Market Town Benchmarking

Measuring the performance of town centres

Brookfield Shopping Centre
2012 Report

November 2012

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EXECUTIVE SUMMARY

Retail

- 80% of the 15 occupied units in Brookfield Shopping Centre fall under the A1 use class category.
- 83% of the A1 Shops in the Brookfield Shopping Centre sell primarily ***'comparison'*** goods. A two thirds comparison/one third convenience split is a benchmark of a healthy town centre, but the Brookfield Centre's 'out of town' nature makes this less relevant.
- 75% of the A1 Shops in the Shopping Centre are defined as ***'key attractors'***.
- The vacancy rate in the Shopping Centre is 6%.

Footfall

- ***'Saturday increase':*** On Tuesday 25th September the average footfall per 10 minutes was 171, increasing to 219 on Friday 28th September and then 305 on Saturday 17th November.

Car Park

- On Tuesday 25th September 2012, '***25% of the overall car parking provision was vacant'***, but augmenting the footfall trends this figure was ***'reduced on Friday 28th September 2012 to 19%'***, and ***'even further on Saturday 17th November to 12%'***.

Shopping Centre Users

- 53% of the Shopping Centre Users reported that they visit Brookfield for ***'convenience shopping'.***
- 68% of respondents visited the Centre on a '***weekly or more frequently basis'.***
- 92% of centre users rated the ***'physical appearance' of Brookfield as 'good' (80%) or 'very good' (12%).***
- 94% of Shopping Centre Users rated the ***'cleanliness of Brookfield as either 'good' (80%) or 'very good' (14%).***
- 74% of Shopping Centre Users rated the ***'variety of shops' as either 'good' (69%) or 'very good' (5%).***
- 79% rated ***'car parking' as a positive aspect*** of Brookfield Centre.
- 85% of Shopping Centre Users reported that the ***'leisure and cultural' activities were either 'poor' (42%) or 'very poor' (43%).***
- 60% rated ***'restaurants' (lack of) as a negative aspect***' of the Brookfield Centre.
- Suggestions to improve the Brookfield Centre focussed on ***'improving the retail offering'*** either by increasing the number of shops or enhancing the retail mix, ***'more restaurants/places to eat'*** and an ***'improved leisure offering'.***

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INTRODUCTION

The Approach

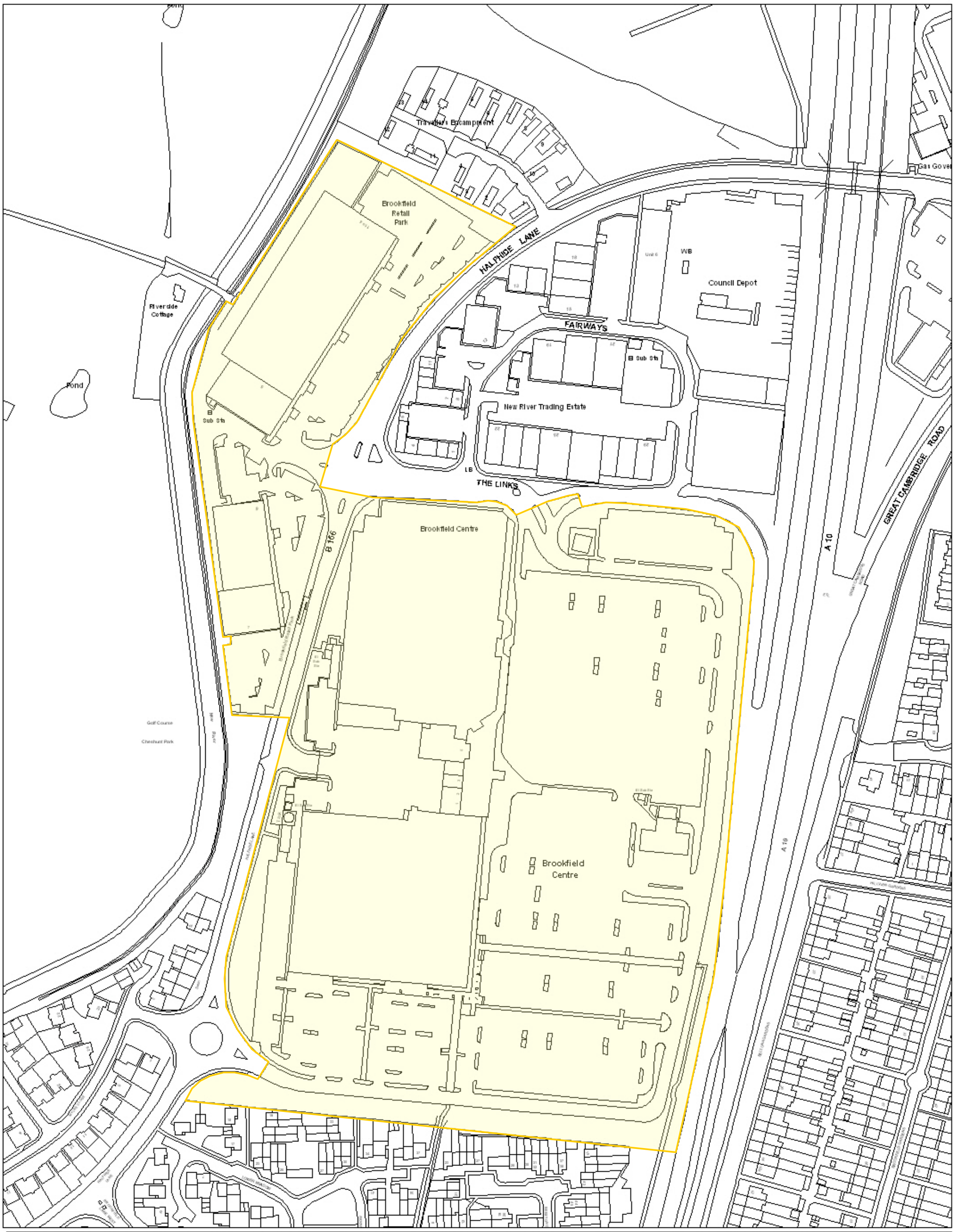
AMT Town Benchmarking has been developed to address the real issues of how to understand, measure, evaluate and ultimately improve retail centres. The approach offers a simple way of capturing data on 12 'Key Performance Indicators', selected by those involved in retail and town centre management. By 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.

Ordinarily, retail centres (generally town centres) are benchmarked against comparable centres, depending on whether or not they are large (with over 250 commercial units) or small (with fewer than 250 commercial units). The Brookfield Centre only has 16 commercial units and so this approach is not appropriate, however Broxbourne Council felt it was useful to have similar comparison data to its other retail centres (Hoddesdon, Cheshunt Old Pond and Waltham Cross) for which full Benchmarking Studies have been undertaken. This means that the report is not intended for comparing the Brookfield Centre to comparable centres, but it can still be used to identify strengths, weaknesses and opportunities for improvement, as well as as an evidence base for Local Plan Preparation.

