Market Town Benchmarking

Measuring the performance of town centres

Hoddesdon
2011 Annual Report

January 2012

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Herts University Market Town Benchmarking Study

At the request of Broxbourne Council, the University of Hertfordshire, on behalf of AMT Benchmarking, have carried out research in Hoddesdon town centre on a number of performance indicators. This report is the result of that work. The data has been used to benchmark the town against 5 other small towns across the South East (including 4 in Hertfordshire) and nationally with towns where the same study has been carried out. The indicators measured included numbers and types of commercial units, number of vacant units, markets, retail rental levels, car parking availability and usage, footfall counts and surveys of businesses and shoppers.

Hoddesdon is broadly comparable to other small towns in the South East (SE) for many indicators. There are more vacant retail units in total, due to the adverse impact of the Tower Centre. If the Tower Centre is removed from the figures, vacancy rates compare favourably to those in other similar towns. The mix of shops in Hoddesdon is comparable with other small SE towns. Hoddesdon has a higher than average number of “key attractor” and “multiple” stores, i.e. well known chain stores, and of independent retailers. Retail rental levels, which may indicate the attractiveness of the town to businesses, are lower than the SE average, but comparable with the national average. Financial or professional services occupy a higher percentage of shops than in other towns. Footfall counts were nearly double the SE average for busy (market) days and similar for quiet days. More shoppers than average were from outside the immediate town area, and came from up to 30 minutes drive away, demonstrating a wide catchment area. Hoddesdon has more short stay car parking spaces than the SE average, but fewer long stay ones. Vacant spaces on a market day were comparable with the average; on non-market days there were more spaces than average, demonstrating that the market has a positive effect on the number of visitors to the town. More than average numbers of businesses stated that their business had decreased in the last year, and they were more pessimistic than average about the future. Shoppers surveyed were more likely to rate the overall appearance as poor than those in other SE towns, (this may be an effect of the Tower Centre, which was mentioned many times in the comments made by those surveyed) and were less satisfied than average with the variety of both shops and leisure and cultural activities in the town. The majority of comments by both businesses and shoppers were about the Tower Centre. In addition, both groups commented upon the lack of parking and the need to attract a wider selection of shops. However, in comparison with other towns of a similar size and location, this report demonstrates that Hoddesdon has similar levels of parking and a similar mix of shops. The information will be used to influence initiatives in the town. Redevelopment of the Tower centre, scheduled for 2012 may help to improve perceptions and to raise the confidence of businesses.

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INTRODUCTION

The Approach

AMT Town Benchmarking has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

AMT Town Benchmarking licenses allow users to collect data on the 12 Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to amt-i, the research division of national membership organization and registered charity Action for Market towns for analysis and report production.

The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis

The analysis provides data on each KPI for the Benchmarked town individually and in a regional, national and typology context where available.

- Regional figures are an amalgamation of the data for all the towns in a specific region
- The National figure is the average for all the towns which participated in Benchmarking during 2011.
- The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College.

Information on towns contributing to Benchmarking in 2011, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix.

The Reports

The Annual AMT Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations.

The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- Benchmark clusters of towns to ascertain high performers / under achievers
- complete PPS4, Planning for Sustainable Economic Growth, which requires the continued monitoring of the vitality and viability of centres in Policy EC9
- 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

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	Visual Survey
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 Market and Non Market Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Market and Non Market 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 town centre has been defined. The town centre area includes the core shopping streets and car parks attached or adjacent to these streets.

KEY FINDINGS

KPI 1: Total Number of Commercial Units

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

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

Table of Use Classes

Class	Type of Use	Class Includes:
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and professional services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafés	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot food takeaways	Sale of hot food for consumption off the premises
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.
B1	Business	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area

B2	General Industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non residential institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class.

