Frome

2015 Town Benchmarking Report

May 2016

Executive Summary

General

- **A1 Shops;** Frome has a higher proportion of A1 Shops (62%) than the National (52%), Regional (55%) and Typology (51%) averages.
- **Comparison Shops;** 88% of the A1 Shops mainly sell comparison goods which is 6% higher than the National Small Towns figure.
- **A Local Town;** Frome is a local town centre with 69% of the A1 shops being independent and only 22% key attractors or multiples, a 5% decrease on the National Small Towns average. 74% of Town Centre Users reported that they visited Frome at least once a week and 56% on foot. 91% of the Post Codes gathered by businesses at the 'point of sale' were from those living within a 30 minute drive of Frome.
- **Vacancy rates;** Only 4% of the commercial units in the town centre were vacant at the time of the 2015 retail audit which is a decrease on 2014 figure of 5% and much lower than the National (9%), Regional (8%) and Typology (7%) averages.
- **Zone A Rents;** Zone A Rents are slightly higher in Frome (£33 per sq. ft.) compared to the National (£29), Regional (£30) and Typology (£29) figures, although the difference has narrowed over the last year.

Positive

- **Market with impact;** The weekday market in Frome houses more traders (33) than the National (14), Regional (17) and Typology (34) averages. The market has grown in size from 20 traders in 2013 and has remained constant over the last year. It also has a positive impact upon footfall in the town centre providing a 23% increase from the Non Market Day counts. Market Day footfall has increased greatly to 405 persons per ten minutes from the 231 in the 2014 Benchmarking audit. Car parks are also busier on a Market Day with vacancy rates of 8% compared to 36% in 2014 and 48% in the 2013 Frome audit.
- **High Footfall;** Footfall in Frome is much higher than the National, Regional and Typology averages on both a Market Day and Non Market Day. The Market Day figure of 405 persons per ten minutes is noticeably higher than the National and Regional figures of 101 and 136 respectively. Perhaps a greater indication of healthy footfall is that the Non Market Day figure (312), one taken as a baseline for normal trading conditions, is over treble the National Small Towns average. It is also significantly higher than the 2014 average of 137. Such spectacularly high increases and averages merit special attention in order to understand and maintain them.

- **High average spend;** 67% of town centre users spent over £10.01 on an average visit to Frome, which is 8% higher than the National Small Towns figure.
- **A Safe Town Centre;** 68% of town centre users reported that Safety was a positive aspect of the locality, though this compares to 90% in 2014. This still compares favorably with the national average of 43%.
- **Customer Service;** 88% of town centre users rated customer service as a positive aspect of Frome, which is over double the National Small Towns average.
- **Cafes/ Restaurants;** Nationally 52% of town centre users reported that Cafes/ Restaurants were a positive aspect, in Frome this figure is noticeably higher at 88%.
- **Retail Offer;** Within the National Benchmarking System qualitative suggestions for the improvement of town centre concentrate on the retail offer. In Frome, however, 72% of town centre users rated the retail offer as a positive aspect of the locality, more than double the National Small Towns average of 27%.
- **Markets;** The market was also rated positively by 76% of users and this compares with only 27% nationally.
- **Access to Services;** A positive response from 88% of those surveyed compares favourably with the national average of 63% and confirms Frome's role as a local service centre.
- **Convenience;** Four out of five respondents rated Frome as a convenient place to visit.

Room for Improvement

- **Car Parking;** Overall car parking vacancy rates in Frome follow the National trends on normal days. On the Non Market Day audit, 33% of all on and off-street spaces were available and this is 2% lower than the National Average and a 4% lower than the 2014 figure. Where there appears to be an issue of concern is that on and off-street vacant spaces have dropped to a critical level of only 8% on a Market Day compared to 26% in 2014 and 24% nationally. In 2013 at a British Parking Association event it was reported that the optimum level of car parking vacancy if pricing, provision and policy are all set correctly is 15%.
- **Perceptions about Parking**; 73% of businesses considered parking to be a negative issue compared to 54% nationally. This is by far the most negative consideration for businesses although it is a decrease on the 2014 figure of 83% of businesses. In contrast, 60% of town centre users consider parking in Frome to be a positive factor.
- **Free Car Parking;** Following on from the 2013 and 2014 Benchmarking suggestions from Businesses, when asked to comment on how Frome could be improved, cheaper car parking continues to be the key theme.

