Market Town Benchmarking

Measuring the performance of Town Centres

Shifnal

2012 Report

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Mike King
Senior Research Consultant
07818 068 982
mike.king@towns.org.uk

EXECUTIVE SUMMARY

RETAIL

- Following the National, Regional and Typology trends, just over half (51%) of the units in Shifnal Town Centre are A1 Shops.
- The 'type' of goods on offer in the A1 Shops in Shifnal reflects the National (77%) and Typology Town (73%) picture, with three quarters (74%) selling 'Comparison' goods.
- 81% of the A1 Shops in Shifnal are 'Independent', which is noticeably higher than the National Small Towns average of 67%
- The vacancy rate in Shifnal was 7% at the time of the November 2013 audit, 1% lower than the National Small Towns average and considerably lower than the Local Data Company figure of 14% for all Town Centres in Great Britain.

THE FARMERS MARKET

- The Farmers Market has a large impact on footfall in Shifnal Town Centre, providing an average of 133 persons per ten minutes compared to the 71 and 73 on the Weekday counts. (85% increase).
- Car Parking vacancy rates are also noticeably lower on the Saturday Farmers Market audit, 14% compared to 21% on Wednesday 14th November 2012 and 32% on Friday 30th November 2012.

FOOTFALL

- Footfall in normal trading conditions (71 and 73 persons per ten minutes) is considerably lower than the National Small Towns figures for Market/ Busy Day (136) but only slightly lower than the Non Market/ Quiet Day (88) which is a more valid comparison.

CAR PARKING

- Overall, 89% of the 209 recorded spaces are 'Long Stay', double the National Small Towns average.
- Car parking vacancy figures of 21% and 32% on the two weekdays in November are below the Regional (46%), National (39%) and Typology (35%) averages for a Non Market Day/ Quiet Day.
- Despite a number of suggestions from Town Centre Users and businesses to improve 'car parking', 59% of businesses rated it as a positive aspect, 24%

higher than the National average. 55% of Town Centre Users rated 'car parking' as a positive.

TOWN CENTRE USERS

- Replicating the Regional, National and Typology trends, the most popular response for visiting Shifnal Town Centre was for 'convenience shopping'. (49%)

- Interestingly, 27% stated that they were visiting Shifnal to 'access services' which is noticeably higher than the National Small Towns figure of 16%. 70% of Town Centre Users stated that 'access to services' was a positive aspect of the Town Centre, the second highest figure.

- Highlighting a Town Centre used regularly, 93% of respondents visited Shifnal once a week or more. Augmenting this 47% reported that they travelled into Shifnal 'on foot'.

- Mirroring the National trends, the most popular response in regards to the positive aspects of the Town Centre were 'ease of walking around' (75%).

- 69% rated 'Restaurants' as a positive aspect, 32% higher than the National figure.

- 71% rated the 'variety of shops' as either 'Good' (61%) or 'Very Good' (10%), 15% higher than the National Small Towns average. However, improvements to the 'retail offer' is a key theme to emerge from the qualitative comments concerning suggestions to improve Shifnal.

- 70% rated the 'leisure and cultural' offering as 'Poor' (50%) or 'Very Poor' (20%). 35% 15% higher than the National Small Towns average. Substantiating the data on the specific question on leisure and cultural offering, when asked to choose from a range of options, 63% stated the former was a negative, 24% higher than the National average. Similarly, 46% of Town Centre Users recorded 'cultural facilities' as a negative, 9% higher than the National figure.

- The themes to emerge from the suggestions to improve the Town Centre were 'physical appearance', 'retail offer', 'car parking' and 'Christmas lights.

BUSINESS CONFIDENCE

- 'Business confidence' is stable in Shifnal. 67% of businesses reported that their turnover had 'stayed the same' compared to last year, more than double the National Small Towns and Typology figures. 57% of businesses reported that compared to last year their 'profitability' has 'stayed the same', 26%

higher than the National Small Towns figure and 73% of businesses felt that over the next 12 months their ‘turnover’ would ‘stay the same’, 32% higher than the National Small Towns figure.

HOW BUSINESSES RATE SHIFNAL

- Reflecting the National trend the most popular response in regards to the positive aspects of operating in the Town Centre was ‘potential local customers’. (77%) Interestingly 73% felt ‘geographical location’ was a positive aspect compared to the National average of 46%.

- ‘Competition from the internet’ was the most common aspect of Shifnal Town Centre rated as a negative, 59% compared to the National figure of 39%. 47% of businesses rated ‘rental values/ property costs’ as a negative and 35% ‘competition from other places’.

CONTENTS PAGE

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.

AMT Town Benchmarking licenses allow users to collect data on the 12 Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to amt-i, the research division of national membership organization and registered charity Action for Market towns for analysis and report production.

The System

The Benchmarking system is divided into two sections:

- Large Towns; consisting of those localities with more than 250 commercial units
- Small Towns; consisting of those localities with less than 250 commercial units

Towns, depending on their size, contribute to either the Large or Small Town analysis. Shifnal with 113 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 2012.
- The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Shifnal is classed in Typology 8 alongside, Congelton, Sandbach and Holmes Chapel in Cheshire, Bishops Waltham in Hampshire and Cricklade and Royal Wotton Bassett in Wiltshire.

Full Information on towns contributing to Benchmarking in 2012, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix.

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: Total number of commercial units	Visual Survey
KPI: Retail by Comparison/Convenience	Visual Survey
KPI: Key attractors / multiple trader representation	Visual Survey
KPI: Number of vacant units	Visual Survey
KPI: Number of markets / traders	Visual Survey
KPI: Footfall	Footfall Survey on Busy and Quiet Days
KPI: Car Parking Availability and Usage	Footfall Survey on Busy and Quiet Days
KPI: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face
KPI: Town Centre Users Survey	Face to Face Survey/ Online Survey
KPI: Shoppers Origin Survey	Shoppers Origin and Town Centre User Surveys

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: Total Number of Commercial Units

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.

