Market Town Benchmarking

Measuring the performance of town centres

Waltham Cross

2012 Report

November 2012

(Updated March 2013)

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EXECUTIVE SUMMARY

Retail Offer

- Mirroring the national trend the majority of the commercial units in Waltham Cross Town Centre are ***'A1 Shops',*** (61%) although this is somewhat higher than the regional and national averages.
- ***45***% of the A1 Shops in the defined Waltham Cross Town Centre are ***'Independent'*** and '***39% are 'multiple' stores with a nationwide presence'.*** The latter figure is 19% higher than the national average.
- Traditionally a two thirds comparison/one thirds convenience A1 retail offering has been the benchmark of a 'healthy' town centre and as the data reflects Waltham Cross offers a ***67% 'Comparison'/33% 'Convenience' split.***
- The '***vacancy rate of 9%'*** is '***marginally above the 'regional' figure' (8%)*** and replicates the ***'national' (9%) average***.
- 21% of those surveyed visited the town for ***'comparison shopping', compared to 5% both regionally and nationally'.***
- 30% of the Town Centre Users reported that they visit Waltham Cross for ***'convenience shopping', which is noticeably lower than the National Small Towns (51%) and South East Small Towns (42%) and percentages'.***
- 68% of Town Centre Users rated the ***'variety of shops'*** as either **'Poor' (41%) or 'Very Poor' (27%)**, and this also emerged as the key theme when shoppers were asked for suggestions on how to improve Waltham Cross.

Footfall

- Overall, the ***'High Street had the highest aggregate footfall count'*** (outside Bon Marche) over both the market and non-market day. However, footfall was higher outside Blue Inc in the Pavilion on a non-market day than on the High Street.
- The footfall figure for Waltham Cross on a market day at ***'309 persons per 10 minutes'*** is ***'over double the National Small Towns (136) figure'***, and still considerably higher than the South East Small Towns (177) recording. Similarly on a non-market day, footfall in the town centre is also higher than the regional and national figures.

Market

- The '***large market in Waltham Cross',*** with a surveyed 38 market stalls compared to an average of 19 nationally, has a '***considerable impact on Footfall'***. Footfall figures noticeably drop on a non-market day (162 people per ten minutes) to a market day (309 people per ten minutes).
- On a '***non-market day the overall vacancy rate of parking spaces in Waltham Cross increases noticeably'*** to 57%, 20% higher than the National Small Towns Average. However, even on a market day ***'31% of overall car parking is vacant'***, still well above the 19% national average.

Business Views

- ***'Low business confidence.'*** 67% of respondents reported that over the last year their turnover had 'decreased' which is higher than the South East Small Towns (42%) and National Small Towns (39%) figures. 78% of respondents reported that compared to last year their profitability had 'decreased', once again higher than the regional and national recordings.
- Reflecting the national and regional pattern, the respondents from the business community in Waltham Cross considered ***'Potential local customers' (63%), to be the most positive aspects of operating in the town.***
- ***'Prosperity of the town' and 'Mix of retail offer' were considered to be the most negative aspects of operating in Waltham Cross Town Centre.'*** Both options returned much higher percentages than the national and regional comparative data.

Town Centre Users

- ***'Non typical frequency of use.'*** 48% of respondents visited Waltham Cross Town Centre on a weekly or more frequently basis, which is lower than the South East Small Towns (59%) and significantly lower than the National Small Towns (74%) figures. There was accordingly a huge variation between the regional and national percentages at 6% and 7% respectively, against the 34% figure of Waltham Cross town centre users who responded that they visited 'once a month or less'.
- ***'Poor Physical Appearance.'*** 60% of Town Centre Users rated the physical appearance of the town centre as 'poor' (45%) or 'very poor' (15%), a figure vastly higher than the regional (23%) and national (25%) averages. The open-ended comments from town centre users echoed the need to improve the physical appearance of the town.
- 85% of Town Centre Users reported that the ***leisure and cultural activities were either 'poor' (52%) or 'very poor (33%)'***, once again noticeably higher than the South East Small Towns (49%) and National Small Towns (45%) figures.

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INTRODUCTION

This report was originally published in November 2012 – due to a lack of full year data, Waltham Cross was benchmarked against other towns benchmarked in 2011. It has now been updated (March 2013) to benchmark against other towns benchmarked in 2012.

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' (KPIs), selected by professionals 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 large towns (those with more than 250 commercial units) and small towns (those with less than 250 commercial units). Waltham Cross, with its 155 recorded units, is therefore classed as a small town. The analysis provides data on each KPI for the Benchmarked town individually and in a regional and national context.

The national figure is the average for all of the small towns which participated in Benchmarking during 2012. The regional figures are an amalgamation of the data for all the towns in a specific region – the small town category in the South East in 2012 consisted of:

- Bishops Waltham (City of Winchester, Hampshire)
- Bletchley (Milton Keynes)
- Bookham (Mole Valley District, Surrey)
- Buckingham (Aylesbury Vale District, Buckinghamshire)
- Cheshunt Old Pond (Broxbourne Borough, Hertfordshire)
- Dover (Dover District, Kent)
- Halstead (Braintree District, Essex)
- Henley-on-Thames (South Oxfordshire District, Oxfordshire)
- Sheerness (Swale Borough, Kent)
- Southwater (Horsham District, West Sussex)
- Wolverton (Milton Keynes)

Information on towns contributing to Benchmarking in 2012 and whether they are part of the large or small town cohort can be found within the Appendix. Analysis would also normally be undertaken according to a town's 'typology', but because of the Borough of Broxbourne's proximity to London, the traditional typologies do not apply.

