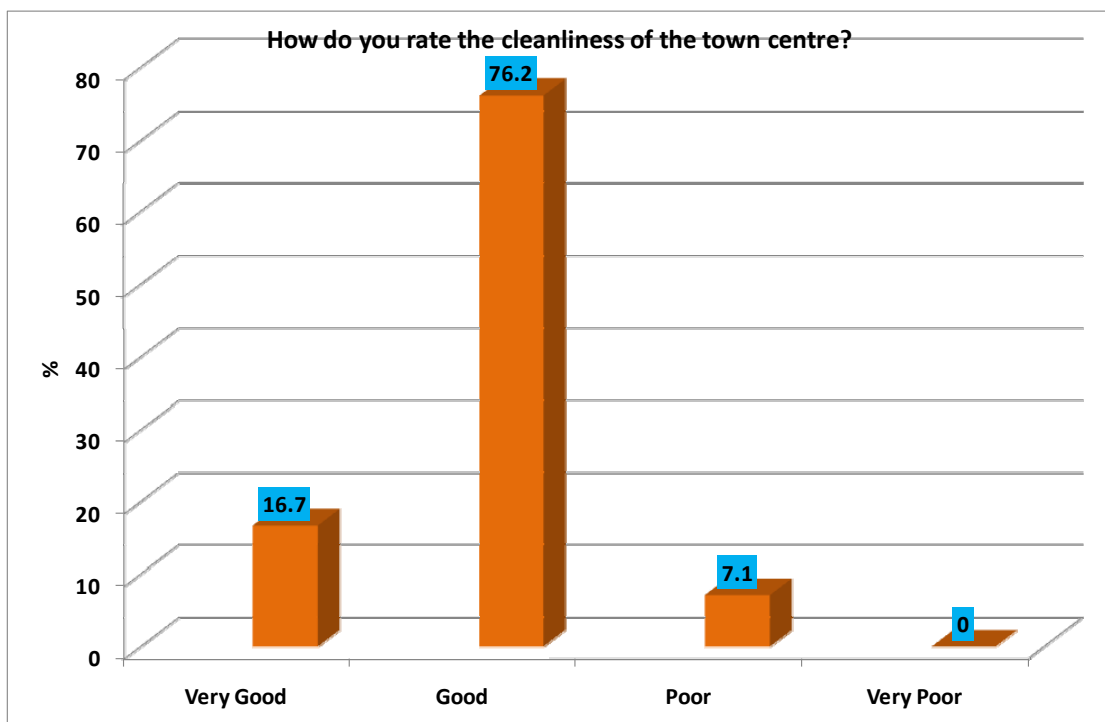
N=42

Visits to Princes Risborough were short, with 54.8% of those surveyed reporting that they would be staying in the town centre for less than an hour.



N=42

Visitors were generally happy with the physical appearance of Princes Risborough Town Centre, with 69.0% rating it as good and 14.3% very good.