The KPIs studied are the same as for other centres, but no comparison data is offered. Each KPI is collected in a standardized manner as highlighted in the table below:

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3: Key attractor/multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	NOT APPLICABLE IN THIS LOCATION
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Commercial Letting Agents/Valuation Office Agency
KPI 8: Footfall	Footfall Survey over three days
KPI 9: Car Parking Availability and Usage	Footfall Survey over three days
KPI 10: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face/ On Line
KPI 11: Centre Users Survey	On Line and Face to Face Survey
KPI 12: Shoppers Origin Survey	Shoppers Origin Postcode

Before any KPI data was collected the core commercial area of shopping centre was defined. A list of all the units and car parks included in the Benchmarking analysis is available in the Appendix, and a map of the shopping centre can be seen opposite.



BROXBOURNE BOROUGH OFFICES
CHURCHGATE
CHESHUNT
HERTS
EN8 9QX

BOROUGH OF BROXBOURNE

N W E S

Location	Cheshunt
Title	Brookfield Centre

sb/CH Scale: 1/1950 Date: 31/7/2012

Centre: 535706.33 , 203965.76

KEY FINDINGS

KPI 1: Total Number of Commercial Units

It is important to understand the scale and variety of the commercial offer in a retail centre. The following table provides a detailed breakdown of the percentage of the 15 occupied units falling into each planning use class:

	Brookfield %
A1 Shops	80
A2 Professional services	7
A3 Food and Drink	7
A4 Pubs and Bars	0
A5 Hot food take-aways	0
B1 General business	0
B2 General industry	0
B8 Storage/distribution	0
C1 Hotels	0
C2 Residential institutions	0
C2A Secure residential institutions	0
D1 Non-residential institutions	0
D2 Assembly and Leisure	0
Sui Generis (Not classed)	7

80% of the 15 occupied units in the Brookfield Centre are A1 shops. There is a single A3 food and drink establishment, but no other restaurants or leisure facilities present.

KPI 2: Retail by Comparison / Convenience

A1 shops can be split into two different types; comparison and convenience. Though some of the larger shops at Brookfield (such as Tesco and M&S) cater for both, they have been classified by what they primarily offer.

Convenience goods are low-cost, everyday items that consumers are unlikely to travel far to purchase. This includes:

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods.

2. **Comparison goods** are all other retail goods, such as:

- 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

	Brookfield %
Comparison	83
Convenience	17

Having a variety of shops in a retail centre is important for it 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 and potential customers. Traditionally a two thirds comparison/one third convenience retail offer has been the benchmark of a 'healthy' centre, but Brookfield's out-of-town nature makes this less relevant.

KPI 3: Key attractors / multiple trader representation

The vitality of a retail centre depends highly on the quality and variety of the retailers represented. Certain national retail businesses are considered to be 'key attractors' and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a centre often also depends on the variety and mix of independent shops that can give a town a 'unique selling point' and help to 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 retail centre, though out-of-town retail does operate on a slightly different model.

The following shops are considered to be key attractors by Experian Goad:

Department Stores	BHS, Debenhams, House of Fraser, John Lewis, Marks & Spencer
Mixed Goods Retailers	Argos, Boots, TK Maxx, WH Smith, Wilkinson
Supermarkets	Sainsburys, Tesco, Waitrose
Clothing/Fashion	Burton, Dorothy Perkins, H&M, New Look, Primark, River Island, Topman, Topshop
Other retailers	Carphone Warehouse, Clarks, Clintons, HMV, o2, Superdrug, Phones 4U, Vodafone, Waterstones

Multiple traders have less of a 'pull factor', but also have a countrywide presence and are well known household names. Regional shops are identified as those with stores in several towns throughout one geographical region only, and lastly independent shops are identified as those that are specific to a particular town.

	Brookfield %
Key Attractor	75
Multiple	25
Regional	0
Independent	0

All of the A1 retail units at Brookfield are part of a chain, and 75% these are defined as 'key attractors'.

KPI 4: Number of vacant units

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

	Brookfield %
Vacant Units	7

1 unit in the defined Shopping Centre was vacant, providing a percentage of 7%. This is broadly similar to the vacancy levels in Waltham Cross and Cheshunt Old Pond, and by comparison in September 2011 the Local Data Company reported that the vacancy rate in all retail centres in England was 14.5%.

KPI 5: Number of markets / traders

There is no market at the Brookfield Centre, so this KPI does not apply.

KPI 6&7: 'Zone A' Retail Rents & Prime Retail Property Yield

'Zone A' rentals are industry benchmarks for the appeal of a location. In particular retail rents can provide a useful indication of a centre's performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

	Brookfield
Zone A	£77/sq ft

Details on Zone A rents were taken from Unit 4B in Brookfield Retail Park. The retail environment is clearly different from that elsewhere in the Borough, but by comparison the comparable Zone A rent for Cheshunt Old Pond is £23/sq ft, and for Waltham Cross town centre it is £39/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 a centre. The more people attracted to a town the more prosperous it can become, as long as there is available disposable income in that population. Measuring footfall in the same place and time over a period of time therefore builds up a picture of the use of town, and its relative success.

The following tables provide a detailed breakdown of counts on two weekdays as 'quiet days' and a Saturday as a 'busy day', at two separate count points.

25 September 2012 (Tuesday quiet day)	JD Sports, Retail Park	Tesco
10.30-10.40	34	-
10.45-10.55	-	152
11.00-11.10	60	-
11.15-11.25	-	198
12.00-12.10	62	-
12.15-12.25	-	164
TOTAL	**156**	**514**
AVERAGE PER 10 MINS	**52**	**171**

28 September 2012 (Friday quiet day)	JD Sports, Retail Park	Tesco
10.30-10.40	56	-
10.45-10.55	-	204
11.00-11.10	68	-
11.15-11.25	-	241
12.00-12.10	81	-
12.15-12.25	-	211
TOTAL	**205**	**656**
AVERAGE PER 10 MINS	**68**	**219**

17 November 2012 (Saturday busy day)	JD Sports, Retail Park	Tesco
10.30-10.40	53	-
10.45-10.55	-	274
11.00-11.10	98	-
11.15-11.25	-	318
12.00-12.10	77	-
12.15-12.25	-	324
TOTAL	**228**	**916**
AVERAGE PER 10 MINS	**76**	**305**

Overall, the location outside Tesco had the highest aggregate footfall count, on all days generally around three times higher than the location outside JD Sports.

The highest individual weekday footfall count was 241 persons between 11.00 and 11.10 on the 28 September outside Tesco, whilst the highest overall individual footfall count was 324 persons between 12.15 and 12.25 on Saturday 17 November 2012.

On Tuesday 25 September the average footfall per ten minutes outside Tesco was 171, on Friday 28 September this increased to 219 and on Saturday 17 November this increased further to 305.