	Hoddes. (Number of units)	**Hoddes %**	**South East Large Towns %**	**South East Small Towns**	**National Large Towns %**	**National Small Towns %**	**Typology %**
A1	69	44	52	43	53	53	n/a
A2	35	22	14	15	15	14	n/a
A3	14	9	10	11	9	8	n/a
A4	4	3	3	4	3	4	n/a

A5	10	6	4	5	4	5	n/a
B1	6	4	6	8	4	3	n/a
B2	0	0	0	0	1	0	n/a
B8	3	2	0	0	0	0	n/a
C1	0	0	0	0	0	0	n/a
C2	0	0	0	0	0	0	n/a
C3	0	0	0	0	0	1	n/a
D1	8	5	7	8	5	6	n/a
D2	3	2	1	1	1	1	n/a
SG	8	5	4	4	4	5	n/a
Not Recorded	0	0	0	0	0	0	n/a

KPI 2: Retail by Comparison / Convenience

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

Convenience retail describes merchandise that is purchased on a very frequent basis, is of relatively low value, and is often consumable in nature. Examples include:

- Food and non alcoholic beverages
- Tobacco
- Alcoholic beverages (off trade)
- Newspapers and Magazines
- Flowers
- Pharmaceuticals
- Cosmetics
- Toiletries
- Non durable household goods (goods which last fewer than 3 years)

Comparison goods is a term used in retailing to indicate goods purchased for long term use that are likely to be subject to comparison between suppliers before purchase. Examples include:

- Clothing
- Shoes and other footwear
- Materials for maintenance & repair of dwellings
- Furniture & furnishings; carpets and other floor coverings
- Household textiles
- Major household appliances, electric or not
- Small electric household appliances
- Tools & miscellaneous accessories
- Glassware, tableware & household utensils
- Medical goods & other pharmaceutical products
- Therapeutic appliances & equipment
- Bicycles
- Recording media
- Games, toys & hobbies; sport & camping equipment, musical instruments
- Garden equipment and goods
- Pets & related products
- Books & stationary
- Audio-visual, photographic and information processing equipment
- Appliances for personal care
- Jewellery, watches & clocks

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers. Traditionally a two thirds comparison one thirds convenience A1 retail offering has been the benchmark of a 'healthy' town centre.

	Hoddes.%	**South East Large Towns %**	**South East Small Towns %**	**National Large Towns %**	**National Small Towns %**	**Typology %**
Comparison	54	68	57	72	60	n/a
Convenience	45	32	43	28	40	n/a

KPI 3: Key attractors / multiple trader representation

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

The following shops are considered Key attractors by Experian Goad Key Attractors List 2010.

Argos	New Look
BHS	Next
Boots	River Island
Burtons	Sainsbury's
Carphone Warehouse	Superdrug
Clarks	Tesco
Clintons	Topman
Curry's	Topshop
Debenhams	Virgin Megastore
Dorothy Perkins	Vodaphone
H &M	WH Smith
HMV	Waitrose
House of Fraser	Waterstones
John Lewis	Wilkinson's
Marks and Spencers	

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

	Hoddesdon %	South East Large Towns %	South East Small Towns %	National Large Towns %	National Small Towns %	Typology %
Key Attractor	9	8	5	8	6	n/a
Multiple	22	38	19	30	20	n/a

Regional	4	8	15	6	8	n/a
Independent	65	46	61	55	67	n/a

KPI 4: Number of vacant units

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

	Hoddes.	**Hoddes.%**	**South East Large Towns %**	**South East Small Towns %**	**National Large Towns %**	**National Small Towns %**	**Typology %**
Vacant Units	46	23 (including Tower centre) 6 (without Tower Centre)	8	12	9	9	n/a

Note
It must be considered that the Tower Centre which represents approximately 35-40 of the business units in the town has a large proportion of its units purposefully vacant because of planned redevelopment. This has skewed the Vacancy rate significantly for the 2011 benchmark and if the planned redevelopment goes ahead future vacancy rates would expect to be much lower. If the Tower Centre is removed from the calculation then the vacancy rate is 6% as opposed to 23%

KPI 5: Number of markets / traders

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

	Hoddes.	South East Large Towns	South East Small Towns	National Large Towns	National Small Towns	Typology
Average number of market days during week	2	2	1	2	2	n/a
Average number of traders at a market	24	59	17	47	23	n/a

KPI 6: Zone Retail Rents & KPI 7: Prime retail property yields

The values for prime retail property yield and Zone A rentals are the "industry" benchmarks for the relative appeal of a location with its users and with the owners or investors in property. All real estate has a value and this value is based on the return on investment that can be levered out of the site. As these indicators rise and fall, they provide a barometer of success or failure and, because the same property dimensions are assessed to determine them, they can be used as an indicator of improving or declining fortunes for towns. In particular retail rents can provide a useful indication of a town's performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

Zone A rents are expressed as £ per sq. ft.