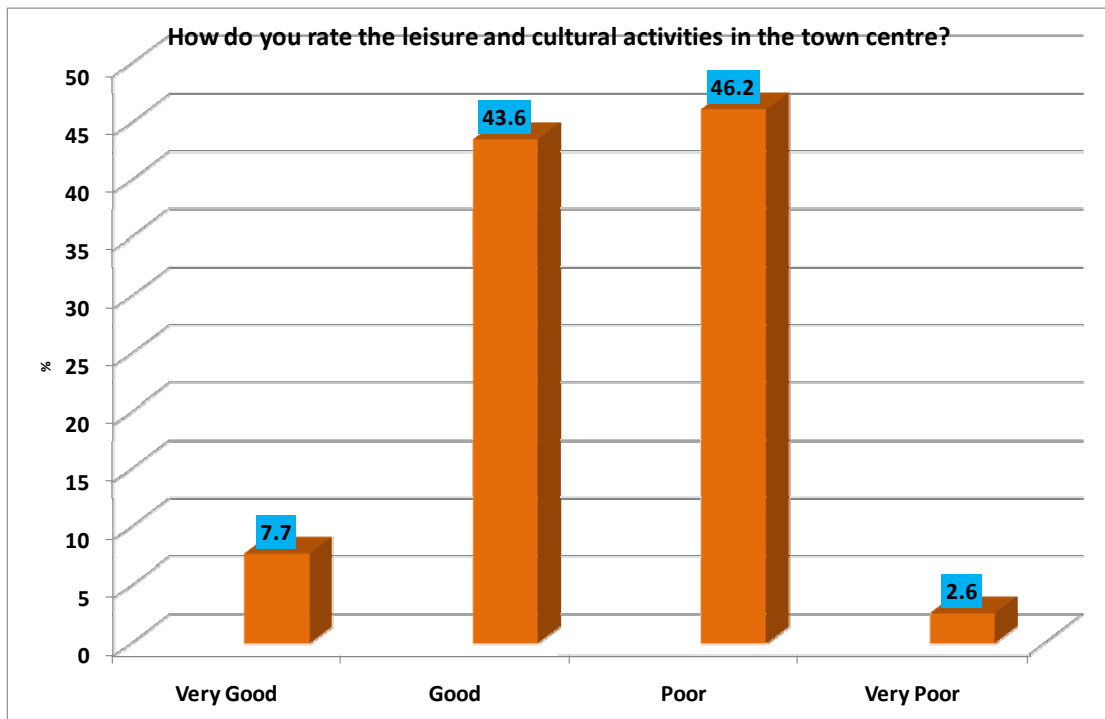
N=42

92.9% of visitors reported that the cleanliness of Princes Risborough town centre was either good (76.2%) or very good (16.7%).



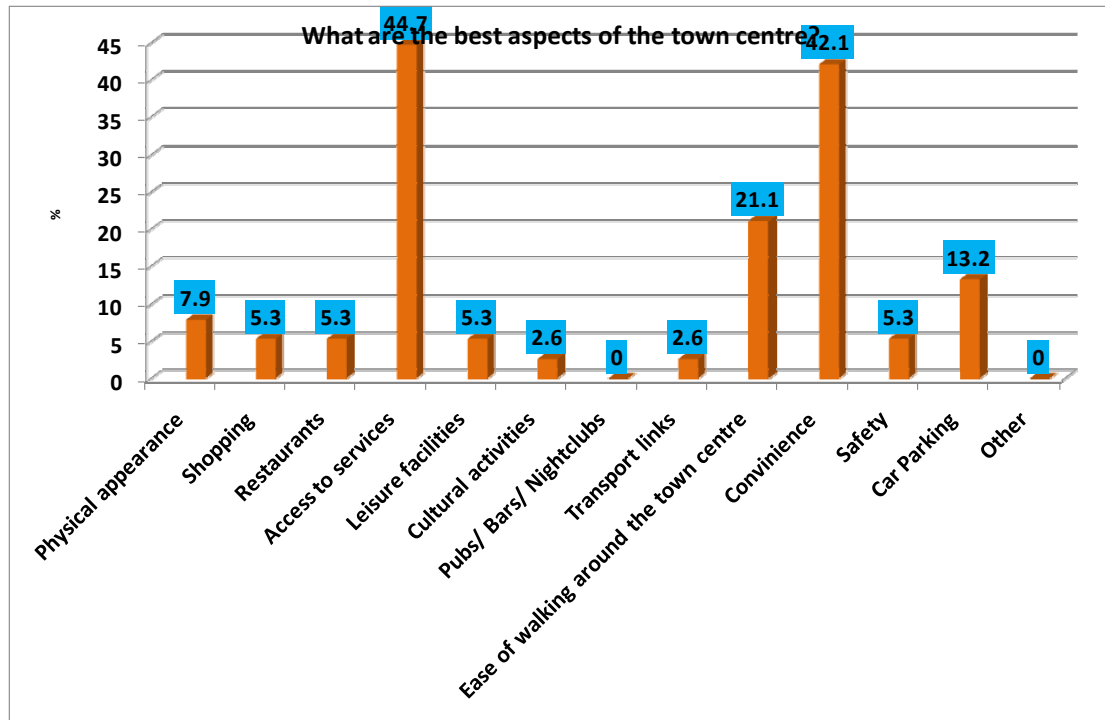
N=42

81.0% felt that that the variety of shops in Princes Risborough town centre was either poor (54.8%) or very poor. (26.2%)



N=39

In regards to the leisure and culture in Princes Risborough town centre, opinion was divided, with 46.2% stating that these activities were poor whilst 43.6% stated they were good.



