

Better than average? -how high streets compare

Here we compile data from all our towns surveyed last year so you can gauge how your high street is performing in comparison.

64%

Convenience is key!

Customers most value convenience (64%) access to services (56%) and accessibility (56%).

Markets need a boost

Markets (74%), parking (57%), attractiveness (54%) and the shopping mix (51%) are customers' biggest disappointments.

588 customers per hour walk past shops on a busy day in busiest places; compared to 516 on quiet days.

IDEAS

Think local!

Businesses most like the potential for local customers (77%) in small towns, whilst parking (50%) & out-of-town shops (40%) are amongst their biggest concerns.

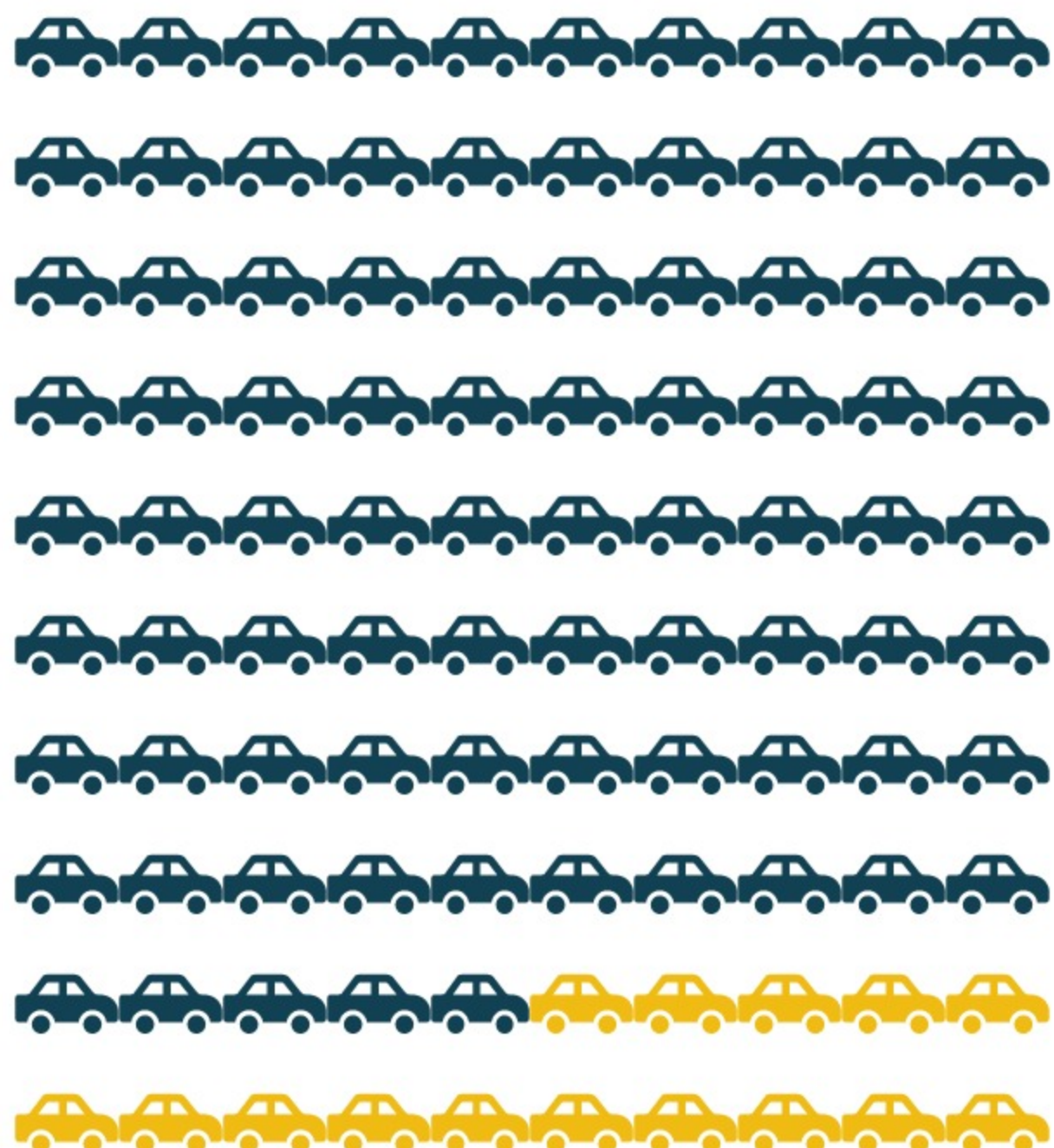
64% of shops are independently owned in small towns.

52% of businesses are shops; 17% food & drink; 14% financial services, 7% community & leisure.