This can be compared to average busy and quiet day footfall for Waltham Cross town centre of 309 and 162 respectively, and average busy and quiet day footfall for Cheshunt Old Pond of 115 and 89 respectively.

KPI 9: Car Parking Availability and Usage

A large proportion of spending customers in a retail centre come by car. Particularly for out of town centres such as Brookfield with larger catchment areas, a car tends to be an essential tool for those coming to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of retail 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 also be considered.

The following table provides a summary of the car parking offering, broken down into:

- Total numbers of spaces in designated car parks;
- Total numbers of short stay, long stay and disabled spaces in designated car parks;
- The percentage of vacant spaces in designated car parks on Tuesday 25 September, Friday 28 September and Saturday 17 November 2012.

	Brookfield	Brookfield %
Total Spaces	2013	
Short stay spaces (4 hours and under)	1921	95
Long stay spaces (Over 4 hours)	0	0
Disabled spaces	92	5
Vacant spaces on Tuesday 25 September 2012	499	25
Vacant spaces on Friday 28 September 2012	395	20
Vacant spaces on Saturday 17 November 2012	246	12

On Tuesday 25 September 2012, 25% of the overall car parking provision was vacant; this figure was reduced on Friday 28 September 2012 to 19% and even further on Saturday 17 November to 12%.

This is a very low rate of space availability in comparison to Waltham Cross town centre, where as many as 57% of car parking spaces are vacant on a non-market day.

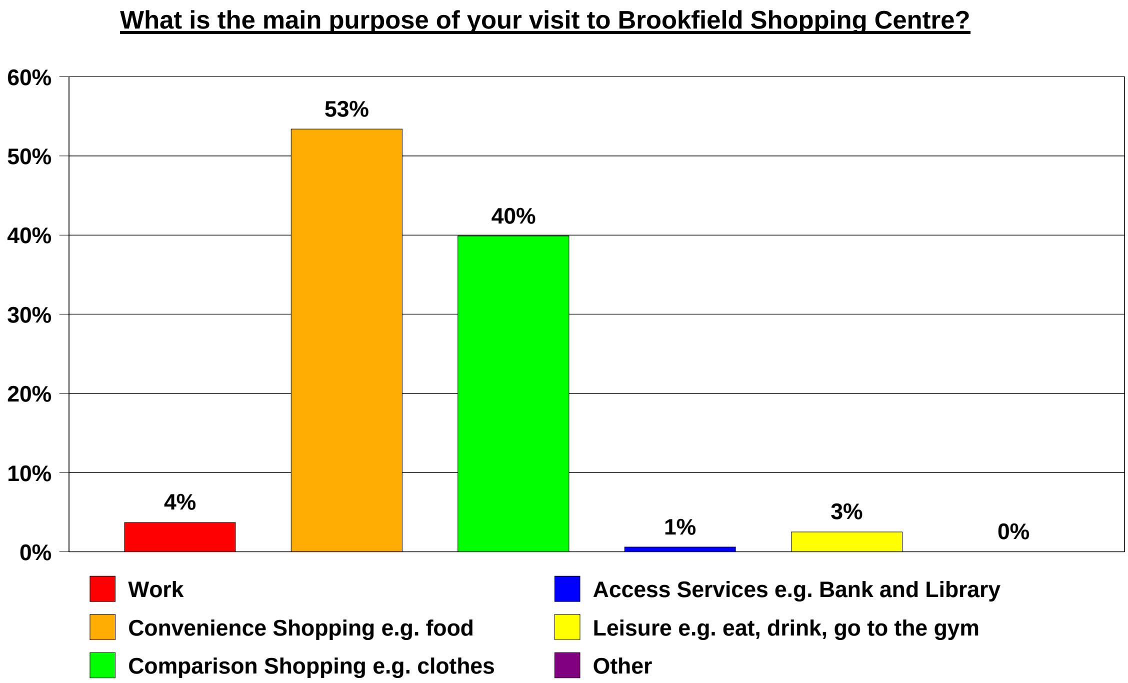
KPI 10: Business Confidence Survey

The aim of a Business Confidence Survey would be to gain an understanding of the economy of a retail centre, as well as what the issues of concern are and how they could be overcome. However, whilst attempts were made to contact businesses to undertake surveys, no responses were ever received.

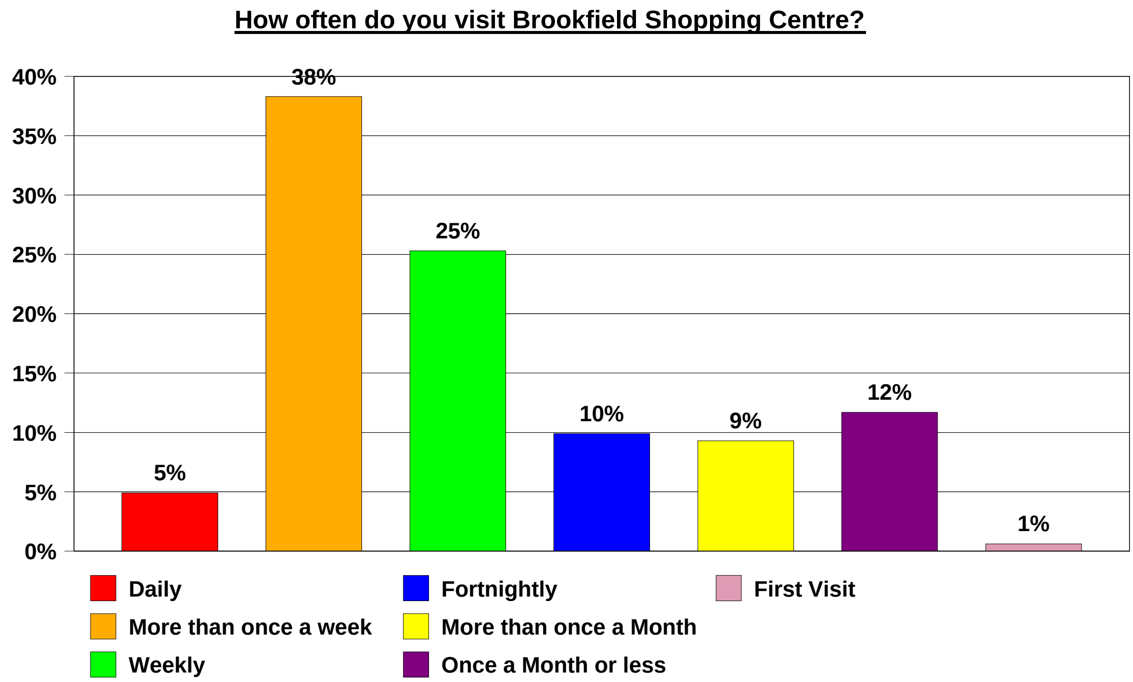
KPI 11: Centre Users Survey

The aim of the centre users survey is to establish how a centre is seen by those people who use it. By asking visitors of all types a more detailed picture can be obtained – what matters to regular visitors (i.e. locals who visit every day or work in a town) can be very different to someone who has never been to the place before. For example, for the first group signage around the centre will not be an issue, whereas the second may not have the same fears of night time crime.

