PEOPLE & PLACES
Insight

Frome

Town Benchmarking Report 2019

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Executive Summary

General

The Benchmarking exercise took place in July 2019 and was carried out by students from Frome College under the supervision of Frome Town Council.

Out of the 230 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). Compared to the national average, it has a slightly higher level of comparison goods shops (books, furniture, clothing) rather than convenience goods shops. The town also has a much higher ratio of independent shops (74%) compared to the national average (61%).

Frome continues to have a particularly high occupancy rate for its town centre units, 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%. Frome has an established twice weekly market, with on average 25 traders, higher than the national average of 15.

Businesses in the town centre were asked to complete a confidence survey regarding their turnover and profitability. 72% 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 15% of businesses in Frome stated that their profitability had decreased over the last year, compared to 34% of surveyed businesses nationally.

In terms of positive comments regarding the town centre, 68% of businesses viewed the town as being prosperous (42% nationally). Businesses also felt that markets and footfall were a positive aspect of Frome; and that events/ activities are a positive contribution the to the town.

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 78% seeing the physical appearance of the town centre as a positive aspect (compared to 45% nationally); 72% for cleanliness (40% nationally); and 65% support for safety (23% nationally). The town centre users surveyed also felt that the café and restaurants in Frome were good with 76% 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.

Room for Improvement
Car parking was reported as a major concern in term of negative aspects for businesses in Frome, with 63% of businesses siting it as a negative aspect of the town (compared to 44% nationally). Businesses are requesting free or cheaper car parking.

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** consists of **238** 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 2018 to January 2020. Where appropriate as a continued user of the Benchmarking System longitudinal analysis against the 2016, 2017 and 2018 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
- 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.
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Market Day and Non-Market Day.
KPI: BUSINESS CONFIDENCE SURVEYS	Face to face and hand surveys with covering letter and freepost envelope.
KPI: TOWN CENTRE USER SURVEYS	Face to face and online surveys.
KPI: SHOPPERS ORIGIN SURVEYS	Distributed with Business Confidence Surveys and Businesses are asked to record the home locations of customers over a set time period.

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 no significant element of care is provided (excludes hostels)
C2	Residential	Residential care homes, hospitals, nursing

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	Institutions	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 **230** occupied units recorded.

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
A1	*51*	***56***	*56*	*57*	*61*
A2	*13*	***13***	*13*	*13*	*13*
A3	*9*	***9***	*9*	*9*	*9*
A4	*4*	***5***	*4*	*4*	*1*
A5	*4*	***3***	*3*	*3*	*1*
B1	*3*	***2***	*2*	*2*	*3*
B2	*1*	***0***	*0*	*0*	*0*
B8	*0*	***0***	*0*	*0*	*0*
C1	*1*	***1***	*1*	*1*	*1*
C2	*0*	***0***	*0*	*0*	*0*
C2A	*0*	***0***	*0*	*0*	*0*
D1	*7*	***4***	*3*	*3*	*2*
D2	*1*	***1***	*1*	*1*	*1*
SG	*5*	***7***	*7*	*7*	*6*
N/R	*0*	***0***	*0*	*0*	*0*

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.

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

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Comparison	*82*	***89***	*89*	*89*	*89*
Convenience	*18*	***11***	*11*	*11*	*11*

KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is 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 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Key Attractor	*8*	***3***	*4*	*3*	*4*
Multiple	*21*	***17***	*16*	*16*	*17*
Regional	*10*	***6***	*6*	*7*	*7*
Independent	*61*	***74***	*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 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Vacancy	*9*	***3***	*3*	*3*	*2*

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 2019	Frome 2018 %	Frome 2017 %	Frome 2016 %
Traders	*15*	***25***	*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 2019	Frome 2018 %	Frome 2017 %	Frome 2016 %
Market Day	*110*	***131***	*270*	*185*	*218*
Non-Market Day	*105*	***96***	*192*	*182*	*169*

The following tables provide the full detail of each footfall count.

