

# AMT TOWN BENCHMARKING

MEASURING THE PERFORMANCE OF TOWN CENTRES

## NESTON 2014 REPORT



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### General

#### **Retail Offer**

- 52% of the ground floor units in Neston Town Centre are A1 Shops whilst 19% are A2 Financial and Professional Services, 5% higher than the National Small Towns average.
- Replicating the National, Regional and Typology figures over two thirds of the A1 Shops in Neston town centre mainly sold comparison goods.
- Neston largely reflects the National pattern in terms of type of trader. 66% of the A1 Shops in Neston are unique to the town centre, slightly lower than the National (68%) and Regional (73%) figures whilst 27% have nationwide presence, 2% higher than the National average.
- 35% spent £20.01-£50.00 which is 15% higher than the National and 22% higher than the Regional averages.

#### **A town for locals**

- 90% of respondents visited Neston town centre at least once a week and 84% of town centre users stayed in Neston for less than two hours. 88% of all post codes gathered were from those living within the town.
- 65% of the town centre users visited Neston for convenience shopping, 23% higher than the National Small Towns average.

#### **New weekend market**

- Nearly two thirds (64%) of town centre users wanted to see a new weekend market introduced with three quarters stating a Farmers Market and 60% Continental Market.
- Town centre users wanted to see more food and clothing stalls at the current weekday Market.

#### **Market Square**

- Town centre users felt the Market Square should host more music events.

## **Positives**

### **Market**

- 30 traders were present at the regular market in Neston on Friday 2<sup>nd</sup> May, which is considerably higher than the National (17) and Typology (10).
- Footfall in Neston (118) is very similar to the National figures on Market/ Busy Day (122) and is higher than the Regional (92) and Typology (91) averages.
- On the Market Day only 10% of car parking was available, noticeably lower than the National (28%), Regional (41%) and Typology (28%) figures.
- 58% of town centre users rated the market as a positive aspect of Neston.
- 71% of those interviewed used the market in Neston and when questioned on what traders they used, the Fruit and Veg stall was the most popular choice, followed by Bakers, then Meat and Fish stalls.

### **Car Parking**

- Interestingly 91% of businesses reported that car parking was a positive aspect of operating in the town centre, vastly higher than the National (39%), Regional (50%) and Typology (50%) figures. Similarly 67% of town centre users rated car parking and as a positive aspect of the data.

## **Negative**

### **Empty units**

- Vacancy rates in Neston town centre are very high in comparison to the National Small Towns (8%), Regional (9%) and Typology (7%) figures. To provide further context to the data, within Benchmarking we only use the data on the 100 or so towns on the system. The Local Data Company who review town centres of all sizes from across Britain reported in February 2014 that the vacancy rate overall was 14% and 17% in the North West. Qualitative suggestions also concentrated on the need to get the empty units occupied and or revamped.

### **Low footfall and high car parking vacancy on Non Market Days**

- The impact of the market is noticeable in the town centre as footfall declines rapidly on the Non Market Day to 37 persons per ten minutes, vastly lower than the National (90), Regional (63) and Typology (67) figures. Similarly, 41% of car parking spaces were vacant during the Non Market Day audit, a 31% increase from the Market Day and 5% higher than the National Small Towns and Typology averages. To place these figures into further context, at a meeting of the British Parking Association in 2013 a figure of 15% vacancy was discussed as a benchmark. 58% of businesses reported that compared to last year their turnover had decreased, more

than double the National Small Towns average. Highlighting a lack of business confidence 50% of traders also reported that their profitability had decreased over the last 12 months and expected their turnover to decrease over the next year. Both set of figures are higher than the National, Regional and Typology averages.

### **Retail offer**

- 64% of town centre users rated retail offer as a negative aspect of Neston, noticeably higher than the National (42%), Regional (44%) and Typology (27%) averages. Qualitative comments also centred on the need to improve the retail offering in Neston, for example the introduction of more clothes shops was often cited.

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## INTRODUCTION

### THE APPROACH

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

### 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. **Neston** with 99 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 2013.

Information on towns contributing to Benchmarking in 2013, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix. Neston is classed as a Typology **1** town.

## THE REPORTS

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

- Benchmark clusters of towns to ascertain high performers / under achievers
- 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	DATA COLLECTION 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 Rents/ Prime Retail Property Yield	Commercial Agent
KPI 8: Footfall	Footfall Survey on a Market Day and Non Market Day
KPI 9: Car Parking	Audit on a Market Day/Non Market Day
KPI 10: Business Confidence Surveys	Postal Survey
KPI 11: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI 12: Shoppers Origin Surveys	Shoppers Origin Survey

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	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing

		homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
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 **84** occupied units recorded.

	National Small Towns%	North West Small Towns%	Typology%	Neston%
<b>A1</b>	53	54	51	52
<b>A2</b>	14	14	15	19
<b>A3</b>	8	8	9	4
<b>A4</b>	4	4	4	4
<b>A5</b>	5	6	4	2
<b>B1</b>	3	3	4	0
<b>B2</b>	0	0	0	2
<b>B8</b>	0	0	0	0
<b>C1</b>	1	1	0	0
<b>C2</b>	0	0	0	1
<b>C2A</b>	0	0	0	0
<b>D1</b>	6	5	7	10
<b>D2</b>	1	0	1	0
<b>SG</b>	5	5	4	6
<b>Not Recorded</b>	0	0	0	0

52% of the ground floor units in Neston Town Centre are A1 Shops whilst 19% are A2 Financial and Professional Services, 5% higher than the National Small Towns average.

## 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%	North West Small Towns%	Typology%	Neston%
<b>Comparison</b>	79	77	72	77
<b>Convenience</b>	21	23	18	23

Replicating the National, Regional and Typology figures over two thirds of the A1 Shops in Neston town centre mainly sold comparison goods.

### KPI 3: 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.

<b>Department Stores</b>	<b>Clothing</b>
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
<b>Mixed Goods Retailers</b>	Topman
Argos	Topshop
Boots	
TK Maxx	<b>Other Retailers</b>
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
<b>Supermarkets</b>	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.

	National Small Towns%	North West Small Towns%	Typology%	Neston%
<b>Key Attractor</b>	6	4	7	7
<b>Multiple</b>	19	17	29	20
<b>Regional</b>	7	5	9	7
<b>Independent</b>	68	73	59	66

Neston largely reflects the National pattern in terms of type of trader. 66% of the A1 Shops in Neston are unique to the town centre, slightly lower than the National (68%) and Regional (73%) figures whilst 27% have nationwide presence, 2% higher than the National average.

#### KPI 4; 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%	North West Small Towns%	Typology%	Neston%
<b>Vacancy Rate</b>	8	9	7	15

Vacancy rates in Neston town centre are very high in comparison to the National Small Towns (8%), Regional (9%) and Typology (7%) figures.

To provide further context to the data, within Benchmarking we only use the data on the 100 or so towns on the system. The Local Data Company who review town centres of all sizes from across Britain reported in February 2014 that the vacancy rate overall was 14% and 17% in the North West.

## KPI 5; 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 regular (at least once a fortnight) weekday markets within the locality.

	National Small Towns	North West Small Towns	Typology	Neston
Av. No.	17	24	10	30

30 traders were present at the regular market in Neston on Friday 2<sup>nd</sup> May, which is considerably higher than the National (17) and Typology (10).

## 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	North West Small Towns	Typology	Neston
<b>Zone A Rents</b>	27	19	27	27
<b>% Yield</b>	8	9	8	n/a

Information was not available on Prime Retail Property Yield, however Zone A Rents (£27 per sq feet) were identical to the National Small and Typology town figures.

## 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 town, the Market Place by Sainsbury's, compared against similar locations Nationally, Regionally and in a Typology context.

	National Small Towns	North West Small Towns	Typology	Neston
<b>Market/ Busy Day</b>	122	92	91	118
<b>Non Market/ Quiet Day</b>	90	63	67	37

Footfall in Neston (118) is very similar to the National figures on Market/ Busy Day (122) and is higher than the Regional (92) and Typology (91) averages. The impact of the market is noticeable in the town centre as footfall declines rapidly on the Non Market Day to 37 persons per ten minutes, vastly lower than the National (90), Regional (63) and Typology (67) figures.

Details on all the counts conducted in the town centre are provided in the tables below and highlight that in both locations the market has a huge impact on footfall. Outside the Post Office (103), footfall is slightly lower than in the Market Place on the market day and similarly these drop markedly on the Non Market Day to 46 persons per ten minutes.

Count Point Location: Location 1 – Stood outside Post office facing towards main road. Market Day – 2/5/14; Non Market Day – 17/6/14			
Time	Market Day/ Busy Day Count	Time	Non Market Day/ Quiet Day Count
10.35 – 10.45	115	10.45 – 10.55	50
11.35 – 11.45	114	11.20 – 11.30	43
12.15 – 12.25	80	12.05 – 12.15	46
<b>Total</b>	<b>309</b>	<b>Total</b>	<b>139</b>
<b>Average</b>	<b>103</b>	<b>Average</b>	<b>46</b>

Count Point Location: Location 2 – Stood by wall next to entrance to the market area, facing large tree opposite (looking across pathway to main road). Market Day – 2/5/14; Non Market Day – 17/6/14

Time	Market Day/ Busy Day Count	Time	Non Market Day/ Quiet Day Count
10.50 – 11.00	119	10.25 – 10.35	35
11.00 – 11.10	157	11.35 – 11.45	40
12.30 – 12.40	79	12.20 – 12.30	36
<b>Total</b>	<b>355</b>	<b>Total</b>	<b>111</b>
<b>Average</b>	<b>118</b>	<b>Average</b>	<b>37</b>

## 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;

- Overall provision of car parking spaces
- Overall provision of total number of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market/ Busy Day and on a Non Market/ Quiet Day.

A full list of all car parking data is available in the Appendix.

<b>Car Park:</b>	<b>Nat. Small Towns %</b>	<b>North West Small Towns %</b>	<b>Typ.%</b>	<b>Neston %</b>	<b>Neston %</b>
<b>Overall</b>					
Total Spaces:	n/a	n/a	n/a	551	n/a
Short Stay Spaces: (4 hours and under)	48	57	56	291	53
Long Stay Spaces: (Over 4 hours)	40	38	37	230	42
Disabled Spaces:	4	4	4	30	5
Not Registered	7	1	3	0	0
Vacant Spaces on a Busy/Market Day:	28	41	28	52	10
Vacant Spaces on a Quiet/ Non Market Day:	36	42	36	224	41
Illegal Spaces on a Busy/Market Day:	n/a	n/a	n/a	8	n/a
Illegal Spaces on a Quiet/ Non Market Day:	n/a	n/a	n/a	6	n/a

Once again the importance of the market in terms of street and road traffic is emphasized by the table above. On the Market Day only 10% of car parking was available, noticeably lower than the National (28%), Regional (41%) and Typology (28%) figures. However, 41% of car parking spaces were vacant during the Non Market Day audit, a 31% increase from the Market Day and 5% higher than the National Small Towns and Typology averages. To place these figures into further context, at a meeting of the British Parking Association in 2013 a figure of 15% vacancy was discussed as a benchmark.