	Hoddes.	South East Large	South East Small	National Large	National Small	Typology

		Towns	Towns	Towns	Towns	
Zone A	30.84	89	40	63	31	n/a
% Yield	8	5	6	6	7	n/a

KPI 8: Footfall Counts

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

The following table is based on the count point within the town centre with the highest aggregate footfall. The figures for the Busy/ Market Day and Quiet/ Non Market Day time are an average of the three ten minute counts in that specific location between 10.00am-11.00am, 11.00am-12.00pm and 12.00pm-13.00pm. Thus, the numbers displayed refer to the average footfall count over a 10 minute period on a Busy and Quiet day.

	Hoddes.	South East Large Towns	South East Small Towns	National Large Towns	National Small Towns	Typology
Busy	291	398	181	462	115	n/a
Quiet	131	311	132	318	83	n/a

KPI 9: Car Parking Availability and Usage

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

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

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

	Hoddes No.	Hoddes. %	South East Large Towns %	South East Small Towns %	National Large Towns %	National Small Towns %	Typ. %
Car Park:							
Total Spaces:	880	88	84	83	91	88	n/a
Short Stay Spaces: (4 hours and under)	604	69	20	16	28	40	n/a
Long Stay Spaces:	222	25	77	81	47	51	n/a

(Over 4 hours)							
Disabled Spaces:	54	6	3	3	4	4	n/a
Not Registered	n/a	n/a	0	0	22	5	n/a
Vacant Spaces on a Market Day:	239	27	29	30	26	18	n/a
Vacant Spaces on a Non Market Day:	437	50	39	37	36	37	n/a
Illegal Spaces on a Market Day:	27	n/a	n/a	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day:	19	n/a	n/a	n/a	n/a	n/a	n/a
On Street:							
Total Spaces:	120	12	16	17	9	12	n/a
Short Stay Spaces: (4 hours and under)	113	94	81	79	72	71	n/a
Long Stay Spaces: (Over 4 hours)	0	0	16	18	13	21	n/a
Disabled Spaces:	7	6	3	2	4	2	n/a
Not Registered	n/a	n/a	0	0	9	5	n/a
Vacant Spaces on a Market Day:	37	31	18	15	17	13	n/a
Vacant Spaces on a Non Market Day:	34	28	20	17	22	18	n/a
Illegal Spaces on a Market Day:	8	n/a	n/a	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day:	7	n/a	n/a	n/a	n/a	n/a	n/a
Overall							
Total Spaces:	1000	n/a	n/a	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	717	72	30	27	32	44	n/a
Long Stay Spaces: (Over 4 hours)	222	22	67	70	44	49	n/a
Disabled Spaces:	61	6	3	3	4	3	n/a
Not Registered	n/a	n/a	0	0	21	3	n/a

Vacant Spaces on a Market Day:	276	28	27	27	25	19	n/a
Vacant Spaces on a Non Market Day:	471	47	36	33	35	37	n/a
Illegal Spaces on a Market Day:	35	n/a	n/a	n/a	n/a	n/a	n/a
Illegal Spaces on a Non Market Day:	26	n/a	n/a	n/a	n/a	n/a	n/a

KPI 10: Business Confidence Survey

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

The following table is based on the responses from the Business Confidence Survey.

	Hoddes. %	South East Large Towns %	South East Small Towns %	National Large Towns %	National Small Towns %	Typology %
What is the nature of your business?						
Retail	58	77	65	66	66	n/a
Commercial/Professional	16	11	13	18	15	n/a
Public Sector	0	0	1	1	2	n/a
Hospitality	11	6	10	6	7	n/a
Other	16	7	10	9	9	n/a
What type of business are you?						
Multiple Trader	5	19	10	17	15	n/a
Regional	0	3	3	10	6	n/a
Independent	95	79	87	73	79	n/a
How long has your business been in the town?						
less than one year	5	9	7	7	7	n/a
one to five years	5	22	14	23	25	n/a
six to ten years	25	17	15	17	15	n/a
more than ten years	65	52	63	53	53	n/a
5. Compared to last year has your turnover…….?,						
increased	6	29	21	28	28	n/a
stayed the same	22	27	36	23	29	n/a
decreased	72	45	43	49	43	n/a