- **Cleanliness;** 47% of town centre users reported that cleanliness was a negative aspect of Frome. This compares with 19% nationally and appears to be an ongoing issue. In the 2013 report a specific question concerning cleanliness was asked with 28% of town centre users offering a rating of poor and 5% very poor.
- **Clothes Shops;** As in 2014 a significant theme of the town centre user qualitative comments was the need to improve the overall retail offering in Frome. In 2014 there was a specific reference to increasing the number of clothes shops.

Conclusion

The indication from the data in this report is that Frome continues to be a successful and popular local service centre. It has seen a remarkable increase in footfall over the last year that merits further attention so that it is understood and can be maintained throughout the year. Street cleanliness and the balance of the retail mix remain underlying concerns of town centre users. Of greater concern is car parking in Frome as expressed in terms of vacant spaces on Market Days and business perceptions. Curiously, 60% of town centre users surveyed are positive about parking. The suggestion from this is that a wider parking review could help dispel some of the negative perceptions of businesses as well as making recommendations for managing the redistribution of parking away from peak periods.

Introduction

The Approach

The People and Places Town Benchmarking System 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.

People and Places 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 People and Places for analysis and report production.

The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Frome** with **213** units is classed as a **Small** Town. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. Regional figures are an amalgamation of the data for all the towns in a specific region. The National figure is the average for all the towns which participated in Benchmarking during 2015. Please note **Frome** is classed as a **Typology 2** town.

The Reports

The People and Places Town Benchmarking report provides statistical analysis of each of the KPI’s. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- benchmark clusters of towns to ascertain high performers / under achievers
- understand their locality in a Regional, National and Typology context
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications
- create an action plan for town centre improvements

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI 1: Commercial Units; Use Class	Visual Survey
KPI 2: Commercial Units; Comparison/Convenience	Visual Survey
KPI 3:Commercial Units; Trader Type	Visual Survey
KPI 4: Commercial Units; Vacancy Rates	Visual Survey
KPI 5: Markets	Visual Survey
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Valuation Office Agency/ Local Commercial Agents
KPI 8: Footfall	Footfall Survey on a Busy/Market Day and a Quiet/ Non Market Day
KPI 9: Car Parking	Audit on a Busy/Market Day and a Quiet/ Non Market Day
KPI 10: Business Confidence Surveys	Postal Survey/ Face to Face Survey
KPI 11: Town Centre Users Surveys	Face to Face Surveys/ Paper Based Surveys/ Online Survey
KPI 12: Shoppers Origin Surveys	Distributed with KPI 10 and KPI 11

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets.

Key Findings

KPI 1: COMMERCIAL UNITS; USE CLASS

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

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

Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial

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. The figures are presented as a percentage of the **204** occupied units recorded.

	National Small Towns %	South West Small Towns%	Typ 2. %	Frome %
A1	52	55	51	62
A2	14	15	13	14
A3	8	8	9	9
A4	4	4	4	1
A5	5	5	3	1
B1	3	2	2	2
B2	1	0	3	0
B8	0	0	0	0
C1	1	1	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	6	5	6	2
D2	1	1	1	1
SG	6	5	5	4
Not Recorded	0	0	0	0

KPI 2: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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

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

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

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

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

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

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

	National Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Comparison	82	84	82	88

Convenience	*18*	*16*	*18*	*12*

KPI3: COMMERCIAL UNITS; TRADER TYPES

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

The following shops are considered Key attractors by Experian Goad.

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

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

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

	Nat. Small Towns %	South West Small Towns%	Typ. 2 %	Frome %
Key Attractor	5	7	6	4
Multiple	22	27	24	18
Regional	7	8	8	8
Independent	66	58	63	69

KPI4; COMMERCIAL UNITS VACANCY RATES

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

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

	Nat. Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Vacancy %	9	8	7	4

KPI5; MARKETS

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

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

	National Small Towns	South West Small Towns	Typ. 2	Frome
Average Number of Traders	*14*	*17*	*34*	*33*

KPI 6 AND 7: ZONE A RETAIL RENTS AND PRIME RETAIL PROPERTY YIELDS

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

	National Small Towns	South West Small Towns	Typ. 2	Frome
Zone A	29	30	29	33
Yield	8	8	7	7.5

KPI 8: FOOTFALL

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

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded.