## 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 12 returned Business Confidence Surveys. Please note that all the occupied premises in the Business Unit Database received a survey with accompanying covering letter and freepost envelope providing a response rate of 14%.

	National Small Towns%	North West Small Towns%	Typ. %	Neston %
<b>Nature of Business</b>				
Retail	59	69	50	73
Financial/ Professional Services	18	12	21	18
Public Sector	2	3	4	0
Food and Drink	12	9	17	9
Other	10	7	8	0
<b>Type of Business</b>				
Multiple Trader	11	7	17	0
Regional	6	15	13	17
Independent	83	78	71	83
<b>How long has your business been in the town</b>				
Less than a year	7	3	6	0
One to Five Years	21	27	21	8
Six to Ten Years	15	15	15	8
More than Ten Years	57	54	58	83

Compared to last year has your turnover				
Increased	38	27	30	25
Stayed the Same	34	29	32	17
Decreased	28	45	39	58
Compared to last year has your profitability				
Increased	30	25	32	17
Stayed the Same	37	29	27	33
Decreased	33	46	41	50
Over the next 12 months do you think your turnover will				
Increase	44	38	33	17
Stay the Same	40	39	42	33
Decreased	16	23	24	50

58% of businesses reported that compared to last year their turnover had decreased, more than double the National Small Towns average. Highlighting a lack of business confidence 50% of traders also reported that their profitability had decreased over the last 12 months and expected their turnover to decrease over the next year. Both set of figures are higher than the National, Regional and Typology averages.

What are the positive aspects of the Town Centre?				
Physical Appearance	n/a	n/a	n/a	27
Prosperity of the town	45	21	56	18
Labour Pool	10	3	7	0
Geographical location	49	48	51	9
Mix of Retail Offer	39	41	33	27
Potential tourist customers	41	24	36	18
Potential local customers	78	72	82	64
Affordable Housing	8	9	4	9
Transport Links	26	34	36	18
Car Parking	39	50	51	91
Rental Values/ Property Costs	16	10	7	18
Market (s)	18	38	24	45
Events/Activities	n/a	n/a	n/a	18
Marketing/ Promotions	n/a	n/a	n/a	9
Local Partnerships/ Organisations	n/a	n/a	n/a	18
Other	5	9	0	0

Interestingly 91% of businesses reported that car parking was a positive aspect of operating in the town centre, vastly higher than the National (39%), Regional (50%) and Typology (50%) figures. 64% rated potential local customers as a positive aspect and 45% markets, the latter noticeably higher than the National Small Towns average of 18%.

What are the negative aspects of the Town Centre?				
Prosperity of the town	17	33	12	50
Labour Pool	6	2	7	17
Geographical location	7	6	2	25
Mix of Retail Offer	19	35	24	42
Potential tourist customers	7	8	15	25
Potential local customers	3	2	5	17
Affordable Housing	10	6	12	17
Transport Links	14	8	10	67
Car Parking	53	29	49	8
Rental Values/ Property Costs	35	50	49	25
Market (s)	10	10	7	8
Local business competition	18	19	29	25
Competition from other places	33	52	54	42
Competition from out of town shopping	n/a	n/a	n/a	42
Competition from the internet	39	56	49	50
Events/ Activities	n/a	n/a	n/a	8
Marketing/ Promotions	n/a	n/a	n/a	17
Local Partnerships/ Organisations	n/a	n/a	n/a	8
Other	7	14	7	8

67% of traders rated Transport Links as negative aspect of the town centre considerably higher than the National (14%), Regional (8%) and Typology (10%) figures. Competition from internet (50%) and prosperity of town (50%) were also classed as negative aspects.

Has your business suffered from any crime over the last 12 months				
Yes	26	37	28	25
No	74	63	72	75
Type of Crime				
Theft	72	67	77	67
Abuse	13	14	15	0
Criminal Damage	39	43	15	33
Other	6	10	15	33

75% of businesses had not suffered any business crime over the last year.

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

Taking into account the small number of qualitative suggestions ‘common’ themes included ‘reducing business rates’, ‘retail offer’, ‘market’ and ‘car parking.’

- "Better public transport i.e. timings extended. Improved market on a Friday possibly in the centre, closing the Cross. This would drive trade into the town not just to Sainsbury’s. Make it a street market like Mold, More activities at NCYC for 12-16 year olds."
- "Make more of the weekly market and integrate it into the High St as in Mold. Make more short term (30 to 60 mins) parking on the High St. Make the High St one way."
- "Loyalty Card for local residents in all the shops. A good quality general discount shop e.g. Home and Bargains. Lots of variety and value would attract more people from the town."
- "Promote tourism. Link up with Ness Gardens and Pangate. Get Sainsbury’s out. The biggest missed opportunity to improve Neston was not having Booths as our Supermarket- too late now!!"
- "Knock down Sainsbury’s. Abolish business rates."
- "Have proper planning laws. Stopping too many businesses of the same nature opening. The more businesses of the same nature means less profit and usually ending up of no shops in the area e.g. travel agents now no left in Neston. Planning gave permission for a Hairdresser to open 2 doors away from my premise. Then you gave the same hairdresser to move next door to Jezabel hairdressers. Both have now gone. This is solely due to town planners. This wouldn’t be allowed in olden days. Businesses were much more profitable when you were only allowed a few shops of the same trade. 5 Butchers 20 years ago, now none only a deli. I state my case."
- "We have a lot of shops closed down. More small shops would of been great."

- "Charges for car parking in Main Chester St Car Park with 3 hours free. The car park is full of shop workers cars. Sainsbury's car park is pulling the trade from the rest of the town. Single lane traffic with more parking laybys and wider pavements."
- "Lower rent/ rates to vacant premises."
- "Reduction in business rents. Better local bus service."
- "The business rates could be reduced."

## 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 235 completed Town Centre User Surveys.

\*Please note qualitative comments have been copied directly from respondents and include any spelling errors made.

	National Small Towns%	North West Small Towns%	Typ.%	Neston %
<b>Gender</b>				
Male	38	33	51	45
Female	62	67	49	55
<b>Age</b>				
16-25	8	6	2	3
26-35	10	8	7	10
36-45	17	11	8	12
46-55	19	20	25	19
56-65	20	23	25	22
Over 65	26	33	32	33
<b>What do you generally visit the Town Centre for?</b>				
Work	15	23	16	5
Convenience Shopping	42	34	46	65
Comparison Shopping	5	2	2	1
Access Services	17	19	17	15
Leisure	13	12	12	3
Other	9	11	8	11

65% of the town centre users visited Neston for convenience shopping, 23% higher than the National Small Towns average.

<b>How often do you visit the Town Centre</b>				
Daily	29	40	32	22
More than once a week	39	30	46	56
Weekly	15	12	14	12
Fortnightly	5	3	4	3
More than once a Month	3	4	1	3
Once a Month or Less	7	8	4	2
First Visit	2	3	0	2
<b>How do you normally travel into the Town Centre?</b>				
On Foot	37	34	32	31
Bicycle	2	2	1	2
Motorbike	1	0	0	0
Car	53	56	62	65
Bus	6	7	4	1
Train	1	1	0	0
Other	1	1	1	1
<b>On average, on your normal visit to the Town Centre how much do you normally spend?</b>				
Nothing	3	4	3	2
£0.01-£5.00	13	16	12	10
£5.01-£10.00	26	27	20	15
£10.01-£20.00	32	34	28	30
£20.01-£50.00	20	13	29	35
More than £50.00	6	5	9	8

90% of respondents visited Neston town centre at least once a week, 65% travelled by car and 35% spent £20.01-£50.00 which is 15% higher than the National and 22% higher than the Regional averages.

What are the positive aspects of the Town Centre?				
Physical appearance	56	49	59	38
Cleanliness	n/a	n/a	n/a	42
Retail Offer	49	47	66	22
Customer Service	n/a	n/a	n/a	33
Restaurants/ Cafes	44	40	67	42
Access to Services	75	78	84	76
Leisure Facilities	28	36	34	10
Cultural Activities	24	21	24	17
Pubs/ Bars/ Nightclubs	37	37	48	22
Transport Links	43	52	40	26
Ease of walking around the town centre	75	76	76	61
Convenience e.g. near where you live	70	68	74	82
Safety	48	60	51	33
Car Parking	46	59	46	67
Markets	34	19	26	58
Other	7	2	1	2

82% of town centre users rated convenience as a positive aspect of Neston, 76% access to services and 61% ease of walking around the town centre. Interestingly, 67% rated car parking and 58% markets as positive aspects both sets of data noticeably higher than the National, Regional and Typology data.

What are the negative aspects of the Town Centre?				
Physical appearance	29	41	30	44
Cleanliness	n/a	n/a	n/a	26
Retail Offer	42	44	27	64
Customer Service	n/a	n/a	n/a	12
Restaurants/ Cafes	28	41	11	25
Access to Services	10	12	6	7
Leisure Facilities	37	38	32	41
Cultural Activities	37	48	35	34
Pubs/ Bars/ Nightclubs	27	41	19	33
Transport Links	22	28	29	35
Ease of walking around the town centre	9	11	7	11
Convenience e.g. near where you live	8	10	5	5
Safety	13	17	6	13
Car Parking	39	33	42	14
Markets	29	47	30	8
Other	12	7	13	10

64% of town centre users rated retail offer as a negative aspect of Neston, noticeably higher than the National (42%), Regional (44%) and Typology (27%) averages. 44% rated physical appearance and 41% leisure facilities as negative aspects.

How long do you stay in the Town Centre?				
Less than an hour	36	37	39	37
1-2 Hours	40	32	36	47
2-4 Hours	12	12	15	10
4-6 Hours	3	6	2	2
All Day	8	11	8	3
Other	1	2	1	2
Would you recommend a visit to the Town Centre?				
Yes	n/a	n/a	n/a	58
No	n/a	n/a	n/a	42

84% of town centre users stayed in Neston for less than two hours and 58% said they would recommend a visit to the town centre.