N=38

In regards to the town centre, 44.7% of visitors reported that one of the best aspects was the access to services, whilst 42.1% stated convenience.

### How visitors would improve the town centre

A number of the comments focussed on the need to “improve the range of shops;”

- “More variety of better quality shops. Some ladies clothes shops”
- “More shops. Not charity or beauty”
- “Less Charity Shops”
- “More variety of shops”
- “More things to do”
- “Better clothes shops”
- “Better Shops”
- “More businesses”
- “More shops”
- “Provide more decent shops”

“Limiting cars/ pedestrianising the town centre” was cited;

- “No cars”
- “Pedestrianised”
- “Car free”

The need for a “younger feel” was also mentioned;

- “Needs a younger feel”
- “More things to do for young people”
- “Make it more hip”
- “Make it more attractive for younger people. More to do at lunch time”
- “Better shops for younger people”
- “Make it livelier for young people”

A full list of comments is available in the Appendix.

### **KPI 12: Shoppers Origin Survey**

The Shoppers Origin Survey tracks the general area that your visitors originate from. This data can be used to target local marketing or promotional literature at specific parts of the wider catchment for your town to encourage others to make the journey. It can also be used as evidence of the success of such campaigns or other elements of your action plan by gauging the penetration into the population of their understanding of the benefits your town offers

During August 2010 the postcode details of 216 customers at the point of sale. The postcodes were collected in the following format:

E.g.: LE16 9, NN16 5, LE6 8 etc on a postcode register at the main tills.

The postcodes have been split into 3 categories to be able to compare with other towns. The categories are:

- Locals (i.e. in the post codes which cover the town)
- Visitors(i.e. in adjoining postcodes within a half an hour journey)
- Tourists (all the rest including overseas shoppers)

	<b>Princes Risborough</b>	<b>National</b>
Locals	51%	58%
Tourists	9%	10%
Visitors	40%	32%

The table highlights that 51% of those shoppers surveyed lived in post codes covering Princes Risborough, 7% lower than national average of 58%. 40% lived within a half hour journey of Princes Risborough, highlighting the town’s role as a service centre for the hinterland.

A full list of the post codes gathered is available in the Appendix.

## APPENDIX

### KPI 1-4 Commercial units in Princes Risborough town centre.

Premises Number	Street Name	Business
1	Bell Street	Bella Vita
24HB	Bell Street	24 Hair and Beauty
30	Bell Street	Allure Nails
46-50	Bell Street	Aqueos Bathrooms
9	Bell Street	The Legion
BC	Bell Street	Independent Living Consultants
CB	Bell Street	Classic Barbers
EG	Bell Street	Esso Garage
FF	Bell Street	Fullers Florist
HL	Bell Street	Rowlands Pharmacy
M	Bell Street	Martins
MC	Bell Street	Methodist Church
MS	Bell Street	Marks and Spencer
OG	Bell Street	Orange and Gold
PRL	Bell Street	Princes Risborough Library
RM	Bell Street	RM
TB	Bell Street	The Bell
TI	Bell Street	Trilogy Interiors
W	Bell Street	Waves
WLH	Bell Street	Antique and Contemporary
10	Duke Street	Cape Henley
15B	Duke Street	Safiri Jewellers
09-May	Duke Street	9-5 Stationers
DA	Duke Street	D and A Opticians
DS	Duke Street	David Shuttle
FCSD	Duke Street	Fieldmouse Cheese Store and Deli
FU	Duke Street	Fired Up
HDH	Duke Street	Helen and Douglas House
ILA	Duke Street	Independent Letting Agents
J	Duke Street	Jaflong
JC	Duke Street	Julian Carthey
KB	Duke Street	Kaci Barbers
NDS	Duke Street	-- vacant --
NILA	Duke Street	-- vacant --
NRTC	Duke Street	-- vacant --
PP	Duke Street	Princes Pets
RAG	Duke Street	Risborough Art Gallery
RC	Duke Street	Risborough Cycles