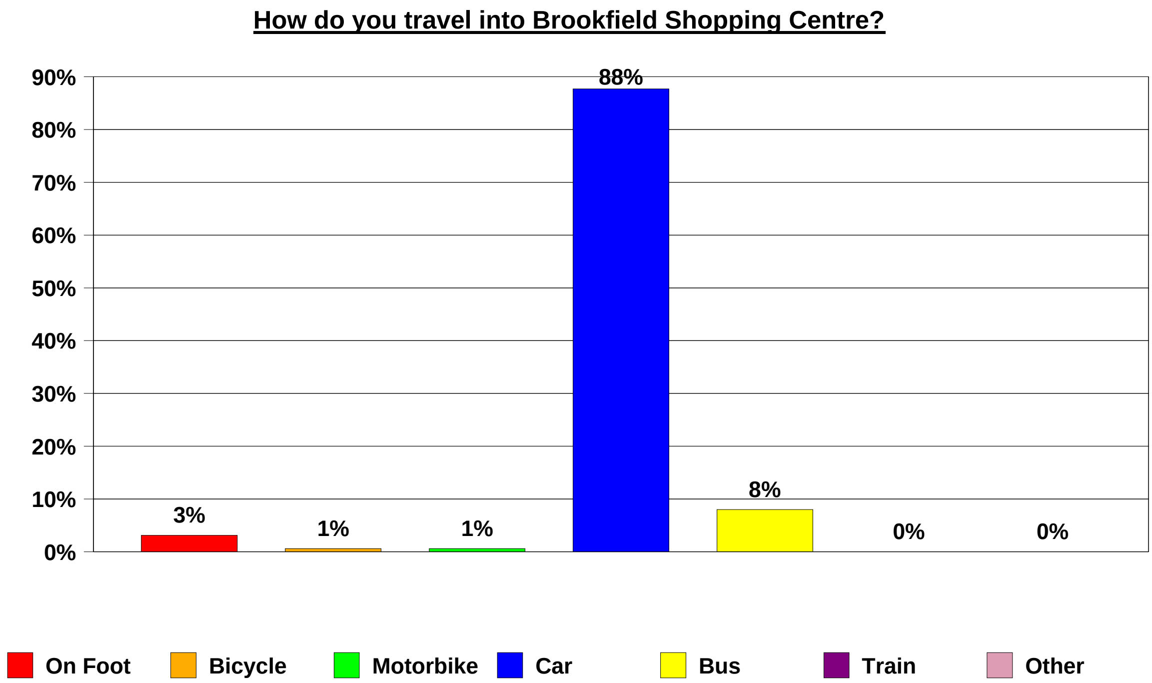
The following tables are based on the 167 responses gathered online and face to face from the Town Centre Users Survey.



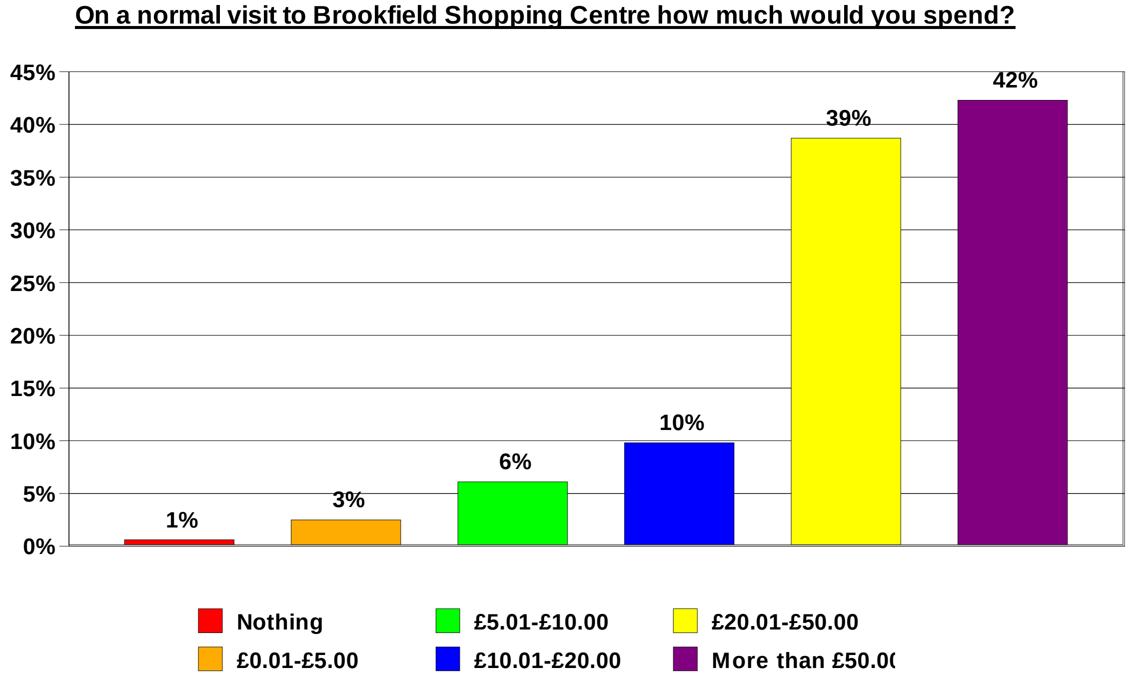
53% of the centre users reported that they visit Brookfield for convenience shopping, whilst 40% visited for comparison shopping. Accordingly, very few visit for access services or leisure.