	Market Day
10.00-10.10	105
11.00-11.10	127
12.00-12.10	160
TOTAL	392
AVERAGE	131

	Non-Market Day
10.30-10.40	80
11.50-12.00	95
12.45-12.55	114
TOTAL	289
AVERAGE	96

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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

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Car Park:					
Total Spaces:	*83*	***91***	*81*	*81*	*92*
Short Stay Spaces: (4 hours and under)	*42*	***27***	*27*	*28*	*29*
Long Stay Spaces: (Over 4 hours)	*54*	***68***	*68*	*66*	*66*
Disabled Spaces:	*5*	***6***	*1*	*6*	*5*
Not Registered	*0*	***0***	*0*	*0*	*0*
Vacant Spaces on a Market Day:	*30*	***34***	*32*	*31*	*24*
Vacant Spaces on a Non-Market Day:	*36*	***38***	*37*	*33*	*40*
On Street:					
Total Spaces:	*17*	***9***	*9*	*9*	*8*
Short Stay Spaces: (4 hours and under)	*78*	***30***	*30*	*30*	*30*
Long Stay Spaces: (Over 4 hours)	*15*	***64***	*64*	*64*	*64*
Disabled Spaces:	*6*	***7***	*7*	*7*	*7*
Not Registered	*1*	***0***	*0*	*0*	*0*
Vacant Spaces on a Market Day:	*14*	***3***	*5*	*7*	*18*
Vacant Spaces on a Non-Market Day:	*17*	***18***	*2*	*15*	*16*

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Overall	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Total Spaces:	*n/a*	***n/a***	**n/a**	n/a	n/a
Short Stay Spaces: (4 hours and under)	*48*	***27***	**27**	28	29
Long Stay Spaces: (Over 4 hours)	*47*	***68***	**67**	65	66
Disabled Spaces:	*5*	***6***	**6**	6	5
Not Registered	*0*	***0***	**0**	0	0
Vacant Spaces on a Market Day:	*27*	***31***	**30**	29	24
Vacant Spaces on a Non-Market Day:	*33*	***36***	**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 **78** returned Business Confidence Surveys.

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Nature of Business					
Retail	*60*	***60***	*56*	*95*	*100*
Financial/ Professional Services	*11*	***9***	*11*	*0*	*0*
Public Sector	*2*	***0***	*0*	*0*	*0*
Food and Drink	*12*	***19***	*9*	*5*	*0*
Accommodation	*2*	***0***	*2*	*0*	*0*
Venue	*n/a*	***n/a***	*2*	*n/a*	*n/a*
Charity Shop	*n/a*	***n/a***	*2*	*n/a*	*n/a*
Art Gallery	*n/a*	***n/a***	*2*	*n/a*	*n/a*
Other	*14*	***12***	*16*	*0*	*0*
Type of Business					
Multiple Trader	*11*	***21***	*11*	*0*	*0*
Regional	*6*	***4***	*13*	*0*	*0*
Independent	*83*	***75***	*76*	*100*	*100*
How long has your business been in the town					
Less than a year	*8*	***5***	*6*	*20*	*5*
One to Five Years	*20*	***17***	*33*	*35*	*43*
Six to Ten Years	*13*	***22***	*14*	*10*	*14*
More than Ten Years	*59*	***56***	*48*	*35*	*38*

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	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Compared to last year has your turnover					
Increased	*39*	***56***	*49*	*53*	*48*
Stayed the Same	*27*	***30***	*32*	*27*	*38*
Decreased	*34*	***15***	*19*	*20*	*14*
Compared to last year has your profitability					
Increased	*30*	***48***	*51*	*47*	*50*
Stayed the Same	*32*	***37***	*33*	*27*	*30*
Decreased	*39*	***15***	*16*	*27*	*20*
Over the next 12 months do you think your turnover will…					
Increase	*42*	***72***	*64*	*56*	*48*
Stay the Same	*39*	***25***	*30*	*39*	*29*
Decrease	*19*	***4***	*6*	*6*	*24*