6. Compared to last year has your profitability…….?						
increased	0	25	25	23	22	n/a
stayed the same	22	28	20	27	29	n/a
decreased	78	46	55	49	49	n/a
7. Over the next 12 months do you think your turnover will…….?						
increase	15	36	35	35	32	n/a
stay the same	45	36	38	35	39	n/a
decrease	40	28	27	30	29	n/a
8. What are the positive aspects of having a business located in the town? (Multiselect)						
Prosperity of the town	38	71	53	44	38	n/a
Labour pool	6	15	8	12	9	n/a
Environment	38	30	33	23	20	n/a
Geographical location	44	48	41	47	43	n/a
Mix of retail offer	31	51	30	40	32	n/a
Potential tourist customers	19	40	20	28	26	n/a
Potential local customers	88	76	85	72	73	n/a
Affordable housing	0	1	2	7	9	n/a
Transport links	25	29	35	35	30	n/a
Car parking	38	18	26	25	31	n/a
Rental values/property costs	6	6	8	13	18	n/a
Other	0	4	3	7	3	n/a
9. What are the negative aspects of having a business located in the town? (Multiselect)						
Prosperity of the town	35	7	17	19	25	n/a

Labour pool	6	4	11	7	6	n/a
Environment	6	8	3	8	8	n/a
Geographical location	6	8	5	7	7	n/a
Mix of retail offer	53	11	25	16	25	n/a
Potential tourist customers	29	4	13	9	11	n/a
Potential local customers	0	1	3	2	4	n/a
Affordable housing	35	20	21	12	8	n/a
Transport links	29	8	13	6	10	n/a
Car parking	59	70	57	64	58	n/a
Rental values/property costs	71	65	59	48	32	n/a
Local business competition	29	24	29	24	20	n/a
Competition from other places	53	39	43	32	34	n/a
Competition from the Internet	41	44	40	38	30	n/a
Other	0	3	6	4	4	n/a
10a. Has your business suffered from any crime over the last 12 months?						
Yes	50	32	43	34	31	n/a
No	50	68	57	66	69	n/a
10b. What type of crime has your business suffered over the last 12 months (Multiselect)						
theft	70	74	81	80	63	n/a
abuse	50	23	19	16	15	n/a
criminal damage	60	26	42	30	46	n/a
other	5	6	3	2	5	n/a

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

- "Reduce rent and more variety of shops"

- "Development of town centre and better car parking facilities"
- "Invite major retailers"
- "More off street parking like the one near the library and more policing"
- "More shops to attract people to town"
- "Cut business rates and more police at weekends"
- "More parking and less food premises"
- "More parking and bigger named stores"
- "More local shops and improve shopping centre"
- "More retail units occupied and more business focused events"
- "A rebuilt town Pavillon, a national chain of men’s and women’s clothes and household goods i.e. a department store"
- "Parking and give incentives to fill the empty shops"
- "Lower rents and rates"
- "There should be a better/wider selection of shops"
- "Remove pedestrianised area and try to attract a big high street store"
- "More shops and car parking"
- "Improve the countries economy"
- "Free and large parking as Brookfield"
- 1) Investment in leisure facilities in the town centre to draw more people into the town 2)resolution of the administration status of the Fawkon Walk so that the empty shop units can be let and the empty health centre can become operational as soon as possible"

KPI 11: Town Centre Users Survey

The aim of the Visitor Satisfaction Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors (i.e. locals who pop in every day or work in town) can be very different to someone who has never been to the place before. For the first group signage is not an issue, for example, and the second may not worry about fear of night time crime.

The following table is based on the responses from the Town Centre Users Survey.

	Hoddes. %	South East Large Towns %	South East Small Towns %	National Large Towns %	National Small Towns %	Typ.%
Gender						
Male	38	41	41	38	38	n/a