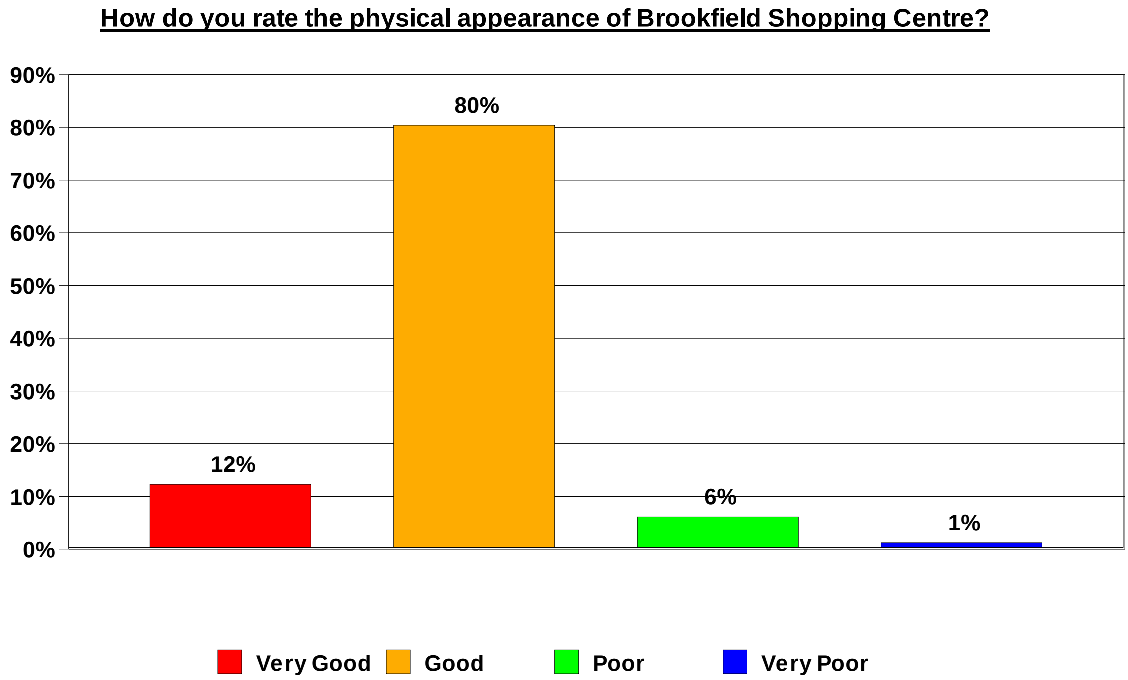
68% of respondents visited the Brookfield Centre on a weekly or more frequently basis.



88% of centre users travelled to Brookfield by car, far above the rates for other retail centres in Broxbourne.

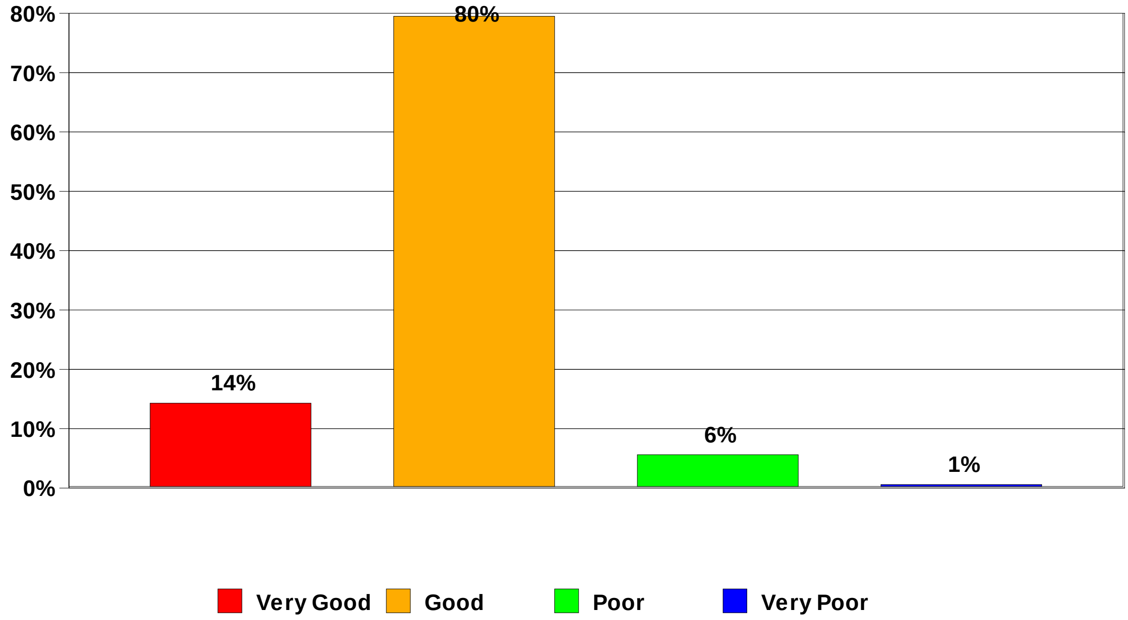


42% of respondents recorded that they normally spend more than £50.00 on a visit to Brookfield, demonstrating that it is generally a high-spend centre.



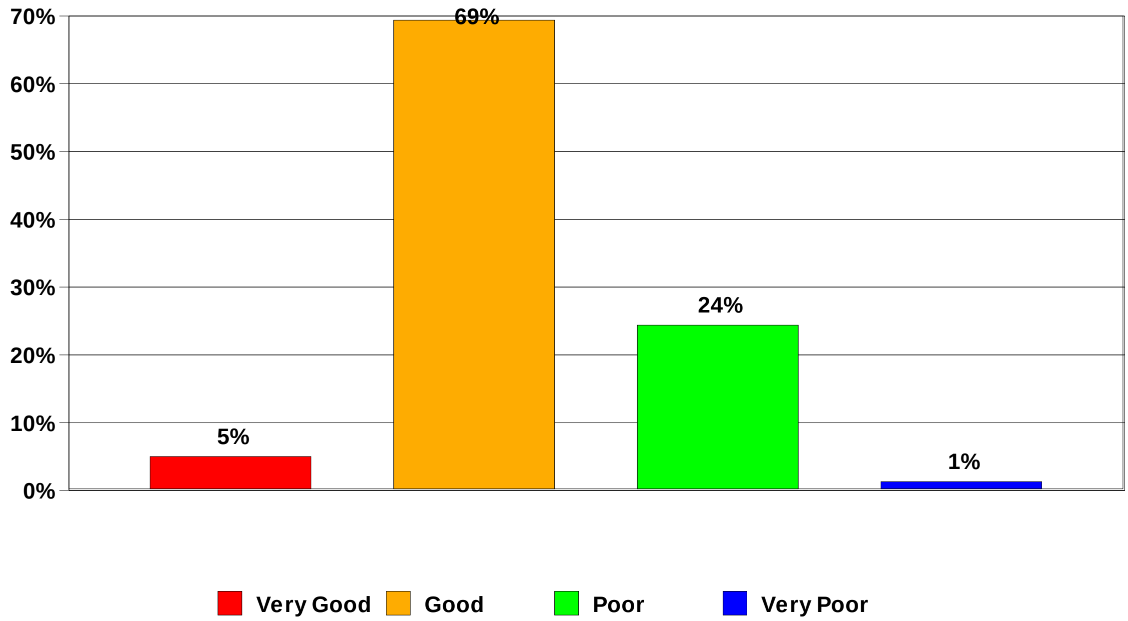
92% of centre users rated the physical appearance of Brookfield as good (80%) or very good (12%). This is in sharp contrast to the 38% and 2% respective figures for Waltham Cross town centre.

How do you rate the cleanliness of Brookfield Shopping Centre?

