PEOPLE & PLACES
Insight

Frome

Town Benchmarking Report

March 2019

Mike King
People and Places Insight Limited
mike.king@people-places.co.uk

Executive Summary

General

The Benchmarking exercise took place in July 2018 and was carried out by students from Frome College under the supervision of Frome Town Council. The findings from the exercise are summarised in the following report. 55 businesses returned completed business surveys, and 76 people who used the town completed the town centre user survey.

Out of the 233 occupied units in the town centre over half of these (56%) are identified as retail shops (Use Class A1); followed by 13% of units for financial and professional services (Use Class A2); and 9% are restaurants and cafes (Use Class A3). This mix of use is very much in line with national average for small town.

Positive

One of the key indicators of the vibrancy of a town is the percentage of occupied units. Frome has a particularly high occupancy rate, with the survey identifying that only 3% of units were vacant at the time of the research, compared to the national average of small towns of 9%.

Successful markets can also illustrate a town's vitality. Frome has busy and well-used markets, including weekly and monthly market events. On market days in Frome the average footfall is 270% compared to the national average for small towns on market days of 110%; and footfall for non-market days at 192% in Frome compared to 105% national average.

Businesses in the town centre were asked to complete a confidence survey regarding their turnover and profitability. 64% of businesses who completed the survey felt that their business would increase their turnover over the next 12 months compared to 42% of businesses for the national average. Only 16% of businesses in Frome stated that their profitability had decreased over the last year, compared to 36% of surveyed businesses nationally.

In terms of positive comments regarding the town centre, 71% of businesses felt Frome had a positive physical appearance (compared to 50% nationally), and 62% of businesses viewed the town as being prosperous (42% nationally). Businesses also felt that markets were a positive aspect of Frome; and that events/ activities are a positive contribution the to the town.

People who visit and use the town centre were also surveyed. 35% of those surveyed said they used the town centre for shopping, and 21% of people surveyed used it for work. There was a relatively equal split between travelling in on foot (47%) to coming in by car (46%).

In terms of positive aspects of Frome town centre, town users rated key positive aspects far higher than the national average of small towns with 82% seeing the physical appearance of the town centre as a positive aspect (compared to 45% nationally); 72% for cleanliness (40% nationally); and 76% support for safety (23% nationally). The town centre users surveyed also felt that the café and restaurants in Frome were good with 85% siting them as a positive aspect to the town (compared to 56% nationally), and felt that the markets and cultural activities and events in Frome were significantly more positive to the town than the national average.

One of the most encourage points to come out of the survey was that 97% of town centre users surveyed would recommend a visit to Frome town centre.

Room for Improvement

The benchmarking with businesses highlighted that crime was an issue for businesses in Frome's town centre with 33% stating that their businesses had suffered from crime over the last 12 months, which Is higher than the 27% stated nationally for small towns. 53% of the crimes to businesses in Frome were for criminal damage with 47% for theft.

Car parking was reported as a major concern in term of negative aspects for businesses in Frome, with 81% of businesses siting it as a negative aspect of the town (compared to 44% nationally).

Town centre users were generally very supportive of the town centre, though slight concerns were raised about the negative impact of public toilets and parking.

Introduction

The Approach

The People and Places Insight Limited 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 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.

The process works by either People and Places Insight Limited be commissioned to complete the study or as in this case the client purchases an annual license for £350 plus VAT, collects the data and sends to People and Places for data entry, analysis and reporting.

The System

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National 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. The defined town centre area of **Frome** consisted of **239** units and is thus classed as a **Small** Town.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2017 to January 2019. Where appropriate as a continued user of the Benchmarking System longitudinal analysis against the 2016 and 2017 Frome figures are supplied.