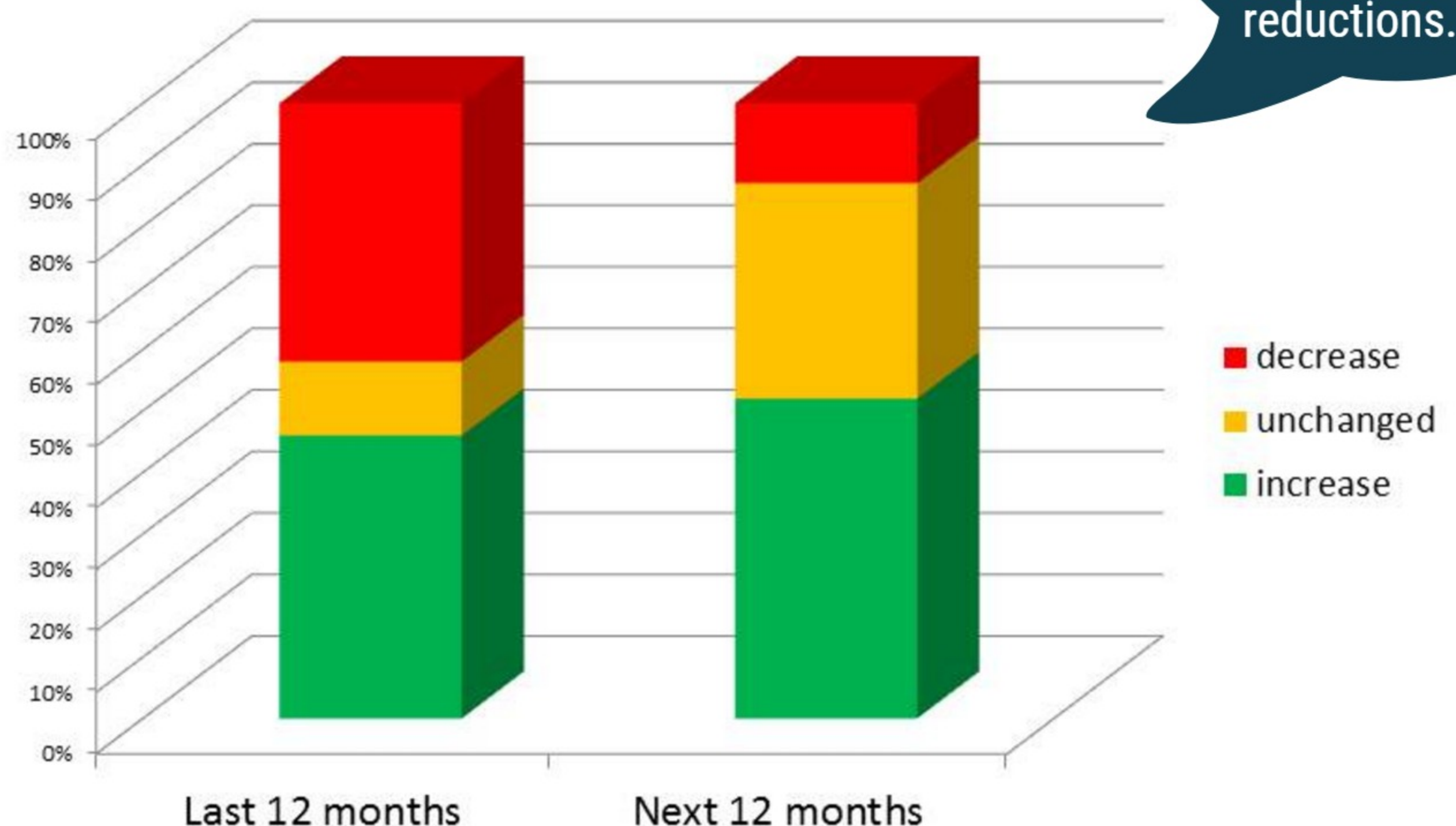
Parking supply; business confidence

15%

On-street parking supply is at a critical 15% availability on busy days



Changing Business Turnover



Whilst turnover decreased for 42% of businesses over last year; only 13% project future reductions.

A lot can be learnt spending a couple of days each year visiting every town centre business and asking "what's new?" These views can be compared with face-to-face interviews with town centre users and on-line surveys of non-users.

TOWN PARKING

performance & perceptions

Here we examine relationships between parking provision, town performance and perceptions by businesses or customers.

We have analysed 3,000 surveys of business and customers in 30 town and city centres to identify different scenarios for parking availability; town centre performance indicators including business confidence; and negative perceptions about parking expressed by businesses and town centre customers. The analysis can improve local understanding to help focus on necessary solutions to improve parking performance and perceptions.

Struggling town;
adequate parking;
negative perceptions

Solutions likely to focus on relationship between customer demand for town with some flexibility to adjust parking tariffs and supply.

20%



Successful town;
inadequate parking;
negative perceptions

Solutions will need to focus on managing or increasing limited parking supply to enable access to thriving town and change perceptions.

20%



Struggling town;
inadequate parking;
negative business
perceptions

Solutions will need to address different parking perceptions of businesses and customers within wider regeneration work.

10%



Successful town;
adequate parking;
negative perceptions

Solutions will need to identify and address issues behind negative parking perceptions of businesses and customers

10%



Successful town;
adequate parking;
negative business
perceptions

Solutions will need to address and perhaps challenge some of the negative parking perceptions of businesses.

10%



Struggling town;
inadequate parking;
positive perceptions

Solutions likely need to prioritise other issues before focusing on parking supply as part of wider regeneration work.

10%