The Reports

The Annual AMT Town Benchmarking Report provides statistical analysis of each of the KPIs. 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;

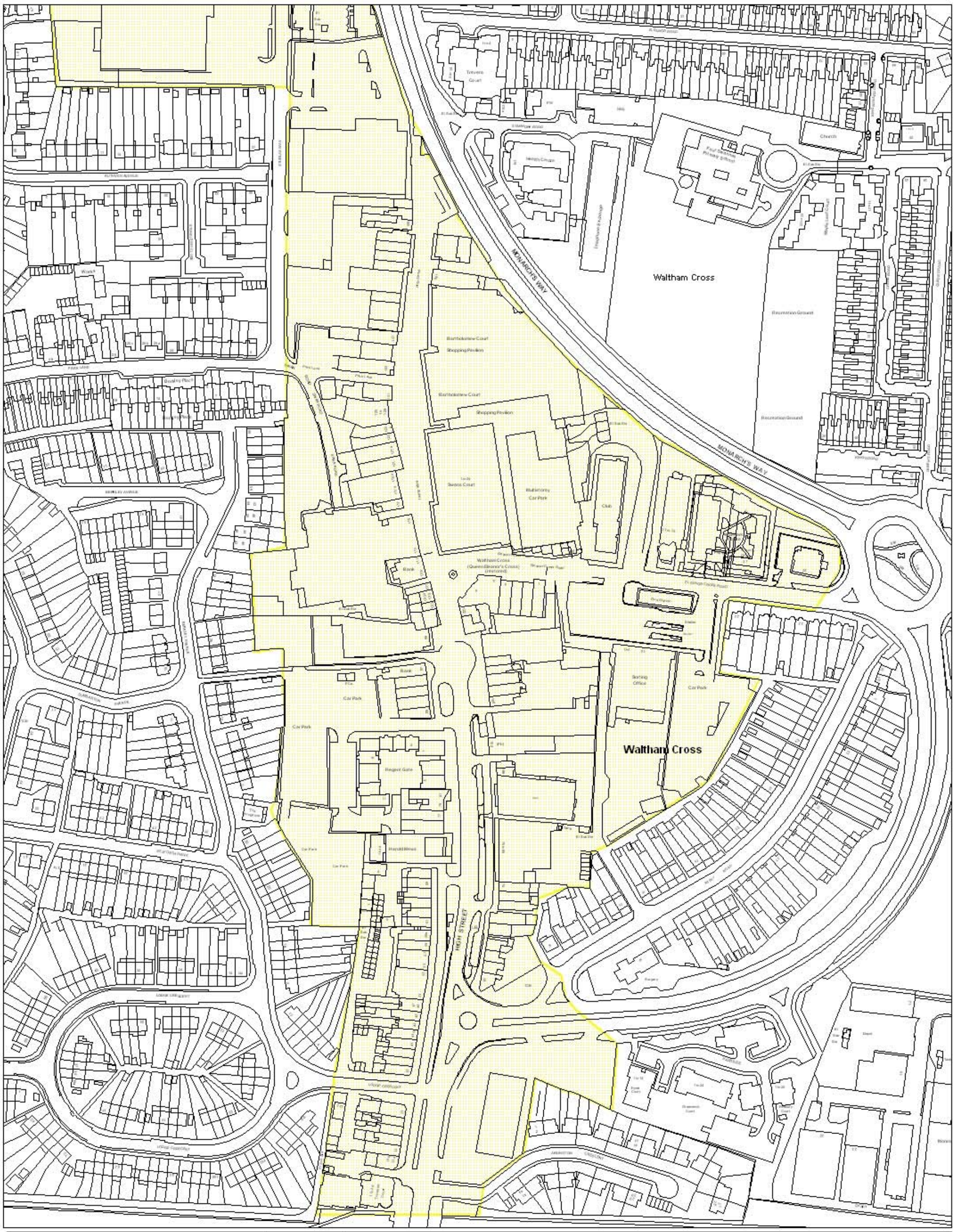
- Benchmark clusters of towns to ascertain high performers / under achievers;
- Understand their locality in a regional and national context;
- Measure town centre performance year on year;
- Identify strengths, weaknesses, and opportunities for improvement;
- Measure the impact of initiatives and developments within the town centre;
- Act as an evidence base for funding applications;
- Act as an evidence base for Local Plan preparation.

Methodology

Each KPI was collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	Visual Survey
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Commercial Letting Agents/Valuation Office Agency
KPI 8: Footfall	Footfall Survey on Busy and Quiet Days
KPI 9: Car Parking Availability and Usage	Footfall Survey on Busy and Quiet Days
KPI 10: Business Confidence Survey	Postal Survey/ Hand Delivered/ Face to Face/ On Line
KPI 11: Town Centre Users Survey	On Line and Face to Face Survey
KPI 12: Shoppers Origin Survey	Shoppers Origin Postcode

Before any KPI data was collected, the core commercial area of the town centre had to be defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets. A list of all the units and car parks included in the Benchmarking analysis is available in the Appendix, and a map of the town centre can be seen opposite.



