



Market Town Benchmarking

Measuring the performance of town centres

Cheshunt Old Pond 2012 Report

November 2012

(Updated March 2013)



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the social enterprise focusing on the needs of towns across Britain

EXECUTIVE SUMMARY

Retail Offer

- 59% of the A1 Shops in the defined Cheshunt Old Pond district centre are **'Independent'**, and 21% are defined as **'regional'**.
- Traditionally a two thirds comparison/one third convenience A1 retail offering has been the benchmark of a healthy town centre, and as the data reflects Cheshunt Old Pond offers a **'62% 'Comparison' and 38% 'Convenience' split**.
- The vacancy rate in the town centre is **'7%, lower than the 'regional' (8%) and 'national' (8%) figures.'**
- 66% of Town Centre Users rated the 'variety of shops' as either **'poor' (49%) or 'very poor' (17%)**, a figure much higher than the combined national small towns **(45%)** and regional **(36%)** figures.

Footfall

- The footfall figure for Cheshunt Old Pond (115 persons per 10 minutes) is **'below the national small towns 'busy day' figure of 136'** and considerably **'lower than the South East small towns recording of 177'**.

Car Parking

- **'74% of car parking is 'long stay'**, being that town centre users can park in the designated area for 4 hours or more which is **'higher than the national small towns average of 44%'**.
- **'26% of the overall car parking provision was 'vacant'** on both auditing days, which is **slightly higher than the national small towns 'busy day' figure of 25%**, but **13% lower than the national 'quiet day' figure**.
- **70% of Businesses rated 'car parking' as a negative aspect of Cheshunt Old Pond.**

Business Views

- **Low Business confidence.** 55% of Cheshunt Old Pond businesses reported that over the last year their **'turnover had decreased'** which is higher than the South East small towns (42%) and national small towns (39%) figures. 45% of businesses also stated that **'over the next 12 months turnover would decrease'** which is higher than the regional (24%) and national small towns (23%) figures.
- Businesses in Cheshunt Old Pond considered **'potential local customers' (70%)** to be the **most positive aspect of operating in the town.**

Town Centre Users

- 73% of town centre users rated the physical appearance of the town centre as **'good' (68%)** or **'very good' (5%)**, **very similar to the national (75%) and regional (76%) averages.**
- 74% of Town Centre Users rated the cleanliness of Cheshunt Old Pond as either **'good' (5%)** or **'very good' (69%)**, 7% lower than the national small towns (81%) recording and **'10% lower than the South East small towns figure.'** (84%)
- 40% of the town centre users reported that they visit Cheshunt Old Pond for convenience shopping, which is broadly similar to the regional (51%) and national (42%) figures. 26% visited the town centre to access services, which is higher than the regional (15%) and national (16%) recordings.
- **Highlighting that Cheshunt Old Pond is used generally by 'locals'**, the majority (74%) visited **'on a weekly or more'** basis and **'46% travelled on Foot.'**
- **Town centre users wanted to see 'free parking', an 'improved retail offering' and 'physical improvements'** implemented around Cheshunt Old Pond.

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INTRODUCTION

This report was originally published in November 2012 – due to a lack of full year data, Cheshunt Old Pond was benchmarked against other towns benchmarked in 2011. It has now been updated (March 2013) to benchmark against towns benchmarked in 2012.

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' (KPIs), selected by professionals 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 large towns (those with more than 250 commercial units) and small towns (those with less than 250 commercial units). Cheshunt Old Pond, with its 103 recorded units, is therefore classed as a small town. The analysis provides data on each KPI for the Benchmarked town individually and in a regional and national context.

The national figure is the average for all of the small towns which participated in Benchmarking during 2012. The regional figures are an amalgamation of the data for all the towns in a specific region – the small town category in the South East in 2012 consisted of:

- Bishops Waltham (City of Winchester, Hampshire)
- Bletchley (Milton Keynes)
- Bookham (Mole Valley District, Surrey)
- Buckingham (Aylesbury Vale District, Buckinghamshire)
- Dover (Dover District, Kent)
- Halstead (Braintree District, Essex)
- Henley-on-Thames (South Oxfordshire District, Oxfordshire)
- Sheerness (Swale Borough, Kent)
- Southwater (Horsham District, West Sussex)
- Waltham Cross (Broxbourne Borough, Hertfordshire)
- Wolverton (Milton Keynes)

Information on towns contributing to Benchmarking in 2012 and whether they are part of the large or small town cohort can be found within the Appendix. Analysis would also normally be undertaken according to a town's 'typology', but because of the Borough of Broxbourne's proximity to London, the traditional typologies do not apply.

The Reports

The Annual AMT Town Benchmarking Report provides statistical analysis of each of the KPIs. 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;