What are the positive aspects of the Town Centre?	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	*50*	***57***	*71*	*75*	*67*
Prosperity of the town	*42*	***68***	*62*	*60*	*52*
Labour Pool	*15*	***41***	*9*	*0*	*5*
Geographical location	*47*	***77***	*58*	*55*	*33*
Mix of Retail Offer	*50*	***56***	*67*	*75*	*86*
Potential tourist customers	*36*	***67***	*67*	*85*	*81*
Potential local customers	*74*	***72***	*65*	*85*	*86*
Affordable Housing	*16*	***35***	*9*	*0*	*0*
Transport Links	*41*	***48***	*25*	*15*	*14*
Footfall	*31*	***67***	*22*	*30*	*43*
Car Parking	*27*	***44***	*15*	*25*	*24*
Rental Value/ Property Costs	*12*	***44***	*16*	*15*	*33*
Market(s)	*13*	***64***	*55*	*55*	*52*
Events/ Activities	*20*	***65***	*65*	*65*	*52*
Marketing/Promotions	*10*	***47***	*33*	*20*	*10*
Local Partnerships/ Organisations	*20*	***44***	*35*	*30*	*10*
Other	*4*	***0***	*0*	*5*	*5*

What are the negative aspects of the Town Centre?	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	18	**10**	2	11	5
Prosperity of the town	22	**6**	4	0	5
Labour Pool	16	**16**	8	17	0
Geographical location	8	**6**	2	6	0
Mix of Retail Offer	25	**27**	9	11	10
Number of Vacant Units	47	**6**	21	33	19
Potential tourist customers	13	**8**	0	0	0
Potential local customers	5	**12**	2	0	5
Affordable Housing	14	**41**	36	28	0
Transport Links	15	**18**	42	33	29
Footfall	23	**18**	19	22	24
Car Parking	44	**63**	81	72	71
Rental Value/ Property costs	25	**27**	40	39	33
Market(s)	9	**14**	8	11	0
Local business competition	21	**6**	4	17	14
Competition from other localities	29	**10**	6	11	19
Competition from out of town shopping	39	**2**	21	39	43
Competition from the internet	44	**4**	45	72	38
Events/ Activities	6	**8**	4	6	0
Marketing/ Promotions	6	**10**	4	11	0
Local Partnerships/ Organisations	6	**6**	2	17	0
Other	10	**0**	2	6	0

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Has your business suffered from any crime over the last 12 months					
Yes	*27*	***33***	*33*	*39*	*33*
No	*73*	***67***	*67*	*61*	*67*
Type of Crime					
Theft	*66*	***88***	*47*	*89*	*57*
Criminal Damage	*2775*	***48***	*53*	*43*	*43*
Abuse	*12*	***4***	*12*	*14*	*29*
Other	*8*	***4***	*0*	*0*	*0*

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

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

- *Car parking, more security*
- *cheaper parking*
- *First hour free parking, rent cheaper.*
- *free parking*
- *car parking too expensive*
- *better car parks, out of town shuffle*
- *free parking*
- *free parking, park and ride*
- *reduce rental rates*
- *lower parking and more of it*
- *car parking*
- *car parking for market, more different shops*
- *parking*
- *change council, free parking*
- *cheaper parking*
- *Parking. reduced rates*
- *lower rate, more clothing shops*
- *better parking for business owners. more flowers*
- *buses, not enough private shops*
- *bigger businesses*
- *need free/cheap parking, better shops for local people*
- *parking affordable housing*
- *promotion of market*
- *chamber of commerce improved*
- *Sunday parking fees, attract visitors*
- *cheaper parking, better transport*
- *car parking, promotion*
- *security, promotion*
- *security, rental values*
- *security*
- *car parking*
- *more police*
- *car parking, security*
- *cheaper parking and rent, more security*
- *cheaper parking*
- *more independent variety*
- *parking*
- *car parking, security, housing market*
- *parking*
- *more shops, industry*