The Reports

The People and Places Insight Limited Town Benchmarking report provides statistical analysis of each of the KPI's. The reports are used by a variety of key stakeholders such as Local Authorities, Town and Parish Councils, Business Improvement Districts, Local Partnerships, Retailers and Universities to;

- Measuring High Street regeneration projects
- Developing Town Centre regeneration projects

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting community groups

Case Studies

Case Studies of good practice in the use of Benchmarking data include;

Ourburystedmunds; Bury St Edmunds BID initially used Benchmarking to create a deliverable project plan for which the organisation could use for the first 12 months of inception. Subsequently the Key Performance Indicators have been measured each year to ascertain the impact of a wide range of projects and initiatives. Most noticeably the Town Centre User Surveys identified that a large number of visitors were unhappy over an increase in car parking fees throughout the locality. As a result the BID were able to present the information to their Local Authority and oversaw the introduction of a 'Free Parking After 3pm' policy. Data from the Business Confidence, Footfall and Town Centre Users Surveys was also used to improve signage for first time visitors throughout the town centre.

Love Newmarket; The Business Improvement District used the data to measure the Town Centre in normal trading conditions and then replicate footfall, customer spend, length of stay and origin at the Christmas Events to understand impact.

Bradford on Avon Town Council; The Town Council used the data from a general Benchmarking Study to commission People and Places to conduct an Advanced Car Parking Study. Anectodal information and the Benchmarking highlighted an issue with a severe shortage of parking provision in the Town Centre at pinch points during the day. The initial data was supported by the evidence gathered in the indepth study providing the Town Council with a detached report to address the issue.

Southam First; Stratford on Avon District Council (SDC) used Section 106 money to commission a Benchmarking review of Southam town centre. Key points from the analysis included improving the business economy, marketing the locality, the creation of a calendar of events and festivals and the development of a Farmers Market. SDC used the data as a detached, evidence-based tool to create a Town Centre Partnership consisting of a private and public mix to address the issues raised from the Benchmarking Report. A public event both highlighted the findings of the report and asked for nominations for Board and Working Group members. Within 2 months 'Southam First' was a fully functioning organisation delivering actions on a project plan which was based on the Benchmarking Review. The evidence led approach allowed for Southam First to apply successfully for funding from a wide range of bodies to ensure sustainability.

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey of ground floor units in defined town centre area.
KPI: Commercial Units; Comparison/Convenience	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Commercial Units; Trader Type	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Commercial Units; Vacancy Rates	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Markets	Visual Survey of total number of traders.
KPI: Footfall	Footfall Survey on a Market Day and Non-Market Day or in the case of there being no Market a Busy weekday and a Quiet weekday.
KPI: Car Parking	Audit of total number of spaces and vacancy rate on a Market Day and Non-Market Day or in the case of there being no Market a Busy weekday and a Quiet weekday.
KPI : Business Confidence Surveys	Can include a combination of face to face, postal, hand delivered and online.
KPI: Town Centre Users Surveys	Can include a combination of face to face, paper based and online.
KPI: Shoppers Origin Surveys	Distributed with Business Confidence Surveys and Businesses are asked to record the first 5 digits of a Post Code when a customer visits the unit over a set time period.

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

Key Findings

KPI: 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

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

		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).
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.

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 **233** occupied units recorded.

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
A1	51	**56**	57	61
A2	13	**13**	13	13
A3	9	**9**	9	9
A4	4	**4**	4	1
A5	4	**3**	3	1
B1	3	**2**	2	3
B2	1	**0**	0	0
B8	0	**0**	0	0
C1	1	**1**	1	1
C2	0	**0**	0	0
C2A	0	**0**	0	0
D1	7	**3**	3	2
D2	1	**1**	1	1
SG	5	**7**	7	6
N/R	0	**0**	0	0

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

KPI: 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 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Comparison	82	**89**	89	89
Convenience	18	**11**	11	11

KPI: 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	O2
Sainsbury's	Superdrug
Tesco	Phones 4 U
Waitrose	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.

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Key Attractor	8	**4**	3	4
Multiple	21	**16**	16	17
Regional	10	**6**	7	7
Independent	61	**75**	74	72

KPI; 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.

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Vacancy	9	3	3	2

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

KPI; 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 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Traders	15	41	32	37

KPI: 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.

Benchmarking footfall is conducted in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g. an imaginary line across the road) for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Aside from the above basic rules are applied to the process;

- *An accurate stopwatch and a hand operated mechanical counter are used*
- *If a person walks passed more than once they are included in the count each time they pass through the 'line'*
- *Children under 12 are not included in the count*
- *Footfall counts are not conducted in the rain*

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.

