



PEOPLE & PLACES

Insight

CENTRAL BEDFORDSHIRE COUNCIL

TOWN BENCHMARKING REPORT

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INTRODUCTION

People and Places Insight strive to improve the performance of localities through a series of well-used and advanced Town Centre Services. We have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community and Town Partnerships and Retailers on a wide range of projects including Town Benchmarking, First Time Visitor Reviews, Signage and Wayfinding, Footfall Counts, Event Evaluation, Car Parking Studies, Disability Access Audits and Neighbourhood Planning.

In 2025, Central Bedfordshire Council commissioned People and Places Insight to undertake a Benchmarking Review to measure town centre performance in the following towns:

- Ampthill
- Biggleswade
- Dunstable
- Flitwick
- Houghton Regis
- Leighton Buzzard
- Potton
- Sandy
- Shefford

Previous evaluations in the town centre have taken place by People and Places Insight in 2019 and 2021. The detailed results of the Benchmarking Review can be found in the following report with a breakdown for the towns alongside each other in each KPI and against the National Small Towns average.



METHODOLOGY

THE SYSTEM

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

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 300 units
- National Small Towns; consisting of those localities with less than 300 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre areas of the Central Bedfordshire Council Towns are as follows:

TOWN	NO. OF GROUND FLOOR COMMERCIAL UNITS
Amphill	87
Biggleswade	176
Dunstable	267
Flitwick	61
Houghton Regis	45
Leighton Buzzard	228
Potton	41
Sandy	82
Shefford	49

The National figure is the average for all the towns which participated in Benchmarking from July 2022 to January 2024.



THE REPORTS

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

- Measuring High Street regeneration projects
- Developing Town Centre regeneration
- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting Community groups

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL OFFER; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: COMMERCIAL OFFER; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL OFFER: TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL OFFER: VACANCY RATES	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: MARKETS	Visual Survey of total number of traders on a Weekday Market
KPI: FOOTFALL	Footfall Survey on a Busy Weekday, Quiet Weekday and Saturday from 10.00-13.00 on each day
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Busy Weekday, Quiet Weekday and Saturday between 11.00-14.00
KPI: BUSINESS CONFIDENCE SURVEYS	Paper Based Surveys
KPI: TOWN CENTRE USER SURVEYS	Face to face/ Paper Based/ Online
KPI: SHOPPERS ORIGIN SURVEYS	Paper Based Surveys



KEY FINDINGS

KPI: GROUND FLOOR; USE CLASS

It is important to understand the scale and variety of the “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 Use Class Order from 1987 was updated into larger segments in 2020. Due to the more in-depth breakdown provision in 1987, People and Places Insight Limited continue to deploy these Use Class classifications.

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

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes.
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs).
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises.
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area.
B2	General Industrial	General Industrial.
B8	Storage and Distribution	Warehouses, includes open air storage.
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.



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



CLASS	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
A1	51	46	38	49	33	37	49	35	35	32
A2	13	11	10	11	17	2	8	5	5	11
A3	9	18	9	11	10	12	12	5	12	9
A4	4	6	5	3	2	2	5	8	4	9
A5	4	3	7	6	7	10	5	5	7	1
B1	3	6	6	2	7	15	3	13	4	11
B2	1	0	0	0	0	0	0	5	0	0
B8	0	1	1	0	0	0	0	0	1	0
C1	1	0	1	0	0	0	0	0	0	0
C2	0	0	1	1	0	5	0	0	0	0
C2A	0	0	0	0	0	0	0	0	0	0
D1	7	1	9	5	12	7	7	13	12	11
D2	1	3	2	0	3	0	0	0	0	2
SG	5	5	12	12	9	10	10	8	11	6



KPI: GROUND FLOOR 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

Comparison goods - All other retail goods.

Defined as:

- 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.

	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
COM	82	86	76	72	79	60	80	57	76	67
CONV	18	14	24	28	21	40	20	44	24	33

KPI: GROUND FLOOR UNITS; TRADER TYPES

The vitality of a Town Centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is likely to have the greatest positive impact on the vitality and viability of a town.

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores/units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town. The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality.