	Nat. Small Towns	South West Small Towns	Typ. 2	Frome
Busy/ Market Day	111	136	267	405
Quiet/ Non Market Day	99	123	158	312

KPI 9: CAR PARKING

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

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

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

	Nat. Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Car Park:				
Total Spaces:	79	83	87	84
Short Stay Spaces: (4 hours and under)	38	46	53	30
Long Stay Spaces: (Over 4 hours)	51	44	43	66
Disabled Spaces:	5	5	4	4
Not Registered	6	5	0	0
Vacant Spaces on a Busy/ Market Day:	26	25	24	9
Vacant Spaces on a Quiet/ Non Market Day:	39	39	37	38
On Street:				
Total Spaces:	21	17	13	16
Short Stay Spaces: (4 hours and under)	70	67	81	9
Long Stay Spaces: (Over 4 hours)	22	22	11	79
Disabled Spaces:	5	6	7	7
Not Registered	3	5	1	5
Vacant Spaces on a Busy/ Market Day:	14	7	14	1
Vacant Spaces on a Quiet/ Non Market Day:	21	12	19	10

Overall	Nat. Small Towns %	South West Small Towns %	Typ. 2	Frome %
Total Spaces:	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	45	49	57	27
Long Stay Spaces: (Over 4 hours)	45	40	39	68
Disabled Spaces:	5	5	4	5
Not Registered	5	5	0	1
Vacant Spaces on a Busy/ Market Day:	24	22	23	8
Vacant Spaces on a Quiet/ Non Market Day:	35	35	35	33

KPI 10: BUSINESS CONFIDENCE SURVEY

In regards to the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **30** returned Business Confidence Surveys.

	National Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Nature of Business				
Retail	61	58	58	73
Financial/ Professional Services	16	17	16	3
Public Sector	3	4	3	3
Food and Drink	12	13	14	20
Other	8	8	8	0
Type of Business				
Multiple Trader	13	13	12	3
Regional	11	11	6	7
Independent	76	75	82	90
How long has your business been in the town				
Less than a year	6	7	6	13
One to Five Years	24	27	27	27
Six to Ten Years	14	12	15	17
More than Ten Years	55	53	53	43
Compared to last year has your turnover				
Increased	36	35	43	37
Stayed the Same	33	32	34	19
Decreased	32	32	22	44

Compared to last year has your profitability	National Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Increased	31	30	38	26
Stayed the Same	36	36	35	30
Decreased	34	34	27	44
Over the next 12 months do you think your turnover will				
Increase	37	39	49	59
Stay the Same	43	41	41	21
Decreased	20	19	10	10
What are the positive aspects of the Town Centre?				
Physical appearance	37	41	43	67
Prosperity of the town	36	39	33	56
Labour Pool	8	4	5	7
Environment	18	19	20	33
Geographical location	45	40	50	41
Mix of Retail Offer	30	33	33	63
Potential tourist customers	26	36	44	78
Potential local customers	75	74	78	81
Affordable Housing	13	11	5	4
Transport Links	29	27	19	22
Car Parking	38	32	30	22
Rental Values/ Property Costs	23	23	16	33
Market (s)	18	21	28	67
Events/ Activities	16	17	27	52
Marketing/ Promotions	11	10	12	22
Local Partnerships/ Organisations	14	16	16	22
Other	2	2	1	4

What are the negative aspects of the Town Centre?	National Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Physical appearance	26	23	16	12
Prosperity of the town	28	27	19	0
Labour Pool	9	12	16	4
Environment	11	11	5	0
Geographical location	6	5	6	4
Mix of Retail Offer	29	26	27	8
Potential tourist customers	13	7	2	0
Potential local customers	5	5	2	0
Affordable Housing	9	8	12	8
Transport Links	18	18	21	19
Car Parking	54	61	65	73
Rental Values/ Property Costs	28	26	26	31
Market (s)	10	11	8	15
Local business competition	20	18	22	12
Competition from other localities	20	18	17	23
Competition from out of town shopping	35	27	23	23
Competition from the internet	33	28	31	27
Events/ Activities	7	6	5	4
Marketing/ Promotions	11	11	5	4
Local Partnerships/ Organisations	4	4	2	0
Other	9	11	8	12
Has your business suffered from any crime over the last 12 months				
Yes	26	27	31	37
No	74	73	69	63
Type of Crime				
Theft	69	75	74	64
Abuse	18	16	11	18
Criminal Damage	38	40	35	27

Other	6	2	9	9

What two suggestions would you make to improve the economic performance of the town centre?