BROXBOURNE BOROUGH OFFICES
CHURCHGATE
CHESHUNT
HERTS
EN8 9QX

BOROUGH OF BROXBOURNE

Location	Town Centre
Title	Waltham Cross

sb/CH Scale: 1/1950 Date: 31/7/2012

Centre: 536087.43 , 200369.66

KEY FINDINGS

KPI 1: Total Number of Commercial Units

It is important to understand the scale and variety of the commercial offer in a town, and a variety of shops and services are important for towns to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that money can easily be spent there, as well as keeping the generated wealth of the town within the local economy. Equally as importantly, it also forms the employment base for a substantial proportion of the community.

The following table provides a detailed analysis of the commercial offering in the town centre, categorised by its 'Use Class' as set out in the General Permitted Development Order. The figures are presented as a percentage of the 141 occupied units recorded.

	Waltham Cross %	South East Small Towns %	National Small Towns %
A1 Shops	61	54	54
A2 Professional Services	14	15	14
A3 Food and Drink	8	8	7
A4 Pubs and Bars	1	3	4
A5 Hot food take-aways	5	6	5
B1 General business	1	2	2
B2 General industry	0	0	1
B8 Storage/Distribution	0	0	0
C1 Hotels	0	0	1
C2 Residential institutions	0	0	0
C2A Secure residential institutions	0	0	0
D1 Non-residential institutions	4	4	5
D2 Assembly and leisure	1	0	0
Sui Generis (Not classed)	6	6	5

Generally in line with the national and regional small towns pattern, 61% of the occupied units in Waltham Cross are A1 shops, whilst the second largest category is A2 (14%). There are slightly more A1 shops than the regional and national averages, and fewer A4 pubs and bars.

KPI 2: Retail by Comparison / Convenience

A1 shops can be split into two different types; comparison and convenience.

Convenience goods are low-cost, everyday items that consumers are unlikely to travel far to purchase. This includes:

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods.

2. **Comparison goods** are all other retail goods, such 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

	Waltham Cross %	**South East Small Towns %**	**National Small Towns %**
Comparison	67	76	77
Convenience	33	24	23

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. Traditionally a two thirds comparison/one third convenience A1 retail offering has been the benchmark of a 'healthy' town centre, and as the data reflects Waltham Cross offers a healthy 67% 'comparison' and 33% 'convenience' split. It should however be noted that the average of other benchmarked towns in 2012 did not reflect this split.

KPI 3: Key attractors / multiple trader representation

The vitality of a town centre depends highly on the quality and variety of the retailers represented. Certain national retail businesses are considered to be '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 to 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 to be key attractors by Experian Goad:

Department Stores	BHS, Debenhams, House of Fraser, John Lewis, Marks & Spencer
Mixed Goods Retailers	Argos, Boots, TK Maxx, WH Smith, Wilkinson
Supermarkets	Sainsburys, Tesco, Waitrose
Clothing/Fashion	Burton, Dorothy Perkins, H&M, New Look, Primark, River Island, Topman, Topshop
Other retailers	Carphone Warehouse, Clarks, Clintons, HMV, o2, Superdrug, Phones 4U, Vodafone, Waterstones

Multiple traders have less of a 'pull factor', but also have a countrywide presence and are well known household names. Regional shops are identified as those with stores in several towns throughout one geographical region only, and lastly independent shops are identified as those that are specific to a particular town.

	Waltham Cross %	South East Small Towns %	National Small Towns %
Key Attractor	9	9	6
Multiple	39	22	20
Regional	7	8	7
Independent	45	61	67

45% of the A1 Shops in the defined Waltham Cross Town Centre are independent, noticeably lower than the national small towns (67%) and south east small towns (61%) figures. However, 39% of the A1 shops are multiple traders, much higher than both averages.

KPI 4: 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.

	Waltham Cross %	South East Small Towns %	National Small Towns %
Vacant Units	9	8	8

14 units in the defined Town Centre were 'vacant' providing a percentage of 9%, fractionally higher than the regional and national figure (both 9%). However, by comparison it should be noted that in July 2012 the Local Data Company reported that the vacancy rate in all town centres in England was 14.5%, suggesting that by wider national trends, vacancy rates are in fact much better than average.

KPI 5: 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.

	Waltham Cross	South East Small Towns	National Small Towns
Number of market days during week	2	No average	No average
Average number of traders at a market	38	14	19

The average number of traders on a Market Day in Waltham Cross is 38, noticeably higher than both the regional (14) and national small towns (19) figures.

KPI 6 and 7: Zone A Retail Rents & Prime Retail Property Yield

The 'Zone A' rentals are the industry benchmarks for the relative appeal of a location. In particular, retail rents can provide a useful indication of a town's performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

Zone A rents are expressed as £ per sq. ft.

	Waltham Cross	South East Small Towns	National Small Towns
Zone A	39	27	27
Prime Retail Property Yield %	6	9	9

Source for Prime Retail Property Yield: http://www.cokegearing.co.uk/property.php?id=184

Details on Zone A Rents were taken from a range of units in the Pavilion Shopping Centre and as the above table illustrates the figure for Waltham Cross (£39 per sq. ft) is significantly higher than the national and regional small towns figure (£27 per sq. ft).