Do you use the market in Neston?	
Yes	71
No	29

71% of town centre users used the market in Neston.

### What traders/ stalls do you use?

Fruit and Veg stall was the most popular choice, followed by Bakers, then Meat and Fish stalls.

- "The ones in the basement of the Town Hall (Carl the fishmonger, John the greengrocer)"
- "The egg lady"
- "Bread stall, Shoes stall, Bags stall, Mugs stall, Nick's Meat, Tinsley Fruit and Veg, John's Fruit and Veg, Fish stall, Card stall, Pet stall, Bedding stall, Clothes stall"
- "As required"
- "Clothes, greengrocers, pie stand, cheese (in the undercroft)"
- "Food - Bread / Fruit and Veg / Deli Counters"
- "Greengrocer, fish, cheese, plants"
- "Fruit and veg Meat and fish"
- "Meat, fish, household"
- "I mainly just brows"
- "Bacon and sausage stall (Nick's)"

- "Butcher, hardware, plants.
- "Bread stall - Deeside Bakery Nick's (meat and cheese) Fishmonger Fruit and veg, outside and inside Card stall Plant stalls (both) Pet supplies (Elaine) Pottery/Mugs (Mike) Ladies' clothes stall DIY, batteries etc.... WI (home produce)"
- "Fruit and veg. Wool shop. Egg man."
- "Children's clothes, sweets/biscuits & fruit & veg stall."
- "Baker and occasionally Butcher"
- "Food"
- "Fishmonger, meat, fruit and veg"
- "sweet and cake stall, clothes stalls, deli"
- "Cosmetic / Pet / Plants / Fruit and Veg"
- "Depends on what i needed that day but mainly for the butcher van."
- "eggs"
- "Meat and fish"
- "Pets Clothes Cheese Jewellery/bags Eggs"
- "Clothes Bread Handyman tools Scarves"
- "Food, clothes household goods"
- "Food, Household Items"
- "Bakery, batteries, fruit"
- "Greengrocer and sometimes clothes"
- "Fruit/veg, clothing, watch repairer, bakery"
- "WI stall Clothes stall from West Kirby plant stall Fruit and Vegetables Bread"
- "Fruit & Veg, Bedding, cards, bakery"
- "Clothes and cakes"
- "Eggs Meat Fruit and veg Animal treats"
- "Florists"
- "Only fish stall and WI stall, I do not like the new market outside"
- "Fruit/veg, bread, greeting cards"
- "Pet stall"
- "Fish, veg, bakery, biscuits, meat, plants, clothes"
- "sweets, bread, butchers, watch repairs"
- "Egg and pet food Plants Vegetables Fish Wi Occasional others"
- "Vegetables tool occasional clothing"
- "Fruit & veg bread"
- "Bakers fruit and veg"
- "All except food stalls."
- "clothes plants bedding"
- "Fruit & Veg Hardware Plants"
- "plants food clothes"
- "food"

- "Various"
- "Butcher, crockery, fruit"
- "Greeting cards, plants"
- "various - mainly food"
- "fruit & veg cakes"
- "nicks, cake/ bics stall, veg, bird food and card"
- "vegetable, flower, card,gifts, bags, socks, bread, fish"
- "food."
- "Baker,greengrocer, Fish,Eggs"
- "Jamie, fruit&veg, butcher, shoes."
- "Free range eggs / Pets Fishmonger"
- "Various"
- "Nicks butcher, veg stall, Deeside bakery, artisan bakery, cake and biscuit stall."
- "Veg stall, plants, fish, cheese"
- "butcher,baker,Mothers'Union,greengrocer,fishmonger, plants,underwear,socks,watchmender,toiletries,tools & hardware etc."
- "Fish stall under Town Hall Fruit and. Vegetables Eggs. Bird food Coffee shop"
- "fish vegetables"
- "plants fruit and vegetaables"
- "Clothing,Pet Food,Green Grocery,Crockery"
- "fish; knitting wool; bags; bread; W.I. homemade produce; cheese; plants"
- "Varies depending on what I want"
- "Cakes, eggs, veg/fruit, meat, flowers"
- "Vegetable, fruit. Bread (2 stalls) M&S?Boden seconds clothes Country Markets (WI)"
- "NESTON Bakery,& downstairs meat stall"
- "fruit and veg, clothes, hardware, watches etc."
- "Fruit & Veg, Sometimes a meat trader"
- "greengrocers"
- "Artisan bakery, plants, veg stall"
- "Clothes,cakes & bread,household,pet food,plants ,fruit& veg ,watch repairs."
- "Bakery"
- "Deeside bakery, the Welsh butcher, the pet food stall, the veg man. Occasional others but primarily these."
- "Flowers bakery"
- "Pets, watch repair, cards, plants, clothes, bread, hardware"
- "Butcher, green grocer, cakes and eggs, watch man clothing"
- "Nicks, The watch repairer, the biscuit stall, the vegetable stall"
- "Nicks - cold meats,weekly The biscuit / cake stall, weekly greengrocers occasionally card stall occasionally"

- "veg stall and cheese stall"
- "Several"
- "Food Plants Household"
- "Pet stall and plant stall"
- "Food, hardware"
- "Orchard Pigs, fishmonger, veg stall"
- "veg"
- "DIY, FARM PRODUCE VEG"
- "Fruit and veg Clothes Wool"
- "W.I. Stall. Fishmongers"
- "China Stall, Butcher & Veg Stalls, Watch Mender"
- "Various"
- "Fish, meat, fruit & veg, cheese, bread, pies, plants, clothes"
- "household goods batteries greengroceries"
- "any that I require a product from-usually cheese from the stall in the town hall basement"
- "No set pattern, whatever I like the look of."
- "Elaines Egg Stall"
- "Fruit & veg"
- "Clothes & cakes."
- "Clothes"
- "Food"
- "Food"
- "General browsing"
- "Butchers & fishmongers"
- "Food, vegetables, cards, meat"
- "Fruit & veg, cane stall"
- "Clothes, eggs, fruit & toiletries."
- "Fruit & veg & meat (fresh produce)."
- "Butchers"
- "All"
- "Fish at indoor market"
- "Main attraction. Food & plants & hardware."
- "Mainly food items and some clothes."
- "Fish, bakery & clothes"
- "Fresh food"
- "Fruit & veg & cake & cards & plants & childrens clothes."
- "Foods goods (fresh), plants."
- "fresh veg"
- "Fresh eggs & meat."

- "vegetables"
- "All"
- "Hand bags"
- "Food"
- "Ladies clothes."
- "Food"
- "Fish, fruit & veg."
- "Clothes"
- "Fruit & veg. Make-up man."
- "Food (bread) stalls."
- "Fresh fruit & veg."
- "all of them"
- "Cake, china, clothes, bedding, cheese, handbags."
- "Food, cards."
- "Different ones"
- "Veg, egg stalls, plants, watch repairer."
- "Bread, biscuits, fish, veg/odds & ends, gardening."
- "Vegetables. Toiletries."
- "DIY type"
- "Food, clothes."
- "Fruit & veg"
- "Fish, meat, vegetables, breads, cakes."
- "Various. Plants, bread, meat, batteries."
- "All apart from bags/luggage & bedding."
- "Bread stall"
- "Meat, vegetables, plants, hardware."
- "Fruit & veg. Clothing (mill shop), garden stalls excellent butcher."
- "Variety inc fruit & veg, cleaning & beauty, food, clothes."
- "Plants, household goods, fruit & veg, fish, ex M&S clothes, cards & coffee man, childrens clothes."
- "Egg lady - meat stall - bakery stall. Cards & wrapping paper - clothes stall."
- "Fruit & veg. Batteries. Plants. Fr eggs/bird food. Clothing. Cards. China."

#### What kind of new market traders/stalls would you like to see introduced?

Food and Clothing were the two key themes to emerge.

- "Specialist food stalls, which we used to have at the Saturday Farmers' market."
- "Better clothing stalls"
- "None"
- "Food, habdashery, household goods"

- "interesting gifts, crafts, candles, accessories."
- "Bicycle parts"
- "Crafts and food/drink, more local producers"
- "Unsure"
- "trendy clothing/shoes"
- "Better quality fresh fruit and vegetables, clothing, homewares"
- "Range is good already, but I would use more if all food sellers did not display uncovered foods."
- "None other needed"
- "More crafts suitable for gifts."
- "More clothes/toys."
- "hand made or locally produced quality gifts/collectables"
- "Local produce"
- "more ladies clothes, toys, better choice of kids clothes, music, books."
- "More clothes"
- "Arts/craft and possibly more specialized food vendors."
- "books cd's"
- "Farmers market type stalls"
- "More adult clothing"
- "Local produce More clothes"
- "Crafts"
- "More interesting food e.g. olives, oils, jams, dips etc."
- "one dedicated to Cheese"
- "Local produce traders"
- "Quality food stalls Local producers"
- "Artisan foods, clothing (my age)"
- "Nothing specifically"
- "Children's clothes"
- "Clothes, music"
- "Kids clothes"
- "Seems to have a good mix now"
- "more clothing"
- "Any We have a good mix now"
- "Bespoke Niche Food Festival traders"
- "The same traders who go to mold & frodsham"
- "diy"
- "I think we have a good mixture"
- "more artisan stalls"
- "More stalls of different variety every week, some weeks are poorly attended."