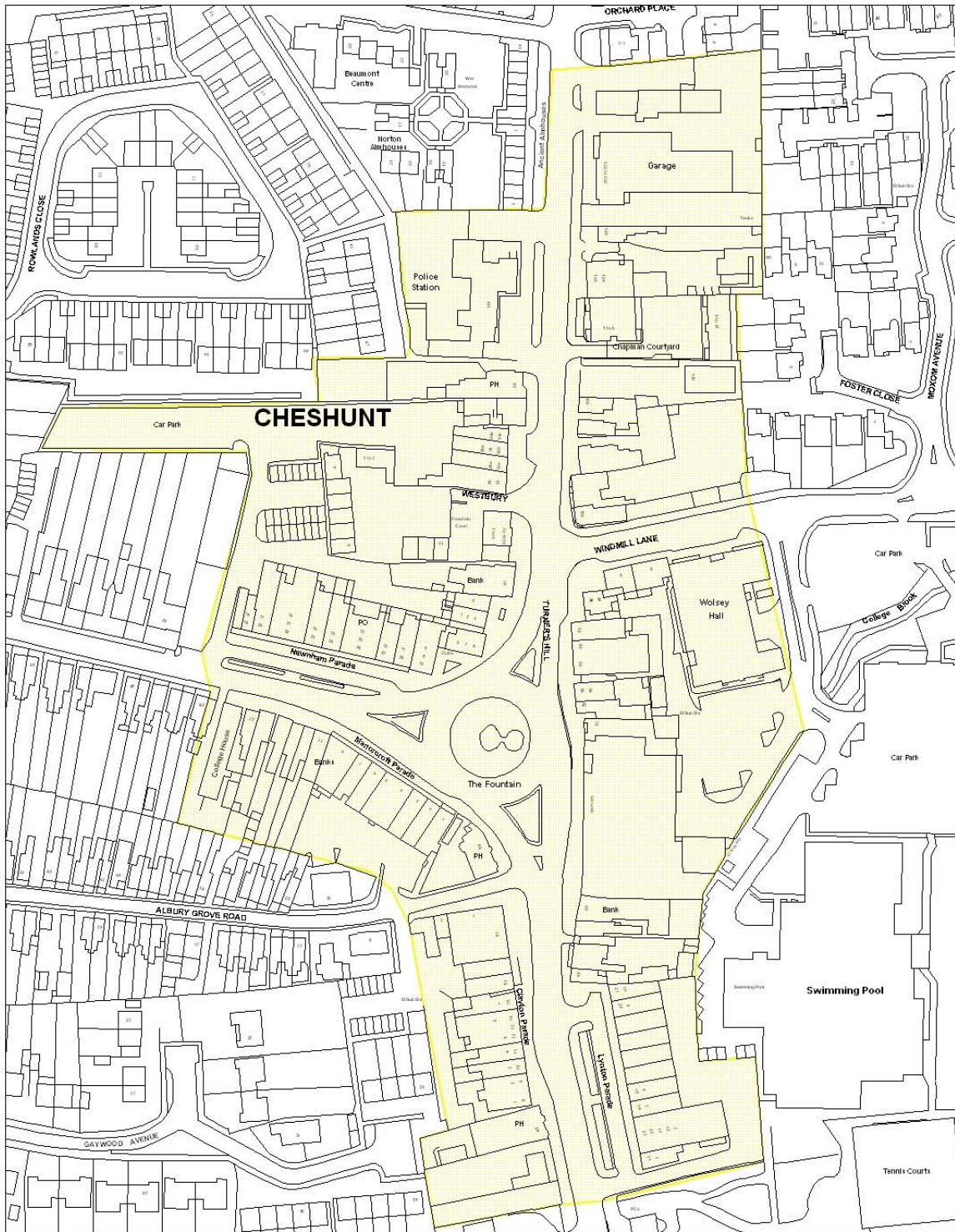
- Benchmark clusters of towns to ascertain high performers / under achievers;
- Understand their locality in a regional and national context;
- Measure town centre performance year on year;
- Identify strengths, weaknesses, and opportunities for improvement;
- Measure the impact of initiatives and developments within the town centre;
- Act as an evidence base for funding applications;
- Act as an evidence base for Local Plan preparation.



Methodology

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

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	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 on Busy and Quiet Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Busy and Quiet Days
KPI 10: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face/ On Line
KPI 11: Town Centre Users Survey	On Line and Face to Face Survey
KPI 12: Shoppers Origin Survey	Shoppers Origin Postcode

Before any KPI data was collected, the core commercial area of the Cheshunt Old Pond district centre had to be defined. The centre's area thus includes the core shopping streets and car parks attached or adjacent to these streets. A list of all the units and car parks included in the Benchmarking analysis is available in the Appendix, and a map of the town centre can be seen opposite.



<p>BROXBOROUGH BOROUGH OFFICES CHURCHGATE CHESHUNT HERTS</p> 		<p>Location Town Centre Title Cheshunt Old Pond</p>
<p>ENR 90X <small>Reproduced from the 1995 Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office. © Crown Copyright (2011) and British reproduction rights reserved. Crown Copyright Ordnance Survey. All rights reserved. Crown Copyright Borough of Broxbourne LS10002335.</small></p>	<p>sb/CH Centre: 535898.14, 202236.84</p>	<p>Scale: 1/1135 Date: 31/7/2012</p>

KEY FINDINGS

KPI 1: Total Number of Commercial Units

It is important to understand the scale and variety of the commercial offer in a town, and a variety of shops and services are important for towns to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that money can easily be spent there, as well as keeping the generated wealth of the town within the local economy. Equally as importantly, it also forms the employment base for a substantial proportion of the community.

The following table provides a detailed analysis of the commercial offering in the town centre, categorised by its 'Use Class' as set out in the General Permitted Development Order. The figures are presented as a percentage of the 96 occupied units recorded.

	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
A1 Shops	41	54	54
A2 Professional Services	19	15	14
A3 Food and Drink	8	8	7
A4 Pubs and Bars	1	3	4
A5 Hot food take-aways	10	6	5
B1 General business	2	2	2
B2 General industry	2	0	1
B8 Storage/Distribution	0	0	0
C1 Hotels	0	0	1
C2 Residential institutions	0	0	0
C2A Secure residential institutions	0	0	0
D1 Non-residential institutions	3	4	5
D2 Assembly and leisure	0	0	0
Sui Generis (Not classed)	5	6	5

41% of the occupied units in are A1 shops, slightly below regional and national trends. There is a stronger prevalence of A2 professional services units compared to the average, and interestingly there are double the regional and national numbers of A5 hot food takeaways.

KPI 2: Retail by Comparison / Convenience

A1 shops can be split into two different types; comparison and convenience.

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

	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Comparison	62	76	77
Convenience	38	24	23

The presence of a variety of shops in a 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 and potential customers. Traditionally a two thirds comparison/one third convenience A1 retail offering has been the benchmark of a 'healthy' centre, and as the data reflects Cheshunt Old Pond offers a fairly healthy 62% 'comparison' and 38% 'convenience' split. It should however be noted that the average of other benchmarked towns in 2012 did not reflect this split.

KPI 3: Key attractors / multiple trader representation

The vitality of a 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 town 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 town.

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.

	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Key Attractor	5	9	6
Multiple	15	22	20
Regional	21	8	7
Independent	59	61	67

59% of the A1 shops in the defined Cheshunt Old Pond Town Centre are independent, similar to the national small towns (67%) South East small towns (61%) figures. 20% of shops are classed as multiples or key attractors, slightly lower than the regional and national rates.

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.

	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Vacant Units	7	8	8

7 units in the defined district centre were vacant, providing a percentage of 7%, slightly lower than the regional and national (both 8%) figures. However, by comparison it should be noted that in July 2012 the Local Data Company reported that the vacancy rate in all town centres in England was 14.5%, strengthening the argument that by both measures vacancy rates are better than average.

KPI 5: Number of markets / traders

There is no market at Cheshunt Old Pond, 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.

	Cheshunt Old Pond	South East Small Towns	National Small Towns
Prime Retail Property Yield	n/a	6	7
Zone A	£23/sq ft	£27/sq ft	£27/sq ft

Details on Zone A Rents were taken from 92 Turners Hill, and as the table illustrates the figure for Cheshunt Old Pond (£23 per sq ft) is lower than the national figure (£27 per sq ft). Despite contact with commercial letting agents, information was not available on Prime Retail Property Yield.

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 the counts outside Tesco Metro on two consecutive Fridays. Ordinarily these would differentiate between market days and non-market days, but as Cheshunt Old Pond does not have a market this was not possible.