Female	62	59	59	62	62	n/a
Age						
16 - 25	10	12	4	12	7	n/a
26 - 35	17	18	9	13	11	n/a
36 - 45	14	17	20	16	17	n/a
46 - 55	15	15	19	16	18	n/a
56 - 65	17	18	19	20	20	n/a
Over 65	27	20	28	22	27	n/a
2. What is the main purpose of your visit to the town centre today?						
Work	14	21	13	23	14	n/a
Convenience Shopping - e.g. food	40	20	49	25	42	n/a
Comparison Shopping - e.g. clothes	15	15	4	14	6	n/a
Access services - e.g. Bank, Library	15	16	13	17	18	n/a
Leisure - e.g. eat, drink, go to the gym	7	20	14	14	12	n/a
Other	9	7	7	7	9	n/a
3. How often do you visit the town centre?						
Daily	15	21	25	24	27	n/a
More than once a week	35	36	50	36	42	n/a
Weekly	23	18	15	20	16	n/a
Fortnightly	8	8	4	7	5	n/a
More than once a Month	1	5	1	4	3	n/a
Once a month or less	17	10	5	8	7	n/a
First Visit	1	2	0	2	1	n/a
4. How did you travel into the town centre today?						
On Foot	34	31	37	36	36	n/a

Bicycle	1	3	3	4	3	n/a
Motorbike	1	1	1	1	0	n/a
Car	51	46	52	55	51	n/a
Bus	9	15	4	0	8	n/a
Train	1	4	2	3	1	n/a
Other	3	0	1	1	1	n/a
5. How do you rate the physical appearance of the town centre?						
Very Good	3	25	33	18	18	n/a
Good	54	58	58	59	56	n/a
Poor	36	14	7	18	21	n/a
Very Poor	7	3	2	5	5	n/a
6. How do you rate the cleanliness of the town centre?						
Very Good	7	21	29	17	19	n/a
Good	77	61	65	64	64	n/a
Poor	13	17	6	17	15	n/a
Very Poor	2	2	1	2	3	n/a
7. How do you rate the variety of shops in the town centre?						
Very Good	0	18	4	13	6	n/a
Good	22	56	43	52	43	n/a
Poor	54	23	44	28	41	n/a
Very Poor	24	3	9	7	11	n/a
8. How do you rate the leisure and cultural activities in the town centre?						
Very Good	0	14	8	15	7	n/a
Good	24	50	55	36	47	n/a

Poor	50	29	31	23	36	n/a
Very Poor	26	7	7	27	11	n/a
9. What are the best aspects of the town centre?						
Physical appearance	9	38	52	28	30	n/a
Shopping	12	46	26	40	31	n/a
Restaurants	43	46	47	33	29	n/a
Access to Services - e.g. banks, Post Office, Library	57	42	55	45	54	n/a
Leisure facilities	1	9	14	8	15	n/a
Cultural activities	2	18	7	12	8	n/a
Pubs/Bars/Nightclubs	23	32	27	22	22	n/a
Transport links	22	28	28	25	32	n/a
Ease of walking around the town centre	31	56	64	51	61	n/a
Convenience - e.g. near where you live	50	43	60	49	56	n/a
Safety	22	21	29	19	27	n/a
Other	11	10	7	7	6	n/a
10. How long do you intend to stay on this visit to the town centre?						
Less than an hour	35	10	27	12	34	n/a
1 - 2 hours	45	43	50	40	43	n/a
2 - 4 hours	11	35	11	27	12	n/a
4 - 6 hours	3	7	3	7	3	n/a
All day	6	6	9	14	7	n/a
Other	0	0	0	0	1	n/a

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

- "More ""Disabled"" parking spots (particularly at the south end). Do something to make the Tower Centre better-used and more welcoming."