Table of 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 Cafés	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
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.
B1	Business	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).

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 105 occupied units recorded.

	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
A1	51	53	54	51
A2	10	12	14	15
A3	6	8	7	6
A4	8	6	4	6
A5	9	3	5	5
B1	2	2	2	2
B2	1	1	1	0
B8	0	0	0	0
C1	1	2	1	0
C2	0	1	0	0
C2A	0	0	0	0
D1	8	6	5	9
D2	0	1	0	0
SG	5	6	5	3
Not Recorded	0	1	1	0

Following the National, Regional and Typology trends, just over half (51%) of the units in Shifnal Town Centre are A1 Shops. A2 Financial and Professional Services provide the second highest figure with 10%.

KPI: Retail by Comparison / 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.

	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Comparison	74	82	77	73
Convenience	26	18	23	27

The 'type' of goods on offer in the A1 Shops in Shifnal reflects the National (77%) and Typology Town (73%) picture, with three quarters (74%) selling 'comparison' goods. The figure is lower than the Regional average of 82%.

KPI: Key attractors / multiple trader representation

The vitality of a Town Centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a “unique selling point” and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

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

	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Key Attractor	2	5	6	4
Multiple	9	11	20	18
Regional	7	4	7	5
Independent	81	80	67	73

81% of the A1 Shops in Shifnal are 'independent', which is noticeably higher than the National Small Towns average of 67%. Only 11% of the A1 Shops are National Retailers (2% Key Attractors/ 9% Multiple), which is 15% lower than the National Small Towns average.

KPI: Number of vacant units

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.

	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Vacant Units	7	8	8	7

At the time of the audit in November 2012, 8 units were classed as 'vacant' providing a percentage of 7% of the total Town Centre offering, 1% lower than the Regional and National averages. It must be noted that in January 2013 the Local Data Company report 'shop vacancy rates' to be 14%, an average which refers to Town Centres of all sizes across Great Britain.

KPI: Number of markets / traders

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.

	Shifnal	West Midlands Small Towns	National Small Towns	Typology 8
Average number of market days during week	n/a	n/a	n/a	n/a
Average number of traders at a market	8	14	19	18

Benchmarking only provides Regional, National and Typology data on regular weekday markets. The aim is to understand how the Town Centres operate in 'normal' trading conditions, thus figures for the Monthly Farmers Market have not been included in the analysis. At regular weekday markets the National Small Towns average number of traders is 19.

RECCOMENDATION: It would be useful if the number of traders attending the monthly Farmers Market in Shifnal was recorded at each event to track any increase/ decline in numbers.

KPI: Footfall Counts

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.

In regards to conducting footfall in Shifnal, outside the Co Op (pictured below) was identified as the busiest point in the Town Centre. Thus, over the course of four mornings in November, two normal weekdays, (Wednesday and Friday) the Monthly Farmers Market on Saturday 17th and a Non Market Saturday 24th, people passing in either direction and on either side of the road, looking out from the alleyway next to the Co Op, were counted. The tables on the next page highlight the times that the counts were taken place and data on the individual counts.

Time	Wednesday 28th November 2012	Time	Friday 30th November 2012
1040-1050	63	1025-1035	57
1140-1150	75	1120-1130	92
1240-1250	74	1235-1245	69
Total	**212**	**Total**	**218**
Average	**71**	**Average**	**73**

The table highlights that over the two days footfall remained stable with an average of 71 persons per ten minutes on Wednesday 28th November and 73 on Friday 30th November. The highest individual count was 92 persons at 1120-1130 on Friday 30th November.

Time	Farmers Market Day	Time	Saturday 24th November 2012
1000-1010	102	1000-1010	75
1100-1110	102	1100-1110	95
1200-1210	195	1200-1210	72
Total	**399**	**Total**	**242**
Average	**133**	**Average**	**81**

The table above illustrates that the Farmers Market has a large impact on footfall in Shifnal Town Centre, an average of 133 persons per ten minutes compared to the 71 and 73 on the Weekday counts. (85% increase) Footfall is slightly higher on a normal Saturday (81) than in the week but noticeably lower than the Farmers Day count. The highest individual count was from 1200-1210 on the Farmers Market Day (195).

The Benchmarking System provides data on normal trading conditions in a Town Centre, thus for the Regional, National and Typology averages, only weekday footfall data is used. The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the Town Centres.

	Shifnal	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Busy Day	73	104	136	113
Quiet Day	71	98	88	85

The data highlights that Shifnal on the busier of the two weekdays, Friday 30th November, provided a noticeably lower footfall count than the National Small Towns average, 73 compared to 136. It must be noted that many of the towns contributing to the data on the Busy Day, will have recorded footfall on a Market Day. Thus, the Quiet Day data maybe offers a more valid benchmark of footfall. The average of 71 persons per 10 minutes is lower than the Regional (98), National (88) and Typology (85) figures.

RECCOMENDATION: Footfall counting exercises need to be replicated quarterly on two weekdays, at the Farmers Market and on a Saturday. Tracking the footfall will identify patterns of improvement or decline, which will be particularly pertinent for those who have developed the Farmers Market.

KPI: Car Parking Availability and Usage

These days 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;

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on two weekdays and Saturday Farmers Market Day.
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on two weekdays and Saturday Farmers Market Day.
- 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 two weekdays and Saturday Farmers Market Day.