	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
KEY ATT.	8	3	0	5	11	0	8	7	0	0
MULTIPLE	21	8	23	25	21	47	18	21	21	27
REGIONAL	10	19	8	6	16	7	5	14	15	13
INDEPENDENT	61	70	69	64	53	47	70	57	65	60

KPI: GROUND FLOOR 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, whether due to locational criteria, high rent levels or strong competition from other centres.

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

	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
VACANCY	9	8	7	11	5	9	9	2	8	4

KPI: MARKETS

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

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

	NAT SMALL TOWNS	AMPT 2025	BIGG 2025	DUNST 2025	FLIT 2025	HR 2025	LB 2025	POTT 2025	SANDY 2025	SHEFF. 2025
TRADERS	15	8	2	N/A**	12	N/A	18	N/A	N/A	2

** Dunstable no longer has a specific town centre Weekly Market Day but there are fortnightly Middle Row Markets throughout the year and additional Markets at Christmas. The Middle Row Markets attract on average 30 Traders, double the National Small Towns figure.



KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of most businesses within the Town Centre. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

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

- An accurate stopwatch and a hand operated mechanical counter are used
- If a person walks pass more than once they are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Footfall counts are not conducted in weather conditions which will limit the number of town centre users i.e., heavy rain, snow

	NAT SMALL TOWNS	AMPT 2025	BIGG 2025	DUNST 2025	FLIT 2025	HR 2025	LB 2025	POTT 2025	SANDY 2025	SHEFF. 2025
MARKET/BUSY DAY	110	81	128	159	34	57	335	56	59	66
NON- MARKET/QUIET DAY	105	75	154	100	27	44	179	42	40	43
SATURDAY	N/A	137	226	134	31	51	370	66	59	82

KPI: CAR PARKING

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

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

- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day, Non-Market Day and Saturday

	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF. 2025 (%)
SHORT STAY SPACES: (4 HOURS AND UNDER)	48	56	59	39	41	81	24	89	46	80
LONG STAY SPACES: (OVER 4 HOURS)	47	38	36	54	55	10	69	3	51	16
DISABLED SPACES:	5	6	5	7	4	9	7	8	3	4
NOT REGISTERED	0	0	0	0	0	0	0	0	0	0
VACANT SPACES ON A MARKET/BUSY DAY:	27	7	38	45	30	51	16	16	29	22
VACANT SPACES ON A NON- MARKET/QUIET DAY:	33	9	40	49	35	51	42	20	39	27
VACANT SPACES ON A SATURDAY	N/A	9	37	37	44	47	38	27	47	15

KPI: BUSINESS CONFIDENCE SURVEY

With 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 returned Business Confidence Surveys.

WHAT IS THE NATURE OF YOUR BUSINESS?	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
RETAIL	N/A	25	36	69	42	50	63	N/A	64	N/A
FIN./PROF. SERVICES	N/A	0	27	12	21	0	21	N/A	18	N/A
PUBLIC SECTOR	N/A	0	9	0	8	0	0	N/A	0	N/A
FOOD AND DRINK	N/A	50	27	12	17	50	17	N/A	9	N/A
ACCOMMODATION	N/A	0	0	6	0	0	0	N/A	9	N/A
OTHER	N/A	25	0	0	13	0	0	N/A	0	N/A

WHAT TYPE OF BUSINESS ARE YOU?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
MULTIPLE	11	0	18	7	0	25	17	N/A	0	N/A
REGIONAL	6	0	9	21	0	25	12	N/A	18	N/A
INDEPENDENT	83	100	73	71	100	50	71	N/A	82	N/A

HOW LONG HAS YOUR BUSINESS BEEN BASED IN THE TOWN?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
LESS THAN A YEAR	8	0	0	0	0	0	0	N/A	0	N/A
ONE TO FIVE YEARS	20	0	18	19	0	25	8	N/A	18	N/A
SIX TO TEN YEARS	13	50	9	0	0	0	13	N/A	0	N/A
MORE THAN TEN YEARS	59	50	73	81	100	75	79	N/A	82	N/A