- "Free hour on all town centre car parks or scheme like M&S for parking refund."
- "Cheaper car parking. More clothes shops for men and women"
- "The Westway Shopping Centre Management needs to a lower rent, invest in making the centre more attractive. Wednesday market need improving.
- "Reduce car parking charges. Create boards that sign post all local businesses."
- "Change car parking to pay as long as you stay. Like the system in Southgate in Bath. Allow the Frome independent market to run longer so customers don't feel they need to rush and will allow them drift in pubs and restaurants. Keeping them in town longer."
- "Better communication about what is happening. Better support to market and growing businesses."
- "More town centre evening events- we are slowly getting there! Encouraging folk out most nights with music, food etc. The weekends are going well but midweek can be quiet. Pedestrianising the town centre. Traders could have regular town centre stalls, more seating/ garden areas and cafes could spread out tables and chairs to make their centre more social."
- "The biggest impact on my business is the Frome Killer September. Saturdays are the busiest day of the week but week one is quiet because of the market the next day. Week 2 is the cheese show, the whole of the following week is quiet because of the fair and then the carnival. Which leaves one Saturday before another pre-market Saturday. I take half of the sales of the next lowest month. Could the fair be moved to another location so that customers can park. This year I have seen more tourists than ever before. So the promotion that Frome Town Council have been doing is definitely paying off."
- "More free parking similar to Midsomer Morton or Warminster. Reducing/ removing business rates."
- "More shop local days with free or reduced parking"
- "Research the Frome Independent Market to access its impact and future development. Do not encourage chains to the town. Declare St Catherines a retail product zone and not office. Shoppers Origin is too street specific and

puts off retailers and customers. The town or county is needed only. Otherwise folk will think that it will be used."

- "Free car parking."
- "Keep the streets cleaner"
- "Free parking. Better signage for Catherine Hill."
- "Free parking at least on week days. Improved signage on/ to retail areas."
- "Keep traffic flowing throughout the town- we need passing traffic. Increase number of parking places at reduced cost in and around the town centre. Thank heavens that the plans to pedestrianise the town centre have been rejected."
- "2 hours' free car parking. 1-hour free car parking all year round"
- "Free parking for an hour. Increased train services especially to London. Increased bus services. Continuity and inclusiveness to promote events ie late night shopping. We need to do more to promote it"
- "Review parking charges. I firmly believe more people would come into town if they could get at least one hour free parking."
- "Reduce car parking fees"
- "I am specifically concerned with Catherine Hill as it is where I trade. I have seen a fall off in local town residents shopping on the hill area for the past 10 years. I have asked at the school gates why this is, people say they want market day but others say they don't think the hill is for them but those who shop on market day
- "Car parking is quite expensive and long term parking is not widespread, other than M Yard, which causes problems for staff and volunteers. Appreciate this is a Mendip issue rather than Frome TC. Make town centre more pedestrian friendly, shame Mendip turned down the suggested Boyle Cross development"
- "Improve transport links. Improve parking"
- "Clean drains. Clean streets. Car Parking. Much more promotion outside of town."
- "More modern shops. Cheese and Grain takes over business too much in Frome Festival for example."
- "Shops open on Sunday. Keep the markets for Frome people instead of giving stalls to traders from outside the town who do not spend or reinvest in Frome."

KPI 11: TOWN CENTRE USERS SURVEY

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

The following percentage figures are based upon the **199** completed Town Centre User Surveys.