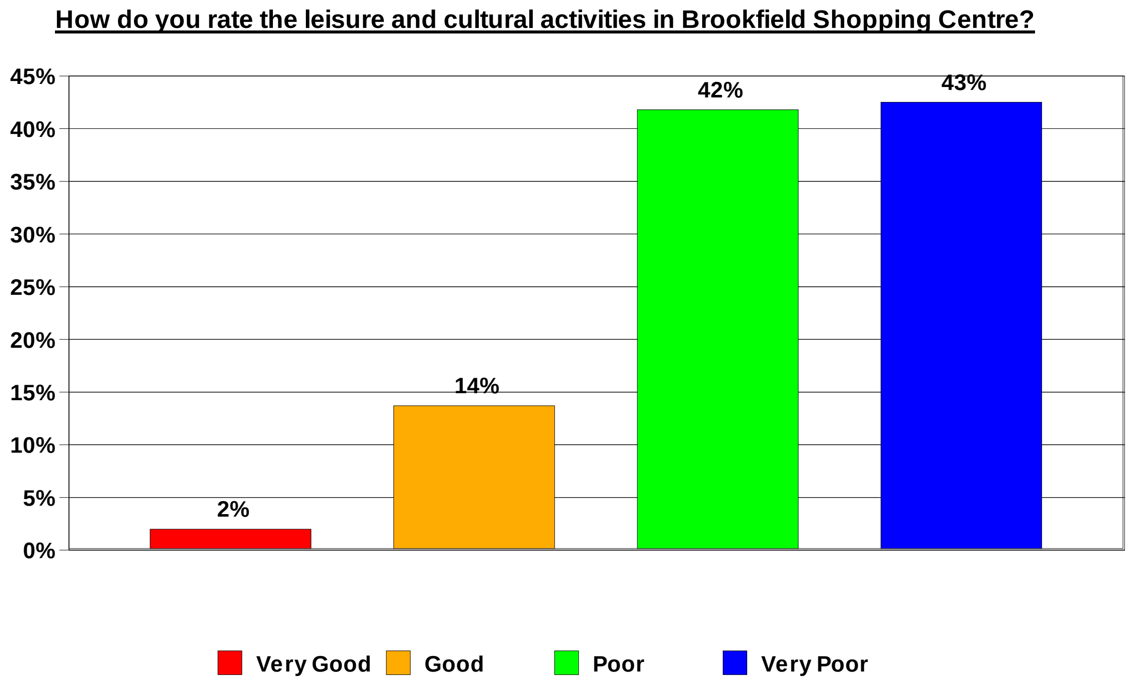


94% of centre users rated the cleanliness of Brookfield as either good (80%) or very good (14%). Again, this is in contrast to the 55% and 8% respective figures for Waltham Cross.

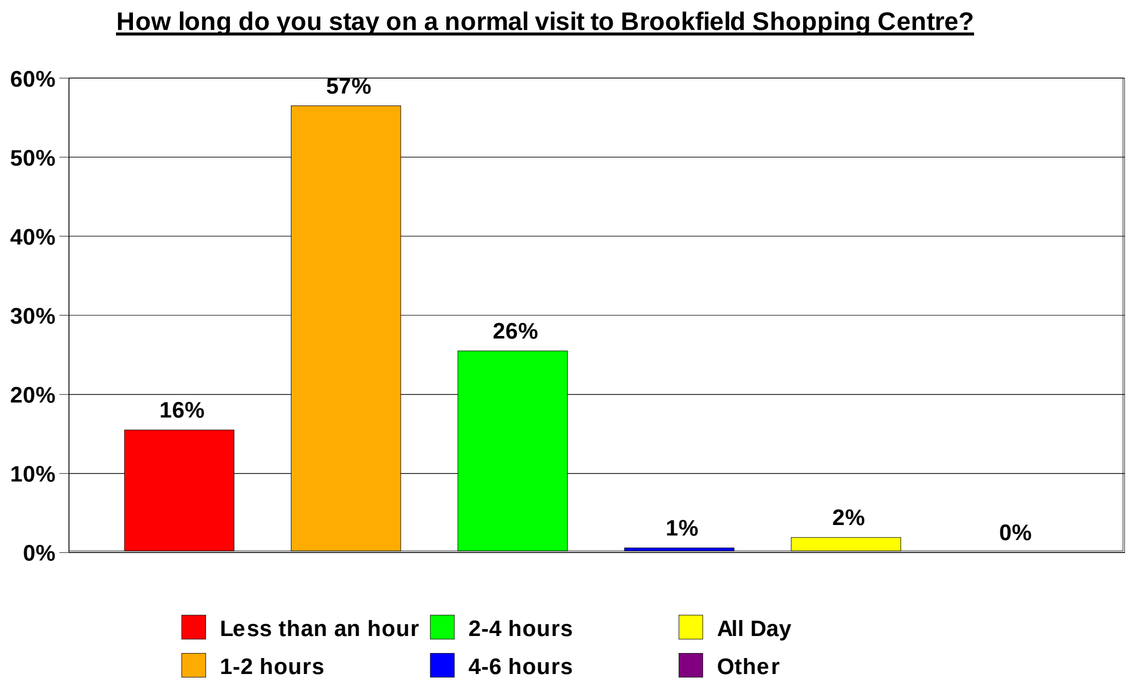
How do you rate the variety of the shops in Brookfield Shopping Centre?



74% of Shopping Centre Users rated the variety of shops as either good (69%) or very good (5%). It should be noted however that in open-ended responses (see p19), a number of respondents expressed a wish for improvements in retail provision.



85% of centre users reported that the leisure and cultural activities were either poor (42%) or very poor (43%).



Centre users generally stayed at Brookfield for a relatively short amount of time, as 73% indicated that they visited the Centre for less than two hours.

What are the positive and negative aspects of the Brookfield Centre?

Aspect of the Brookfield Centre	% highlighting as positive	% highlighting as negative
Physical appearance	35	10
Shopping	68	14
Restaurants	6	60
Access to Services - e.g. banks, Post Office, Library	3	40
Leisure facilities	0	46
Cultural activities	0	33
Pubs/Bars/Nightclubs	1	36
Transport links	21	17
Ease of walking around the shopping centre	37	5
Convenience - e.g. near where you live	53	6
Safety	34	6
Car Parking	79	12
Other	1	5

79% rated car parking as a positive aspect, and 68% rated shopping as a positive. Brookfield's convenience and proximity to where respondents lived was also a popular choice (53%). However, 60% rated (the lack of) restaurants as a negative aspect of the Brookfield Centre, whilst leisure facilities (46%), lack of pubs/bars/nightclubs (36%), and lack of cultural activities (33%) were also popular choices as negative aspects.