- "Delicatessen"
- "Books, more variety"
- "none, really !"
- "teen clothing"
- "natural products,ie food clothes and beautyproducts"
- "anything"
- "More clothes stalls. Menswear. Second hand books."
- "Clothing, bric a brac, gifts"
- "more and better quality food offer; maybe outdoor life type stalls."
- "Greek olives and baklava"
- "clothes underclothes night wear etc childrens clothes household items ..crockery electrical CTN"
- "quality gifts and homeward hot food"
- "Mens Clothing especially casual wear, Antiques/Bric-a-Brac"
- "better quality clothes that are fashionable; music C.D.'s & DVD's"
- "Any"
- "Local produce"
- "Greater choice of food outlets."
- "Butcher selling free range meat."
- "None"
- "specialist foods"
- "Local producers, cheese, crafts"
- "Car accessories"
- "Some of the farmers market stalls to give more variety"
- "Unusual cheese and meat and real ale retailers. More quirky gift stalls for present shopping for the quirky wife.."
- "The ones who disappeared when Sainsburys was built and never returned. Where's the M and S seconds stall gone? Baby clothes.?"
- "car accessories, tools"
- "more food stalls"
- "More variety"
- "Mens Clothes, Car Parts"
- "More frequent farmers market, horticultural traders, art and craft, hobbies"
- "Not a stall, but the music on Good Friday market was great."
- "It has the correct mix"
- "Additional clothes."
- "Organic Veg"
- "Ladies clothes"

- "comprehensive now/"
- "everything catered for"
- "I think it already has a good variety of stalls such that, despite being a lot smaller than years gone by, I don't see it lacking in anything one might expect and want to find in a market."
- "No particular preference"
- "More women's clothes."
- "None"
- "None"
- "No"
- "Electronics"
- "Deli stall."
- "No"
- "No - already got a good variety."
- "No"
- "More local stalls selling cheese."
- "No"
- "None"
- "None"
- "More plant stalls."
- "Ladies shoes."
- "Deli stall"
- "Mixed speciality foods"
- "Mens clothes"
- "More clothes stalls."
- "No"
- "No"
- "No"
- "None"
- "None"
- "More variety - household items."
- "Shoe stall."
- "Household goods."
- "Better quality stalls."
- "More clothes."
- "Electrical goods."
- "None"
- "Vintage, antiques, Artisan. health foods. Organic veg & herbs - etc."
- "More clothes. Crafts, materials, haberdashery."

- "Farmer market meat, fresh produce eg sausages. Like Rock Ferry market on 2nd Sat in month."
- "Meat"
- "? Tools (DIY)"
- "Ice cream van? Open air cafe stall selling crepes/waffles?"
- "Cheese stall"
- "Wider varieties of food, good second hand books, collectables."
- "More interesting clothes/gifts/food/deli type stalls, jewellery?"
- "Craft. More DIY stuff."
- "Just more of the above for more choice."
- "Artisan crafts."
- "Shoes, underwear?"

Would you like to see a new weekend market introduced?	
Yes	64
No	36

Nearly two thirds (64%) of town centre users wanted to see a new weekend market introduced.

Which of the following markets would you like to see introduced	
Farmers Market	75
Artisan Market	46
Continental Market	60
Antiques Market	37
Gardeners Market	47
Other	11

From the 64% of town centre users who wanted to see a new weekend market, three quarters stated a Farmers Market, whilst 60% Continental Market.

### What other events would you like to see in the Market Square?

Music events were the most common theme to emerge;

- "Occasional music events, folk, jazz, morris dancing etc."
- "More entertainment"
- "You built you, you fill it. It was better as a car park."
- "Any family event that did not include alcohol"

- "Music, dance, art"
- "Less stupid jumped up women singing far too loud - yes Linda Pelling I do mean you!"
- "Gittins Warehouse as a restaurant. Town Hall opened at the rear. Music, as at the Good Friday market 2014."
- "More town events and activities for whole family"
- "Local bands"
- "something for children of all ages during the holidays"
- "Morris Men. Suitable musicians. Local information road shows."
- "Market square is too out of the way. The centre of town needed to be pedestrianized."
- "The public execution of the town council who have sold this little market town down the river to Sainsburys."
- "Musical events and perhaps open air dining in the summer"
- "Don't know about events, but more for the elderly; support, access, involvement. Perhaps home delivery service?"
- "Return of a farmers market."
- "None"
- "Activities for younger children would be good."
- "Community events more regularly"
- "Live music (different styles) Original art sale"
- "Music performances, dancing, anything that showcases local talent"
- "wider range of music, car boot/attic sale, healthy living events, childrens sports and crafts activities"
- "A market that sells quality goods."
- "As long as they are fresh and exiting ill leave it to your event planners, but nice try."
- "Something going on at weekends now and again so people who work mon-fri can also benefit"
- "Any community events"
- "Musical events Play areas for children Outdoor theatre"
- "Busking Seats and trees Summertime theatre/orchestra"
- "None"
- "Make it more appealing, flower beds etc. presently the area is a bit gloomy"
- "Other markets eg food markets."
- "Music, Craft Fairs"
- "More local food products"
- "not sure"
- "Themed markets - vintage for example, entertainment, Saturday market (I work away and can't make Friday one),more community project promotion - like This is Neston, which was fab!"

- "Car boot/table sales"
- "More planted areas and seating. Outdoor tables and chairs with wind breaks Free wifi community events"
- "Community Market again, once a year,"
- "More buskers....."
- "Cultural, community"
- "Music"
- "Live music events"
- "Food events, arts and creative media, outside eating and drinking opportunities, more like a Mediterranean town square, less a desolate wasteland behind the town hall and in front of Sainsburies"
- "Family Fun days"
- "Shows maybe"
- "No thoughts"
- "more community themed use of central area"
- "None - I think it seems to be used appropriately now."
- "Entertainment Children's activities Town events"
- "Music and cultural events."
- "Music Performers Advice Centres Novel Ideas"
- "Its not a market square, it look like an extension to a car park"
- "Regular farmer's market and other trade markets. Occasional events - music with food and drink."
- "Anything would be better the the current no events"
- "information point for events"
- "More community events, fairs etc"
- "Market day on Fridays is no good for working people, i'd like to see more Saturday or even Sunday markets on the square."
- "We have one"
- "open air cinema, music, book,comedy festival site cycle festival"
- "More variety"
- "Cycling events, sports clubs, young person activity"
- "Music"
- "Street theatre, entertainment, charity events, dance"
- "beer festival"
- "play things out more often, facepainting"
- "roadshows of police or nhs or council"
- "music"
- "None"
- "buskers, street entertainers.Some advertising on the High St to show that the invisible market is there."

- "Space for local groups to use, such as a flower show."
- "Keeping it clean would be nice. The whole area including access from the parking is dirty and shows the village in a poor light."
- "Entertainment"
- "Difficult - it hasn't much character. Maybe outdoor theatre/concerts with some rain protection."
- "Carol singing around Christmas Brass bands"
- "music buskers etc themed leisure events for different ages.. young, teen, elderly food and drink festivals"
- "concerts outdoor theatre food events like in France where you take your own plates cutlery and you can buy and sample a range of dishes-clever use of awnings to be able to shelter from rain. Zero tolerance for anti-social behaviour"
- "Mid-week and weekend markets in stead of the Friday market."
- "regular live music; outdoor cinema in summer; children's entertainers"
- "Don't know"
- "More retail. Not events."
- "Outdoor cafe & bar area."
- "Morris dancers would be nice, Salvation Army band, street theatre, jugglers etc, maybe little concert parties for the young children. How about asking Sainsbury's to provide an outdoor terrace for the cafe in the warm weather."
- "Nothing in particular"
- "Something throughout the week to bring people in to visit. The market square is not the centre of town!"
- "none"
- "None"
- "One off fairs"
- "Help for the elderly such as sight aids."
- "None, I would like to see the events moved from Market Square to elsewhere. Sainsbury's benefits from all of the events at the sufferance of all of the other small businesses in Neston."
- "Stalls promoting local activity groups."
- "Farmers/ craft markets with local produce."
- "nothing - it's meant for markets..."
- "More music events. Local up and coming bands. Give the kids a chance to play in front of a crowd. Perhaps some outdoors amateur dramatics in the summer."
- "charity events,"
- "Anything to make use of it - most of the time its just a big empty space, and would probably be better used as a car park! Any businesses (cafes / bars etc) facing onto the square would be good."
- "More Entertainment"

- "Music"
- "A more interesting market like the French or German markets from time to time, especially Christmas or new year or holiday periods."
- "Local history, cultural,"
- "Events for kids -eg circus skills"
- "Community events more interesting markets it would be nice to have a real farmers market there is a small one at saughall which seems good maybe could be events like health or craft taster events or gardening using ness gardens or burton manor hwe have a local potter in burton for eg setting up a marquee for these would be ok how's about outdoor tai chi or dance tasters things people can try book in on and have fun"
- "A community effort to plant it to soften its harsh aspect. Lunchtime concerts from **live musicians.**"
- "None"
- "General entertainment"
- "**Music** like the group used at the recent bank holiday, tasteful and fun. Street entertainers."
- "live entertainment on market days"
- "**live music**"
- "The 'event' I'd like to see is the removal of Sainsbury's and the building of the ring road (proposed as far back as the 1970s) between the Chester Road traffic lights and Ladies Walk. Then the town centre could be pedestrianised and markets would be based there, in the centre. At the same time as this Aldi should be encouraged/forced to relocate to the Aldi distribution centre on the edge of town (there is plenty of room on their site) with access along an improved Buildwas Road. Then you'd have a quaint market town with a nearby supermarket."
- "I think that an event to complement the Village Fair could be useful"
- "**Music.** Summer fete."
- "Yes."
- "No"
- "Yes - family events."
- "No"
- "More community events"
- "**Music events**"
- "Yes - family events for grandchildren."
- "Yes - not sure what type."
- "No"
- "Events to bring people in - eg Collectors Fairs"
- "No"

- "More events to attract people. (More stalls need to be contracted to always turn up and not just depend on the weather.)"
- "Events linked to national international days. Events linked to health, safety for kids with an educational link."
- "None"
- "Anything for community eg community singing."
- "Book fair. Arts events/cultural events."
- "Yes: more art events"
- "Live music events"
- "Morris dancing. Fun events and live music."
- "Live music"
- "No"
- "\* Already have events. \*Live acoustic music. \* May pole dancing. \* Art exhibitions."
- "None"
- "Yes. Fashion show. Bring buzzy events that attract tourists like food fare."
- "Continental music."
- "Happy with events already staged."
- "Nothing"
- "Morris dancing & events in evening."
- "No"
- "Cultural events."
- "Literature festival. WW1 commemoration events."
- "Stuff to entertain grandchildren in summer."
- "Live music. Circus skills. Craft displays (weaving, wicker, pottery etc)."
- "Live events ie music. Cookery demonstrations, crafts etc."
- "Brass band"
- "Outdoor entertainment."
- "Street theatre."
- "Entertainment ie morris men, childrens fancy dress, school choirs etc etc."
- "Music - for all ages. 1914 - war time commemoration music. Outdoor screening on world cup etc."
- "Neston should try to get associated with a product or theme - beer, books, plants (link with Ness Evans?)"
- "Things for children. Concerts? Better seating & flowers."
- "Community events. Music."
- "None really - like the open space."
- "Ooh maybe Carol singing at Christmas? Artisan market e.g. mind, body and spirit stalls? or even car boot stalls especially for charity events."

- "Open air church services, week day & Sunday, music. Morris dancing. Fair trade event. Local activities. Event as last year once a year?"