The Prime Retail Property Yield figures are based on 133-137 High Street.

KPI 8: Footfall Counts

The arrival and movement of people, whether as residents, workers, visitors or shoppers, is vital to the success of a town centre. The more people attracted to a town the more prosperous it can become, as long as there is available disposable income in that population. Measuring footfall in the same place and time over a period of time therefore builds up a picture of the use of town, and its relative success.

The following tables provide a detailed breakdown of the times of counts and individual counts on a market day and non-market day at two separate count points.

14 September 2012 (Market Day)	Blue Inc, Pavilions	Bon Marche, High Street
10.20-10.30	227	-
10.50-11.00	-	262
11.05-11.15	208	-
11.50-12.00	-	314
12.25-12.35	242	-
12.40-12.50	-	351
TOTAL	**677**	**927**
AVERAGE PER 10 MINS	**226**	**309**

13 September 2012 (Non-Market Day)	Blue Inc, Pavilions	Bon Marche, High Street
10.25-10.35	143	-
10.40-10.50	-	135
11.30-11.40	182	-
11.40-11.50	-	157
12.15-12.25	216	-
12.25-12.35	-	193
TOTAL	**541**	**485**
AVERAGE PER 10 MINS	**180**	**162**

Overall, the High Street had the highest aggregate footfall count over the two days. However, it must be noted that footfall in the location dropped from 309 persons per 10 minutes to 162 on a market day to a non-market day.

Footfall was higher outside Blue Inc in the Pavilion on non-market day than on the High Street, although this pattern was reversed on a Market Day.

The highest individual footfall count was 351 persons between 12.40 and 12.50 on the market day, measured outside Bon Marche on the High Street.

	Waltham Cross	South East Small Towns	National Small Towns
Market Day	309	177	136
Non Market Day	162	115	88

For comparison purposes, the figures which are entered into the Regional and National Benchmarking system are only from the count point location with the highest footfall, in Waltham Cross' case, outside Bon Marche on the High Street.

The footfall figure for Waltham Cross on a market day (309 persons per 10 minutes) is nearly double the national small towns (136) figure and still considerably higher than the South East small towns (177) level. On a non-market day, footfall in the town centre remains much higher than the regional and national figures. However, footfall differs much more noticeably between a non-market day (162 people per ten minutes) and a market day (309 people per ten minutes), compared to south east small towns and national small towns.

KPI 9: Car Parking Availability and Usage

A large proportion of spending customers in a town centre come by car. Particularly for towns with larger catchment areas, for many a 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 also be considered.

The following tables provide a summary of the Car Parking offering broken down into:

- Total numbers of spaces in designated car parks;
- Total numbers of short stay, long stay and disabled spaces in designated car parks;
- The percentage of vacant spaces in designated car parks on a market day and on a non-market day;
- The average number of illegally parked cars in designated car parks on a market day and a non-market day;
- Total numbers of on-street car parking spaces;
- Total numbers of on-street short stay, long stay and disabled spaces;
- The percentage of vacant on-street spaces on a market day and on a non-market day;
- The average number of illegally parked cars on-street on a market day and on a non-market day;
- The overall provision of car parking spaces;
- The overall total number of short stay, long stay and disabled spaces;
- The overall percentage of vacant spaces on a market day and on a non-market day;
- The overall average number of illegally parked cars on a market day and on a non-market day.

	Waltham Cross	Waltham Cross % of total	South East Small Towns % of total	National Small Towns % of total
Car Parks				
Total spaces in car parks	763	93	88	90
Short stay spaces (4 hours and under)	236	31	47	47
Long stay spaces (Over 4 hours)	491	64	37	46
Disabled spaces	36	5	4	4
Not registered	0	0	11	3
Vacant spaces on a market day	253	33	27	27
Vacant spaces on a non-market day	461	60	39	41
Illegal spaces on a market day	5	n/a	n/a	n/a
Illegal spaces on a non-market day	5	n/a	n/a	n/a
On Street				
Total spaces on street	61	7	12	10
Short stay spaces (4 hours and under)	56	92	64	64
Long stay spaces (Over 4 hours)	0	0	14	26
Disabled spaces	5	8	4	4
Not registered	0	0	18	6
Vacant spaces on a market day	4	7	12	13
Vacant spaces on a non-market day	11	18	20	19
Illegal spaces on a market day	0	n/a	n/a	n/a
Illegal spaces on a non-market day	0	n/a	n/a	n/a

Overall				
Total spaces	824	n/a	n/a	n/a
Short stay spaces (4 hours and under)	292	31	49	48
Long stay spaces (Over 4 hours)	491	64	35	44
Disabled spaces	41	5	4	4
Not registered	0	0	8	3
Vacant spaces on a market day	257	31	26	25
Vacant spaces on a non-market day	472	57	36	39
Illegal spaces on a market day	5	n/a	n/a	n/a
Illegal spaces on a non-market day	4	n/a	n/a	n/a

64% of car parking is long stay, being that town centre users can park in the designated area for 4 hours or more, higher than the national small towns average of 44%.

93% of provision is located in designated car parks.