	Shifnal	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typ. 8 %
Car Park:					
Total Spaces:	145	69	82	90	85
Short Stay Spaces: (4 hours and under)	0	0	24	47	41
Long Stay Spaces: (Over 4 hours)	140	97	70	46	55
Disabled Spaces:	5	5	4	4	4
Not Registered	0	0	2	3	0
Vacant Spaces on Wednesday 14th November 2012:	18	12	23	27	26
Vacant Spaces on Friday 30th November 2012:	44	30	37	41	39
Vacant Spaces on Saturday Farmers Market, November	17	12	n/a	n/a	n/a
On Street:					
Total Spaces:	64	31	18	10	15
Short Stay Spaces: (4 hours and under)	19	30	57	64	55
Long Stay Spaces: (Over 4 hours)	45	70	39	26	38
Disabled Spaces:	0	0	5	4	2
Not Registered	0	0	2	6	0
Vacant Spaces on Wednesday 14th November 2012:	25	39	12	13	6
Vacant Spaces on Friday 30th November 2012:	22	34	16	19	9
Vacant Spaces on Saturday Farmers Market, November	11	14	n/a	n/a	n/a

Overall					
Total Spaces:	209	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	19	9	40	48	44
Long Stay Spaces: (Over 4 hours)	185	89	56	44	52
Disabled Spaces:	5	2	4	4	3
Not Registered	0	0	0	3	1
Vacant Spaces on Wednesday 14th November 2012:	43	21	26	25	23
Vacant Spaces on Friday 30th November 2012:	66	32	46	39	35
Vacant Spaces on Saturday Farmers Market, November	28	14	n/a	n/a	n/a

*Please note the Regional, National and Typology data for Wednesday 14th November 2012 refers to data collected on a Market/ Busy Day, whilst the data for Friday 30th November 2012 refers to data collected on a Non Market/ Quiet Day.

Nationally, 47% of spaces in designated car parks are for 'Short Stay' (less than 4 hours) whilst all the provision in Shifnal is for 'Long Stay'. 70% of 'On Street' parking is 'Long Stay' noticeably higher than the Regional (39%), National (38%) and Typology (26%) averages.

Overall, 89% of the 209 recorded spaces are 'Long Stay', double the National Small Towns average.

Vacancy rates were noticeably lower on the Saturday Farmers Market audit, 14% compared to 21% on Wednesday 14th November 2012 and 32% on Friday 30th November. It must be noted that each of these figures is below the Regional (46%), National (39%) and Typology (35%) averages for a Non Market Day/ Quiet Day.

RECCOMENDATIONS: Some comments from the Town Centre Users Surveys referred to the fact that commuters were leaving their cars in the car parks all day, a possible reason for the relatively low vacancy rates. A simple exercise of recording car parking 'turnover' could be implemented to review the situation if it was felt to be problematic. Mike King, amti Senior Consultant can provide a template for the review.

KPI: Business Confidence Survey

The aim of the Business Confidence Survey is to establish an understanding of the economy of the town. By establishing the trading conditions of the Town Centre businesses efforts can be focussed on looking at issues which are of concern and how to improve them.

The following tables are based on the 22 responses from the Business Confidence Survey which were hand delivered to all Town Centre businesses and distributed at the Shifnal Business Forum.

	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
What is the nature of your business?				
Retail	35	71	68	56
Commercial/Professional	45	16	16	24
Public Sector	0	1	1	1
Hospitality	5	9	9	12
Other	15	3	6	7
What type of business are you?	**Shifnal %**	**West Midlands Small Towns %**	**National Small Towns %**	**Typology 8 %**
Multiple Trader	0	16	15	15
Regional	5	5	6	7
Independent	95	79	79	78

Replicating the make-up of the Town Centre offering, 95% of respondents were ‘independent’ traders.

How long has your business been in the town?	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Less than one year	5	10	9	12
One to five years	27	19	21	17
Six to ten years	14	17	16	13
More than ten years	55	54	54	58

55% of respondents were long standing traders within Shifnal Town Centre.

Compared to last year has your turnover…….?,	Shifnal %	South West Towns %	National Small Towns %	Typology 8 %
Increased	19	33	30	33
Stayed the same	67	35	31	30
Decreased	14	32	39	36

67% of businesses reported that their turnover had ‘stayed the same’ compared to last year, more than double the National Small Towns and Typology figures.

Compared to last year has your profitability…….?	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Increased	10	31	26	26
stayed the same	57	33	31	37
Decreased	33	36	43	37

57% of businesses reported that compared to last year their ‘profitability’ has ‘stayed the same’, 26% higher than the National Small Towns figure.

Over the next 12 months do you think your turnover will…….?	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Increase	18	40	37	39
stay the same	73	44	41	39
Decrease	9	16	23	22

73% of businesses felt that over the next 12 months their 'turnover' would 'stay the same', 32% higher than the National Small Towns figure.

What are the positive aspects of having a business located in the town? (Multiselect)	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Prosperity of the town	32	43	41	51
Labour pool	5	12	12	12
Environment	18	32	27	32
Geographical location	73	48	46	49
Mix of retail offer	18	40	38	41
Potential tourist customers	18	49	39	29
Potential local customers	77	83	79	78
Affordable housing	14	13	9	8
Transport links	32	21	26	26
Car parking	59	41	35	48
Rental values/property costs	32	22	16	12
Market(s)	18	16	17	15
Other	5	3	5	4

Reflecting the National trend the most popular response in regards to the positive aspects of operating in the Town Centre was 'potential local customers'. (77%) Interestingly 73% felt 'geographical location' was a positive aspect compared to the National average of 46%. Similarly in Shifnal, 59% of businesses rated 'car parking' as a positive aspect, 24% higher than the National average.