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Market Day	*110*	***270***	*185*	*218*
Non-Market Day	*105*	***192***	*182*	*169*

KPI: 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.

Within the town on street and off parking within the core commercial offering were identified as being integral to the study. The following tables provide a summary of the Car Parking offering broken down into the;

- Percentage number of spaces in the 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 Day and on a Non-Market 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 Day and on a Non-Market Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day and on a Non-Market Day

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Car Park:				
Total Spaces:	83	81	81	92
Short Stay Spaces: (4 hours and under)	42	27	28	29
Long Stay Spaces: (Over 4 hours)	54	68	66	66
Disabled Spaces:	5	1	6	5
Not Registered	0	0	0	0
Vacant Spaces on a Market Day:	30	32	31	24
Vacant Spaces on a Non-Market Day:	36	37	33	40
On Street:				
Total Spaces:	17	9	9	8
Short Stay Spaces: (4 hours and under)	78	30	30	30
Long Stay Spaces: (Over 4 hours)	15	64	64	64
Disabled Spaces:	6	7	7	7
Not Registered	1	0	0	0
Vacant Spaces on a Market Day:	14	5	7	18
Vacant Spaces on a Non-Market Day:	17	2	15	16

Overall	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Total Spaces:	n/a	**n/a**	n/a	n/a
Short Stay Spaces: (4 hours and under)	48	**27**	28	29
Long Stay Spaces: (Over 4 hours)	47	**67**	65	66
Disabled Spaces:	5	**6**	6	5
Not Registered	0	**0**	0	0
Vacant Spaces on a Market Day:	27	**30**	29	24
Vacant Spaces on a Non-Market Day:	33	**36**	32	38

KPI: BUSINESS CONFIDENCE SURVEY

In regard 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 **55** returned Business Confidence Surveys.

Overall	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Nature of Business				
Retail	60	**56**	95	100
Financial/ Professional Services	11	**11**	0	0
Public Sector	2	**0**	0	0
Food and Drink	12	**9**	5	0
Accommodation	2	**2**	0	0
Venue	n/a	**2**	n/a	n/a
Charity Shop	n/a	**2**	n/a	n/a
Art Gallery	n/a	**2**	n/a	n/a
Other	14	**16**	0	0
Type of Business				
Multiple Trader	11	**11**	0	0
Regional	6	**13**	0	0
Independent	83	**76**	100	100
How long has your business been in the town				
Less than a year	8	**6**	20	5
One to Five Years	20	**33**	35	43
Six to Ten Years	13	**14**	10	14
More than Ten Years	59	**48**	35	38

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Compared to last year has your turnover				
Increased	39	**49**	53	48
Stayed the Same	27	**32**	27	38
Decreased	34	**19**	20	14
Compared to last year has your profitability				
Increased	30	**51**	47	50
Stayed the Same	32	**33**	27	30
Decreased	39	**16**	27	20
Over the next 12 months do you think your turnover will…				
Increase	42	**64**	56	48
Stay the Same	39	**30**	39	29
Decrease	19	**6**	6	24

What are the positive aspects of the Town Centre?	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	50	**71**	75	67
Prosperity of the town	42	**62**	60	52
Labour Pool	15	**9**	0	5
Geographical location	47	**58**	55	33
Mix of Retail Offer	50	**67**	75	86
Potential tourist customers	36	**67**	85	81
Potential local customers	74	**65**	85	86
Affordable Housing	16	**9**	0	0
Transport Links	41	**25**	15	14
Footfall	31	**22**	30	43
Car Parking	27	**15**	25	24
Rental Value/ Property Costs	12	**16**	15	33
Market(s)	13	**55**	55	52
Events/ Activities	20	**65**	65	52
Marketing/Promotions	10	**33**	20	10
Local Partnerships/ Organisations	20	**35**	30	10
Other	4	**0**	5	5