On a market day, 31% of the overall car parking provision is vacant, which is higher than the national small towns figure of 25% and the South East small towns figure of 26%. On a non-market day the overall vacancy rate in Waltham Cross increases noticeably to 57%, 19% higher than the regional small towns average.

KPI 10: 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 town centre businesses, efforts can be focussed on the issues of concern and how to improve them.

The following table is based on the 15 responses from the Business Confidence Survey, which was administered by both email and paper based surveys.

What is the nature of your business?	Waltham Cross %	South East Small Towns %	National Small Towns %
Retail	80	65	66
Commercial/ Professional	10	13	15
Public Sector	0	1	2
Hospitality	10	10	7
Other	0	10	9

What type of business are you?	Waltham Cross %	South East Small Towns %	National Small Towns %
Multiple	20	10	15
Regional	10	3	6
Independent	70	87	79

80% of the 15 businesses in the defined town centre who responded to the survey were based in retail. 70% of respondents were independents.

How long has your business been in the town?	Waltham Cross %	South East Small Towns %	National Small Towns %
less than one year	10	7	7
one to five years	20	14	25
six to ten years	20	15	15
more than ten years	50	63	53

50% of respondents reported that they had operated in Waltham Cross for 'more than ten years'. Figures broadly follow the national and regional averages.

Compared to last year has your turnover…?	Waltham Cross %	South East Small Towns %	National Small Towns %
Increased	22	26	30
Stayed the same	11	32	31
Decreased	67	42	39

67% of respondents reported that over the last year their turnover had decreased, which is higher than the regional and national small towns figures (both 43%).

Compared to last year has your profitability…?	Waltham Cross %	South East Small Towns %	National Small Towns %
Increased	11	23	26
stayed the same	11	31	31
Decreased	78	46	43

78% of respondents reported that compared to last year their profitability had decreased, also much higher than the regional (46%) and national (43%) recordings.

Over the next 12 months do you think your turnover will…?	Waltham Cross %	South East Small Towns %	National Small Towns %
Increase	0	33	37
stay the same	70	43	41
Decrease	30	24	23

70% of the Waltham Cross business respondents felt that turnover would stay the same, and none expected an increase (whilst regionally and nationally, roughly one third did).

Has your business suffered crime in the last 12 months?	Waltham Cross %	South East Small Towns %	National Small Towns %
Yes	30	32	31
No	70	68	69

What type of crime has your business suffered? (Multiselect)	Waltham Cross %	South East Small Towns %	National Small Towns %
Theft	100	69	74
Abuse	0	17	15
Criminal damage	33	42	40
Other	0	2	2

70% of businesses reported that they had not suffered from crime in the last 12 months, a level broadly in line with both regional (60%) and national (70%) averages.

What are the positive aspects of having a business located in the town? (Multiselect)	Waltham Cross %	South East Small Towns %	National Small Towns %
Prosperity of the town	25	40	41
Labour pool	0	8	12
Environment	0	27	27
Geographical location	38	42	46
Mix of retail offer	13	43	38
Potential tourist customers	0	25	39
Potential local customers	63	76	79
Affordable housing	13	12	9
Transport links	13	29	26
Car parking	50	32	35
Rental values/property costs	0	17	16
Market(s)	13	15	17
Other	0	4	5

Reflecting national and regional patterns, respondents in Waltham Cross considered ‘potential local customers’ (63%), to be the most positive aspect of operating in the town. Car parking also ranked very highly, relative to the regional and national averages.

What are the negative aspects of having a business located in the town? (Multiselect)	Waltham Cross %	South East Small Towns %	National Small Towns %
Prosperity of the town	63	32	22
Labour pool	0	11	7
Environment	38	15	7
Geographical location	0	10	7
Mix of retail offer	63	25	23
Potential tourist customers	13	12	9
Potential local customers	13	6	4
Affordable housing	0	13	10
Transport links	0	14	19
Car parking	25	56	55
Rental values/property costs	38	38	37
Market(s)	13	13	14
Local business competition	38	22	21
Competition from other places	38	41	37
Competition from the Internet	0	44	39
Other	0	4	7

The 'prosperity of the town' and 'mix of retail offer' were considered to be the most negative aspects of operating in Waltham Cross Town Centre. Both options offered noticeably higher percentages than the national and regional comparative data.

KPI 11: Town Centre Users Survey

The aim of the Town Centre Users Survey is to establish how a town is seen by those people who use it. By asking visitors of all types a more detailed picture can be obtained – what matters to regular visitors (i.e. locals who visit every day or work in a town) can be very different to someone who has never been to the place before. For example, for the first group signage around the centre will not be an issue, for example, whereas the second may not have the same fears of night time crime.

The following tables are based on the 131 responses gathered online and face to face from the Town Centre Users Survey.

What is the main purpose of your visit to the town centre today?	Waltham Cross %	South East Small Towns %	National Small Towns %
Work	15	11	16
Convenience Shopping - e.g. food	30	51	42
Comparison Shopping - e.g. clothes	21	5	5
Access services - e.g. Bank, Library	14	15	16
Leisure - e.g. eat, drink, go to the gym	5	8	11
Other	15	10	9

30% of the Town Centre Users reported that they visit Waltham Cross for convenience shopping, which is noticeably lower than the national small towns (51%) and South East small towns (42%) percentages.