RDC	Duke Street	Risborough Dry Cleaners
RTC	Duke Street	Risborough Therapy Clinic
S	Duke Street	Slatterys
14	High Street	Art and Office
16	High Street	Alternative Tools
19	High Street	-- vacant --
23a	High Street	South Bucks Hospice Shop
27	High Street	Quickstep
28	High Street	Chilterns Christian Fellowships
29	High Street	Sweet Surrender
41	High Street	The Beauty House
43	High Street	Grenville House Dental Practice
45	High Street	Kadoi
50	High Street	Cast Iron Range Cookers
53	High Street	The Barber Shop
55	High Street	Birtchnells
70	High Street	Cards and Gifts For You
7A	High Street	New Image
80	High Street	Bank House Dental Centre
9	High Street	Nationwide
AHC	High Street	Anton Hagelle Cafe
AR	High Street	Adlam Reprographics
B	High Street	Barclays
C	High Street	Costa
CR	High Street	Camden Reupholstery
CT	High Street	Crumbs Too
CW	High Street	Chilton Watson
DS	High Street	Daisy Chain
GB	High Street	Godwins Bakery
GD	High Street	George and Dragon
HOS	High Street	House of Spice
JHC	High Street	J H Clark
KMG	High Street	Keep Motoring Garage
LI	High Street	Love Ink
LL	High Street	Lloyd Latchford
LP	High Street	Lloyds Pharmacy
LP1	High Street	Lloyds Pharmacy
MM	High Street	MaCormack Media
NW	High Street	Nat West
PLG	High Street	Pre Loved Goods
PRLIS	High Street	Princes Risborough Literary Institute and Snooker Club
PRP	High Street	PR Photos
RFG	High Street	Risborough Fruit and Veg

RSPCA	High Street	RSPCA
SD	High Street	Special Days
SH	High Street	Surman and Horwood
ST	High Street	Shaw Trust
T	High Street	Teleline
TBS	High Street	The Book Shop
THSNL	High Street	-- vacant --
TOCKS	High Street	The Old Cross Keys Surgery
TRC	High Street	Tim Russ and Company
TW	High Street	Top Wok
WSS	High Street	Wainwrights Shoe Shop
PRIC	Horns Lane	Princes Risborough Information Centre
CF	Malt House Arcade	Curzon Flooring
SN	Malt House Arcade	Susannah Nicholas
BH	Market Square	Fine and Country
C	Market Square	Corals
DA	Market Square	Domestic Appliance
Gable	Market Square	Stratford Solicitors
IR	Market Square	Ian Rennie
L	Market Square	Lloyds TSB
OJ	Market Square	Oro Jewellers
POFC	Market Square	Princes Original Fish and Chips
R	Market Square	Radhuni
RHHG	Market Square	Rebecca Hill Hair Gallery and Beauty Retreat
RHMAG	Market Square	Rebecca Hill Modern Art Gallery
SP	Market Square	Strutt and Parker Estate Agent
TOS	Market Square	Read Cooper
TWC	Market Square	The Whiteleaf Cross
PJCC	Redman Court	PJ Clark and Co
S	Redman Court	Simtics
T	Tesco	Tesco

### KPI 3 Use Class Order

The following definitions come from the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

Class	Type of Use	Class Includes:
A1	Shops	Shops, retail warehouses, hairdressers, travel agents, post offices, newsagents, garages, opticians, sandwich bars, showrooms, domestic hire shows and funeral directors
A2	Financial and professional services	Banks, building societies, estate and employment agencies, professional and financial services and betting offices
A3 A4 A5	Food and drink Drinking establishments Hot food takeaways	Restaurants, pubs, cafés, wine bars (but not nightclubs), shops selling hot food for consumption off the premises
	Sui Generis ("unique" establishments)	Theatres, launderettes and dry cleaners, taxi operator, amusement centres, car showroom, petrol filling station, nightclubs and casinos
B1	Business	Offices not within Class A2, Research and development, studios, labs, high tech and Light industrial
B2	General Industry	General Industry
B8	Storage and Distribution	Warehouses
C1	Hotels and hostels	Hotels, boarding and guest houses, and hostels
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools and residential colleges and training centres.
C3	Dwelling houses	Dwellings
D1	Non residential institutions	Churches, Church halls, clinics, health centres and consulting rooms, museums, training centres, schools, libraries, art galleries, crèches and day nurseries, law courts.
D2	Assembly and leisure	Cinemas, dance, sport and concert halls, bingo and other indoor and outdoor leisure uses, gymnasiums, skating rinks