What are the negative aspects of the Town Centre?	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	18	**2**	11	5
Prosperity of the town	22	**4**	0	5
Labour Pool	16	**8**	17	0
Geographical location	8	**2**	6	0
Mix of Retail Offer	25	**9**	11	10
Number of Vacant Units	47	**21**	33	19
Potential tourist customers	13	**0**	0	0
Potential local customers	5	**2**	0	5
Affordable Housing	14	**36**	28	0
Transport Links	15	**42**	33	29
Footfall	23	**19**	22	24
Car Parking	44	**81**	72	71
Rental Value/ Property costs	25	**40**	39	33
Market(s)	9	**8**	11	0
Local business competition	21	**4**	17	14
Competition from other localities	29	**6**	11	19
Competition from out of town shopping	39	**21**	39	43
Competition from the internet	44	**45**	72	38
Events/ Activities	6	**4**	6	0
Marketing/ Promotions	6	**4**	11	0
Local Partnerships/ Organisations	6	**2**	17	0
Other	10	**2**	6	0

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Has your business suffered from any crime over the last 12 months				
Yes	27	33	39	33
No	73	67	61	67
Type of Crime				
Theft	66	47	89	57
Criminal Damage	27	53	43	43
Abuse	12	12	14	29
Other	8	0	0	0

Additional Questions

Do you offer any of the following?	%
Apprenticeships	30
Seasonal Work	15
Saturday Jobs	50
Training Programmes	5

What do you need in the future to help your business?	%
Bigger Premises	12
Better Parking	60
Better Broadband	2
Other	26

Other

- *Growing website*
- *Brexit*
- *Social Housing*
- *More Funding*
- *Local council and community support*
- *Better signage/ map of independent shops*
- *Customers*
- *Signage for parking*

- *More staff*
- *More footfall*
- *Lower rent*
- *Manager*
- *More shops*
- *Free parking*

	%
Are you aware of the Frome Annual?	
Bigger Premises	73
Better Parking	27

	%
Would you like to be featured in the Frome Annual?	
Bigger Premises	82
Better Parking	18

What two things do you think would help Frome maintain a successful businesses sector and become a visitor destination?

*Please note all comments have been copied directly from respondents submission so may contain grammatical errors.

- *cut parking charges*
- *more major shops*
- *cheaper parking*
- *lower business rates*
- *use of different channels for promotion*
- *diversity*
- *events*
- *more in centre*
- *parking*
- *online promotion*
- *affordable shops*
- *bigger names to draw people in*
- *lost track with commercial work availability*
- *more shops*
- *variety of shops*
- *shoe shops*
- *leisure activities*
- *keep encouraging independence*
- *cheaper parking*

- *more clothes shops*
- *parking*
- *remain independent*
- *better parking*
- *promotion of frome*
- *media promotion*
- *more footfall and markets*
- *increased in location promotion*
- *promotion*
- *improve parking*
- *improve variety of shops*
- *parking*
- *media marketing*
- *online promo*
- *range of different businesses*
- *better parking*
- *focus on not expensive rent*
- *people who want to buy view*
- *promotion*
- *get adults involved in cycling*
- *volunteers for care*
- *access*
- *better sign posting*
- *clean the streets*
- *20mph*
- *car park notices*
- *community together- more close*
- *promotions*
- *cheaper parking*
- *more frequent trains*
- *rental prices are more affordable for independent retailers*
- *affordable car park spaces*
- *reasonable parking*
- *making it easy for people to get round*
- *free parking*
- *bigger parking*
- *more in town office employment*
- *improving town centre*
- *more free space - community space to get together*
- *Lowering rates and encouraging more independent business in centre of town*
- *Promoting individual businesses*
- *Get rid of people using drugs*
- *do something about dog fouling*

- *Keeping affordable business rates*
- *keep independent market varied and different - not the same people*
- *rubbish collection*
- *parking*
- *better transport links*
- *attractive riverside walks*
- *cheaper parking*
- *more well known branded shops*
- *parking*
- *knowing opening hours for visitors*
- *smartened town centre*
- *parking - cheaper/free*
- *press coverage*
- *supporting independent stores*
- *market helps people to come to town*
- *mix of independent towns*
- *free car parking*
- *continuing the independent nature of the town*
- *free parking*
- *carry on how it is*
- *more parking*
- *public toilets*
- *free parking*
- *more shops*
- *less expensive parking*
- *town beach*
- *keeping independent - wide variety of businesses*
- *cultural tourist attraction*
- *transport*
- *Maintaining cheap car park*
- *continuing with independent market*

What have you done in the past year that you are most proud of?