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

The two key themes to emerge are improving the 'retail offer' in the town centre, including the introduction of clothes shops and the need to rectify the issues of 'empty premises.'

- "Clothes shops for men and women. Make sure essential services like banks and building societies don't move out. Attract a new building society in to replace Cheshire."
- "To do something about all the empty shops and clean some of them up"
- "1. Subsidise the rents so that it is easier for shop-keepers in Neston. 2. Remove Shand as an eyesore and brothel in the centre of town."
- "New businesses in empty shops. General clean up"
- "Better shops and choice."
- "1. prohibit street parking in Neston town centre 2. enforce ban on street parking in town centre"
- "Better signage and more police in the evenings in the market square area."
- "Fill the empty shops with useful businesses - subsidise business rates to encourage them"
- "More variety of shops eg clothes shop like Primark, Matalan"
- "1. Visitor facilities open at weekends, dispensing Town Trail and similar leaflets, and advising on what there is to do. 2. Signposts from The Cross to the free parking, Friday market, Stanney Fields Park, Wirral Way, Library, Station, and bus stops."
- "Increase variety in shops Market increased"
- "More shops (clothes, entertainment) More policing of a Friday & Saturday night"
- "new shops where the old ones used to be. not so many hairdressers"
- "Improve crossing at the Cross. It is difficult for both cars and pedestrians."
- "Tidy up the empty shops if you can't relet put an attractive covering over windows and make landlords keep in good repair. See if M and S, Tesco or Sainsburys would consider using small shops for clothing outlets or pop up shops. Too many charity shops and beauty salons."
- "We need a decent place to socialise. Bring back Wetherspoons."
- "Stop the take over of any more shops by the likes of Tesco and Sainsburys. Fill in the potholes at Sainsbury's expense which their monster delivery vehicles have caused making the town look like Rumania in the eighties."
- "Direct train links to Liverpool and Chester. More Police on the beat."
- "It has already been ruined with an oversized supermarket and loss of parking. Empty boarded up shops are enough to put anyone off shopping here."
- "Enforce parking restrictions. Deal with Sainsburys car park stairwell."

- "Better use of the railway station/railway line and try to get a better service. Stopping youths from creating a sometimes intimidating environment around local stores in the evening."
- "Encourage tenancy of the many vacant shop premises by reduction in rents. Removal of the eyesore Shand which seems to be ignored by all attempts to rejuvenate the town centre. Why is this disgraceful 'shop' allowed to continue untouched?"
- "Some of the buildings eg chip shop and opposite neglected. Can Landlords be asked to do maintenance eg gutters on buildings have not been done in donkey's years. Cleaning of pavement areas near Old Weatherspoons covered in chewing gum. The bus stop near Tesco horrible."
- "Get rid of the empty shops. Stop people parking on double yellow lines at the cross."
- "Another low cost store like B&M or Home Bargains. Fill some of the empty premises."
- "I think it would be nice to encourage more cafés/restaurants and delicatessen/local produce shops"
- "Concentrate on refurbishing empty shops Encourage more retailers with niche products"
- "Improve the retail offering - this is not just in terms of the range of outlets (we have too many charity shops and hairdressers, but no greengrocers or worthwhile clothing shops and no bookshop), but their quality (customer service is occasionally very good, but usually poor to terrible). Encourage businesses to open at sensible times and not close too early. I suppose the answer to both these issues is lower rents."
- "Filling the empty retail and pub units (and improving the appearance of Shand which has let the the town centre down for years) More places to eat and drink"
- "improved pedestrian access (the recent 'improvements' have not made the town any safer for pedestrians especially if you have young children, crossing the road around tesco junction can be terrible). fill the empty shops!! more and more shops seems to be empty, perhaps a scheme to encourage landlords to lower rents, or something to get new businesses in the empty shops."
- "Shops that sell better quality goods. Sainsburys do not sell their top lines so you have to go to Chester or Heswall if you want some basic items."
- "Encourage more businesses into taking up empty premises by lowering the rents especially clothes shops like Matalan, and stores like B. & M or Home Bargains to get more choice. If that isn't possible tidy up empty shop fronts so it doesn't look like a run down place."
- "Fewer empty shops. Do we need so many charity shops."
- "An effort need's to be made to make the younger generation's of Neston feel a part of the community as most activity's they can join in are boring to them or aimed at a

different generation of people completely. A bigger effort need's to be made to make Neston more energy efficient. Weather it be wind or solar farms we have the space available, and if it where to bring the towns energy bills down that would mean more money getting spent in our town center."

- "more shops"
- "Either fill or pull down the empty row of shops and old Wetherspoons pub (move Traceys food hall to the High Street. Try and get a few clothes shops"
- "Better public transport, trains and better public transport buses!"
- "Improve provision for young people so that they don't use square as skate park. Make the square more colourful with more flowers"
- "Encourage shops and cafes to open Make more attractive for pedestrians"
- "Widen some pavements"
- "Sort side roads out and make empty shops look more attractive they look very outdated"
- "Fill the empty retail spaces ASAP. Cleanliness is an issue, more bins and cleaning more regularly."
- "Sort out roads and pavements leading to the town centre. Provide incentives to get empty shops open as something other than a charity shop! Sort out lodestar pub as its an eyesore!"
- "1) Fewer empty shops - e.g. more clothes shops (particularly affordable, everyday clothes), more arty/crafty shops, a nice book shop. 2) Double-yellow lines outside the nail shop/charity shop on the main street, to help improve traffic flow and stop people parking in the way of all of the traffic when they're visiting the chippy!"
- "Encourage and make it easier for new businesses to open up in the empty shops.(Not more estate agents or bookies!) Make the owner of 'Shand' on the Cross either sell up or tidy up their shop front! It's a disgrace and has been like that for years."
- "1. Fill empty shopsif necessary converting for different purposes."
- "Have litter collected regularly."
- "Redevelop Brook Street! Get the empty shops filled or at least looking 'cared for' by making landlords paint them. Can't we fill the empty windows with things for community projects? Or 'murals' of the town."
- "Encourage small businesses in to the empty shops"
- "A one way traffic system where pedestrians have priority. More individual shops, boutiques, delicatessens, quality food shops etc."
- "Actively encourage new businesses. Buy out missing landlords who are refusing to let properties at reasonable rates"
- "1. Improve quality of surrounding roads, they are a disgrace 2. Relocate Tracy the butcher and then Demolish the block of empty shops and empty wreatherspoons pub, eyesore by anyone's standards"

- "Clear up pigeon mess and dog fouling. Tidy up all the shop fronts and help small local businesses to [prevent more tatty derelict and empty shops](#). Plus repaint them in keeping with the history of the town."
- "Better range of businesses. Reduces the need to go elsewhere to purchase what you need. Utilise empty stores."
- "Slow the traffic down (this was the plan for the resurfacing but has not been done as agreed) An Italian and a French restaurant"
- "More small shops, get rid of large supermarkets"
- "Improve the retail mix by encouraging the current owners to invest in their properties or sell them on for community focused uses, such as speciality food, retail and other uses (incubator offices), lower rents. Secondly the recent town centre "improvements" are rubbish and have done nothing to slow traffic or create a unique atmosphere. The town council have wasted the Sainsbury's money on a maintenance project that CWAC should have done anyway, and, the Town's money should have been put into topping up the quality of design and materials used. Total waste of time and an opportunity wasted when will we ever learn! You get nothing by being mundane."
- "Use the empty shops for something such as charity displays or pop up shops. Maybe they could display artwork by local school children. Distance signs to show how far or how long it would take to walk to Parkgate, the leisure centre, library, etc. this might encourage more people to leave their car at home."
- "Improve pedestrian safety. Hazardous junction at the cross with traffic in all directions. Needs a roundabout or traffic lights to control traffic. Smarten up the Town Hall and make it appear more active."
- "Pop up shops in empty retail units. Better/more visible Police presence to deter vandalism."
- "More shops Argos would be useful"
- "More shops occupied. Hang onto banks and BS branches"
- "Sort out the empty shops. They look a mess and make the town look run down. Shand and the row where the weatherspoons was. Buses to Chester on a Sunday non-existent. Reinstate the 22 on a Sunday."
- "More shops to entice public to shop in centre. Longer openings/Sunday opening of shops."
- "Temporary and community use of empty shops. Demolish ""Shand"" empty shop."
- "1 There are too many closed and/or boarded-up premises which, in spite of the recent upgrading of streets and pavements, result in a depressing image for Neston. Perhaps a significant reduction in rates would encourage new enterprises. As many predicted, the introduction of Sainsbury's has not helped solve the above problem - indeed it has done the opposite! A major grant-assisted refurbishment/re-decoration programme for a number of dilapidated buildings. Some e.g. in Brook St opposite the multi-storey car park need to be demolished and rebuilt. I accept that the above

suggestions require significant funding and this is the major problem facing Neston I suspect - shortage of funds for well thought-out investment which will produce good returns for the future."

- "More cafe provision Tourist in formation Signs indicating places of interest especially the market square"
- "find ways to attract more businesses rather than just charity shops on the high street - there is so little choice compared to other town centres Look at the empty buildings in Brook Street which are an eyesore and see what can be done to develop or remove these"
- "The retail offering in Neston needs to differentiate itself and perhaps become centre for niche independent retailers and artisan food and drink. The town is well served for household grocery shopping already. Knock down the former Kwik Save/Iodestar building and the shops/offices at the top of Raby Road next to the Town hall. These are ugly, uninspired eyesores and should be replaced with buildings more in keeping with the surrounding buildings within what is an historic market town."
- "Vacant Landlords to refurbish premises and update. Fill vacant premises with voluntary or schools projects etc"
- "Make the centre car free Try to encourage landlords to reduce rents to help fill empty shops"
- "We need to attract a better range of shops, restaurants and pubs. The unsightly complex of empty buildings on Brook Street needs pulling down."
- "Alternative use for the many empty shops! + benches in market square to encourage people to mingle"
- "Too many empty shops . Brook street is depressing.Traffic lights at The Cross."
- "less charity shops and solicitors. Help given to small shops by way of a rent rebate to allow them to get established"
- "Make Neston Town centre 20mph."
- "Tidy up the shabbiness of the High Street's appearance. Provide more variety in the retail experience. Very limited at the moment."
- "Try and get better shops. There is a MASSIVE lack of places to dine in. I hardly like going to have my lunch in Sainsbury's! The new road layout is appalling. Such a huge waste of money, and the amount of time that inconveniences all of us for little to no change is even worse!"
- "Improve the appearance of the shops in the High Street, especially the ones around the cross. Shop next to Brown Horse is very off putting! Greater selection of shops, fewer accountants and estate agents!"
- "More floral displays"
- "more retail shops in the high street the shop next to charity shop on the cross fitted with a false shop front even better in use"