Tesco Metro, Turners Hill	Friday 21 September 2012	Friday 28 September 2012
10.30-10.40	107	-
10.50-11.00	-	89
11.50-12.00	115	79
12.00-12.10	123	-
12.40-12.50	-	103
TOTAL	345	268
AVERAGE PER 10 MINS	115	89

	Cheshunt Old Pond	South East Small Towns	National Small Towns
Busy Day	115	177	136
Quiet Day	89	115	88

The footfall figure for Cheshunt Old Pond on a 'busy day' (i.e. the busier of the two Fridays) at 115 persons per 10 minutes is below the national small towns figure (136) and considerably lower than the South East small towns recording (177). The pattern is less noticeable on a 'quiet day' (the quieter of the two Fridays, non-market days elsewhere), with Cheshunt Old Pond recording 89 persons per 10 minutes compared to 88 for national small towns and 115 for South East small towns.

KPI 9: Car Parking Availability and Usage

A large proportion of spending customers in a town centre come by car. Particularly for towns with larger catchment areas, for many a 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 also be considered.

The following tables provide 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 a market day and on a non-market day;
- The average number of illegally parked cars in designated car parks on a market day and a non-market day;
- Total numbers of on-street car parking spaces;
- Total numbers of on-street short stay, long stay and disabled spaces;
- The percentage of vacant on-street spaces on a market day and on a non-market day;
- The average number of illegally parked cars on-street on a market day and on a non-market day;
- The overall provision of car parking spaces;
- The overall total number of short stay, long stay and disabled spaces;
- The overall percentage of vacant spaces on a market day and on a non-market day;
- The overall average number of illegally parked cars on a market day and on a non-market day.

	Cheshunt Old Pond	Cheshunt Old Pond % of total	South East Small Towns % of total	National Small Towns % of total
Car Parks				
Total spaces in car parks	342	79	88	90
Short stay spaces (4 hours and under)	35	10	47	47
Long stay spaces (Over 4 hours)	287	84	37	46
Disabled spaces	20	6	4	4
Not registered	0	0	11	3
Vacant spaces on busy day	93	27	27	27
Vacant spaces on quiet day	99	30	39	41
Illegal spaces on busy day	1	n/a	n/a	n/a
Illegal spaces on quiet day	0	n/a	n/a	n/a
On Street				
Total spaces on street	47	12	12	10
Short stay spaces (4 hours and under)	40	85	64	64
Long stay spaces (Over 4 hours)	0	0	14	26
Disabled spaces	7	15	4	4
Not registered	0	0	18	6
Vacant spaces on busy day	7	15	12	13
Vacant spaces on quiet day	4	9	20	19
Illegal spaces on busy day	0	n/a	n/a	n/a
Illegal spaces on quiet day	0	n/a	n/a	n/a

Overall				
Total spaces	389	n/a	n/a	n/a
Short stay spaces (4 hours and under)	75	19	49	48
Long stay spaces (Over 4 hours)	287	74	35	44
Disabled spaces	27	7	4	4
Not registered	0	0	8	3
Vacant spaces on busy day	100	26	26	25
Vacant spaces on quiet day	103	26	36	39
Illegal spaces on busy day	1	n/a	n/a	n/a
Illegal spaces on quiet day	0	n/a	n/a	n/a

74% of car parking is long stay, being that town centre users can park in the designated area for 4 hours or more, which is much higher than the national small towns average of 44%.

26% of the overall car parking provision was vacant on both auditing days, marginally higher than the national small towns 'busy day' figure of 25%, but 13% lower than the national 'quiet day' figure. In terms of regional comparisons, Cheshunt Old Pond has similar space vacancy rates on a 'busy day', and again much lower vacancy rates on a 'quiet day'.

KPI 10: Business Confidence Survey

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

The following table is based on the 14 responses from the Business Confidence Survey, which was administered by both email and paper based surveys.

What is the nature of your business?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Retail	55	65	66
Commercial/Professional	27	13	15
Public Sector	18	1	2
Hospitality	0	10	7
Other	0	10	9
What type of business are you?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Multiple Trader	9	10	15
Regional	9	3	6
Independent	82	87	79

55% of the 14 businesses in the defined district centre who responded to the survey were based in retail. 82% of respondents were independents.

How long has your business been in the town?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
less than one year	0	7	7
one to five years	9	14	25
six to ten years	18	15	15
more than ten years	73	63	53

The majority of respondents reported that they had operated Cheshunt Old Pond for more than ten years (73%), suggesting higher business loyalty than regionally and nationally.

Compared to last year has your turnover...?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Increased	9	26	30
stayed the same	36	32	31
Decreased	55	42	39

55% of Cheshunt businesses reported that over the last year their turnover had decreased, higher than the regional and national small towns figures of 42% and 39% respectively.

Compared to last year has your profitability...?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Increased	9	23	26
stayed the same	36	31	31
Decreased	55	46	43

55% of the businesses surveyed reported that compared to last year their profitability had decreased, above both the South East and national small towns figure.

Over the next 12 months do you think your turnover will...?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Increase	10	33	37
stay the same	45	43	41
Decrease	45	24	23

45% of businesses stated that over the next 12 months they thought their turnover would decrease, which is much higher than the regional (24%) and national small towns (23%) figures. The same figure also recorded that turnover would stay the same.

Has your business suffered crime in the last 12 months?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Yes	27	32	31
No	73	68	69

What type of crime has your business suffered over the last 12 months (Multiselect)	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Theft	67	69	74
Abuse	33	17	15
criminal damage	33	42	40
Other	0	2	2

73% of businesses reported that they had not suffered from crime in the last 12 months, a level slightly better than both the regional (68%) and national (69%) averages.

What are the positive aspects of having a business located in the town? (Multiselect)	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Prosperity of the town	20	40	41
Labour pool	20	8	12
Environment	20	27	27
Geographical location	50	42	46
Mix of retail offer	10	43	38
Potential tourist customers	10	25	39
Potential local customers	70	76	79
Affordable housing	0	12	9
Transport links	50	29	26
Car parking	30	32	35
Rental values/property costs	10	17	16
Market(s)	0	15	17
Other	0	4	5

Businesses in Cheshunt Old Pond considered 'potential local customers' (70%), to be the most positive aspect of operating in the town, reflecting the regional (76%) and national (79%) trends.