*Please note all comments have been copied directly from respondents submission so may contain grammatical errors.

- *increased turnover by 30%*
- *online shop*
- *archealogy finds day*
- *job centre people*
- *5th year celebration*
- *turning our venue into a sports bar/ music venue*
- *Go into a lot of work places*
- *Volunteers*
- *Surviving in Frome*
- *maintaining standards*
- *help local businesses and charities*
- *carried on going!*
- *more trendy, bringing more people*
- *huge success after change comfy seats*
- *started advertising in Frome Times*
- *fashion shows for charity*
- *Mailing has increased*
- *increased stock levels*
- *still being open after 110 years*
- *Renovation of property*
- *Just opened*
- *Private jobs - high quality work*
- *better name for themselves*
- *helping learning disabled people with financial issues*
- *Coming to Frome*
- *increasing profits*
- *We hosted an American designer and had customer travel from as far as Sweden to visit us!*
- *new collection of jewellery*
- *Continuing to improve and develop business*
- *Renovating shop*
- *started selling it*
- *Created new contacts in Morocco*
- *The income made by myself*
- *starting the business*
- *electric bike home delivery*
- *won Waterstones childrens book prize*
- *working daily with young people*
- *kept clients*
- *opened new premises*

- *maintaining the shop*
- *charity work*
- *changed appearance*
- *people from captain America have visited*
- *supported a lot of charities*
- *kept open*
- *reduced plastics*
- *serving 5000 customers*
- *in bath Christmas market*
- *staying here*
- *lots of community work*
- *summer raffle*
- *made first sale of chicken nuggets, met aston merrygold*
- *increasing stock and customers*
- *street party on Catherine hill*
- *Maintaining their profile*

KPI: 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. In total **76** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Gender				
Male	32	**51**	47	28
Female	67	**49**	53	72
Prefer not to answer	1	**0**	0	0
Age				
16-25	6	**16**	12	12
26-35	15	**4**	12	8
36-45	24	**16**	10	20
46-55	23	**16**	18	10
56-65	17	**24**	28	20
Over 65	14	**25**	21	30
Prefer not to answer	1	**0**	0	0
What do you generally visit the Town Centre for?				
Work	11	**21**	17	2
Convenience Shopping	44	**35**	22	32
Comparison Shopping	6	**1**	15	7
Access Services	16	**9**	14	25
Leisure	16	**15**	22	27
Other	9	**19**	11	7

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
How often do you visit the Town Centre				
Daily	23	**26**	32	31
More than once a week	37	**33**	42	44
Weekly	21	**14**	12	8
Fortnightly	7	**5**	9	5
More than once a Month	5	**8**	0	2
Once a Month or Less	8	**13**	5	10
How do you normally travel into the Town Centre?				
On Foot	40	**47**	56	49
Bicycle	1	**4**	4	0
Motorbike	0	**1**	1	0
Car	55	**46**	35	46
Bus	2	**0**	1	3
Train	0	**1**	0	2
Other	2	**0**	3	0
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	**1**	6	5
£0.01-£5.00	11	**12**	15	9
£5.01-£10.00	23	**34**	32	29
£10.01-£20.00	32	**34**	31	38
£20.01-£50.00	26	**13**	10	20
More than £50.00	6	**5**	5	0

What are the positive general aspects of the Town Centre?	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	45	82	46	76
Cleanliness	40	72	34	90
Retail Offer	22	58	62	62
Customer Service	24	72	26	95
Cafes/ Restaurants	56	85	39	93
Access to Services	57	67	18	86
Leisure Facilities	14	43	18	48
Cultural Activities/Events	20	72	31	81
Pubs/ Bars/ Nightclubs	29	64	22	52
Public Toilets	20	34	14	n/a
Transport Links	14	40	7	45
Ease of walking around the town centre	59	78	42	88
Convenience e.g. near where you live	69	67	30	83
Safety	23	76	22	83
Car Parking	27	45	19	74
Markets	25	66	34	0
Other	6	9	9	11