## KPI 9 Car Parking Audit

Name	total spaces	short stay spaces	long stay spaces	disabled spaces	Type
Bell Street Off Road Parking	9	0	9	0	Car Park
Horns Lane	72	0	70	2	Car Park
Tesco	114	108	0	6	Car Park
The Mount	141	0	138	3	Car Park
High Street	37	35	0	2	Street
Malt House Arcade	3	3	0	0	Street
Market Square	14	12	0	2	Street
New Road	3	3	0	0	Street
Park Street	3	3	0	0	Street

## TOWN BENCHMARKING BUSINESS CONFIDENCE SURVEY

We would appreciate it if you could complete the following short survey in regards to your business.  
Your views and opinions are essential to the economic development of the town.

<b>What is the nature of your business?</b>	<input type="checkbox"/> Retail <input type="checkbox"/> Commercial/ Professional <input type="checkbox"/> Public Sector <input type="checkbox"/> Hospitality <input type="checkbox"/> Other (please specify).....
<b>What type of business are you?</b>	<input type="checkbox"/> Multiple Trader <input type="checkbox"/> Regional <input type="checkbox"/> Independent
<b>How many people work at these premises? (this figure should include owners)</b>	Full Time:  Part Time:
<b>How long has your business been in the town?</b>	<input type="checkbox"/> Less than a year <input type="checkbox"/> One to Five years <input type="checkbox"/> Six to Ten years <input type="checkbox"/> More than Ten years
<b>Compared to last year has your turnover.....?</b>	<input type="checkbox"/> Increased <input type="checkbox"/> Stayed the same <input type="checkbox"/> Decreased
<b>Compared to last year has your profitability.....?</b>	<input type="checkbox"/> Increased <input type="checkbox"/> Stayed the same <input type="checkbox"/> Decreased
<b>Over the next 12 months do you think your turnover will.....?</b>	<input type="checkbox"/> Increase <input type="checkbox"/> Stayed the same <input type="checkbox"/> Decrease

**PLEASE TURN OVER**

<p><b>What are the positive aspects of having a business located in the town? (Please tick all that apply)</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Prosperity of the town</li> <li><input type="checkbox"/> Labour pool</li> <li><input type="checkbox"/> Environment</li> <li><input type="checkbox"/> Geographical location</li> <li><input type="checkbox"/> Mix of retail offer</li> <li><input type="checkbox"/> Potential tourist customers</li> <li><input type="checkbox"/> Potential local customers</li> <li><input type="checkbox"/> Affordable housing</li> <li><input type="checkbox"/> Transport links</li> <li><input type="checkbox"/> Car parking</li> <li><input type="checkbox"/> Rental values/ Property costs</li> <li><input type="checkbox"/> Other (please specify).....</li> </ul>
<p><b>What are the negative aspects of having a business located in the town? (Please tick all that apply)</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Prosperity of the town</li> <li><input type="checkbox"/> Labour pool</li> <li><input type="checkbox"/> Environment</li> <li><input type="checkbox"/> Geographical location</li> <li><input type="checkbox"/> Mix of retail offer</li> <li><input type="checkbox"/> Potential tourist customers</li> <li><input type="checkbox"/> Potential local customers</li> <li><input type="checkbox"/> Affordable housing</li> <li><input type="checkbox"/> Transport links</li> <li><input type="checkbox"/> Car parking</li> <li><input type="checkbox"/> Rental values/ Property costs</li> <li><input type="checkbox"/> Local business competition</li> <li><input type="checkbox"/> Competition from other places</li> <li><input type="checkbox"/> Competition from internet</li> <li><input type="checkbox"/> Other (please specify).....</li> </ul>
<p><b>Has your business suffered from any crime over the last 12 months?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Yes</li> <li><input type="checkbox"/> No</li> </ul>
<p><b>What type of crime has your business suffered over the last 12 months</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Theft</li> <li><input type="checkbox"/> Abuse</li> <li><input type="checkbox"/> Criminal damage</li> <li><input type="checkbox"/> Other (please specify).....</li> </ul>
<p><b>What TWO suggestions would you make to improve the town's economic performance?</b></p>	