What are the negative aspects of having a business located in the town? (Multiselect)	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Prosperity of the town	30	32	22
Labour pool	0	11	7
Environment	10	15	7
Geographical location	0	10	7
Mix of retail offer	40	25	23
Potential tourist customers	10	12	9
Potential local customers	10	6	4
Affordable housing	10	13	10
Transport links	10	14	19
Car parking	70	56	55
Rental values/property costs	40	38	37
Market(s)	0	13	14
Local business competition	40	22	21
Competition from other places	70	41	37
Competition from the Internet	50	44	39
Other	0	4	7

‘Car parking’ (70%) and ‘competition from other places’ (70%) were considered to be the most negative aspects of operating in the Cheshunt Old Pond district centre. By comparison, car parking was identified as a problem by 55% of respondents amongst the 2011 Benchmarked national small towns.

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

When asked what two suggestions they would make to improve Cheshunt Old Ponds economic performance Businesses concentrated on ‘car parking’ and ‘reducing rates.’ A full list of comments is presented in the Appendix.

KPI 11: Town Centre Users Survey

The aim of the Town Centre Users Survey is to establish how a town 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 133 responses gathered online and face to face from the Town Centre Users Survey.

What is the main purpose of your visit to the town centre today?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Work	10	11	16
Convenience Shopping - e.g. food	40	51	42
Comparison Shopping - e.g. clothes	2	5	5
Access services - e.g. Bank, Library	26	15	16
Leisure - e.g. eat, drink, go to the gym	17	8	11
Other	5	10	9

40% of town centre users reported that they visit Cheshunt Old Pond for convenience shopping, broadly similar to the regional (51%) and national (42%) figures. 26% visited the town centre for access services, significantly higher than the regional (15%) and national (16%) recordings.

How often do you visit the town centre?	Cheshunt Old Pond%	South East Small Towns %	National Small Towns %
Daily	21	16	25
More than once a week	33	31	35
Weekly	20	12	14
Fortnightly	8	4	4
More than once a Month	8	3	3
Once a month or less	9	6	7
First Visit	2	30	11

74% of respondents visited Cheshunt Old Pond once a week or more, higher than the regional average (59%) but below the national level (84%).

How did you travel into the town centre today?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
On Foot	46	36	36
Bicycle	2	2	3
Motorbike	0	1	1
Car	43	51	52
Bus	9	8	7
Train	1	1	1
Other	0	1	1

Highlighting how Cheshunt Old Pond is used by locals, 46% of respondent travelled to the town centre on foot, 10% above the regional and national averages. In common with the regional and national averages, almost all other users arrived by car, with less than 10% coming by public transport.

How much do you normally spend on a visit to the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Nothing	6	3	3
£0.01-£5.00	17	13	15
£5.01-£10.00	30	27	25
£10.01-£20.00	30	34	31
£20.01-£50.00	16	19	20
More than £50.00	1	4	5

Respondent's expenditure on visits to Cheshunt Old Pond broadly follows the regional and national levels, though trends slightly lower in the higher price brackets.

How do you rate the physical appearance of the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Very Good	5	21	17
Good	68	55	58
Poor	18	18	21
Very Poor	9	5	4

73% of town centre users rated the physical appearance of the town centre as good (68%) or very good (5%), similar to the national (75%) and regional (76%) averages.

How do you rate the cleanliness of the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Very Good	5	21	17
Good	69	63	64
Poor	18	13	16
Very Poor	8	3	3

74% of town centre users rated the cleanliness of Cheshunt Old Pond as either good (5%) or very good (69%), 7% lower than the National Small Towns (81%) recording and 10% lower than the South East small towns figure (84%).

How do you rate the variety of shops in the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Very Good	2	21	11
Good	32	44	45
Poor	49	28	36
Very Poor	17	8	9

66% of town centre users rated the variety of shops as either poor (49%) or very poor (17%), a figure much higher than the national small towns (45%) and regional (36%) figures.

How do you rate the leisure and cultural activities in the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Very Good	8	7	8
Good	55	43	47
Poor	28	40	37
Very Poor	9	9	8

63% of town centre users reported that the leisure and cultural activities were either good (55%) or very good (8%), a number above the regional (50%) and national (55%) averages.

What are the positive aspects of the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Physical appearance	37	55	54
Shopping	27	65	53
Restaurants	34	29	37
Access to Services - e.g. banks, Post Office, Library	73	76	75
Leisure facilities	48	17	25
Cultural activities	5	17	24
Pubs/Bars/Nightclubs	25	21	33
Transport links	43	37	40
Ease of walking around the town centre	54	73	75
Convenience - e.g. near where you live	61	72	69
Safety	25	47	48
Car Parking	26	45	44
Market(s)	1	22	39
Other	1	3	4

Highlighting the second most popular reason from the earlier question on user's reason to visit the town, 73% of town centre users noted that 'access to services' was a positive aspect of the centre. Reflecting national and regional trends, 'convenience' (61%) and 'ease of walking around the town centre' (54%) were also common recordings as positive aspects of Cheshunt Old Pond. Leisure facilities (48%) scored well above regional and national levels, however cultural activities (5%) scored well below.

What are the negative aspects of the town centre?	Cheshunt Old Pond %	South West Small Towns %	National Small Towns %
Physical appearance	26	26	27
Shopping	50	29	36
Restaurants	29	40	33
Access to Services - e.g. banks, Post Office, Library	6	6	8
Leisure facilities	10	44	39
Cultural activities	25	37	37
Pubs/Bars/Nightclubs	29	36	29
Transport links	9	24	25
Ease of walking around the town centre	9	8	10
Convenience - e.g. near where you live	3	7	9
Safety	24	14	16
Car Parking	40	37	40
Market(s)	26	26	26
Other	8	5	7

50% rated shopping as a negative aspect of Cheshunt Old Pond, above regional and national levels. Car parking (40%) was also cited as a problem, augmenting the viewpoints expressed by businesses and the town centre users when asked to make suggestions to improve the economic performance of Cheshunt Old Pond – although this is suggested as commonly as an issue elsewhere.

How long do you intend to stay on this visit to the town centre?	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Less than an hour	50	46	36
1 - 2 hours	39	38	39
2 - 4 hours	3	9	12
4 - 6 hours	2	2	3
All day	3	5	8
Other	2	1	1

Town Centre Users only stayed in Cheshunt Old Pond for a relatively short time – 89% indicated that they visited the town for ‘less than two hours’ which is higher than the regional (84%) and national (75%) small towns figures.

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

Two key themes emerged when town centre users were provided with an open ended question to make suggestions for the improvement of Cheshunt Old Pond. One of these themes revolved around ‘free car parking’. Comments included:

- "Free parking on Sundays."
- "Free car parking. Broxbourne hacked off the locals by charging for parking on access roads at the Pond. If you want a quick visit you are delayed by having to get a ticket at the parking machine even for the first 20 minutes which is free."
- "...address the parking situation making sure there is more free parking."
- "Not to charge for parking."
- "More free parking to attract people there."
- "Cheaper and more car parking facilities."
- "Free parking at all times."
- "More parking with free 30min option."
- "Free parking all weekend."
- "Free parking for first hour."