What are the negative aspects of having a business located in the town? (Multiselect)	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Prosperity of the town	18	29	22	8
Labour pool	0	5	7	6
Environment	12	5	7	1
Geographical location	0	6	7	4
Mix of retail offer	29	18	23	19
Potential tourist customers	6	6	9	6
Potential local customers	12	3	4	2
Affordable housing	18	8	10	17
Transport links	12	33	19	21
Car parking	29	47	55	46
Rental values/property costs	47	29	37	35
Market(s)	0	12	14	17
Local business competition	29	19	21	25
Competition from other places	35	40	37	34
Competition from the Internet	59	40	39	33
Other	6	7	7	4

'Competition from the internet' was the most common aspect of Shifnal Town Centre rated as a negative, 59% compared to the National figure of 39%. 47% of businesses rated 'Rental values/ property costs' as a negative and 35% 'competition from other places'.

‘Car parking’ divides opinion, despite 59% of businesses rating it positively, 29% felt it was a negative, although this figure is way below the National average of 55%.

Has your business suffered from any crime over the last 12 months?	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Yes	23	29	30	25
No	77	71	70	75
What type of crime has your business suffered over the last 12 months (Multiselect)	**Shifnal %**	**West Midlands Small Towns %**	**National Small Towns %**	**Typology 8 %**
Theft	60	77	74	85
Abuse	20	11	15	15
Criminal damage	40	34	40	26
Other	0	0	2	3

77% of businesses had not suffered from crime over the last 12 months.

What TWO suggestions would you make to improve the economic performance of the Town Centre?

A number of comments centred on the need to improve ‘car parking’. The comments are highlighted in green with all the comments supplied by the Businesses in the list below.

- "Remove Shifnal Town Council it is a waste of money. More car parking."
- "Increase car parking space."
- "More CCTV covering more of the town."
- "Put a parking area on Cheapside. Stop the deterioration of our listed buildings."
- "Lower business rents to help small firms profitability. Lower vat to stimulate growth in the economy."
- "Encourage more businesses to open."
- "Continue free car parking. Mae the monthly market bigger. More town/ street events. Make Shrewsbury Road one way, just going into the town and also Bradford St and Victoria Road. This would ease congestion and also make parking at the doctors easier."

- "Do not introduce car parking fees. Keep out large supermarkets."
- "Provision of more free parking esp. West End of Town near Church."
- "Provide better parking."
- "Increase local market. More parking- no short stay."
- "Better mix of shops. Get rid of Telford!"
- "Variety of shops- boutiques or brand names for younger dynamic (20s to 40s)/ Activity area (soft play) foe younger children to attract families aka Jungle Bungle!"
- "We need to attract people in with publicity. The town is also very shabby; we need to see the flower beds being planted up and hanging baskets. Too many people just pass through."
- "Market the town as a place to visit and encourage the locals to shop in the town."
- "Proper town website. More events like food festival or similar."

RECOMMENDATION: It would be useful to ask businesses to record takings on a normal weekday compared to the Farmers Market days to understand if increased footfall is leading to increased spend in the shops.

KPI: Town Centre Users Survey

The aim of the Visitor Satisfaction 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 (i.e. locals who pop in every day or work in town) can be very different to someone who has never been to the place before. For the first group signage is not an issue, for example, and the second may not worry about fear of night time crime.

The following tables are based on the 125 responses gathered from 2 days face to face interviewing in the town centre and an online survey.

	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Gender				
Male	34	38	39	27
Female	66	62	61	73
Age				
16-25	6	9	9	8
26-35	12	8	10	9
36-45	16	13	15	11
46-55	20	15	20	15
56-65	22	21	20	23
Over 65	25	34	27	35

What do you generally visit the Town Centre for?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Work	16	17	16	13
Convenience Shopping	49	50	42	47
Comparison Shopping	2	2	5	5
Access Services	27	11	16	18
Leisure	6	11	11	8
Other	1	10	9	9
How often do you visit the Town Centre				
Daily	36	37	25	25
More than once a week	51	32	35	46
Weekly	6	15	14	12
Fortnightly	4	5	4	5
More than once a Month	1	2	3	2
Once a Month or Less	2	7	7	7
First Visit	1	2	11	4

Replicating the Regional, National and Typology trends, the most popular response for visiting Shifnal Town Centre was for ‘convenience shopping’. (49%) Interestingly, 27% stated ‘access services’ which was noticeably higher than the National Small Towns figure of 16%.

Highlighting a Town Centre used regularly, 93% of respondents visited Shifnal once a week or more.

How do you normally travel into the Town Centre?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
On Foot	47	35	36	34
Bicycle	2	2	3	0
Motorbike	1	0	1	1
Car	49	57	52	56
Bus	1	4	7	7
Train	0	0	1	1
Other	1	0	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	1	4	3	2
£0.01-£5.00	13	19	15	12
£5.01-£10.00	33	25	25	28
£10.01-£20.00	33	29	31	32
£20.01-£50.00	18	18	20	22
More than £50.00	2	6	5	3

Once again highlighting a Town Centre used by locals 47% reported that they travelled into Shifnal ‘on foot’.

33% of respondents spent between £5.01-£10.00 on a normal visit to the Town Centre, the same figure stating they spent £10.01-£20.00.

How do you rate the physical appearance of the town centre?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Very Good	6	18	17	27
Good	63	60	58	65
Poor	24	20	21	7
Very Poor	7	4	4	1
How do you rate the cleanliness of the town centre?				
Very Good	6	21	17	23
Good	66	61	64	66
Poor	25	16	16	10
Very Poor	3	1	3	1

69% rated the ‘physical appearance’ of the Town Centre as ‘Good’ (63%) or ‘Very Good’ (6%) lower than the Regional, (78%) National (75%) and Typology (92%) figures.