- "Replace Tower in Tower Centre with less shops and more 1hr parking for town centre."
- "More community feel. Can learn lessons from Ware as many people choose to visit their town instead of Hoddesdon. Cheaper and better parking!"
- "Re-build the under cover shopping centre and more bars, clubs and pubs"
- "More clothes shops and more cultural shops."
- "Make better use of the Tower Centre (I believe there is a plan for this) Improve car parking access. There's no car parks in town that aren't Supermarket owned."
- "Sort out the Tower Centre and flats Get the doctors' surgery moved into Fawkon Walk"
- "Get rid of the tower block and bring more popular retailers to the town"
- "Open up the high street again to allow decent traffic through and increase passing trade sales. Demolish the Tower Centre and return the town to its former glory with plenty of small local shops with good parking for passing trade."
- "Veg. Shop Wet fish Shop"
- "BETTER AND MORE VARIED SHOPS NEXT,RIVER ISLAND,MONSOON,BURTONS,MISS SELFRIDGES AND MORE LEISURE FACILITIES LIKE A CINEMA AND BOWLING ALLEY,NEAREST CINEMA IS HARLOW OR STEVENAGE WHICH YOU HAVE TO DRIVE TO.LOOK AT THE HISTORY OF OUR TOWN AND THE MISTAKES THE PLANNERS HAVE MADE OVER THE YEARS AND CONTINUE TO DO THE SAME."
- "More variety of shops.   Somewhere where the kids can go in the evening e.g. Cinema."
- "Less pubs and eateries. This would also discourage youngsters hanging around late at night. More shops i.e. shoes, clothes, not supermarkets. We already have Tesco, Sainsbury, Aldi, Asda and Iceland."
- "I would get rid of half the pubs and eateries and encourage more clothes/music/home ware shops to come. Secondly I would include more entertainment, cinema and something for the kids/teens to do."
- "Better choice and variety of shops, More FREE parking"
- "TOWER CENTRE: it a complete eyesore and should be knocked down RANGE OF SHOPS: greater well known stores"
- "1. Something must be done with the former co-op premises in the High Street as it is a very large vacant unit in a central location. It would be good if Argos could move here from the Tower Centre.   2. The Fawkon Walk redevelopment needs to be finished. The same goes for eyesore development sites in Conduit Lane and Brewery Road."
- "Open the shop in the shopping precinct and in close it as it is so cold there I can not take my elderly mother to do shopping in the one and only shop there."
- "better bus service from west Cheshunt"
- "To make the visible appearance better, especially with the large block of flats in the tower centre.   Better parking facilities."
- "More shops. Cheaper parking - Tower Centre is good value but others discourage use."

- "1 - Tower centre is ugly and deserted. Is an appalling waste of space and completely misused.   2 - Lack of car parking and difficult access for vehicles to the town means most people will choose to shop elsewhere. town with much promise but not being fulfilled"
- "Radically modify the Tower Centre to make it more attractive to anchor stores. By that I mean a department store or clothes store not yet another supermarket. How much food can the people of Broxbourne eat? Encourage the council to believe that Hoddesdon need not be just for convenience shopping; with the right incentives it could be made more into a centre that people want to spend time and money in; that they do not need to decimate green-belt land to build something from scratch."
- "- Better shops e.g. Topshop, H&M, bigger Boots, reasonably priced boutiques, etc. - Getting rid of the tower centre flats which make the town look ugly and uninviting and always have"
- "Attract a greater variety of retailers."
- "Remove the biggest problem of the Tower Centre and redevelop the whole site."
- "Reduce number of non-retail outlets in favour of more retail. Demolish top 8-9 levels of Tower Centre eyesore."
- "MORE RETAIL OUTLETS MORE CAR PARKING"
- "Vastly improve the tower centre plan. It's being visualised by 'yesterday's men' as currently conceived it will doom Hoddesdon. Remove the useless rising bollards at the north end of the street. They confuse people and put them off"
- "more variety of shops and better lighting beside Santander leading to Aldi"
- "More shops which are NOT: Take-aways, banks or estate agents Free car parking (paying to use the shopping centre car park when it only contains 2 shops is ridiculous."
- "More over 1 hour parking - ideally free and mother and baby spaces. More clothing shops."
- "Attract more variety of speciality shops, cafes (smaller businesses) in the centre, outside seating for restaurants, similar to Hertford's cafe rouge area.   To attract a more cafe culture"
- "1)Turn the Tower Centre into an Ice Skating rink (rather than ANOTHER supermarket) 2)Replace charity shops and empty shop fronts with private and unique shops - e.g. selling items not found in your average supermarket."
- "Improve market"
- "More greenery ad flowers"
- "Get the market back to what it was and more choice of parking"
- "Independent shops"
- "more free parking
- "Department store and more customers"
- "more shops"
- "Independent stores"
- "Tower block revitalise that side of town"
- "pubs"
- "variety of shops"
- "Sort out awkward parking"