Interestingly, 21% of those surveyed visited the town for comparison shopping, compared to just 5% both regionally and nationally. Historically, results from the Benchmarking System have shown that it is those towns with a strong and balanced retail offering that attract high levels of comparison shoppers, suggesting a good outlook for the town.

How often do you visit the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Daily	12	16	25
More than once a week	23	31	35
Weekly	13	12	14
Fortnightly	8	4	4
More than once a Month	8	3	3
Once a month or less	34	6	7
First Visit	3	30	11

48% of respondents visited Waltham Cross Town Centre once a week or more, lower than the South East small towns (59%) figure and much below the national small towns (74%) figure. Also, there is huge variation between Waltham Cross (34%) and the regional (6%) and national (7%) patterns in the numbers of town centre users responding that they visit once a month or less.

How did you travel into the town centre today?	Waltham Cross %	South East Small Towns %	National Small Towns %
On Foot	11	36	36
Bicycle	2	2	3
Motorbike	2	1	1
Car	61	51	52
Bus	21	8	7
Train	3	1	1
Other	0	1	1

61% of Town Centre Users travelled to Waltham Cross by car, slightly above average. However, public transport use (24%) is significantly above the regional (9%) and national (8%) averages, reflecting very low levels of walking into Waltham Cross (11%) compared to regional and national averages (both 36%).

How much do you normally spend on a visit to the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Nothing	4	3	3
£0.01-£5.00	9	13	15
£5.01-£10.00	22	27	25
£10.01-£20.00	37	34	31
£20.01-£50.00	22	19	20
More than £50.00	6	4	5

Respondent's level of expenditure on visits to Waltham Cross Town Centre is broadly in line with the regional and national average, and actually trend slightly higher.

How do you rate the physical appearance of the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Very Good	2	21	17
Good	38	55	58
Poor	45	18	21
Very Poor	15	5	4

60% of Town Centre Users rated the 'physical appearance' of the town centre as 'Poor' (45%) or 'Very Poor' (15%), a figure vastly higher than the Regional (23%) and National (25%) averages.

How do you rate the cleanliness of the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Very Good	8	21	17
Good	55	63	64
Poor	29	13	16
Very Poor	8	3	3

63% of town centre users rated the cleanliness of Waltham Cross Town Centre as either good (55%) or very good (8%). It must be noted that this figure is considerably lower than the regional (84%) and national (81%) figures.

How do you rate the variety of shops in the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Very Good	1	21	11
Good	31	44	45
Poor	41	28	36
Very Poor	27	8	9

68% of town centre users rated the variety of shops as either poor (41%) or very poor (27%). This is noticeably above the numbers of town centre users regionally and nationally who rated variety as poor, and the level rating variety as very poor in Waltham Cross (27%) is well above the regional (8%) and national (9%) averages.

How do you rate the leisure and cultural activities in the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Very Good	3	7	8
Good	12	43	47
Poor	52	40	37
Very Poor	33	9	8

85% of Town Centre Users reported that the 'leisure and cultural' activities were either poor (52%) or very poor (33%), once again noticeably higher than the South East small towns (49%) and national small towns (45%) figures.

What are the positive aspects of the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Physical appearance	16	55	54
Shopping	40	65	53
Restaurants	16	29	37
Access to Services - e.g. banks, Post Office, Library	53	76	75
Leisure facilities	2	17	25
Cultural activities	3	17	24
Pubs/Bars/Nightclubs	6	21	33
Transport links	53	37	40
Ease of walking around the town centre	64	73	75
Convenience - e.g. near where you live	44	72	69
Safety	25	47	48
Car Parking	45	45	44
Market(s)	49	22	39
Other	5	3	4

64% rated the 'ease of walking around the town centre' as a positive aspect, which correlates with the regional and national picture as being a popular choice. 53% also noted transport links and access to services as positives – with transport links in particularly scoring well above both regional and national levels.

What are the negative aspects of the town centre?	Waltham Cross %	South West Small Towns %	National Small Towns %
Physical appearance	62	26	27
Shopping	52	29	36
Restaurants	40	40	33
Access to Services - e.g. banks, Post Office, Library	5	6	8
Leisure facilities	52	44	39
Cultural activities	42	37	37
Pubs/Bars/Nightclubs	37	36	29
Transport links	1	24	25
Ease of walking around the town centre	4	8	10
Convenience - e.g. near where you live	7	7	9
Safety	36	14	16
Car Parking	27	37	40
Market(s)	14	26	26
Other	5	5	7

62% of town centre users rated 'physical appearance' as a negative aspect of Waltham Cross Town Centre, well above national levels. 'Shopping' (52%) and 'Leisure Facilities' (52%) were also common responses. More encouragingly, almost no town centre users saw Waltham Cross' transport links as a negative aspect of the town centre.

How long do you intend to stay on this visit to the town centre?	Waltham Cross %	South East Small Towns %	National Small Towns %
Less than an hour	27	46	36
1 - 2 hours	48	38	39
2 - 4 hours	19	9	12
4 - 6 hours	2	2	3
All day	4	5	8
Other	0	1	1

Town Centre Users only stayed in Waltham Cross for a relatively short time – 75% indicated that they visited the town for 'less than two hours' which is similar to the Regional (84%), and National Small Towns (75%) figures.