72% rated the ‘cleanliness’ of the Town Centre as ‘Good’ (66%) or ‘Very Good’ (6%) once again lower than the Regional, (82%) National (81%) and Typology (89%) figures.

How do you rate the variety of shops in the town centre?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Very Good	10	10	11	10
Good	61	48	45	59
Poor	26	37	36	28
Very Poor	3	6	9	3
How do you rate the leisure and cultural offering in the town centre?				
Very Good	0	13	8	10
Good	30	54	47	54
Poor	50	28	37	32
Very Poor	20	4	8	4

71% rated the 'variety of shops' as either 'Good' (61%) or 'Very Good' (10%), 15% higher than the National Small Towns average.

70% rated the 'leisure and cultural' offering as 'Poor' (50%) or 'Very Poor' (20%). 35% 15% higher than the National Small Towns average.

What are the positive aspects of the Town Centre?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Physical appearance	27	63	54	49
Shops	50	52	53	50
Restaurants	69	55	37	30
Access to Services	70	79	75	67
Leisure Facilities	4	44	25	18
Cultural Facilities	6	40	24	15
Pubs/ Bars/ Nightclubs	58	53	33	30
Transport	57	45	40	30
Ease of walking around the town centre	75	78	75	75
Convenience e.g. near where you live	66	72	69	64
Safety	51	65	48	46
Car Parking	55	58	44	39
Markets	19	40	39	26
Other	1	4	4	5

Mirroring the National trends, the most popular responses in regards to the positive aspects of the Town Centre were ‘ease of walking around’ (75%), ‘access to services’ (70%) and ‘convenience’ (66%).

69% rated ‘restaurants’ as a positive aspect, 32% higher than the National figure and 55% ‘car parking’.

What are the negative aspects of the Town Centre?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Physical appearance	28	25	27	10
Shops	16	37	36	22
Restaurants	8	31	33	18
Access to Services	14	9	8	2
Leisure Facilities	63	33	39	32
Cultural Facilities	46	38	37	28
Pubs/ Bars/ Nightclubs	16	22	29	10
Transport	21	34	25	24
Ease of walking around the town centre	8	9	10	5
Convenience e.g. near where you live	4	11	9	3
Safety	15	13	16	7
Car Parking	33	40	40	40
Markets	14	38	26	22
Other	5	11	7	10

Substantiating the data on the specific question on leisure and cultural offering, when asked to choose from a range of options, 63% stated the former was a negative, 24% higher than the National average. Similarly, 46% of Town Centre Users recorded ‘cultural facilities’ as a negative, 9% higher than the National figure. 33% felt ‘car parking’ is a negative aspect of Shifnal.

How long do you stay in the Town Centre?	Shifnal %	West Midlands Small Town%	National Small Towns%	Typ. 8 %
Less than an hour	60	35	36	38
1-2 Hours	23	36	39	41
2-4 Hours	7	15	12	9
4-6 Hours	2	3	3	3
All Day	8	10	8	8
Other	0	0	1	0

83% of Town Centre Users stayed in Shifnal for less than 2 hours.

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

Four key themes emerged when Town Centre Users were asked to make suggestions to improve Shifnal. All the comments are provided below and those in red suggest 'improvements to the physical appearance', those in green highlight suggestions to improve the 'retail offering' and those in purple refer to 'car parking'. As the surveys were undertaken before and during the Christmas period a number of comments centred on improving the 'Christmas Lights'.

- Pedestrianize the shopping area. Knock down the old 1960@s row of shops and rebuild to include a modern supermarket - like Madeley.
- Improve station - people commuting have to walk up horrid tunnel, why not have pictures or adverts their and flowers on station platform. Find somewhere for local youth to go to gather in safety and involve local people and police in proving this.
- Make the Bradford Street area pedestrianised. Enforce the parking regulations on 'double yellows'
- Promote area for tourism for non drivers based on location and network links for Shropshire. Promote town as opportunity for new business start ups based on location/increasing population/tourism etc to combat empty shops and large B&B for sale.
- More seating. Remove the tatty flower beds on Cheapside and make a place for people to gather. Enforce fining for people whose dogs foul the footpaths
- Christmas Lights - where are the old/better lights which were paid for by the community.
- More clothes shops. More shoe shops. More bedding shops.
- More hanging baskets& tubs in the Summer. Concentrate on the visitors and make it into a tourist attraction.
- More for elderly and very young to do.
- Another supermarket
- Site for new Doctors practice.
- Need a swimming pool/cinema
- More safe places to lock up a bicycle, a pedestrian area.
- A weekly market. Dial a ride.
- Better access for disabled. More disabled parking.
- A pound shop. New to the town but would like to see more supermarkets.
- Needs to be more wheelchair friendly in more of the shops. Don't always feel safe bumping up and down curbs.
- Place looks a bit run down compared to years ago. Communities own lights back up.
- No leisure facilities for older people. Parking can be difficult because disabled badge holders park everywhere. Town easily gets clogged up with queuing traffic.
- Bring back the old Christmas lights. Tidy up the flower beds.
- Bring our lights back for Christmas. Which brought in more people for the businesses in our lovely town.