COMPARED TO LAST YEAR HAS YOUR TURNOVER?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
INCREASED	39	0	18	31	20	100	35	N/A	40	N/A
STAYED THE SAME	27	50	64	19	20	0	22	N/A	40	N/A
DECREASED	34	50	18	50	60	0	43	N/A	20	N/A
COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
INCREASED	30	0	27	19	20	100	17	N/A	40	N/A
STAYED THE SAME	32	50	36	12	20	0	22	N/A	40	N/A
DECREASED	39	50	36	69	60	0	61	N/A	20	N/A
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL....?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
INCREASE	42	0	18	20	0	75	18	N/A	44	N/A
STAY THE SAME	39	25	64	53	50	25	36	N/A	33	N/A
DECREASE	19	75	18	27	50	0	46	N/A	22	N/A



WHAT ARE THE POSITIVE ASPECTS OF HAVING A BUSINESS LOCATED IN THE TOWN CENTRE?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
PHYSICAL APPEARANCE	50	100	54	47	0	50	50	N/A	36	N/A
CLEANLINESS	N/A	0	23	13	0	50	27	N/A	9	N/A
PROSPERITY OF THE TOWN	42	100	31	27	0	50	41	N/A	18	N/A
LABOUR POOL	15	0	0	0	0	0	14	N/A	0	N/A
GEOGRAPHICAL LOCATION	47	33	69	40	80	50	45	N/A	18	N/A
MIX OF RETAIL OFFER	50	33	31	13	40	50	18	N/A	9	N/A
POTENTIAL TOURIST CUSTOMERS	36	33	8	7	0	25	14	N/A	9	N/A
POTENTIAL LOCAL CUSTOMERS	74	33	77	53	60	75	68	N/A	64	N/A
AFFORDABLE HOUSING	16	0	0	7	0	25	18	N/A	0	N/A
TRANSPORT LINKS	41	0	54	40	80	25	23	N/A	55	N/A
FOOTFALL	31	0	31	33	20	0	41	N/A	36	N/A
CAR PARKING	27	0	31	40	20	50	14	N/A	45	N/A
SAFETY	N/A	0	0	0	0	0	0	N/A	0	N/A
RENTAL VALUES/ PROPERTY COSTS	12	33	8	33	0	75	9	N/A	27	N/A
MARKET(S)	13	0	31	27	0	0	41	N/A	0	N/A
EVENTS/ACTIVITIES	20	33	31	40	20	50	41	N/A	18	N/A
MARKETING/PROMOTIONS	10	33	23	27	0	25	9	N/A	9	N/A
LOCALPARTNERSHIPS/ ORGANISATIONS	20	33	15	13	20	50	9	N/A	0	N/A

WHAT ARE THE NEGATIVE ASPECTS OF HAVING A BUSINESS LOCATED IN THE TOWN CENTRE?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	N/A
PHYSICAL APPEARANCE	18	0	36	31	60	25	22	N/A	40	N/A
CLEANLINESS	N/A	0	27	31	40	25	30	N/A	20	N/A
PROSPERITY OF THE TOWN	22	25	36	50	40	50	26	N/A	50	N/A
LABOUR POOL	16	75	18	19	0	0	9	N/A	20	N/A
GEOGRAPHICAL LOCATION	8	25	9	6	0	25	13	N/A	10	N/A
MIX OF RETAIL OFFER	25	0	36	25	20	0	35	N/A	30	N/A
NUMBER OF VACANT UNITS	N/A	25	36	75	60	0	52	N/A	20	N/A
POTENTIAL TOURIST CUSTOMERS	13	25	18	25	20	0	17	N/A	0	N/A
POTENTIAL LOCAL CUSTOMERS	5	0	0	12	0	0	13	N/A	10	N/A
AFFORDABLE HOUSING	14	25	0	6	0	0	13	N/A	0	N/A
TRANSPORT LINKS	15	25	0	31	0	25	26	N/A	10	N/A
FOOTFALL	23	25	9	44	20	25	39	N/A	60	N/A
CAR PARKING	44	75	64	50	80	75	61	N/A	70	N/A
SAFETY	N/A	0	0	0	0	0	0	N/A	0	N/A
RENTAL VALUES/ PROPERTY COSTS	25	25	18	38	20	25	39	N/A	0	N/A
MARKET(S)	9	0	0	31	0	25	13	N/A	10	N/A
LOCAL BUSINESS COMPETITION	21	0	9	25	20	50	13	N/A	10	N/A
COMPETITION FROM OUT-OF-TOWN LOCATIONS	39	25	55	31	20	25	70	N/A	10	N/A
COMPETITION FROM OTHER TOWNS/CITIES	29	25	18	31	20	25	13	N/A	30	N/A
COMPETITION FROM THE INTERNET	44	25	36	25	0	0	48	N/A	10	N/A
EVENTS/ACTIVITIES	N/A	0	9	12	0	0	9	N/A	10	N/A
MARKETING/ PROMOTIONS	N/A	0	9	13	0	0	9	N/A	10	N/A
LOCAL PARTNERSHIPS/ ORGANISATIONS	N/A	0	9	6	0	0	13	N/A	10	N/A

HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
YES	27	33	46	44	20	25	61	N/A	36	N/A
NO	73	66	54	56	80	75	39	N/A	64	N/A
IF YES, WHAT TYPE OF BUSINESS CRIME HAVE YOU SUFFERED?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
THEFT	66	100	100	100	100	100	73	N/A	75	N/A
CRIMINAL DAMAGE	27	0	0	39	0	0	40	N/A	25	N/A
ABUSE	12	0	0	29	0	100	47	N/A	0	N/A
OTHER	8	0	0	14	0	0	17	N/A	0	N/A

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 different to someone who has never been to the place before.

The following percentage figures are based upon the total number of respondents to each question.

GENDER/ AGE	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
MALE	32	26	55	30	41	43	31	44	50	44
FEMALE	67	71	42	68	52	57	66	53	50	55
NON-BINARY	N/A	0	0	0	0	0	0	0	0	0
PREFER NOT TO ANSWER	1	2	3	2	7	0	3	2	0	1
UNDER 16	N/A	0	0	0	0	0	0	0	0	0
16-25	6	3	3	3	3	0	2	2	5	2
26-35	15	6	14	7	3	8	17	6	17	7
36-45	24	15	8	16	14	8	17	9	26	12
46-55	23	29	14	19	31	31	15	17	21	14
56-65	17	27	11	26	22	23	16	18	24	21
OVER 65	N/A	19	52	25	21	31	29	46	7	42
PREFER NOT TO ANSWER	1	2	0	3	5	0	3	3	0	2

WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
WORK	N/A	4	17	7	0	18	3	2	5	2
CONVENIENCE SHOPPING	N/A	42	68	39	83	55	39	53	51	63
COMPARISON SHOPPING	N/A	4	8	8	6	0	9	2	2	7
ACCESS SERVICES	N/A	6	3	12	4	9	13	17	27	8
EATING AND DRINKING OUT	N/A	26	2	N/A	6	9	21	15	N/A	9
LEISURE	N/A	7	3	11	0	0	5	1	8	1
OTHER	N/A	10	0	14	0	9	10	10	7	9

HOW OFTEN DO YOU VISIT THE TOWN CENTRE?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
DAILY	23	22	15	14	17	18	12	17	9	14
MORE THAN ONCE A WEEK	37	47	34	32	45	45	38	48	46	46
WEEKLY	21	18	26	21	21	18	29	18	20	23
FORTNIGHTLY	7	5	6	12	6	0	9	7	9	6
MORE THAN ONCE A MONTH	5	5	6	10	2	9	7	4	7	7
ONCE A MONTH OR LESS/ FIRST VISIT	8	4	12	11	9	9	5	7	10	4

HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
ON FOOT	40	51	55	46	62	55	39	47	N/A	41
BICYCLE	1	2	0	1	2	0	4	1	N/A	1
MOTORBIKE	0	0	0	0	0	0	0	0	N/A	0
CAR	55	45	45	46	34	36	49	51	N/A	55
BUS	2	2	0	2	0	9	5	1	N/A	1
TAXI	N/A	0	0	0	0	0	0	0	N/A	1
OTHER	0	1	0	4	2	0	3	1	N/A	2

ON AVERAGE, ON YOUR NORMAL VISIT TO THE TOWN CENTRE HOW MUCH DO YOU NORMALLY SPEND?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
NOTHING	3	2	12	5	0	0	0	2	4	0
£0.01-£5.00	11	2	9	7	4	18	3	6	15	4
£5.01-£10.00	23	12	28	23	15	27	18	23	31	14
£10.01-£20.00	32	30	37	27	28	50	35	37	31	30
£20.01-£50.00	26	37	12	28	41	5	33	26	15	38
MORE THAN £50.00	6	16	2	10	11	0	9	4	3	12

WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
PHYSICAL APPEARANCE	45	77	50	11	9	0	45	79	15	49
CLEANLINESS	40	53	34	14	20	27	36	63	37	51
RETAIL OFFER	22	41	11	8	9	9	19	36	8	21
CUSTOMER SERVICE	24	18	45	4	4	9	10	34	9	10
CAFES/RESTAURANTS	56	81	38	30	24	36	62	59	33	42
ACCESS TO SERVICES	57	48	45	30	18	73	53	66	43	49
LEISURE FACILITIES	14	6	13	15	9	0	9	3	0	2
CULTURAL ACTIVITIES/EVENTS	20	13	7	19	7	0	29	15	3	7
PUBS/ BARS/ NIGHTCLUBS	29	51	7	7	7	0	39	41	11	25
PUBLIC TOILETS	20	18	11	6	0	27	43	14	9	6
TRANSPORT LINKS	14	3	32	20	51	27	12	9	19	10
EASE OF WALKING AROUND THE TOWN CENTRE	59	46	84	34	44	82	66	64	54	57
CONVENIENCE	69	74	70	63	73	82	66	74	68	76
SAFETY	23	18	59	4	16	9	16	24	12	19
CAR PARKING	27	9	50	10	29	18	23	21	47	40
MARKET(S)	25	29	30	13	38	N/A	61	17	1	18
OTHER	6	3	2	9	2	0	7	8	4	4

WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NAT SMALL TOWN (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
PHYSICAL APPEARANCE	25	2	34	53	73	78	18	1	30	9
CLEANLINESS	19	6	36	31	36	44	19	3	16	9
RETAIL OFFER	47	13	72	64	61	44	55	18	61	44
CUSTOMER SERVICE	7	1	16	9	7	0	4	3	5	3
CAFES/RESTAURANTS	12	2	22	16	27	11	9	4	21	13
ACCESS TO SERVICES	12	8	20	48	64	0	31	8	36	20
LEISURE FACILITIES	27	15	25	12	27	11	24	18	42	33
CULTURAL ACTIVITIES/EVENTS	20	5	33	13	34	11	13	7	27	17
PUBS/ BARS/ NIGHTCLUBS	14	3	30	21	27	33	5	2	16	12
PUBLIC TOILETS	25	14	22	44	43	33	10	18	35	34
TRANSPORT LINKS	19	18	28	12	7	11	11	20	8	16
EASE OF WALKING AROUND THE TOWN CENTRE	10	23	14	12	16	0	3	4	3	2
CONVENIENCE	3	0	14	2	0	0	4	1	1	2
SAFETY	16	11	22	32	16	56	26	10	10	11
CAR PARKING	43	81	20	55	39	44	37	72	24	21
MARKET(S)	15	3	36	39	7	N/A	4	6	27	12
OTHER	17	19	5	18	5	11	20	13	18	22



HOW LONG DO YOU STAY IN THE TOWN CENTRE?	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
LESS THAN AN HOUR	35	20	38	40	50	45	23	51	64	48
1-2 HOURS	44	55	37	43	43	36	59	37	25	43
2-4 HOURS	13	20	11	13	7	0	23	8	5	6
4-6 HOURS	3	3	0	1	0	0	2	1	4	2
ALL DAY	4	1	14	2	0	9	1	1	2	0
						9				

WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
YES	75	95	67	25	18	45	69	88	36	70
NO	25	5	33	75	82	55	31	12	64	30

KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population. The post codes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

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

	NAT SMALL TOWNS (%)	AMPT 2025 (%)	BIGG 2025 (%)	DUNST 2025 (%)	FLIT 2025 (%)	HR 2025 (%)	LB 2025 (%)	POTT 2025 (%)	SANDY 2025 (%)	SHEFF 2025 (%)
LOCALS	55	N/A	41	77	80	N/A	73	N/A	50	N/A
VISITORS	19	N/A	58	22	20	N/A	21	N/A	45	N/A
TOURISTS	15	N/A	1	1	0	N/A	6	N/A	5	N/A