- "sort out vacant shops (especially Shand) create something to make cyclists stop and spend their coffee, accessories, equipment monies"
- "More clothes shops. Some extra Coffee bars"
- "Cycling facilities Sports/arts events"
- "More and different shops. Control parking by nature West Bank."
- "improve eyesores eg Shand, most of empty buildings on Brooke Street demolished to create vibrant retail area"
- "Rent and/or rates relief to encourage real shops into the town Contact landlords of empty dilapidated buildings/shops and negotiate a rent free period to increase occupation thus helping the town, new business and landlord. New business would invest in new shop front and would start to pay rent after initial free/discount period thus benefiting landlord."
- "Where did all the short term car parking opportunity go? Where have the pedestrian crossings gone? What we have now looks prettier than before, but offers only the same levels of accessibility."
- "Food shopping now very good would like to see more vibrant small shops, elephant coffee is fab would be nice to have nice sit down food outlet/restaurant"
- "we need at least one more coffee shop like elephant coffee for day time lunches and we **desperately need a clothes shop with good quality clothes**"
- "Events, ie., music in Square."
- "Improvement to shop fronts and upper storeys. Redevelopment of Brook Street Retail premises"
- "A bit late now but I think the money spent on the Cross would have been better spent on upgrading the Town Hall. Better theatre facilities, lighting, sound system, bar, backstage, big screen etc. The roads are maintained by 'Highways'. We could have had something usefull and lasting for the community."
- "Get the shops in Brook Street occupied. The entire row is closed except for Tracey's. **Need a better selection of shops on the High Street.**"
- "Improve all day car parking for businesses. Sainsburys have more spaces available than the public car park but they are time restrained. If there is a funeral at the church for example the main car park is always full. Improve shop fronts and building maintenance - too many closed shops and too many old buildings in a poor state of repair"
- "A proper effort to attract businesses to the empty properties. If nothing done, the High St will be full of boarded up properties. How can a 'market town' exist on few independent shops, a market and bigger stores? Demolition of old Lodestar Pub and building of Mews/Town Houses as affordable properties."
- "Let the shops at a reasonable rate. Cut back on the estate agents and keep the village clean."

- "More diversity in market stalls, more of them, pop up entertainment, places to have home made baking and coffee"
- "Do more to tip balance in favour of pedestrians and cyclists. More places to sit and watch the world go by."
- "More restaurants **Everyday wet fish shop**"
- "**larger shops to increase the retail offer niche shops** More restaurants, cafes for lunch and night time culture office complex on the edge to increase jobs and spend in the town better access to car park on chester road back areas improved better signage from top chester road especially informing about free parking and the markets etc better signage linking parkgate etc tourist/information centre tourist magnet other large magnet to attract other retail outlets to the town"
- "**more retail units so there is something to actually buy.** Spruce up shop frontages. I believe nothing can be done about Shand but this is not the case in certain London boroughs. It is a huge blot on the landscape!"
- "In the new re-furbished Town Centre there should have been a layby outside Co-Op Travel for those who wish to purchase fish and chips etc. The yellow lines should have been delayed until experience was obtained to see how motorists and pedestrians got on without them. There are now too many double yellow lines in certain places such as outside Martins and NW Bank in stead of single lines."
- "**Empty shops / pubs to be let out** Close Brook St. on Friday and extend the weekly market"
- "**Fill the currently vacant premises with retail outlets rather than service functions.** Better road surfaces surrounding Town Centre"
- "Litter control Illegal parking"
- "Improved Bars. **Better shopping. More independent retail outlets of a higher quality. Fruit and Vegetable shops.** Banks need to open longer. Some of us work full time."
- "**There are to many empty shops and where can you buy mens clothes,**"
- "**Do something about the disgusting state of Brook Street with the boarded up pub and derelict shops.** Employ a traffic warden to sort out the irresponsible and lazy parking."
- "If retailers can't be attracted, convert the properties to flats to get people living in the centre. Something to reduce the number of vacant shops"
- "**Improve the assortment of shops that are available i.e. clothing general store other than the supermarket**"
- "Turn next on back to how it was get rid of sainsburys and all the do gooders that aren't even neston born / the recent works have put the final nail in the coffin for the shops trade as people are shopping elsewhere including myself the pavements are dangerous also the roads are appalling full of pot holes bring back Ellesmere port and neston council"

- "start again"
- "Allow Sainsburys to sell wider variety of items and expand. Impose fines on landlords for unlet shops."
- "Adult clothes shops and more restaurants"
- "There needs to be some interesting and unusual speciality shops, not just estate agents, charity shops and betting shops. The main shop I go for at the moment is Rightway!"
- "Make sure the centre is kept litter free. Ask building owners to smarten the appearance of their frontages - i.e. why do some buildings have vegetation growing out of the brickwork/guttering?"
- "Have less empty shops Encourage specialist shops e.g elephant coffee shop a success but went up market"
- "Area opps sainsburys with lots if empty businesses redeveloped More businesses..clothes, deli etc on high st"
- "Bus depot & taxis rank"
- "More shops, more cafes."
- "Do something with the empty premises - either retail or alternative uses. Remove chewing gum deposits from pavements."
- "More bins for people to dispose of dog litter and people to give on the spot fines for those not cleaning up after their dogs."
- "Turn the empty shops between Tesco and Sainsburys into flats. Find some way of attracting another decent place to eat (Greek place is pretty good but otherwise it's like the 1970s)."
- "(1) There should be positive engagement with owners of vacant property/properties in poor condition (e.g. shops between town hall and the Cross). The council should be prepared to pressure property owners to make improvements to the appearance of property. (2) There should be better marketing of the market, free parking, ladies day, etc, outside the Neston area - I do not think people in the wider Wirral area know the first thing about Neston's offer."
- "Tackling the amount of empty shop units. Very depressing. A train service that is both more frequent and reliable. The transport links to the rest of the north west can be very challenging."
- "Better range of shops. Less charity shops"
- "traffic lights at peak periods at the square, more floral"
- "Attempt to get Shand cleaned up ?compulsorily! Make shop signage more attractive"
- "Either have the empty shops occupied or convert them to housing. Enforce double yellow line restrictions"
- "redevelop the whole block with Traceys in it. Traceys are the only business left and it is an eyesore. It would be better used as housing / offices or car parking."

Realistically Neston is never going to need the amount of empty shop units its got so it would be better concentrating on the core high street and encourage some of the outlying businesses to relocate there, while turning the outlying parts to other uses. Encourage the existing Friday market to grow and develop regular Saturday Markets"

- "BROOK STREET IS A MESS WITH ALL THE CLOSED SHOPS. FIND A WAY TO GET SMALL SHOPS TO OPEN"
- "More Shops to be opened. Less Charity Shops"
- "Action taken against "Shand" for letting us all down! Perhaps more restaurants so that evenings will become more vibrant"
- "Improve the types of shops available, and have more cafés."
- "The empty shops to have those window covers which make them look, occupied. This should be introduced as a local bye law. That shop,owners keep the buildings in good order, for instance keep the paint work up to scratch. This may encourage more footfall and businesses such as decent cafés and restaurants and bars. Look at West Kirby as an example. It's now a place to operate a small shop business and eatery. We should aim to encourage quality small business"
- "Fill the vacant shops. Improved shop facades,"
- "Cleaning up and using the empty shops e.g. next to the Brown Horse, Maybe another coffee shop to compete with Elephant coffee, lots of flowers to give it colour. Signs to Stanney park from the Cross - it's a great resource but not known about by visitors."
- "1Have more visible communication about what's going on or planned use banners flags etc not just pieces of paper on a small notice board 2 2 improve the market provision and branding"
- "Target and encourage some quality shops here by encouraging landlords to combine units to make viable entities. With the exception of the Barnes complex and the Harrison Brown chemists, the units are too small to support a trade and are too expensive. Facilitate pop-up shop trading by landlord negotiation. Provide the necessary guarantees and insurances."
- "Encourage use of empty shops. Improve appearance of shop fronts at far end of town."
- "Encourage use of empty shops."
- "Trains direct to Liverpool More quality restaurants"
- "Introduce measures to reduce Traffic. Make roadway around The Cross a different surface and colour to highlight that this is a shared area with pedestrians.I thought that was part of the original plan!"
- "1. Encourage retailers and manage the number of Charity Shops. 2. Tidy up/knock down Wetherspoons pub."

- "Clean up empty shops (Shand is a continuing disgrace about which no one appears to be able to do anything), improve shop signage - some is out of character. The general physical appearance of many shops is poor."
- "Get rid of Shand, I know this is legally difficult. Get rents cut by landlords with unoccupied shops."
- "pedestrian/traffic management control yellow line parking"
- "now, I was born and raised in neston, and 1st thing I do miss for purely selfish reasons is the Wetherspoons -reasonably priced food and drink-not that it will come back -not sure of a second one-possibly change sainsburys to a cheaper supermarket -never really understood why that happened seemed to be a done deal with the council"
- "Achieve a coherent style. Stop some of the appalling frontages (eg Newsagent )"
- "See my previous comment about the removal of Sainsburys. Beyond that there is nothing you can do. The migration of inhabitants from Birkenhead and Liverpool will bring more bookies, £1 shops, charity shops, tattoo parlours and tanning salons. A few niche shops will always exist because the 3 supermarkets can't provide everything, but eventually the growing number of vacant retail premises will just have to convert to social housing, which would be a good thing given the towns' ""retail offer"" at that point."
- "I cannot believe that a fair amount of money has been spent on what a cosmetic exercise in the Town Centre it looks not much different than before. Why have we not paved the roads around the Town Centre with the grey bricks which are neither one thing or another.It would have given the centre a much better look and in practice if the road had been raised it would have had the effect of slowing traffic and making it more pedestrian friendly with the opportunity to place plants in area.(This practice is used in some continental towns with good effect) In a nutshell I think we have wasted a lot of money on this project"
- "Get some real shops Open specialist shops"
- "None"
- "1. Move Neston onto Mersey rail - better access to town for visitors. 2. None."
- "None"
- "1. Public transport - more direct bus links eg to Arrowe park Hospital. 2. Improve pavements to match the nework sections C."
- "1. An accessible town centre guide - hard copy is good for visitors."
- "1. Fill empty shops."
- "1. Better transport links eg buses."
- "1. Bus access to Arrow park - 2 buses. Too many! Not good."
- "1. Pedestrianise the high street. Traffic can be a nightmare when in a car. 2. Do something about filling empty shops, and creating a local produce area."