- Bring back our Christmas Lights. Change the councillors.
- Support elderly persons charity based in Shifnal. Charity supports Shifnals elderly residents who have lived here all their lives.
- Disappointed by Christmas Lights/
- Limit free parking for 2 hours.
- Traffic needs sorting. Disabled parking needs addressing - shouldn't be able to park on double yellow. (Illegible word) disabled parking stickers. Doesn't take much to clog up the town.
- Trees taken up - not been replaced as promised!!
- More activities for children - both toddler and older i.e. 12-18 years. We want our old Xmas decs.
- Parking charges after 2 hours
- Retain free parking
- More leisure facilities for pensioners. Litter clearance.
- Bring back our Christmas Dec.
- Christmas decorations used to be much better
- Swimming pool something for teenagers
- Need a swimming pool
- Better Christmas lights. Leisure facilities pool for younger people
- Traffic junction at Aston Street (am guessing at the name as writing is hard to read) - too much traffic at the junction so it banks up. Concern at Doctors premises not adequate for purposes. Need to identify new site
- Need more for teenagers to do - no youth clubs, sport facilities.
- Shop facades need brightening up
- General tidying up of the town. Paint the shops.
- Dog mess. More disabled friendly.
- Nothing for younger people to do
- Swimming pool. More car parks. Butchers is good. Pub is good
- Tidy up flower beds
- Needs brightening up - wouldn't bring visitors here.
- More new shops like the butchers.
- A bigger supermarket in the town centre. More up-to-date shops - mobile phones, computers etc.
- More supermarkets and petrol station.
- Clearing up pots and flower beds. Whole town tidying up.
- Clean up! Shop fronts - face lift
- Better Christmas lights, they used to be much better. A lovely place live but used to be much nicer!
- Nothing specific, just that shops are closing and not being replaced.
- Clearing up litter and dog mess. More independent shops e.g. Cobbler - reduced rates may encourage them.
- More parking at the station. More recycling in Aston St parking. Electronic screen re trains. Christmas lights were better.
- Parking is decreasing at Lloyds bank end.
- No suggestions. Maybe limited parking - 3hrs so people don't use it as part of commuting.

- Stop queues forming with bad access to parking.
- Parking is full with commuters leaving their cars in our car parks all day.
- Car parks are always full and sometimes dirty. Mobile toilet is often full of water & you have to paddle.
- More help for small businesses to
- New shops like the butchers & greengrocers.
- Old Christmas lights encouraged more visitors who spent money in our shops - new ones are rubbish.
- I drive here to visit a friend, but often struggle to get into short stay car parking on the road by the shops & it gets blocked up by people queuing in the main street.
- A more frequent market would bring more people in. More coffee shops.
- Clothes shops. More shops for younger people
- Need to encourage more wider variety of shops - even if its charity shops.
- Stop commuters from filling up the car parks. maybe make the first hour free & then have to pay
- Bring more tourists in to help businesses. Paint shops to improve the look of the town.
- Better cleaning and better pavement surfaces and a general tidy up to make the place look nicer.
- Signposting town .The tatty flower beds on Cheapside and make a place for people to gather. Enforce fining for people whose dogs foul the footpaths"
- Make town look prettier and more attractive with planting, use lights in trees from early evening and on winter days. Expand art/culture to attract more people into town. Sculpture, poetry trails, local history info etc.
- Change the council.
- Pedestrianising Bradford St and the High St. Making it an attractive place to be, flattening the road possibly. This would be great for the Market we have and would create a real centre for the town.
- Measures taken to stop motorists parking on yellow lines. Encourage more retailers in to occupy empty premises.
- Somewhere for people to sit and chat. More market days. Decent bakery.
- Improve the look of 1960s buildings in Broadway. Fewer takeaway outlets.
- Tidy up some of the buildings. More local shops.
- Making the town centre one way, the traffic increase has been huge, increased housing, short cuts etc. A local gym.
- More boutique shops like primrose hill. 2. Policing the youths that insist of spending half of their time outside shops or takeaways. It is intimidating and makes Shifnal appear rough.
- Crossing road between Barclays Bank and Butchers can be difficult, not sure exactly where but would be good to have some kind of crossing. I also believe the train station could do with improvement in terms of appearance, and disable access.
- Stop cars parking on double yellow lines especially outside Lloyds bank. Introduce a car sticker system for Shifnal residents to enable them to park for free in Shifnal and then introduce paid parking in all car parks
- The Market to be on twice a month.

- Provide a swimming pool. Improve the cleanliness of children's parks. Improve crossing between Butcher's and Barclay's Bank.
- (1) New doctors surgery with additions Drs and facilities so that you don't have to keep travelling to Telford/Wolves also encompassing dental surgery so we all have a choice. (2) Good clean up & painting, weeding etc.
- More parking, tidy up appearance.
- Stop cars parking on the street. More variety. There are too many boutique type shops.
- Improve the appearance of Cheapside. It looks tacky, quite often dirty with litter. It is also spoilt by the number of takeaways and the betting shop.
- Improve the traffic flow at the junction of Aston St & Market t.
- Provide a pedestrian crossing near park house away from town centre. Improve visual appearance of Railway Bridge.
- Only one Christmas lights.
- Reduce number of fast food outlets. Identify and impose fines on those who regularly drop litter which often comprise packaging from food bought at fast food outlets.
- More variety of shops instead of take away, bars and restaurants. More parking spaces.
- More businesses working together and more local shoppers.
- Make more of the period property, for instance in Church Street and near Blue. Try to revamp the 1960's buildings and get rid of the huge number of takeaways.
- Shifnal could benefit from more up market tea rooms for daily eating. Some shops need a face lift but in keeping with the quaintness of Shifnal. Outer skirts of town need a face lift. Aston Street and Bradford Street. Shifnal Arcade could benefit from something special a lovely quaint individual area offering different things crafts food etc with an atmosphere of things going on!
- Appearance. Better supermarket.
- Good tidy up.
- Road safety, especially at the pelican crossing, many times drivers have gone through on red.
- More frequent markets.
- More activities to draw people into the town centre, e.g. arts/crafts/antiques market.
- Stop all day parking in the car parks. Provide more parking.
- Pedestrianise Bradford Street and Cheapside. Stop double parking at top of Broadway.
- Regular checks by Town Councillors of all the previous complaints and then swift action to eradicate the problems. A concerted effort by all traders inc the railway to keep the town well maintained, clean and cheerful: competitions, cleaning their patch of pavement, fresh paint, replace missing signs e.g. to car parks, renovate other signs, make the town look welcoming.