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

The key theme to emerge when respondents were provided with an open ended question to make suggestions for the improvement of Waltham Cross Town Centre was the improvement of the retail offer. Examples of comments made were;

- "More variety of shops (less card shops and travel agents)."
- "There are too many of the same shops namely - shoe shops, travel agents and charity shops."
- "Better Variety of shops-too many mobile phone shops."
- "Less bookmakers and charity shops."
- "Not so many charity/bargain shops."
- "Discourage fast food outlets & pound type shops."
- "Reduce the number of foreign shops."
- "Better shops too many charity shops."
- "Try to attract more shops to the area, not fast food or cash converters/betting etc."
- "Less charity shops and fast food centres, makes the town centre look 'down and out'."
- "Too many 'budget' & 'convenience' shops along with fast-food outlets. Could do with a face-lift & introduction of maybe a reputable department store & restaurant."
- "Larger shops, big name need big shops and give traffic to smaller shops."
- "There were 2 big available shops recently where a project manager from the council could have made an attempt to get a major high street chain in there e.g. Primark instead one is yet another cheque cashing shop and the other cash to go!!! If a major

retailer like Primark were approached and opened this would bring more people to the town. It would need doing up but at least there would be something to offer."

- "More shops that are wanted - no more Polish delicatessens or grocers, or all night grocers!"
- "Too many pay-day loan shops, pawnbrokers, betting shops etc - their activities should be restricted in this so-called deprived area."

Augmenting the statistics highlighted in the Survey, Town Centre Users also commented on the need to improve the 'physical appearance' of Waltham Cross;

- "Remove the badly maintained concrete shrub beds. Provide a fixed canopy along the shop fronts in the paved area to provide a covered walkway for shoppers."
- "Modernise/rebuild."
- "Try to make the centre more inviting, less intimidating in some circumstances."
- "Needs a makeover, maybe some new flowers in the flower beds across the town."
- "Place looks a bit drab."
- "Brighten the place up - makes it look like everyone is poor and feels run down."
- "Increased litter cleaning frequency. More plants, flowers and bushes in the town centre."
- "Tidy the place up- looks a bit tired."
- "Spruce the area up - improve shop fronts."
- "General tidy up."

A full list of all comments, colour coded into the relevant key themes, is in the Appendix.

KPI12: Shoppers Origin

The Shoppers Origin Survey tracks the general area that town centre users originate from. This can be used to target local marketing or promotional literature, as well as evidence of the success of such campaigns by gauging the penetration into the population.

The postcodes gathered from respondents 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

	Waltham Cross %	South East Small Towns %	National Small Towns %
Locals	70	52	58
Visitors	24	41	29
Tourists	6	8	13

70% of the Post Codes gathered were from locals, which is higher than the national small towns (58%) and regional (52%) figures. Only 6% of the Post Codes were from tourists, lower than the South East small towns figure of 8% and the national small towns figure of 13%.

APPENDIX

Town	Large or small	Local Authority	Region	Typology*
Loughborough	Large	Charnwood	East Midlands	n/a
Hinckley	Large	Hinckley and Bosworth	East Midlands	n/a
Carlton Square	Small	Gedling	East Midlands	n/a
Carlton Hill	Small	Gedling	East Midlands	n/a
Netherfield	Small	Gedling	East Midlands	n/a
Mapperley	Small	Gedling	East Midlands	n/a
Arnold	Small	Gedling	East Midlands	n/a
Bury St Edmunds	Large	St Edmundsbury	East of England	2
St Ives	Large	Huntingdonshire	East of England	4
St. Neots	Small	Huntingdonshire	East of England	4
Ramsey	Small	Huntingdonshire	East of England	4
Huntingdon	Small	Huntingdonshire	East of England	4
Wetherby	Small	Leeds	North East	1
Ripon	Small	Harrogate	North East	2
Bentham	Small	Craven	North East	2
Settle	Small	Craven	North East	3
Knaresborough	Small	Harrogate	North East	n/a
Penrith	Large	Eden	North West	2
Nantwich	Large	Cheshire East	North West	2
Wrexham	Large	Wrexham	North West	n/a
Crewe	Large	Cheshire East	North West	n/a
Wilmslow	Large	Cheshire East	North West	n/a
Macclesfield	Large	Cheshire East	North West	n/a
Alsager	Small	Cheshire East	North West	1
Disley	Small	Cheshire East	North West	1
Appleby	Small	Eden	North West	2
Kirkby Stephen	Small	Eden	North West	2
Middlewich	Small	Cheshire East	North West	4
Knutsford	Small	Cheshire East	North West	5
Bollington	Small	Cheshire East	North West	5
Wigton	Small	Allerdale	North West	7
Congleton	Small	Cheshire East	North West	8
Sandbach	Small	Cheshire East	North West	8
Holmes Chapel	Small	Cheshire East	North West	8
Mold	Small	Flintshire	North West	n/a
Queensferry	Small	Flintshire	North West	n/a
Saltney	Small	Flintshire	North West	n/a
Shotton	Small	Flintshire	North West	n/a
Buckley	Small	Flintshire	North West	n/a
Connahs Quay	Small	Flintshire	North West	n/a
Flint	Small	Flintshire	North West	n/a
Holywell	Small	Flintshire	North West	n/a
Alston	Small	Eden	North West	n/a