**Thank you for taking the time to complete this survey. Your views and opinions are appreciated.**

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

- Get rid of the overzealous traffic wardens and remove the one way system
- Bring the town into 2010. Allow more big names into town
- Embrace and develop tourist potential after 2 hours free parking
- Lower rates and rent to reduce number of empty units. Free Parking
- Change the one way system back. More parking free for at least 2 hours
- Change one way. Free parking for an hour
- Release the one way system. Have more business for the town
- Positive attitude. Free Car Parking (at least 2 hours)
- Reverse one way system
- Request landlords keep rental reasonable. Offer free car parking
- Cost effective means of communicating with local residents and businesses. Promotion of town centre
- Change one way system back. Free Parking
- Change one way system. Free Car Parks
- Remove one way system. Send busses one way. Compulsory purchase rear of high street and build a free car park
- Rates reduction. No more shops/ salons of the same businesses
- 1 hour free parking in all car parks and extend free parking on street to 2 hours. Get rid of one way
- Encourage locals to buy locally. Attract customers to the town
- More diverse shops and not just businesses aimed at the old and less well off. More tourist promotions.

## TOWN BENCHMARKING VISITOR SURVEY

The following short survey is to be completed face to face with your town centre visitors. The aim of surveying visitors is to help make the town a better place to visit.

<b>Gender</b>	<input type="checkbox"/> Male <input type="checkbox"/> Female
<b>Age</b>	<input type="checkbox"/> 16-25 <input type="checkbox"/> 26-35 <input type="checkbox"/> 36-45 <input type="checkbox"/> 46-55 <input type="checkbox"/> 56-65 <input type="checkbox"/> Over 65
<b>What is the main purpose of your visit to the town centre today?</b>	<input type="checkbox"/> Work <input type="checkbox"/> Convenience Shopping- e.g. food <input type="checkbox"/> Comparison Shopping- e.g. clothes <input type="checkbox"/> Access Services- e.g. Bank, Library, <input type="checkbox"/> Leisure- e.g. eat, drink, go to the gym <input type="checkbox"/> Other (please specify).....
<b>How often do you visit the town centre?</b>	<input type="checkbox"/> Daily <input type="checkbox"/> More than once a week <input type="checkbox"/> Weekly <input type="checkbox"/> Fortnightly <input type="checkbox"/> More than once a Month <input type="checkbox"/> Once a Month or less <input type="checkbox"/> First Visit
<b>How did you travel into the town centre today?</b>	<input type="checkbox"/> On Foot <input type="checkbox"/> Bicycle <input type="checkbox"/> Motorbike <input type="checkbox"/> Car <input type="checkbox"/> Bus <input type="checkbox"/> Train <input type="checkbox"/> Other (please specify).....
<b>How do you rate the physical appearance of the town centre?</b>	<input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Poor <input type="checkbox"/> Very Poor