KPI: Shoppers Origin

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.

Despite, the Shoppers Origin Survey being hand delivered to all the businesses in the Town Centre only 81 postcodes were gathered. The post codes have been 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

	Shifnal %	West Midlands Small Towns %	National Small Towns %	Typology 8 %
Locals	83	62	58	59
Visitors	17	28	29	33
Tourists	0	10	13	8

Highlighting that the Town Centre is generally used by 'locals', 83% of the post codes gathered were from those living within TF11.

RECCOMENDATION: It would be an interesting exercise to ask for the post codes of those attending the Farmers Market to ascertain both, where attendees are travelling from and analyse if it is a 'pull' for those in the hinterland to visit Shifnal.

APPENDIX

Town Name	Large or Small	Region	Type
Loughborough	L	East Midlands	n/a
Hinckley	L	East Midlands	n/a
Carlton Square	S	East Midlands	n/a
Carlton Hill	S	East Midlands	n/a
Netherfield	S	East Midlands	n/a
Mapperley	S	East Midlands	n/a
Arnold	S	East Midlands	n/a
Bury St Edmunds	L	East of England	2
St Ives	L	East of England	4
St. Neots	S	East of England	4
Ramsey	S	East of England	4
Huntingdon	S	East of England	4
Wetherby	S	North East	1
Ripon	S	North East	2
Bentham	S	North East	2
Settle	S	North East	3
Knaresborough	S	North East	n/a
Penrith	L	North West	2
Nantwich	L	North West	2
Wrexham	L	North West	n/a
Crewe	L	North West	n/a
Wilmslow	L	North West	n/a
Macclesfield	L	North West	n/a
Alsager	S	North West	1
Disley	S	North West	1
Appleby	S	North West	2
Kirkby Stephen	S	North West	2
Middlewich	S	North West	4
Knutsford	S	North West	5
Bollington	S	North West	5
Wigton	S	North West	7
Congleton	S	North West	8
Sandbach	S	North West	8
Holmes Chapel	S	North West	8
Mold	S	North West	n/a
Queensferry	S	North West	n/a
Saltney	S	North West	n/a
Shotton	S	North West	n/a
Buckley	S	North West	n/a
Connahs Quay	S	North West	n/a

Flint	S	North West	n/a
Holywell	S	North West	n/a
Alston	S	North West	n/a
Bangor	S	North West	n/a
Caernarfon	S	North West	n/a
Alderley Edge	S	North West	n/a
Handforth	S	North West	n/a
Poynton	S	North West	n/a
Audlem	S	North West	n/a
Broadstairs	L	South East	n/a
Hertford	L	South East	n/a
Halstead	S	South East	2
Buckingham	S	South East	4
Southwater	S	South East	4
Henley	S	South East	5
Sheerness	S	South East	6
Dover	S	South East	6
Bishops Waltham	S	South East	8
Waltham Cross	S	South East	n/a
Cheshunt Old Pond	S	South East	n/a
Bletchley	S	South East	n/a
Bookham	S	South East	n/a
Wolverton	S	South East	n/a
Devizes	L	South West	2
Trowbridge	L	South West	2
Nailsea	S	South West	1
Pewsey	S	South West	2
Melksham	S	South West	2
Frome	S	South West	2
Westbury	S	South West	2
Warminster	S	South West	2
Corsham	S	South West	2
Wilton	S	South West	2
Chippenham	S	South West	4
Calne	S	South West	4
Malmesbury	S	South West	4
Ludgershall	S	South West	4
Bradford On Avon	S	South West	5
Cricklade	S	South West	8
Royal Wootton Bassett	S	South West	8
Tidworth	S	South West	n/a
Ross on Wye	L	West Midlands	2

Tenbury Wells	S	West Midlands	2
Great Malvern	S	West Midlands	2
Alcester	S	West Midlands	2
Upton Upon Severn	S	West Midlands	3
Southam	S	West Midlands	4
Whitchurch	S	West Midlands	5

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 **agricultura**l 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 East 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 i33s 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

Name	Use Class	Comp.	Type	Notes
	n/a			vacant
Blue	A1	Convenience	Independent	
Davies, White and Perry	A2			
Varley	A1	Comparison	Independent	
DB Roberts	A2			
Church St Garage	B2			
Henris	A3			
Vets	SG			
Attitude	A1	Comparison	Independent	
Watts TV	A1	Comparison	Independent	
Salon Six	A1	Comparison	Independent	
Feathery Fin	n/a			vacant
Raphaels	n/a			vacant
Attic	A1	Comparison	Independent	
Twelve	A1	Comparison	Independent	
Shifnal Deli	A1	Convenience	Independent	
Fennels	A3			
Severn Wishes	A1	Convenience	Independent	
Lime Castle	A2			
Ritz	A1	Comparison	Independent	
Barkers Newsagents	A1	Convenience	Independent	
Next to Barkers	n/a			vacant
Gascons Pizza House	A5			
Victoria Road	n/a			vacant
Egertons	A1	Comparison	Independent	
Tradeinpost.com	A1	Comparison	Independent	
Primrose Hill Boutique	A1	Comparison	Independent	
Tubes Tanning	SG			
Jaspers Bar	A4			
The Beehive	A4			
The Wheatsheaf	A4			
St Andrews Hall	D1			
The White Hart	A4			
The Forum Ascendancy	B1			
Evison and Smith	A2			
Oak County	A2			
Parry Carver	A2			
Silks	A3			
Katrinas	A1	Convenience	Independent	