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

Three key themes emerged when respondents were provided with an open ended question to suggest improvements to the Brookfield Centre. One common theme was to ‘improve the retail offering’ either by increasing the number of shops or enhancing the retail mix, with typical responses being;

- "More shops."
- "Different types of shops - at the moment they are all clothes shops apart from M&S and Tesco. Another choice of food shopping would be good."
- "A major department store."
- "Greater variety of shops."
- "Expand it to include a bigger range of shops."
- "Needs to be expanded to allow more shops such as Zara, Gap or H&M rather than concessions."
- "Open up a department store like John Lewis."

More restaurants and places to eat was another common theme in suggestions;

- "An eating place over the side where Next and the other shops are as there is only a mobile burger bar."
- "Maybe a few more choices of eating places."
- "Some type of restaurant (other than Starbucks!) is required."
- "Better priced food outlets – Tesco has now become Costa Coffee which is too expensive for a lot of families to visit."
- "Cafe over near Argos and Next."
- "Some bars/ restaurants for going out in the evening."
- "More restaurants – easy lunch places."

The third key theme to emerge was a need to improve the Centre’s leisure offering, with the development of a cinema a popular choice;

- "There are no leisure facilities, e.g. bowling or cinema."
- "More choice of eating places. We could do with a cinema and this might be a good place to have one."
- Add leisure facilities like a cinema as getting to Harlow and Enfield is really inconvenient."
- "More leisure facilities, especially a cinema."
- "Leisure facility (especially cinema)."
- "Other things to do besides shopping."

A full list of all comments, colour coded into these relevant ‘key themes’ can be found in the Appendix.

KPI 12: Shoppers Origin

The Shoppers Origin Survey tracks the general area that town centre users originate from. This can be used to target local marketing or promotional literature, as well as evidence of the success of such campaigns by gauging the penetration into the population.

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

- Locals; those who live within a Post Code covering the town (EN7, EN8 & EN10)
- 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

	Brookfield
Locals	63
Visitors	32
Tourists	5

These figures are broadly comparable with the figures for Cheshunt Old Pond and Waltham Cross town centre, with a slightly higher bias towards visitors (25% for Cheshunt Old Pond and 24% for Waltham Cross).

APPENDIX

BUSINESS UNIT DATABASE

Address	Business name	Use class	Comparison/ Convenience	Type of business
Unit 1a, Brookfield Retail Park, Halfhide Lane, EN8 0QE	Claire's	A1	Comparison	Multiple
Brookfield Retail Park, 1 Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QL	Clintons			
Unit 1b Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QL	River Island	A1	Comparison	Key Attractor
Unit 2 Halfhide Lane, Brookfield, Cheshunt, EN8 0QY	New Look	A1	Comparison	Key Attractor
Unit 3, Brookfield Retail Park, Halfhide Lane, Cheshunt, EN8 0QL	Outfit	A1	Comparison	Multiple
Unit 4 Brookfield retail Park, Cheshunt, EN8 0QL	JD Sports	A1	Comparison	Key Attractor
Unit 3 Brookfield Retail Park, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	Clarks	A1	Comparison	Key Attractor
5 Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QL	Next	A1	Comparison	Key Attractor
Brookfield Centre, Waltham Cross, EN8 0NN	Boots	A1	Comparison	Key Attractor
Unit 7 Brookfield Retail Park, Halfhide Lane, Waltham Cross, EN8 0QE	Argos	A1	Comparison	Key Attractor
Brookfield Centre, Waltham Cross, EN8 0TA	Tesco Extra	A1	Convenience	Key Attractor
Brookfield Centre, Waltham Cross, EN8 0NN	Paul Wallace	A2	n/a	n/a
Brookfield Centre Cheshunt Waltham Cross EN8 0TA	The Nutri Centre	A1	Convenience	Multiple
2 Brookfield Centre, Halfhide Lane, Waltham Cross, EN8 0TB	Starbucks	A3	n/a	n/a
Marks & Spencer, Brookfield Centre, Halfhide Lane, Cheshunt, EN8 0TZ	Marks and Spencer	A1	Comparison	Key Attractor
Brookfield Centre, Waltham Cross, EN8 0TA	Tesco Fuelling Station	SG	n/a	n/a

CENTRE USERS SURVEY

Key

Retail offer
Restaurants/ Places to Eat
Leisure Facilities
Connectivity between the two sites

What TWO suggestions would you make to improve the Shopping Centre?

- "Better accessibility by public transport More shops, restaurants etc"
- "1. More shops"
- "Better Leisure (Cinema etc). More Restaurants"
- "1.introduce leisure facilities such as bowling, cinema etc. 2.introduce nightlife facilities such as bars and restaurants"
- "Have banks have restaurants"
- "bigger car park wider variety"
- "Restaurants, cinema bowling."
- "More leisure facilities e.g. cinema, places to eat etc. More shops"
- "Centre should not be divided by streets, but for convenience it should look like e.g. close to Lakeside where shops are in the centre and parking are around the shops."
- "More cafes and shops"
- "I would improve connectivity between the large Tesco/ M&S and boots, new look and other shops across the street. It is incredibly inconvenient to go to both due to large roundabout and lack on convenient crossings. It eats up too much time. Add leisure facilities- like a cinema as getting to Harlow and Enfield is really inconvenient."
- "Expansion. Very disappointed that the plan to add restaurants, cinemas and more shops and restaurants was not carried through. This area would greatly benefit from something like this. It is no wonder kids hang around streets in Broxbourne. Absolutely nothing for them to do!"
- "Toilets. Get rid of the traveller site & expand"
- "Bank/Building society facilities. Different types of shops - at the moment they are all clothes shops apart from M&S and Tesco. Another choice of food shopping would be good."
- "More shops. More leisure facilities."
- "A medium sized Cinema and for Tesco's to refit their fridges, as they look dirty."
- "leisure facilities i.e. cinema and better variety of shops"
- "Pedestrian access. more food outlets"
- "Improved road layout and wider roads"
- "Build a Cinema. Build a leisure activity:- e.g. bowling ally, eating establishments"
- "Add more shops, Restaurants and Leisure facilities such as cinema, bowling and an outside area that people could use or just sit in. Make it easier to walk from Tesco/M&S to the other shops."