‘Improving the retail offer’ was the other key theme to emerge, in particular the Town Centre Users commented on reducing the number of takeaways and fast food restaurants as well as improving the overall quality of the shops: Comments for both sub themes are cited opposite:

- "Increase the variety and quality of shops - less kebabs and dodgy 'grocery' stores with dodgy salesmen."
- "Have a wider variety of shops - too many eating places, tacky shops, too many food shops."
- "More variety of shops- less bookies and cafes."
- "Too many fast-food outlets & late night food shops/mini marts which are unnecessary...unattractive & don't reflect well in a market town environment."
- "Bring in more shops – too many food outlets."
- ".....this area has too many fast food and takeaways which is a cause of some of the litter."
- "Decent Clothes shops. Less cafes and fast food places."
- "Replace the fastfood outlets with a better class of restaurant i.e. cafe rouge / Nero / Cafe Uno like Hertford Town."
- "Less take away food shops, DIY store of some kind."
- "In urgent of updating to attract new shops."
- "More clothes shops."
- "Bring in some more attractive shops."
- "More named shops."
- "We need shops like local butcher, green grocers."
- "A better variety of shops is needed to make this place more vibrant. A facelift for some of the shops, particularly from the A10 down the fountain...."

'Physical improvements' were also mentioned:

- "Improve the appearance of the town centre – brighten it up, update it."
- "The shopping parade needs a make over."
- "Improve the appearance to attract higher quality retailers."
- "Make the area a nicer place to sit – more benches and floral displays, safer looking."
- "Tidy up some of the shop fronts."
- "Improvements to shop fronts to take out of the 60's time-warp! Improvements to appearance generally i.e. nicer street lighting and hanging baskets."
- "Flowerbeds around Grundy Park also Wolsey Hall are an eyesore - knock it down build a hotel – very convenient for business people and staff visiting Tesco's HQ!"
- "Tidy the brook, complete the improvements to the Leisure Centre"
- "Replace the paving stones as they are all uneven and dangerous."
- "Litter in this area can be very poor and is not litter picked frequently enough."
- "Post office is dirty and run down and the area can look like it needs a good clean up and regular litter pick."
- "A cleaner brighter overall look would help; it feels tired and run down."
- "Generally spruce the area up."

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

KPI12: 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
- 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

	Cheshunt Old Pond %	South East Small Towns %	National Small Towns %
Locals	70	52	58
Visitors	25	41	29
Tourists	5	8	13

Highlighting the local nature of the town centre, 70% of the Post Codes gathered were from within Cheshunt itself, which is higher than the national small towns figure of 52%, though numbers of 'visitors' are more similar. Regionally, Cheshunt Old Pond again has a much higher rate of local visitors (70% vs. 52%).

Only 5% of the Post Codes were from tourists, substantially lower than the national small towns figure of 13%.

APPENDIX

Town	Large or small	Local Authority	Region	Typology*
Loughborough	Large	Charnwood	East Midlands	n/a
Hinckley	Large	Hinckley and Bosworth	East Midlands	n/a
Carlton Square	Small	Gedling	East Midlands	n/a
Carlton Hill	Small	Gedling	East Midlands	n/a
Netherfield	Small	Gedling	East Midlands	n/a
Mapperley	Small	Gedling	East Midlands	n/a
Arnold	Small	Gedling	East Midlands	n/a
Bury St Edmunds	Large	St Edmundsbury	East of England	2
St Ives	Large	Huntingdonshire	East of England	4
St. Neots	Small	Huntingdonshire	East of England	4
Ramsey	Small	Huntingdonshire	East of England	4
Huntingdon	Small	Huntingdonshire	East of England	4
Wetherby	Small	Leeds	North East	1
Ripon	Small	Harrogate	North East	2
Bentham	Small	Craven	North East	2
Settle	Small	Craven	North East	3
Knaresborough	Small	Harrogate	North East	n/a
Penrith	Large	Eden	North West	2
Nantwich	Large	Cheshire East	North West	2
Wrexham	Large	Wrexham	North West	n/a
Crewe	Large	Cheshire East	North West	n/a
Wilmslow	Large	Cheshire East	North West	n/a
Macclesfield	Large	Cheshire East	North West	n/a
Alsager	Small	Cheshire East	North West	1
Disley	Small	Cheshire East	North West	1
Appleby	Small	Eden	North West	2
Kirkby Stephen	Small	Eden	North West	2
Middlewich	Small	Cheshire East	North West	4
Knutsford	Small	Cheshire East	North West	5
Bollington	Small	Cheshire East	North West	5
Wigton	Small	Allerdale	North West	7
Congleton	Small	Cheshire East	North West	8
Sandbach	Small	Cheshire East	North West	8
Holmes Chapel	Small	Cheshire East	North West	8
Mold	Small	Flintshire	North West	n/a
Queensferry	Small	Flintshire	North West	n/a
Saltney	Small	Flintshire	North West	n/a
Shotton	Small	Flintshire	North West	n/a
Buckley	Small	Flintshire	North West	n/a
Connahs Quay	Small	Flintshire	North West	n/a
Flint	Small	Flintshire	North West	n/a
Holywell	Small	Flintshire	North West	n/a
Alston	Small	Eden	North West	n/a

Bangor	Small	Gwynedd	North West	n/a
Caernarfon	Small	Gwynedd	North West	n/a
Alderley Edge	Small	Cheshire East	North West	n/a
Handforth	Small	Cheshire East	North West	n/a
Poynton	Small	Cheshire East	North West	n/a
Audlem	Small	Cheshire East	North West	n/a
Broadstairs	Large	Thanet	South East	n/a
Hertford	Large	East Herts	South East	n/a
Halstead	Small	Braintree	South East	2
Buckingham	Small	Aylesbury Vale	South East	4
Southwater	Small	Horsham	South East	4
Henley	Small	South Oxfordshire	South East	5
Sheerness	Small	Swale	South East	6
Dover	Small	Dover	South East	6
Bishops Waltham	Small	Winchester	South East	8
Waltham Cross	Small	Broxbourne	South East	n/a
Cheshunt Old Pond	Small	Broxbourne	South East	n/a
Bletchley	Small	Milton Keynes	South East	n/a
Bookham	Small	Mole Valley	South East	n/a
Wolverton	Small	Milton Keynes	South East	n/a
Devizes	Large	Wiltshire	South West	2
Trowbridge	Large	Wiltshire	South West	2
Nailsea	Small	North Somerset	South West	1
Pewsey	Small	Wiltshire	South West	2
Melksham	Small	Wiltshire	South West	2
Frome	Small	Mendip	South West	2
Westbury	Small	Wiltshire	South West	2
Warminster	Small	Wiltshire	South West	2
Corsham	Small	Wiltshire	South West	2
Wilton	Small	Wiltshire	South West	2
Chippenham	Small	Wiltshire	South West	4
Calne	Small	Wiltshire	South West	4
Malmesbury	Small	Wiltshire	South West	4
Ludgershall	Small	Wiltshire	South West	4
Bradford On Avon	Small	Wiltshire	South West	5
Cricklade	Small	Wiltshire	South West	8
Royal Wootton Bassett	Small	Wiltshire	South West	8
Tidworth	Small	Wiltshire	South West	n/a
Ross on Wye	Large	Herefordshire	West Midlands	2
Tenbury Wells	Small	Malvern Hills	West Midlands	2
Great Malvern	Small	Malvern Hills	West Midlands	2
Alcester	Small	Stratford-on-Avon	West Midlands	2
Upton Upon Severn	Small	Malvern Hills	West Midlands	3
Southam	Small	Stratford-on-Avon	West Midlands	4
Whitchurch	Small	Shropshire	West Midlands	5