	Nat. Small Towns %	South West Small Towns%	Typ. 2 %	Frome %
Gender				
Male	37	43	38	50
Female	63	57	62	50
			100	
Age				
16-25	7	8	8	11
26-35	11	11	13	4
36-45	20	16	18	11
46-55	20	19	24	7
56-65	18	22	20	39
Over 65	23	25	17	29
What do you generally visit the Town Centre for?				
Work	10	12	14	17
Convenience Shopping	40	39	32	33
Comparison Shopping	6	6	19	17
Access Services	22	19	11	0
Leisure	12	17	17	13
Other	9	7	6	21

How often do you visit the Town Centre	Nat. Small Towns %	South West Small Towns%	Typ. 2 %	Frome %
Daily	20	24	21	30
More than once a week	38	43	33	44
Weekly	21	17	21	11
Fortnightly	7	5	8	4
More than once a Month	4	5	5	0
Once a Month or Less	9	6	12	11
First Visit	1	0	0	0
How do you normally travel into the Town Centre?				
On Foot	34	39	32	56
Bicycle	2	3	3	4
Motorbike	1	2	2	0
Car	57	48	56	30
Bus	4	5	4	4
Train	1	2	2	4
Other	1	1	1	4
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	1	2	4
£0.01-£5.00	13	13	7	15
£5.01-£10.00	25	27	21	15
£10.01-£20.00	32	33	28	41
£20.01-£50.00	21	20	33	22
More than £50.00	6	5	9	4

What are the positive aspects of the Town Centre?	Nat. Small Towns %	South West Small Towns %	Typ. 2 %	Frome %
Physical appearance	45	55	73	56
Cleanliness	52	50	60	48
Retail Offer	27	36	47	72
Customer Service	43	40	35	88
Cafes/ Restaurants	52	58	70	88
Access to Services	63	49	60	88
Leisure Facilities	20	18	24	52
Cultural Activities/Events	23	21	34	68
Pubs/ Bars/ Nightclubs	35	32	36	52
Transport Links	28	37	22	32
Ease of walking around the town centre	67	75	76	72
Convenience e.g. near where you live	71	72	63	80
Safety	43	41	43	68
Car Parking	39	26	33	60
Markets	27	19	46	76
Other	5	5	4	4

What are the negative aspects of the Town Centre?	Nat. Small Towns %	South West Small Towns%	Typ. 2 %	Frome %
Physical appearance	34	24	14	32
Cleanliness	19	25	20	47
Retail Offer	54	43	35	16
Customer Service	9	10	11	5
Cafes/ Restaurants	15	11	9	5
Access to Services	13	16	14	5
Leisure Facilities	30	23	18	16
Cultural Activities/Events	28	22	18	0
Pubs/ Bars/ Nightclubs	18	16	13	5
Transport Links	23	14	26	37
Ease of walking around the town centre	7	8	7	11
Convenience e.g. near where you live	6	7	9	0
Safety	9	8	7	16
Car Parking	43	62	51	21
Markets	25	27	16	21
Other	10	10	12	5
How long do you stay in the Town Centre?				
Less than an hour	42	29	18	12
1-2 Hours	38	44	38	60
2-4 Hours	12	17	32	12
4-6 Hours	2	2	6	0
All Day	5	7	7	16
Other	1	1	1	0
Would you recommend a visit to the Town Centre?				
Yes	65	79	88	88
No	35	21	12	12

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

- "More seating along the river"
- "Need more for young people. More shops- especially menswear"
- "Updated shops. Parking."
- "Sports shops would be good. Safety, more crossings on roads"
- "Encourage local produce- an extension to the farmer's market maybe."
- "Control traffic, Reduce parking fees"
- "Better transport links. Better more pedestrian crossings"
- "Improve the market place and pedestrian crossings in town. Ensure there is a positive development of Saxonvale i.e. No large supermarket, a good mix of shops, houses, workshops"
- "Tidier/ cleaner"
- "TPT- more connected- logic. Pedestrian crossings need sorting."
- "Westway could be improved"
- "Larger shops. Market is not good enough."
- "Westway needs a revamp. Dog mess is an issue. Street parking in Catherine Street issues"
- "Shoe Zone- shops looks naff."
- "Through traffic"
- "Litter. Lack of men's shoes shops."
- "More pedestrian friendly"
- "Parking- street parking. Litter is an issue. Rubbish- Chateau Gontier walk"
- "Need more classical and jazz concerts. More buses, more trains."
- "Could make the flowers better"
- "Markets- weekday should be bigger. Market farmers- need more stands. Catherine Hill is not open enough. On Bank Hols not enough food cafes are open"
- "All positive"

KPI 12: SHOPPERS ORIGIN SURVEY

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

The **598** postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

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

	National Small Towns%	South West Small Towns %	Typ. 2 %	Frome %
Locals	58	66	59	63
Visitors	33	23	28	28
Tourists	9	10	13	9