- *free and more parking, greater police presence*
- *cheaper parking*
- *cheaper parking, more chain/discount stores*
- *cheaper parking, market promotion, major supermarket in town*
- *security, incompetence of the police and law*
- *cheaper parking*
- *security and parking*
- *parking, variety of clothes shops, development*
- *parking, clothes, security*
- *cheaper parking, security*
- *cheaper parking, free parking, more security*
- *free car parking, retail for men*
- *affordable housing, parking*
- *have an hour of free parking*
- *free parking, more events*
- *rent freeze, start up shop incentive*
- *more retail partnership, more town marketing*
- *security, promotion*
- *parking*
- *car parking, people that are involved in council that are business owners*
- *bring back free parking, trading estates*
- *bus stops changed to stop jams, free parking for quick purchases*
- *more parking, town centre appearance*
- *rents too hight, car parking too high*
- *cutting business rates, housing more affordable*
- *more shopping, too many charity/cafes*
- *Get rid of the market, free marketing and more fewer traffic wardens, increase speed*
- *development of the old factories*
- *parking rates, vetting shop influx*
- *free car parking, reduced rates*

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 **46** 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 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Gender					
Male	*32*	***45***	*51*	*47*	*28*
Female	*67*	***55***	*49*	*53*	*72*
Prefer not to answer	*1*	***0***	*0*	*0*	*0*
Age					
16-25	*6*	***25***	*16*	*12*	*12*
26-35	*15*	***55***	*4*	*12*	*8*
36-45	*24*	***19***	*16*	*10*	*20*
46-55	*23*	***16***	*16*	*18*	*10*
56-65	*17*	***10***	*24*	*28*	*20*
Over 65	*14*	***6***	*25*	*21*	*30*
Prefer not to answer	*1*	***0***	*0*	*0*	*0*
What do you generally visit the Town Centre for?					
Work	*11*	***14***	*21*	*17*	*2*
Convenience Shopping	*44*	***24***	*35*	*22*	*32*
Comparison Shopping	*6*	***30***	*1*	*15*	*7*
Access Services	*16*	***0***	*9*	*14*	*25*
Leisure	*16*	***19***	*15*	*22*	*27*
Other	*9*	***14***	*19*	*11*	*7*

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
How often do you visit the Town Centre					
Daily	*23*	***24***	*26*	*32*	*31*
More than once a week	*37*	***38***	*33*	*42*	*44*
Weekly	*21*	***11***	*14*	*12*	*8*
Fortnightly	*7*	***4***	*5*	*9*	*5*
More than once a Month	*5*	***9***	*8*	*0*	*2*
Once a Month or Less	*8*	***13***	*13*	*5*	*10*
How do you normally travel into the Town Centre?					
On Foot	*40*	***43***	*47*	*56*	*49*
Bicycle	*1*	***0***	*4*	*4*	*0*
Motorbike	*0*	***2***	*1*	*1*	*0*
Car	*55*	***46***	*46*	*35*	*46*
Bus	*2*	***4***	*0*	*1*	*3*
Train	*2*	***4***	*1*	*0*	*2*
Other	*0*	***0***	*0*	*3*	*0*
On average, on your normal visit to the Town Centre how much do you normally spend?					
Nothing	*3*	***5***	*1*	*6*	*5*
£0.01-£5.00	*11*	***20***	*12*	*15*	*9*
£5.01-£10.00	*23*	***12***	*34*	*32*	*29*
£10.01-£20.00	*32*	***33***	*34*	*31*	*38*
£20.01-£50.00	*26*	***28***	*13*	*10*	*20*
More than £50.00	*6*	***2***	*5*	*5*	*0*