*Typology does not apply to towns within Broxbourne, due to its proximity to London.

BUSINESS UNIT DATABASE

Street Name	No	Business Name	Use Class	Business Type	Business Type	Additional Notes
Turners Hill	17	Crossbrook Consultants	A2	n/a	n/a	Outside of boundary
Turners Hill	19	Crossbrook Insurance Brokers	A2	n/a	n/a	Outside of boundary
Turners Hill	21	Dominoes	A5	n/a	n/a	Outside of boundary
Turners Hill	25/25a	Crown House	B1	n/a	n/a	Outside of boundary
Turners Hill	37/39	NFU Mutual	A2	n/a	n/a	
Turners Hill	43	Patrick J Spicer	A2	n/a	n/a	
Turners Hill	1 Clayton Parade	Lavas	A3	n/a	n/a	
Turners Hill	Clayton Parade	Lavas	A5	n/a	n/a	
Clayton Parade	2	Wok to Go	A5	n/a	n/a	
Clayton Parade	3	Silver Service	A1	Convenience	Independent	
Clayton Parade	4	Beadles Jewellers	A1	Comparison	Independent	
Clayton Parade	5	Swan Pharmacy	A1	Comparison	Regional	
Clayton Parade	6	Safedale Pharmacy	A1	Comparison	Regional	
Clayton Parade	7	Woodhouse Property Consultants	A2	n/a	n/a	
Turners Hill	53	Greggs	A1	Convenience	Multiple	
Turners Hill	55	Nationwide	A2	n/a	n/a	
Turners Hill	57a	Boots Opticians	A1	Comparison	Key Attractor	
Turners Hill	57	Local Discount Store	A1	Convenience	Independent	
Turners Hill	57c	W J Murray and Son	A1	Comparison	Regional	

Albury Grove	3	Star Financial Planning	A2	n/a	n/a	
Turners Hill	59	Emmi	A3	n/a	n/a	
Manorcroft Parade	1	Fountain	A3	n/a	n/a	
Manorcroft Parade	2	The Tanning Bay	SG	n/a	n/a	
Manorcroft Parade	3	Save It	A1	Convenience	Independent	
Manorcroft Parade	4 and 5	MT Flooring	A1	Comparison	Independent	
Manorcroft Parade	6	Dilemna Boutique	n/a	n/a	n/a	VACANT
Manorcroft Parade	7	Hair by David	A1	Comparison	Independent	
Manorcroft Parade	89	Lloyds TSB	A2	n/a	n/a	
College Road	17	Lanes	A2	n/a	n/a	
College Road	21	Gaps News	A1	Convenience	Independent	
College Road	23	Golden Phoenix	A5	n/a	n/a	
		Old Pond	A3	n/a	n/a	
Manorcroft Parade	27	Hawkins Fashions	A1	Comparison	Independent	
		British Store	A1	Comparison	Independent	
College Road	27b	Andy's Barber Shop	A1	Comparison	Independent	
College Road	29	We Buy Gold	A1	Comparison	Independent	
College Road	18 Newnham Parade	Nicholas Shoe Repairs	A1	Comparison	Independent	
College Road		S3 Hand Car Wash	B2	n/a	n/a	
College Road	17 Newnham Parade	Blockbuster	A1	Comparison	Multiple	
College Road	16 Newnham Parade	One Stop	A1	Convenience	Multiple	
College Road	15 Newnham Parade	Pizza Hut	A5	n/a	n/a	

College Road	14 Newnham Parade	Fish Delishy	A5	n/a	n/a	
College Road	13a Newnham Parade	Post Office	A1	Convenience	Multiple	
College Road	12 Newnham Parade	Simmons	A1	Convenience	Regional	
Newnham Parade	10	Creative Thinking	A1	Convenience	Independent	
College Road	Newnham Parade	DEBRA	n/a	n/a	n/a	Vacant
Newnham Parade	1-2	Halifax	A2	n/a	n/a	
College Road		Age UK	A1	Comparison	Multiple	Charity
Turners Hill	85-87	Bairstowes Eves	A2	n/a	n/a	
Westbury	Unit 9	24 Décor Ltd	B1	n/a	n/a	n/a
Westbury	Unit 8		n/a	n/a	n/a	Vacant
Westbury	Unit 7	Titan Refurbishments	B1	n/a	n/a	
Westbury	Unit 6		B1	n/a	n/a	
Westbury	Unit 5	A2B Taxis	SG	n/a	n/a	
Westbury	Unit 4		B1	n/a	n/a	
Westbury	Unit 3		B1	n/a	n/a	
Westbury	Unit 2		n/a	n/a	n/a	Vacant
Westbury	Unit 1		B1	n/a	n/a	
Westbury	Unit 10		B1	n/a	n/a	
Westbury	Unit 11	Cheshunt Hydroponics Store	B1	n/a	n/a	
Westbury	Unit 12		B1	n/a	n/a	
Turners Hill	89	Cheshunt Tile Centre	A1	Comparison	Independent	
		Next to Cheshunt Tile Centre	n/a	n/a	n/a	Vacant