- "1. Access to hospital very poor - have to get 3 buses. 2. **Get a menswear shop into town.**"
- "1. Shop frontages need to be improved and smartened. 2. No sign congestion. 3. Gutter full of weeds and plants look unsightly. 4. Shop fronts tatty."
- "1. More waste bins in town. 2. Easier access to bus timetables and information. 3. Too much abuse of street parking (parking on pavements and double yellow) . Needs to be curtailed by use of traffic wardens. 4. Know some market stall holders who think rent is high!"
- "Keep as it is. Very happy with it and how friendly it is."
- "1. Better visitor information directing Stanifields park. 2. Promotion of local walks."
- "1. Buses in evening from Chister. 2. More seating in town centre and particularly **on the Wirral Way.**"
- "1. Re energise the empty shops. 2. Do something about Lodestar pub."
- "The Lodestar pub site is terrible site for visitors."
- "Recent improvements have made town a better place. So NO suggestions."
- **"More clothes shops for all."**
- "None"
- "None"
- "Perimeter: the pub looks a bit bedraggled and general perimeter is scruffy."
- **"M&S - small store, would be great."**
- "Areas around market and Sainsburys look scruffy."
- "1. Continue the paving of pavements in line with existing improvements. 2a) Improve accommodation in old shops. 2b) **Empty shop units need to be let.** 3. **Ladies clothes shop.** 4. **No more charity shops!"**
- "No"
- "Nothing."
- "1. **The pub opposit Sainsburys is an eyesore, needs knocking down or refurbishing.**"
- "Signage showing long stay car park is free - a big plus point to coming into town."
- "1. Make all pavements pushchair friendly."
- "Zebra crossing by the St. Michaels churchyard corner, instead of just crossing facilities (as nobody stops). Lights in trees for decoration at night like Southport. More bins!"
- "Car parking is ok but size of spaces in main car park are a bit small considering the increased size of cars over the last 10 years. **Buy up shops and reduce rent to encourage new business.**"
- "1. **Open up the empty shops. 2. Decorate the empty shops ie make community shops out of.... eg like on 'the archers'!**"
- "1. Strategically placed seating for elderly. 2. Shop fronts kept clean & neat."
- "Pick up point for taxis rather than having to telephone."
- "Clean up the pigeon droppings under bridges."

- "Improve the road leading into Neston. The roads that lead into neston town centre are very off putting if your are not driving over humps there are so many pot holes. Would not be using my car. Pigeon droppings in or approaching Neston are disgusting."
- "Camera/photography. **Good dress shop.**"
- "Control of chewing gum on new pavements. **Encourage different types of shops - e.g. childrens clothing, - ? book shops. An up market food shop.**"
- "1. Fill in the pot holes! 2. **Better variety of shops.**"
- "**More shops opening, clothes. White goods.**"
- "Encourage shop (some) keepers to be polite & friendly. Brighten shop facades."
- "Seats in market square and outside Sainsburys. **Seats in bus shelter in Ladies Walk.**"
- "Empty shops look scruffy. **Put picture boarding up.** Better bus station shleters. We need a bus service to Chesterton Sunday - people going to B'head & L'pool spending money which could be spent within CWAG."
- "**Find tenants for empty shops.** Abolish Town Council"
- "**1. Concentrate shops on High Street to fill in empty shops - demolish or convert to housing other shops.** 2. Concentrate transport links to the station area and provide better facilities there for passengers."
- "Improve High Street shop fronts. Remove the Brook St shops & demolish! Deli on High Street. **Good quality gift/clothing shops.**"
- "**More local shops needed.** Make centre more unique offer."
- "Have FREQUENT bus service for shoppers & pensioners let alone visitors. We have no bus service on Sunday from West Kirkby to Chester!!! Nonsense!! How do people visit Neston & Ness gardens?? Trains to Liverpool or Chester please."
- "**Somewhere you could buy clothes. Make use of empty shops.**"
- "I actually LOVE Neston town centre and can't actually think of an improvement - maybe a few more benches dotted around to sit and poeple watch! and we could really do with clothes shops. **As a non-driver it's difficult if you want to buy underwear or new clothes.** P.S. Also somewhere to print out photos using USB card etc! I have to travel to Heswall or Birkenhead for this."
- "**Town Council painting of run down empty shops. Lower rents to get empty shops used?**"

## 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 352 postcodes gathered from businesses and paper based surveys 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%	North West Small Towns%	Typology%	Neston%
<b>Locals</b>	53	48	50	82
<b>Visitors</b>	31	43	39	13
<b>Tourists</b>	16	9	11	5

82% of the post codes were provided by residents of Neston vastly higher than the National (53%), Regional (48%) and Typology (50%) averages.

## APPENDIX

### PARTICIPATING TOWNS IN 2013

The following towns all contributed to the Benchmarking System in 2013.

Town Name	Small or Large	Region	Typology
Clay Cross	S	East Midlands	6
Melton	L	East Midlands	2
Bury St Edmunds	L	East of England	2
Diss	S	East of England	2
Ely	S	East of England	5
Huntingdon	S	East of England	4
Ramsey	S	East of England	4
St Ives	L	East of England	4
Wickham Market	S	East of England	2
Alnwick	S	North East	2
Amble	S	North East	6
Ashington	S	North East	6
Bedale	S	North East	2
Bedlington	S	North East	6
Berwick	L	North East	6
Blyth	S	North East	6
Cramlington	S	North East	6
Haltwhistle	S	North East	2
Hexham	S	North East	5
Hornsea	S	North East	2
Morpeth	S	North East	1
Ponteland	S	North East	1
Prudhoe	S	North East	6
Ripon	S	North East	2
Alsager	S	North West	1
Alston	S	North West	n/a
Appleby	S	North West	2
Buckley	S	North West	n/a
Colwyn Bay	L	North West	n/a
Congleton	S	North West	8
Connahs Quay	S	North West	n/a
Crewe	L	North West	n/a
Disley	S	North West	1
Flint	S	North West	n/a
Handforth	S	North West	n/a

Holmes Chapel	S	North West	8
Holywell	S	North West	n/a
Kendal	L	North West	2
Kirkby Stephen	S	North West	2
Knutsford	S	North West	5
Llangefni	S	North West	n/a
Macclesfield	L	North West	n/a
Middlewich	S	North West	4
Mold	S	North West	n/a
Nantwich	L	North West	2
Penrith	L	North West	2
Poynton	S	North West	n/a
Queensferry	S	North West	n/a
Rhyl	L	North West	n/a
Saltney	S	North West	n/a
Sandbach	S	North West	8
Shotton	S	North West	n/a
Wigton	S	North West	7
Wilmslow	L	North West	n/a
Wrexham	L	North West	n/a
Barrhead	S	Scotland	n/a
Forfar	S	Scotland	2
Bagshot	S	South East	4
Basingstoke (Top of Town)	S	South East	n/a
Hungerford	S	South East	4
Sandwich	S	South East	5
Stony Stratford	S	South East	n/a
Amesbury	S	South West	4
Blaenavon	S	South West	n/a
Bradford On Avon	S	South West	5
Callington	S	South West	2
Calne	S	South West	4
Chepstow	S	South West	n/a
Cirencester	L	South West	2
Corsham	S	South West	2
Cricklade	S	South West	8
Devizes	L	South West	2
Frome	S	South West	2
Liskeard	S	South West	2
Ludgershall	S	South West	4
Melksham	S	South West	2

Pewsey	S	South West	2
Royal Wootton Bassett	S	South West	8
Tavistock	S	South West	2
Trowbridge	L	South West	2
Warminster	S	South West	2
Westbury	S	South West	2
Westbury on Trym	S	South West	n/a
Wilton	S	South West	2
Winchcombe	S	South West	3
Alcester	S	West Midlands	2
Great Malvern	S	West Midlands	2
Ledbury	S	West Midlands	2
Ludlow	S	West Midlands	2
Newport	S	West Midlands	8
Southam	S	West Midlands	4
Tenbury Wells	S	West Midlands	2
Upton Upon Severn	S	West Midlands	3

## TYPOLOGY CLASSIFICATION

### **Group 1 : Middle Aged, Managerial Jobs**

236 places (14.7%)

This group is characterized by relatively high values on young/middle age groups (25–44), intermediate and managerial occupations, people working in public administration, education and defence, detached housing, households with adult children and a high proportion of carers. It has low numbers of residents with no qualifications. Geographically the group is found on the outskirts of the big cities and towns outside London and along the south coast from Essex and Kent and into Devon and Cornwall.

### **Group 2 : Single Persons, Routine Jobs**

261 places (16.3%)

Places in this group are particularly characterized by persons living alone (separated/divorced and pensioners), as well as people in routine and lower supervisory and managerial occupations and people living in rented accommodation. Car ownership is low whilst travel to work by public transport is relatively high. Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.

### **Group 3 : Older Persons, Leisure Jobs**

123 places (7.7%)

This group is characterized by older persons, single pensioners, workers in hotels and restaurants, and part time workers, especially among men. It also has high numbers of people working from home and of second homes. This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas (e.g. Hampshire, Gloucestershire and North Yorkshire).

### **Group 4 : Young Families, Administrative Jobs**

129 places (8%)

The group is typified by high proportions of people in the 25 – 44 age groups and women looking after the home. Occupations tend to be in the higher managerial and professional groups and in public administration (including defence, teaching and social security). Most places in this group are located in what geographers have called the 'Golden Belt' a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-

2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

#### **Group 5 : Professionals, Commuting**

188 places (11.7%)

This group is characterized by high proportions of professional and higher managerial workers and by people employed in intermediate managerial occupations. There are high proportions of people in financial service occupations and people who commute over 20 kilometers to work. Use of public transport is also proportionately high. There comparatively high proportions of Asian/British Asian households relative to the other groups of settlements. As might be expected from its social and occupational description, this group of rural places is predominantly located within commuting belt around Great London and particularly along the major rail routes into London. There are, however, examples of these types of places around other cities, especially Leeds/Bradford and Greater Manchester.