- "Bring in a Debenhams/Asda"
- "Pavements need to be smoother paving looks like road unsafe, brewery road buses cant get down, crashed into cafe"
- "More variety of shops a department store instead of Morrison’s"
- "Have sat market no more restaurants or cafes"
- "Leisure facilities, stop knocking down"
- "Variety of shops too many banks"
- "Variety of shops and more free parking or cheaper"
- "more variety of shops"
- "Gym or fitness centre I have to travel to Harlow or Cheshunt and more festivals and events"
- "High street shops and more independents"
- "Reduce supermarkets"
- "1960s block, breath vitality in to town, no activities in town centre , nothing for kids"
- "Department store"
- "Knock down block of flats and rebuild town centre"
- "Parking and don’t need another supermarket"
- "More leisure facilities a Wetherspoons"
- "Dept store e.g. marks"
- "New buildings modernise"
- "Wetherspoons vacant shops should be filled
- "Dept store more bigger shops"
- "More shops and things for kids to do"
- "More high street shops a greengrocer and look at the market people"
- "variety of shops"
- "Tower centre needs to come down"
- "Department store"
- "Less restaurants"
- "Nothing for kids and more clothes and shoe shops"
- "HMV and clothes shops"
- "Waiting for tower"
- "Parking availability"
- "Better variety of shops"
- "Wilkinson’s, tower centre, xmas market"
- "Fill up shops too many empty ones"
- "more shops"
- "More shops and nicer"
- "More shops more variety men’s clothing would be good"
- "Bring in good shops in tower centre"
- "More shops, Wilkinson’s and clothes shops"
- "More variety of shops and free parking"
- "Tower centre and larger stores"
- "Variety of shops"

- "Cheap parking, town is dying because of supermarkets"
- "chains can come"
- "More variety and tower centre needs improving"
- "Neglected more variety of shops"
- "rent and rates =decent shops attract people not scare them off and intimidating police"
- "Extend market into tower centre and short term leases to encourage business"
- "Train station and more shops"
- "tower centre"
- "more shops more chains"
- "more vibrancy and breath new life into it"
- "shops more variety"
- "Council are terrible never have and never will listen to the locals and businesses unless they are forced to"
- "More shops especially empty co-op store"
- "Less vacant shops make easier for pedestrians to walk safely"
- "Speed up town centre development and better xmas lights"
- "shopping needs sorting"
- "Lack of civic pride"
- "More care when shops change use, tower c entre needs sorting out but not another super market"
- "Variety of shops."
- "Greater variety of shops and remove tower block"
- "Knock it down and rebuild"
- "more shops and larger stores"
- "Get rid of tower building and no more supermarkets"
- "Free parking"
- "More for kids i.e. bowling alley, more buses on a Sunday , more shops a dept store/hardware store"
- "leisure in tower centre i.e. bowling alley"
- "Dept store where tower centre is, library open everyday sheltered shops"
- "More variety of shops"
- "more for kids"
- "Knock down tower block it is blight on the town."
- "More festivals i.e. festival of light, traffic is ridiculous especially for buses - sort out parking."

KPI12: Shoppers Origin

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

The postcodes 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

	Hoddes. %	South East Large Towns %	South East Small Towns %	National Large Towns %	National Small Towns %	Typology %
Locals	35	60	46	66	57	n/a
Visitors	59	30	46	25	28	n/a
Tourists	6	10	8	9	16	n/a

APPENDIX

Towns contributing to Large Town Benchmarking		
		Typology
Crewe	North West	n/a
Macclesfield	North West	n/a
Nantwich	North West	2
Wilmslow	North West	n/a
Hemel Hempstead	South East	n/a
Hitchin	South East	5
St Albans	South East	n/a
Melton Mowbray	East Midlands	2
Market Harborough	East Midlands	8
Beeston	East Midlands	n/a
Loughborough	East Midlands	n/a
Hinckley	East Midlands	n/a
St. Ives	East of England	4
Trowbridge	South West	2
Wrexham	North Wales	n/a

Towns contributing to Town Benchmarking		
		Typology
Alsager	North West	1
Audlem	North West	n/a
Alderley Edge	North West	n/a
Bollington	North West	5
Congleton	North West	8
Disley	North West	1
Handforth	North West	n/a
Knutsford	North West	5
Middlewich	North West	4
Poynton	North West	n/a
Holmes Chapel	North West	8
Sandbach	North West	8
Baldock	South East	n/a
Hoddesdon	South East	n/a
Harpenden	South East	5
Ware	South East	n/a
Leatherhead	South East	n/a
Lutterworth	East Midlands	8
Earl Shilton	East Midlands	7
Ashby	East Midlands	8
Coalville	East Midlands	7
South Wigston	East Midlands	n/a