Turners Hill	89b	Cheshunt Funeral Directors	A1	Comparison	Independent	
Turners Hill	89c	Christopher Stokes	A2	n/a	n/a	
Turners Hill	95	Frankie KZ	A1	Comparison	Independent	
Turners Hill	99	The St George	n/a	n/a	n/a	Vacant
Turners Hill	101	Police Station	D1	n/a	n/a	
Turners Hill	132	Texaco	SG	n/a	n/a	
Turners Hill	132	Mr Unique Tyre and Exhaust Centre	A1	Comparisons	Regional	
Turners Hill	132	Sub Express	A3	n/a	n/a	
Turners Hill	128	Dobsons Home Exteriors	A1	Comparison	Independent	
Turners Hill	110	Grays	B2	n/a	n/a	
Turners Hill	108	Deanos	n/a	n/a	n/a	Vacant
Turners Hill	106	Cheshunt Nails	SG	n/a	n/a	
Turners Hill	104	China Star	A3	n/a	n/a	
Turners Hill	100	Favourite	A5	n/a	n/a	
Windmill Lane	188	Capital	A5	n/a	n/a	
Windmill Lane		Wolsey Hall	D1	n/a	n/a	
Windmill Lane		Borough of Broxbourne One Stop Shop	D1	n/a	n/a	
Windmill Lane	4	Windmill Cafe	A3	n/a	n/a	
Windmill Lane	2	Silver Scissors	A1	Comparison	Independent	
Turners Hill	3 Clarendon Parade	Paul Mitchell	A1	Comparison	Multiple	
Turners Hill	94	Henry Tilly Sports	A1	Comparison	Regional	
Turners Hill	92	Isabel Hospice	A1	Convenience	Regional	Charity
Turners Hill	88-90	Yilmaz Food Store	A1	Convenience	Independent	
Turners Hill	84-86	Keith Ian	A2	n/a	n/a	

Turners Hill	82-82a	Eye Emporium	A1	Comparison	Regional	
Turners Hill	78	Barclays	A2	n/a	n/a	
Turners Hill	64-66	Tesco Metro	A1	Convenience	Key Attractor	
Turners Hill	62	Nat West	A2	n/a	n/a	
Turners Hill	60	The Pocket Phone Shop	A1	Comparison	Independent	
Turners Hill	58	LW Ripley	A1	Convenience	Independent	
Turners Hill	56	John Ripley	A2	n/a	n/a	
Turners Hill	Lynton Parade, 10	Turners Hill Cafe	A3	n/a	n/a	
Turners Hill	25-25a	Kings Group	A2	n/a	n/a	
Turners Hill	8 Lynton Parade	William Hill	A2	n/a	n/a	
High Street	36	Royal	SG	n/a	n/a	
Turners Hill	6 Lynton Parade	Wimpy	A5	n/a	n/a	
Turners Hill	5 Lynton Parade	Salon	A1	Convenience	Independent	
Turners Hill	1 Clarendon Parade	Cristals	A1	Convenience	Independent	
Turners Hill	2-3 Lynton Parade	The King James	A4	n/a	n/a	
Turners Hill	1 Lynton Parade	Oriental Wok	A5	n/a	n/a	

CAR PARKING DATABASE

Name:	Windmill Lane
On Street/ Car Park:	Car Park
Total Spaces:	225
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	211
Disabled Spaces:	14
Vacant Spaces on 28th September 2012:	37
Vacant Spaces on 21st September 2012:	47
Illegal Spaces on 28th September 2012:	1
Illegal Spaces on 21st September 2012:	0

Name:	Outside Wolsey Hall
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on 28th September 2012:	2
Vacant Spaces on 21st September 2012:	0
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

Name:	Newnham Parade
On Street/ Car Park:	Car Park

Total Spaces:	79
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	76
Disabled Spaces:	3
Vacant Spaces on 28th September 2012:	41
Vacant Spaces on 21st September 2012:	33
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

Name:	Outside Post Office
On Street/ Car Park:	On Street (Both Sides)
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	16
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on 28th September 2012:	1
Vacant Spaces on 21st September 2012:	2
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

Name:	Outside Greggs, 53 Turners Hill
On Street/ Car Park:	On Street (Both Sides)
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2

Vacant Spaces on 28th September 2012:	1
Vacant Spaces on 21st September 2012:	0
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

Name:	Outside King James, 2-3 Turners Hill
On Street/ Car Park:	On Street
Total Spaces:	16
Short Stay Spaces: (4 hours and under)	14
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on 28th September 2012:	1
Vacant Spaces on 21st September 2012:	2
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

Name:	Outside Cheshunt Funeral Directors, Turners Hill
On Street/ Car Park:	On Street (Both Sides)
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on 28th September 2012:	2
Vacant Spaces on 21st September 2012:	0
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

Name:	Cheshunt Community Hospital
On Street/ Car Park:	Car Park
Total Spaces:	38
Short Stay Spaces: (4 hours and under)	35
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on 28th September 2012:	15
Vacant Spaces on 21st September 2012:	19
Illegal Spaces on 28th September 2012:	0
Illegal Spaces on 21st September 2012:	0

BUSINESS CONFIDENCE

What suggestions would you make to improve the town centre?

- "Lower rates of rent."
- "Improve free parking."
- "Free Parking."
- "Rates on a par with out of town businesses."
- "Free Parking."
- "More variety of retail shops."
- "Lower rates."
- "Easier parking."
- "No more kebab shops."
- "Fill empty shops."
- "Reduce rent/ business rates."
- "Free parking for workers."
- "Reduce business rates."
- "Lower cost of parking."
- "Free car parking."
- "More spaces."
- "More security."

TOWN CENTRE USERS SURVEY

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

Key:

Free Car Parking/ Car Parking

Improving Retail Offering

Physical Improvement

- "Somewhere better to drink. Better pedestrian links across main road"
- "Free parking Sundays. Less cafes/ charity shops"
- "Farmers market Christmas market or late night themed Xmas evening. ware do a great Dickensian evening cheaper rides on the fun day i.e. £2.00 a go is ridiculous"
- "Increase the variety and quality of shops- less kebabs and dodgy 'grocery' stores with dodgy salesmen. Improve the appearance of the town centre- brighten it up, update it"
- "Firstly would like to make bars/restaurants more family friendly as opposed to encouraging all the youngsters at weekends in the bars. Secondly address the parking situation making sure there is more free parking."
- "Improve parking"
- "New Speed bumps. Post office refit."
- "Better choice of shops. Better policing in the parks."
- "1. Not to charge for parking. 2. Have a wider variety of shops - too many eating places, tacky shops, too many food shops."
- "more of a town feel brand restaurants"
- "Free car park. More retail shops."
- "Stop cars queuing in College Road waiting for a space outside the post office to come free."
- "We need shops like local butcher, green grocers. The shopping parade needs a make over."
- "The parking at the beginning of blockbuster to Stanley bridge cycles is so bad. People in cars just wait for a spot, clogging up the main road for people to turn in. id make it pedestrian only. There is so many empty spaces behind the car wash place. Or make it disabled only."
- "better shops"
- "More variety of shops. More free parking"
- "A better variety of shops and restaurants."
- "More variety of shops Easier to park"
- "More free parking made available and more restaurants to dine at."
- "More variety of shops. More free parking to attract people there."
- "Too many fast-food outlets & late night food shops/mini marts which are unnecessary...unattractive & don't reflect well in a market town environment. Too

few police seen patrolling & poor responses for noise & anti-social behavioural issues."