What are the negative general aspects of the Town Centre?	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	25	**2**	16	28
Cleanliness	19	**12**	22	17
Retail Offer	47	**34**	27	45
Customer Service	7	**16**	0	7
Cafes/ Restaurants	12	**2**	5	7
Access to Services	12	**8**	4	3
Leisure Facilities	27	**32**	11	34
Cultural Activities/Events	20	**12**	2	0
Pubs/ Bars/ Nightclubs	14	**12**	0	14
Public Toilets	25	**44**	15	n/a
Transport Links	19	**32**	33	34
Ease of walking around the town centre	10	**10**	5	7
Convenience e.g. near where you live	3	**12**	4	7
Safety	16	**4**	15	17
Car Parking	43	**54**	35	7
Markets	15	**10**	7	10
Other	17	**0**	11	14

	National Small Towns %	Frome 2018 %	Frome 2017 %	Frome 2016 %
How long do you stay in the Town Centre?				
Less than an hour	35	14	31	31
1-2 Hours	44	36	42	42
2-4 Hours	13	27	13	22
4-6 Hours	3	7	4	0
All Day	4	16	10	5
Other	1	0	0	0
Would you recommend a visit to the Town Centre?				
Yes	72	97	96	86
No	28	3	4	14

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

*Please note all comments have been copied directly from respondents submissions so may contain grammatical errors.

- better toilets
- inland beach
- no improvement needed, this town is flawless
- cheap parking
- open air swimming pool
- cheap parking
- cheaper parking
- advertisement
- expensive parking
- become independent
- make the concrete step created by removing the parking spacer safer
- communial green area
- riverside pubs
- beach
- cleanliness
- beach
- communial area artificial grass and deck chair

- more free parking
- park and ride
- ski life up hill
- public toilets
- free car parking
- toilets near cheap street
- druggies
- crossing further up the hill
- less betting shops
- more posh cafes
- increased variety of shops
- bigger markets
- traffic out
- cleaner
- free parking
- better pedestrian crossing near barclays
- less traffic
- more flora/fauna
- car parking cheaper/free
- more independent stores
- flatter
- dog poo is a big issue
- westway could do with a revamp
- close off road to traffic/move bus stops
- more activities not aimed at older generations
- more family friendly activities
- public transport
- better town centre marketing
- bit scruffy in places
- smarten the centre up
- more free parking for a small visit
- big shop, e.g. new look
- shoe shop
- each shop should be responsible for the dog poo outside their shop
- simple laybys to help traffic.
- more dog bins
- Tidy up market place
- another pedestrian crossing south of the present one
- free parking around cheap street
- no more mendip council
- better/cheaper gym
- parking rates lower
- better independent shops

- legalise marijuana
- legalise marijuana
- parking
- cheaper parking
- more greenery
- free car parking
- cleaning up
- ban buses
- shoe shop
- less food places
- more big brand clothing shops
- free parkinfill vacant shops
- variety of shops
- free car parking
- supermarket in town centre
- named retail
- cleaner benches/seating
- childrens play areas
- reduced rents
- better transport links
- legalise weed
- homeless facilities
- faster broadband
- noise from events
- more parkin
- less charity shops
- a cheap clothes shop
- more buses to surrounding villages
- better/cheaper car parking
- better variety of shops
- better parking
- bigger shops
- better variety of shops
- bigger brands
- Nightclubs
- Bigger brand shops
- Parking
- promotion off local businesses
- Parking
- More events for sport
- all take control of the town centre
- More seats
- more music

KPI: 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 **575** 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 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Locals	55	**57**	43	61
Visitors	29	**16**	27	33
Tourists	15	**27**	31	6

Tel: 01908 242713 Email: info@people-places.co.uk @PandPInsight www.people-places.co.uk

Appendix

Business Unit Database

Footfall

Car Parking Database