<p><b>How do you rate the cleanliness of the town centre?</b></p>	<input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Poor <input type="checkbox"/> Very Poor
<p><b>How do you rate the variety of shops in the town centre?</b></p>	<input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Poor <input type="checkbox"/> Very Poor
<p><b>How do you rate the leisure and cultural activities in the town centre?</b></p>	<input type="checkbox"/> Very Good <input type="checkbox"/> Good <input type="checkbox"/> Poor <input type="checkbox"/> Very Poor
<p><b>What are the best aspects of the town centre? (Please choose all that apply)</b></p>	<input type="checkbox"/> Physical appearance <input type="checkbox"/> Shopping <input type="checkbox"/> Restaurants <input type="checkbox"/> Access to Services- e.g. banks, Post Office, Library <input type="checkbox"/> Leisure facilities <input type="checkbox"/> Cultural activities <input type="checkbox"/> Pubs/ Bars/ Nightclubs <input type="checkbox"/> Transport links <input type="checkbox"/> Ease of walking around the town centre <input type="checkbox"/> Convenience- e.g. near to where you live <input type="checkbox"/> Safety <input type="checkbox"/> Other (please specify).....
<p><b>How long do you intend to stay on this visit to the town centre?</b></p>	<input type="checkbox"/> Less than an hour <input type="checkbox"/> 1-2 hours <input type="checkbox"/> 2-4 hours <input type="checkbox"/> 4-6 hours <input type="checkbox"/> All day <input type="checkbox"/> Other (please specify).....
<p><b>What TWO suggestions would you make to improve the town centre?</b></p>	

**Thank you for taking the time to complete this survey. Your views and opinions are appreciated.**

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

- Free Parking. More variety of better quality shops. Some ladies clothes shops
- 1 hours free parking would make a huge difference. Parking charges must be reviewed to encourage visitors and locals alike to use facilities
- More shops. Not charity or beauty. Free Parking
- Less Charity Shops
- More variety of shops
- More things to do
- Needs a younger feel
- No cars
- More things to do for young people
- Make it more hip
- No Cars
- Make it more attractive for younger people. More to do at lunch time
- No Cars
- Clean up. Provide more decent shops
- No Cars
- Pedestrianised
- It's dead!
- Nothing to do
- More Shops
- More Shops
- Better clothes shops
- Better Shops
- Pedestrianised
- More businesses
- More shops
- One Way, No Cars
- Less empty shops
- Car free
- Better shops for younger people
- Car free
- Make it busier
- Make it livelier for young people

## KPI 12 Shoppers Origin Postcode Data

Key: **Local (L)**, **Visitors (V)** or **Tourists (T)**

HP27	HP17	HP27	HP27
HP14	HP13	OX39	HP17
HP27	HP27	HP2	HP27
HP27	HP17	OX9	HP16
HP27	HP27	NE6	HP16
HP27	SE14	HP10	HP27
HP14	HP21	HP27	HP17
NE25	LE12	HP19	HP14
HP22	HP27	HP27	HP14
HP21	HP27	HP16	OX9
HP27	HP27	LU5	HP21
HP27	HP14	HP27	HP17
ML12	HP27	HP22	HP27
HP27	HP27	HP14	HP27
HP27	HP27	HP17	HP27
HP27	HP14	HP20	HP27
HP27	HP27	HP17	HP27
HP14	HP27	HP21	OX39
HP27	HP27	HP18	HP27
HP27	HP14	HP27	HP27
HP27	HP27	HP27	HP27
HP27	DN17	HP27	HP27
HP16	HP27	HP12	HP14
HP27	HP27	HP14	TW15
RG2	EX34	HP20	HP27
HP27	HP21	HP27	HP27
HP13	HP27	HP27	HP27
HP27	HP18	HP22	HP14
HP27	HP13	HP27	HP17
HP14	HP14	HP27	HP20
HP27	HP14	HP27	HP21
HP27	OX9	HP17	HP27
IP7	HP27	HP27	DN8
OX9	HP12	OX9	HP15
HP22	HP10	HP16	HP27
HP10	H21	HP27	HP18
HP14	HP27	HP18	HP17
USA	CO8	HP27	HP27
HP27	HP11	HP22	HP27
HP27	HP27	HP27	HP27
HP27	HP27	MK18	HP27

HP27	HP27	HP27	HP27
HP27	HP16	HP27	HP16
HP14	WV12	HP14	HP27
HP17	HP27	HP27	HP27
HP27	HP27	HP19	HP27
HP27	HP14	HP27	HP16
HP27	HP14	HP27	HP27
HP27	HP27	HP27	HP16
HP14	MK18	HP16	HP27
BN27	HP27	HP27	HP21
OX9	HP21	HP27	HP16
HP27	HP12	HP27	HP27
HP18	HP9	OX39	HP27