Newark	East Midlands	2
Kimberley	East Midlands	n/a
Eastwood	East Midlands	n/a
Stapleford	East Midlands	n/a
Arnold	East Midlands	n/a
Huntingdon	East of England	4
St Neots	East of England	4
Ramsey	East of England	4
Amesbury	South West	4
Bradford Upon Avon	South West	5
Warminster	South West	2
Holyhead	North Wales	n/a
Shotton	North Wales	n/a
Queensferry	North Wales	n/a
Saltney	North Wales	n/a
Buckley	North Wales	n/a
Connahs Quay	North Wales	n/a
Flint	North Wales	n/a
Holywell	North Wales	n/a
Mold	North Wales	n/a
Southam	West Midlands	n/a

Typology Classification

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)
This group is characterized by relatively high values on **young/middle age groups (25–44)**, **intermediate and managerial occupations,** people working in **public administration, education and defence**, **detached housing, households with adult children** and a high proportion of **carers**. It has low numbers of residents with **no qualifications**.

Geographically the group is found on the outskirts of the big cities and towns outside London and along the south coast from Essex and Kent and into Devon and Cornwall.

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)
Places in this group are particularly characterized by **persons living alone** (separated/divorced and pensioners), as well as people in **routine and lower supervisory** and **managerial** occupations and people living in **rented accommodation. Car ownership** is low whilst **travel to work by public transport** is relatively high**.**

Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)
This group is characterized by **older persons**, **single pensioners**, **workers in hotels and restaurants**, and **part time workers**, especially among men. It Also has high numbers of **people working from home** and of **second homes**.

This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas (e.g. Hampshire, Gloucestershire and North Yorkshire).

Group 4 : Young Families, Administrative Jobs

129 places (8%)
The group is typified by high proportions of people in the **25 – 44 age groups** and **women looking after the home**. Occupations tend to be in the **higher managerial and professional groups** and in **public administration** (including defence, teaching and social security).

Most places in this group are located in what geographers have called the 'Golden Belt' a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting

188 places (11.7%)
This group is characterized by high proportions of **professional and higher managerial workers** and by people employed in **intermediate managerial occupations**. There are high proportions of people in **financial service occupations** and people who **commute over 20 kilometers** to work. Use of **public transport** is also proportionately high. There comparatively high proportions of **Asian/British Asian** households relative to the other groups of settlements.

As might be expected from its social and occupational description, this group of rural places is predominantly located within commuting belt around Great London and particularly along the major rail routes into London. There are, however, examples of these types of places around other cities, especially Leeds/Bradford and Greater Manchester.

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)
This group includes high proportions of census measures that have been used to identify social and economic disadvantages of various kinds. These include: **routine and low skill occupations, lack of qualifications, unemployment, long term illness, lone parents, lack of a car** and the presence of **social housing**.
The geography of most of the members of this group is overwhelmingly that of the former coalfield areas, namely, Notts/Derby, South and West Yorkshire and Northumberland/Durham. Other, smaller, geographical clusters of places in this group are the Cumbrian coast, Teesside and east Lancashire. Places not in such clusters include Hayle (Cornwall), New Addington (Greater London) and Withernsea (East Riding of Yorkshire).

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)
This group is similar to Group 6 in that it is characterized by **routine and low skill occupations and lack of qualifications.** However, this also typified by high percentages of people working in **agricultura**l and **manufacturing** occupations and in the **wholesale** trades. Unemployment (in April 2001) was low.
As might be expected this group maps onto two main types of area: rural areas and generally those with labour intensive agricultural production of various kinds (e.g. Norfolk, the Fens, mid Somerset and Lincolnshire/North Lincolnshire) and around the major manufacturing centres of the West and East Midlands, West Yorkshire and Humberside.

Group 8 : Age Mix, Professional Jobs

290 places (18%)
This, the largest single group in the typology, is also typified by **professional and managerial** workers and high levels of **educational qualifications** but is distinguished from Group 1 by a broader **age** range (relatively high numbers of **young people**, but also of **middle aged** and **older people**) and from Group 6 by **lower levels of longer distance commuting**. Also unlike either of these groups there are high proportions of **households in detached houses** and very low levels of **public transport use.**

The geography of this group is similar to Group 4 in that it is mostly concentrated within the 'Golden Belt' of Middle England. However, it is nationally more widespread than Group 4 and includes locations on the outskirts of all the major urban centres outside London with the notable exception of Tyneside where only Castle Morpeth and Coxhoe (both somewhat distant from the conurbation), are of this type.