- "Brookfield is a retail park, not a town centre. I visit through necessity but rather have the shops in out town centres instead. Brookfield is pedestrian unfriendly, particularly the link between Tesco/M&S and the other shops, e.g. Argos."
- "Pedestrian areas need improvement (to get from one site to another)not pedestrian friendly"
- "Try to get a bank there as well as some leisure facilities (cinema, pub/bar, etc)"
- "better food places"
- "Traffic congestion. Parking"
- "Multi-story car park and a major department store."
- "An eating place over the side where Next and the other shops are as there is only a mobile burger bar."
- "The traffic flow situation at the Brookfield junction is dangerous as it is (there was a bad accident there last week) It could benefit from more restaurants/mixed use as well as just shops"
- "Car parking access needs to be reviewed. Greater variety of shops"
- "Larger variety of shops. More places to eat"
- "not enough shops/restaurants"
- "More leisure facilities, such as a cinema/bowling and also bars and restaurants."
- "To allow more food outlets on the NEXT side of the development. Not everyone wants a burger from a burger van. Tesco's and M&S are both the same. More variety of shops"
- "Maybe a few more choices of eating places. Some sort of leisure place. Cinema or bowling."
- "Some type of restaurant (other than Starbucks!)is required and although there are toilets in Tesco's and boots are more obviously placed public toilet may be an idea"
- "Morrison's and Primark"
- "Difficult to provide suggestions, but the main problems are a lack of cultural/leisure activities, and the awkward walk from Tesco/M&S to Boots, Argos, etc."
- "More bars/restaurants. More choice of shops."
- "More variety of shops. Cinema, Bowling Alley"
- "Original plans for cinema, restaurants and general revamp needed to revitalise the area. Uplift or relocate adjacent industrial area"
- "Improve the range of shops. Provide leisure facilities and restaurants"
- "Expand it to include a bigger range of shops etc and maybe some houses. The Council had ideas to do this - but for some reason it all got kicked into touch. A few people were moaning but most people I know really wanted it to happen..."
- "More shops. Leisure facilities"
- "Better access roads"
- "Bring back Clinton Cards"
- "Add banking and restaurant on Brookfield shops side. Footbridge to link both sides - Tesco's & Brookfield shops"
- "Greater variety of shops. Cinema"
- "More variety to build on what is already good. Better traffic management system as current system collapses at busy periods"

- "More outside seating in pleasant surroundings. Maybe another eating place rather than attached to Tesco/M and S."
- "Have more places to eat."
- "Increase free parking as current Parking time restrictions are not adequate for this busy site. Reduce numbers of Mother & Toddler allocated spaces!!"
- "More shops especially a book shop and more shoe shops and more furniture shops"
- "Additional Car Parking spaces. It gets very busy at seasonal times and there are not enough car parking spaces. ATM Machines and toilets to be installed over by the clothes retailers as there are currently no facilities there."
- "Could have a restaurant and bowling facilities for children."
- "Needs more shops, and not enough places to eat."
- "Access to parking at times can be a real issue. Not enough toilet facilities in the top shops especially with children"
- "Baby/disabled car parking should be monitored. many people take advantage and leave parents having to park in spaces where they cannot get children out of car with ease or safely"
- No more development work should be undertaken at this site - it is just full of cars and any more work will encourage more"
- "A DIY store"
- "There are no leisure facilities, e.g. bowling or cinema. Restaurant selection is poor."
- "More leisure facilities especially cinema. More variety in shopping options"
- "More shops and a cinema and bowling place."
- "Nice restaurant. Covered walkway or closer link between M & S / Tesco and retail park"
- "Decent restaurant."
- "Covered walkways linking the two sides. Restaurant or leisure facility to bring more people into the area"
- "Bigger variety of shops. Leisure facility (especially cinema)."
- "Clean Toilets. Pubs, Bars Restaurants. Better clothes shops i.e. Primark,Poundland,"
- "toilets on the boots side of the centre"
- "Better shops and leisure facilities More facilities for children/teenagers"
- "make both M&S and Tesco look less like warehouses and the entrance to Tesco larger as its difficult to get in and out"
- "Other things to do besides shopping. Diversify shop type"
- "A wider variety of shops and places to eat."
- "Public toilets, Cafe or restaurant."
- "More advertisement of things going on outside Tesco / M&S Another place to get a proper meal other than Tesco that is reasonably priced"
- "More choice of eating places. We could do with a cinema this might be a good place to have one."
- "More places to eat other than Marks and Tesco there is no where to eat. Needs to be expanded to allow more shops such as Zara. Gap or H and M these types of stores rather than concessions."

- "Better bus service, the service has gone down hill since the removal of the courtesy bus I used to go there up to 3 days a week, now only once a week"
- "More amenities needed such as a post office and or banks. Better priced food outlets - Tesco has now become Costa Coffee which is too expensive for a lot of families to visit."
- "Could do with a McDonalds, banks, a cinema and public toilets are a must. It is a large area but only has very few shops."
- "More shops. Better public transport"
- "Improve bus stops to cope with more buses and encourage people to not travel there by car Diversion of Arriva 310 service to Brookfield would dramatically improve public transport links"
- "For those without a car and no bus pass it is expensive to get to. Buses are not frequent enough"
- "1. More shops."
- "1 More eateries. 2 More variety of shops."
- "1 More bus routes and specifically on Sundays."
- "1 Nothing, happy with how it is."
- "1 Don't let Tesco's get any bigger. 2 Open some restaurants."
- "1 A few more shops. 2 Open a hair dressers."
- "1 Better placed disabled parking. 2 More cafes/ restaurants especially around Next/ Argos etc."
- "1 Happy with how it is."
- "1 Happy with how it is."
- "1 Cinema. 2 More restaurants."
- "1 Open some restaurants. 2 Open a decent shoe shop."
- "1 Don't let Tesco's get any bigger. 2 Open/ improve the restaurants."
- "1 Less people. Less noise- music."
- "1 Add a John Lewis. 2 Open a Hairdressers."
- "1 More shops near Tesco's and M and S. 2 Make Tesco staff more polite/ friendly/ professional."
- "1 Happy with how it is."
- "1 More restaurants and coffee shops. 2 More toilets."
- "1 Happy with how it is."
- "1 More variety of shops. 2 More services such as Banks."
- "1 Open up a department store like John Lewis. 2 Open a restaurant."
- "1 More restaurants. 2 More variety of shops."
- "1 More variety of shops. 2 Open some restaurants like Nandos."
- "1 Happy with how it is."
- "1 Department Store is needed. 2 More tea rooms."
- "1 Improve the parking"
- "1 Nothing, happy with how it is."
- "1 Easier access for those who can't drive- more bus routes."
- "1 Open some type of leisure facility. 2 Make it more family/ child friendly."
- "1 Don't allow the trolleys off the site."

- "1 Put some more cafes/ restaurants in."
- "1 Make a safer/easier way of crossing the road. 2 Open some more restaurants."
- "1 More variety of shops."
- "1 Friendlier staff."
- "1 Desperately need Banks and Post Office."
- "1 Cafe over near Argos and Next."
- "1 Happy with how it is."
- "1 Happy with how it is."
- "1 More restaurants. 2 More trees/ plants to improve the physical appearance."
- "1 Make it tidier."
- "1 More restaurants."
- "1 Open some more restaurants."
- "1 More variety of shops. 2 Some bars/ restaurants for going out in the evening."
- "1 More restaurants- easy lunch places."
- "1 Happy with how it is."
- "1 Remove Tesco's and put in another store."
- "1 More restaurants."
- "1 Some leisure facilities."
- "1 Get rid of the car washers."
- "1 Make it more inviting when you arrive, more trees/ plants. 2 More cafes/ restaurants."
- "1 Happy with how it is."