The Shifnal Fryer	A5			
Tasty Chicken and Pizza	A5			
Kebabye	A5			
Coral	A2			
Asles	A1	Comparison	Independent	
Shifnal Town Council	D1			
East End Balti	A5			
Catherines Bakery	A1	Convenience	Regional	
Boots Pharmacy	A1	Comparison	Key Attractor	
Spar	A1	Convenience	Multiple	
David Webb	A1	Comparison	Independent	
Key Angels	A2			
Ford Patons	SG			
Royal Bengal	A3			
The Plough	A4			
Chique by Andy Corbett	A1	Comparison	Independent	
Shifnal Police Station	D1			
Idsal Court	D1			
Black Orchid	A1	Comparison	Independent	
Shifnal Balti	A3			
Cottams Fish and Chips	A5			
SB Sports Injury and Physiotherapy Clinic	D1			
Seven	A4			
Lids	A1	Comparison	Independent	
Antiques Warehouse	A1	Comparison	Independent	
Fields of Shifnal	A2			
La Petite Concierge	B1			
John Williams Funeral Services	A1	Comparison	Regional	
Hayley Box	A1	Comparison	Independent	
Shifnal Laundry and Dry Cleaning	SG			
	n/a			vacant
Hair Sanctuary	A1	Comparison	Independent	
The Sweet Retreat	A1	Convenience	Independent	
Katie Perks	D1			
Shifnal Chiropractic Clinic	D1			
Shelbys	A1	Comparison	Independent	
Shifnal Environmental Travel Company	A1	Comparison	Independent	
The Professional Travel Company	A1	Comparison	Independent	
Minhs	A5			

Shifnal Home and Garden	A1	Comparison	Independent	
Ambersgrove	A1	Comparison	Independent	
The Flower Pot	A1	Comparison	Independent	
The Co Operative	A1	Convenience	Multiple	
Richards	A1	Comparison	Independent	
Severn Hospice	A1	Comparison	Regional	charity
The Extra Care Charitable Trust	A1	Comparison	Multiple	charity
Shifnal Wines	A1	Convenience	Independent	
Roots and Shoots	A1	Convenience	Independent	
Jacksons of Shifnal	A1	Convenience	Independent	
Barclays	A2			
Woods Dry Cleaners	A1	Convenience	Regional	
Oddfellows	A4			
The Gallery	C1			
Heaven by Deborah Mitchell	A1	Comparison	Multiple	
Wishing Star	A5			
Next to Wishing Star	n/a			vacant
De la Mothe Photography	A1	Comparison	Independent	
Tim Vanes	A1	Comparison	Independent	
Lloyds Tsb	A2			
The Carpet Gallery	A1	Comparison	Independent	
Railway Inn	A4			
Jade House	A5			
Shifnal Library	D1			
Washing machine sales and repairs	A1	Comparison	Independent	
Mrs Spikes Cakes	A1	Convenience	Independent	
The Knicker Nook	A1	Comparison	Independent	
	n/a			vacant
Hilbrae Kennels Charity Shop	A1	Comparison	Independent	charity
Pound Plus	A1	Comparison	Independent	
Pet food and accessories (no name)	A1	Comparison	Independent	
Styles & Smiles	A1	Comparison	Independent	
Horror Ink	SGT			
Village cafe	A3			
Oasis - Christian book shop	A1	Comparison	Multiple	charity

CAR PARKING DATABASE

Name:	Aston Park
On Street/ Car Park:	Car Park
Total Spaces:	100
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	95
Disabled Spaces:	5
Vacant Spaces on a Market Day:	11
Vacant Spaces on Wednesday 14th November 2012:	34
Vacant Spaces on Saturday Farmers Market, Nov 12	5

Name:	Broadway/ High Street (Library Side)
On Street/ Car Park:	On Street
Total Spaces:	27
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	27
Disabled Spaces:	0
Vacant Spaces on Friday 30th November 2012:	17
Vacant Spaces on Wednesday 14th November 2012:	14
Vacant Spaces on Saturday Farmers Market, Nov 12	6

Name:	Broadway/ High Street (Town Council Side)
On Street/ Car Park:	On Street
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	0
Vacant Spaces on Friday 30th November 2012:	5
Vacant Spaces on Wednesday 14th November 2012:	2
Vacant Spaces on Saturday Farmers Market, Nov 12	3

Name:	Kings Yard
On Street/ Car Park:	Car Park
Total Spaces:	45
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	45
Disabled Spaces:	0
Vacant Spaces on Friday 30th November 2012:	7
Vacant Spaces on Wednesday 14th November 2012:	10
Vacant Spaces on Saturday Farmers Market, Nov 12	12

Name:	Outside Boots, Cheapside
On Street/ Car Park:	On Street
Total Spaces:	11
Short Stay Spaces: (4 hours and under)	11
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Friday 30th November 2012:	0
Vacant Spaces on Wednesday 14th November 2012:	1
Vacant Spaces on Saturday Farmers Market, Nov 12	n/a

Name:	Outside Barkers, Market Place
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Friday 30th November 2012:	2
Vacant Spaces on Wednesday 14th November 2012:	2
Vacant Spaces on Saturday Farmers Market, Nov 12	1

Name:	Outside Davies, White and Perry, Market Place
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Friday 30th November 2012:	1
Vacant Spaces on Wednesday 14th November 2012:	3
Vacant Spaces on Saturday Farmers Market, Nov 12	1