What are the positive general aspects of the Town Centre?	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	45	78	82	46	76
Cleanliness	40	63	72	34	90
Retail Offer	22	72	58	62	62
Customer Service	24	83	72	26	95
Cafes/ Restaurants	56	76	85	39	93
Access to Services	57	63	67	18	86
Leisure Facilities	14	70	43	18	48
Cultural Activities/Events	20	83	72	31	81
Pubs/ Bars/ Nightclubs	29	59	64	22	52
Public Toilets	20	46	34	14	n/a
Transport Links	14	46	40	7	45
Ease of walking around the town centre	59	78	78	42	88
Convenience e.g. near where you live	69	87	67	30	83
Safety	23	65	76	22	83
Car Parking	27	33	45	19	74
Markets	25	57	66	34	0
Other	6	0	9	9	11

What are the negative general aspects of the Town Centre?	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Physical appearance	*25*	***19***	2	*16*	*28*
Cleanliness	*19*	***30***	12	*22*	*17*
Retail Offer	*47*	***28***	34	*27*	*45*
Customer Service	*7*	***12***	16	*0*	*7*
Cafes/ Restaurants	*12*	***19***	2	*5*	*7*
Access to Services	*12*	***33***	8	*4*	*3*
Leisure Facilities	*27*	***16***	32	*11*	*34*
Cultural Activities/Events	*20*	***14***	12	*2*	*0*
Pubs/ Bars/ Nightclubs	*14*	***16***	12	*0*	*14*
Public Toilets	*25*	***56***	44	*15*	*n/a*
Transport Links	*19*	***42***	32	*33*	*34*
Ease of walking around the town centre	*10*	***12***	10	*5*	*7*
Convenience e.g. near where you live	*3*	***5***	12	*4*	*7*
Safety	*16*	***16***	4	*15*	*17*
Car Parking	*43*	***68***	54	*35*	*7*
Markets	*15*	***9***	10	*7*	*10*
Other	*17*	***0***	0	*11*	*14*

	National Small Towns %	Frome 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
How long do you stay in the Town Centre?					
Less than an hour	*35*	***11***	*14*	*31*	*31*
1-2 Hours	*44*	***33***	*36*	*42*	*42*
2-4 Hours	*13*	***29***	*27*	*13*	*22*
4-6 Hours	*3*	***18***	*7*	*4*	*0*
All Day	*4*	***9***	*16*	*10*	*5*
Other	*1*	***0***	*0*	*0*	*0*
Would you recommend a visit to the Town Centre?					
Yes	*72*	***85***	*97*	*96*	*86*
No	*28*	***15***	*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.

- *Parking!*
- *Mens shops*
- *menswear shops*
- *ease of access from out of town, either via public transport or free parking*
- *better bus links*
- *free parking and/or public transport incentive*
- *pedestrianisation of more roads*
- *menswear*
- *walkways*
- *more active*
- *less traffic*
- *bus stops*
- *larger variety of retail setting free parking*
- *visual appearance cleanliness*
- *disabled access*
- *Car parking - more places to park more buses*
- *Cleaner town.*
- *Car parking.*
- *Cleaner toilets.*
- *Car Parking.*
- *More childrens stuff and more places to eat*
- *Cheaper parking.*
- *More security.*
- *More places to eat.*
- *More clothes shops.*
- *Cleaner toilets.*
- *Car Parking.*
- *cleaner.*
- *cheaper parking*
- *More clothes shops.*
- *More car parking spaces.*
- *Cheap parking*
- *more cleaners around.*
- *More parking spaces.*
- *signs to show where toilets are*
- *car parking,*
- *less crimes*
- *cheaper parking,*
- *more places for kids to play*
- *make more clean,*
- *safer for little kids*

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- *make things safer,*
- *more public toilets*
- *safety for kids, more things for kids to do*
- *free parking*
- *incentives for more diverse stores*
- *clothes shops, new restaurants*
- *cheaper parking, more shops*
- *traffic*
- *menswear*
- *menswear*

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 **XXX** 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 2019 %	Frome 2018 %	Frome 2017 %	Frome 2016 %
Locals	*55*	***n/a***	*57*	*43*	*61*
Visitors	*29*	***n/a***	*16*	*27*	*33*
Tourists	*15*	***n/a***	*27*	*31*	*6*

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