#### **Group 6 : Disadvantages, Routine Employment**

181 places (11.2%)

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

#### **Group 7 : Routine Jobs, Agriculture/Manufacturing**

209 places (13%)

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

## **Group 8 : Age Mix, Professional Jobs**

290 places (18%)

This, the largest single group in the typology, is also typified by professional and managerial workers and high levels of educational qualifications but is distinguished from Group 1 by a broader age range (relatively high numbers of young people, but also of middle aged and older people) and from Group 6 by lower levels of longer distance commuting. Also unlike either of these groups there are high proportions of households in detached houses and very low levels of public transport use. The geography of this group is similar to Group 4 in that it is mostly concentrated within the 'Golden Belt' of Middle England. However, it is nationally more widespread than Group 4 and includes locations on the outskirts of all the major urban centres outside London with the notable exception of Tyneside where only Castle Morpeth and Coxhoe (both somewhat distant from the conurbation), are of this type.

**BUSINESS UNIT DATABASE**

No	Street	Name	Use Class			Notes
						<b>Vacant</b>
	Park Street	Neston Methodist Church and Community Centre	D1	n/a	n/a	
	?	Town Council Groundfloor (Vacant)	n/a	n/a	n/a	Vacant
63	Badger Bait	Ladbrokes	A2	n/a	n/a	
2	Bridge Street	Sonargaon	A3	n/a	n/a	
4	Bridge Street	Chinese Chef (Vacant)	n/a	n/a	n/a	Vacant
5	Bridge Street	The Craftsman	A1	Comp	I	
6	Bridge Street	Wilde and Co	A2	n/a	n/a	
7	Bridge Street	Stephen Boyd Hairdressing	A1	Comp	I	
12	Bridge Street	Neston Pet Supplies	A1	Comp	I	
28	Bridge Street	Style	A1	Comp	I	
28	Bridge Street	DC Tudor	A1	Comp	I	
1 to 3	Bridge Street	Neston Sunbed Studio	SG	n/a	n/a	
14 to 16	Bridge Street	Rightway	A1	Comp	I	
18 to 20	Bridge Street	Escape	SG	n/a	n/a	
4B	Bridge Street	KG Bell	B1	n/a	n/a	
	Bridge Street	Kri Kri	A3	n/a	n/a	
8	Brook Street	Eye Style Opticians (Vacant)	n/a	n/a	n/a	Vacant
10	Brook Street	Traceys Food Hall	A1	Conv	I	
12	Brook Street	Shimmering Reflections (Vacant)	n/a	n/a	n/a	Vacant
19	Brook Street	Neston Dry Cleaning	A1	Conv	I	
20 to 22	Brook Street	The Lodestar (Vacant)	n/a	n/a	n/a	Vacant
	Brook Street	Sainsburys	A1	Conv	KA	
4	Chester Road	Salon Dene	A1	Comp	I	
5	Chester Road	Philip Bates and Co	A2	n/a	n/a	
12	Chester Road	HBS	A1	Comp	I	
The Royal Arcade	Chester Road	Neston Chiropady and Podiatry	D1	n/a	n/a	
Unit 1 The Royal Arcade	Chester Road	Lindas	A1	Comp	I	

	Chester Road	Vacant next to Salon Dene and HBS	n/a	n/a	n/a	Vacant
1	High Street	Hallmark	A1	Comp	M	
5	High Street	Iceland	A1	Conv	M	
7	High Street	Post Office	A1	Conv	M	
10	High Street	Concept Interiors	A1	Comp	I	
11	High Street	Vacant next to Concept Interiors	n/a	n/a	n/a	Vacant
11	High Street	Cheshire Building Society	A2	n/a	n/a	
12	High Street	Pure Ink Tattoo Studio	SG	n/a	n/a	
13	High Street	Hamilton Barnes (Vacant)	n/a	n/a	n/a	Vacant
15	High Street	Hospice of the Good Shephard	A1	Comp	R	
15	High Street	Hospice of the Good Shephard	A1	Comp	R	
16	High Street	Oriental Flavour	a5	n/a	n/a	
17	High Street	Galen Pharmacy (Vacant)	n/a	n/a	n/a	Vacant
19	High Street	Barclays	A2	n/a	n/a	
21	High Street	Constables	A2	n/a	n/a	
25	High Street	Gerrards	A1	Conv	I	
27	High Street	Selbys Star	A5	n/a	n/a	
29	High Street	Temptation	A1	Comp	I	
31	High Street	HSBC	A2	n/a	n/a	
33	High Street	The High St Gallery	A1	Comp	I	
1 to 5	High Street	Boots	A1	Comp	KA	
15b	High Street	Venus Nails	SG	n/a	n/a	
25a	High Street	The Flower Lounge	A1	Comp	I	
35-37	High Street	Elephant Coffee	A3	n/a	n/a	
3A	High Street	A and O Discounts	A1	Conv	I	
	High Street	Vacant next to Pure and Oriental	n/a	n/a	n/a	Vacant
	High Street	St Mary and St Helen Church	D1	n/a	n/a	
	High Street	Hallwood Court	C2	n/a	n/a	
	High Street	Carpet 1st at Gittings	A1	Comp	I	
	High Street	Viscount House	D1	n/a	n/a	
	Ladies walk	Aldi	A1	Conv	M	
4	Liverpool Road	Robert Moorhouse	A1	Comp	I	
6	Liverpool Road	Sue Ryder	A1	Comp	M	

8	Liverpool Road	To be.Co.Uk	A1	Comp	I	
10 to 12	Liverpool Road	Galen Pharmacy	A1	Comp	M	
2A	Liverpool Road	Richmond Electrical Services	A1	Comp	I	
1	Park Street	Brewers Arms	A4	n/a	n/a	
5	Park Street	Neston Dental Care	D1	n/a	n/a	
2	Parkgate Road	Vacant	n/a	n/a	n/a	Vacant
4	Parkgate Road	Oakwood Animal Sanctuary	A1	Comp	I	
5	Parkgate Road	Guy Payne and Co	A2	n/a	n/a	
6	Parkgate Road	Rigbys	A1	Comp	I	
7	Parkgate Road	Oueesra and King	A1	Comp	I	
9	Parkgate Road	Valentines	A2	n/a	n/a	
11	Parkgate Road	Villagers	A1	Comp	I	
13	Parkgate Road	Neston Natural Health and Beauty Clinic	SG	n/a	n/a	
14	Parkgate Road	Vacant	n/a	n/a	n/a	Vacant
21	Parkgate Road	Just Hair Specialists	A1	Comp	R	
25	Parkgate Road	Redcliffe Dental Practise	D1	n/a	n/a	
1 to 3	Parkgate Road	Greenland Fishery	A4	n/a	n/a	
	Parkgate Road	Library	D1	n/a	n/a	
	Raby Park Road	Neston Centre	D1	n/a	n/a	
1	The Cross	Age UK	A1	Comp	M	
3	The Cross	The Brown Horse	A4	n/a	n/a	
4	The Cross	Tesco	A1	Conv	KA	
5	The Cross	Wine Rack (Vacant)	n/a	n/a	n/a	Vacant
7	The Cross	John Evans (shoes)	A1	Comp	I	
8	The Cross	Andrews	A2	n/a	n/a	
9	The Cross	J.A Allister	A1	Comp	I	
10	The Cross	Jones and Chapman	A2	n/a	n/a	
10	The Cross	Skipton	A2	n/a	n/a	
11	The Cross	Charles Stephen and Henry Norman	A1	Comp	M	

12	The Cross	Balducci	A1	Comp	I	
13	The Cross	Martins	A1	Conv	M	
13	The Cross	Brand	B1	n/a	n/a	
15	The Cross	Nat West	A2	n/a	n/a	
16	The Cross	Tig	A1	Comp	I	
19	The Cross	Clive Watkin	A2	n/a	n/a	
20	The Cross	Gordon	A2	n/a	n/a	
	The Cross	Reed Rains	A2	n/a	n/a	
		Vacant next to glimmering reflections	n/a	n/a	n/a	Vacant
		Next to Brown Horse and Ace UK (Vacant)	n/a	n/a	n/a	Vacant

## CAR PARKING DATABASE

<b>Name:</b>	Neston Station, Ladies Walk
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	114
<b>Short Stay Spaces: (4 hours and under)</b>	75
<b>Long Stay Spaces: (Over 4 hours)</b>	34
<b>Disabled Spaces:</b>	5
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR?</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS?</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?</p> <p><b>No Cost</b></p>
<b>Vacant Spaces on a Market/ Busy Day:</b>	12
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	49
<b>Illegal Spaces on a Market/ Busy Day:</b>	0
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Chester Road / Brook Street
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	151
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	141
<b>Disabled Spaces:</b>	10
<b>Charge:</b>	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? <b>No Cost</b>
<b>Vacant Spaces on a Market/ Busy Day:</b>	4
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	11
<b>Illegal Spaces on a Market/ Busy Day:</b>	8
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	6

<b>Name:</b>	Chester Road, Civic Hall
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	15
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	15
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR?</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS?</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?</p> <p><b>No Cost</b></p>
<b>Vacant Spaces on a Market/ Busy Day:</b>	5
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	13
<b>Illegal Spaces on a Market/ Busy Day:</b>	0
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Brook Street / Sainsbury's
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	224
<b>Short Stay Spaces: (4 hours and under)</b>	211
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	13
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR?</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS?</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?</p> <p><b>No cost</b></p>
<b>Vacant Spaces on a Market/ Busy Day:</b>	17
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	127
<b>Illegal Spaces on a Market/ Busy Day:</b>	0
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Station Road
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	27
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	26
<b>Disabled Spaces:</b>	1
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR?</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS?</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?</p> <p><b>No cost</b></p>
<b>Vacant Spaces on a Market/ Busy Day:</b>	13
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	22
<b>Illegal Spaces on a Market/ Busy Day:</b>	0
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Neston Library
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	15
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	14
<b>Disabled Spaces:</b>	1
<b>Charge:</b>	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? <b>No cost</b>
<b>Vacant Spaces on a Market/ Busy Day:</b>	0
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	1
<b>Illegal Spaces on a Market/ Busy Day:</b>	0
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	0

<b>Name:</b>	Bridge Street (outside 'flower lounge')
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	Approx. 5 (depending on how well people park)
<b>Short Stay Spaces: (4 hours and under)</b>	5 (max 1 hour parking)
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Charge:</b>	<p>HOW MUCH DOES IT COST TO PARK FOR AN HOUR?</p> <p>HOW MUCH DOES IT COST TO PARK FOR 4 HOURS?</p> <p>HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS?</p> <p><b>No cost</b></p>
<b>Vacant Spaces on a Market/ Busy Day:</b>	1
<b>Vacant Spaces on a Non Market/ Quiet Day:</b>	1
<b>Illegal Spaces on a Market/ Busy Day:</b>	0
<b>Illegal Spaces on a Non Market/ Quiet Day:</b>	0