- "Make more parking free"
- "Less coffee shops more clothes shops."
- "Reduce the level of traffic congestion. Improve signs for key facilities."
- "Like most places heavily used needs a revamp. Fewer fast food & more diverse food outlets & more exciting shopping would help."
- "Free car parking. Broxbourne hacked off the locals by charging for parking on access roads at the pond. If you want a quick visit you are delayed by having to get a ticket at the parking machine even for the first 20 minutes which is free. Change the road layout"
- "Improve traffic circulation around the Old Pond Improve access to Newnham Parade car park"
- "1. Less Food Outlets 2. Decent Clothes Shops"
- "More cool shops. Too many dodgy pubs"
- "Focus on local high quality retailers. Improve the appearance to attract higher quality retailers."
- "Possibly have another market here - fresh produce. increase free parking - charged all day every day at moment to best of my knowledge"
- "in urgent of updating to attract new shops cheaper and more car parking facilities"
- "Less cheap looking take away shops. Make the area a nicer place to sit- more benches and floral displays-safer looking."
- "1) Tidy up some of the shop fronts. 2) More parking."
- "None"
- "Improvements to shop fronts to take out of the 60's time-warp! Improvements to appearance generally i.e. nicer street lighting and hanging baskets."
- "Free Parking, takeaway culture"
- "better shops /Grundy park leisure centre improved"
- "too many cafes need a bit more variety- parking can be a mess"
- "Clear up the pigeon poo from under the canopy near the fish and chip shop. More retail shops and less fast food shops."
- "Free parking at all times"
- "Less take away food shops DIY store of some kind"
- "Improve the variety of shops. Besides a couple of good restaurants the nightlife is poor. More places needed to go out in the evenings."
- "More parking with free 30min option."
- "Reduce number of fast food outlets and deter people congregating in large numbers that are intimidating to walk past."
- "Decent Clothes shops Less cafes and fast food places"
- "Replace the fast-food outlets with a better class of restaurant i.e. cafe rouge / Nero / Cafe Uno like Hertford Town"
- "Free parking all weekend better class of restaurant"
- "Nightclub/winebar for over 30's Free parking for first hour Shop front refits for some shops that look quite tired"

- "Flowerbeds around Grundy Park also Wolsey Hall is an eyesore - knock it down build a hotel - it would be very convenient for business people and staff visiting Tesco's HQ!"
- "Tidy the brook, complete the improvements to the Leisure Centre"
- "Free parking at all times"
- "Replace the paving stones as they are all uneven and dangerous. Better access into the car park at the rear of Newnham Parade"
- "put more Shops and make it better"
- "More High Street Shops Visible policing"
- "It would be nice to see more restaurants to attract a cross section of different ages to spend evenings at the pond-may be an Italian restaurant. Free parking"
- "More things to do Make it safer"
- "More shops of variety not food places bowling or had rink"
- "Become more of a community based shopping area. Shops to join together to support events, i.e. Olympics, Jubilee. To have themed displays & entice people in to be part of a community."
- "We need some kind of leisure facilities apart from sport, such as a cinema"
- "Bus shelter at the bus stop with out them improve bus service e.g. run later and earlier"
- "1) Litter in this area can be very poor and is not litter picked frequently enough. 2) I think this area has too many fast food and takeaways which is a cause of some of the litter"
- "1) Post office is dirty and run down 2) Can look like it needs a good clean up and regular litter pick"
- "A better variety of shops is needed to make this place more vibrant. A facelift for some of the shops, particularly from the A10 down the fountain....."
- "Bring in more shops Too many food outlets"
- "More shops needed, less takeaways"
- "More shops than just food shops. More coffee shops and a market"
- "A cleaner brighter overall look would help; it feels tired and run down. Fill the empty shop fronts"
- "Increased litter cleaning More ornamental plants, shrubs, bushes etc"
- "Wolsey Hall could be used for more daytime activities e.g. film shows for which the bus journey to Broxbourne Civic Hall is expensive without a bus pass"
- "I think there is nothing you can do to improve this centre. Good mix of shops etc. Nothing can be really done about the getting around aspect. I just feel it is all pedestrian crossings and round in circle to get to other side of town."
- "1. More variety of shops- less bookies and cafes. 2 Improve the crossings."
- "1 More shops- less bookies and food outlets. 2 Tidy the place up."
- "1. Get rid of some of the cafes/ food outlets. 2 Generally spruce the area up."
- "1 Generally revamp the appearance. 2 More family type shops."
- "1. Keep the fountain. 2 Improve the parking."
- "1. Change the shops- reduce the amount of takeaways."

- "1 Create a market- a festival one for Christmas. 2 More decent shops- named brands."
 - "1 More flowers to brighten it up a bit. 2 More shops."
 - "1 Nothing to suggest, happy with how it is."
 - "1 The town centre is fine, however there is an issue with dog poo in the park."
 - "1 Improve the car parking. 2 Brighten it up a bit."
 - "1 More named shops."
 - "1 More interesting shops. 2 Keep the fountain."
 - "1 Easier access- crossings in the road. 2 More car parking."
 - "1 Focus on litter collection. 2 Improve the pavement safety- relay the uneven surfaces. 3 Stop people using bikes on the pavements."
 - "1 Nothing- happy how it is."
 - "1 Improve the car parking facilities. 2 More variety of shops."
 - "1 Happy with how it is."
 - "1 Improve the appearance of the buildings. 2 Brighten the place up."
 - "1 More retail shops. 2 Less cafes."
 - "1 Pull the flats down above Lloyds. 2 Keep the transport links as good as they are."
 - "1 Improve the road crossings- make them clearer. 2 More variety of shops- less bookies more clothes shops etc."
 - "1 More shops. 2 Clean it up a bit."
 - "1 No because it would be wrong to judge/ make assumptions on my first visit."
 - "1 Brighten it up"
 - "1 Mini traffic light on the Pond Roundabout."
 - "1 More clothes shops."
 - "1 Make the facilities better at the Leisure Centre. 2 More activities for children."
 - "1 Nicer shops. 2 Generally tidy the area up."
 - "1 Bring in some more attractive shops."
 - "1 Nothing to suggest."
 - "1 Improve the crossings."
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