Bangor	Small	Gwynedd	North West	n/a
Caernarfon	Small	Gwynedd	North West	n/a
Alderley Edge	Small	Cheshire East	North West	n/a
Handforth	Small	Cheshire East	North West	n/a
Poynton	Small	Cheshire East	North West	n/a
Audlem	Small	Cheshire East	North West	n/a
Broadstairs	Large	Thanet	South East	n/a
Hertford	Large	East Herts	South East	n/a
Halstead	Small	Braintree	South East	2
Buckingham	Small	Aylesbury Vale	South East	4
Southwater	Small	Horsham	South East	4
Henley	Small	South Oxfordshire	South East	5
Sheerness	Small	Swale	South East	6
Dover	Small	Dover	South East	6
Bishops Waltham	Small	Winchester	South East	8
Waltham Cross	Small	Broxbourne	South East	n/a
Cheshunt Old Pond	Small	Broxbourne	South East	n/a
Bletchley	Small	Milton Keynes	South East	n/a
Bookham	Small	Mole Valley	South East	n/a
Wolverton	Small	Milton Keynes	South East	n/a
Devizes	Large	Wiltshire	South West	2
Trowbridge	Large	Wiltshire	South West	2
Nailsea	Small	North Somerset	South West	1
Pewsey	Small	Wiltshire	South West	2
Melksham	Small	Wiltshire	South West	2
Frome	Small	Mendip	South West	2
Westbury	Small	Wiltshire	South West	2
Warminster	Small	Wiltshire	South West	2
Corsham	Small	Wiltshire	South West	2
Wilton	Small	Wiltshire	South West	2
Chippenham	Small	Wiltshire	South West	4
Calne	Small	Wiltshire	South West	4
Malmesbury	Small	Wiltshire	South West	4
Ludgershall	Small	Wiltshire	South West	4
Bradford On Avon	Small	Wiltshire	South West	5
Cricklade	Small	Wiltshire	South West	8
Royal Wootton Bassett	Small	Wiltshire	South West	8
Tidworth	Small	Wiltshire	South West	n/a
Ross on Wye	Large	Herefordshire	West Midlands	2
Tenbury Wells	Small	Malvern Hills	West Midlands	2
Great Malvern	Small	Malvern Hills	West Midlands	2
Alcester	Small	Stratford-on-Avon	West Midlands	2
Upton Upon Severn	Small	Malvern Hills	West Midlands	3
Southam	Small	Stratford-on-Avon	West Midlands	4
Whitchurch	Small	Shropshire	West Midlands	5

*Typology does not apply to towns within Broxbourne, due to its proximity to London.

BUSINESS UNIT DATABASE

Street Name	Number	Business Name	Use Class	Business Type (Comparison/ Convenience)	Business Type (Key Attractor/ Independent)	Additional Notes
High Street	153	The Money Shop	A2	n/a	n/a	
High Street	151	Charles Barber Shop	A1	Comparison	Independent	
High Street	149	Spirals Dental Surgery	D1	n/a	n/a	
High Street	147	Coyles Chemist	A1	Comparison	Independent	
High Street	145a	n/a	n/a	n/a	n/a	VACANT
High Street	145	Valens	A1	Comparison	Independent	
High Street	143a	Rona	A1	Convenience	Independent	
High Street	143	Cash Generator	A2	n/a	n/a	
High Street	141a	The Curtain Factory	A1	Comparison	Independent	
High Street	141	Buy Labels for Less	A1	Comparison	Independent	
High Street	139	Capri Cafe	A3	n/a	n/a	
High Street	137	British Heart Foundation	A1	Comparison	Multiple	Charity
High Street	135	Keech Hospice Care	A1	Comparison	Multiple	Charity
High Street	57-58	Butlers	A1	Comparison	Independent	
Sturlas Way		Wickes	A1	Comparison	Multiple	
High Street	131	Ladbrokes	A2	n/a	n/a	
High Street	131a	The Fone Box	A1	Comparison	Independent	
High Street	127-129	T Mobile	A1	Comparison	Multiple	
High Street	125	Isabel Hospice	A1	Comparison	Regional	
High Street	123b	Nationwide	A2	n/a	n/a	

High Street	123	One Stop Shop/ Library	D1	n/a	n/a	
High Street	121a	Kith and Kids	A1	Comparison	Multiple	Charity
High Street	121	Thomson	A1	Comparison	Multiple	
High Street	115	Fishpools	A1	Comparison	Independent	
High Street	117	Greggs	A1	Convenience	Multiple	
High Street	109	HSBC	A2	n/a	n/a	
High Street	107	Oczan Jewellers	A1	Comparison	Independent	
High Street	105	Coffee House	A3	n/a	n/a	
High Street	103	Brindley Goldstein	A2	n/a	n/a	
High Street	101	Cross News	A1	Convenience	Independent	
High Street	101	Classic Fish and Chips	A5	n/a	n/a	
High Street	99	TFC	A1	Convenience	Multiple	
High Street	97	Nat West	A2	n/a	n/a	
High Street	93	Chinese Express	A3	n/a	n/a	
High Street	91	The Cleaning Point	SG	n/a	n/a	
High Street	89	Afrique Cosmetics	SG	n/a	n/a	
High Street	87	Bairstow Eves	A2	n/a	n/a	
High Street	85	Cartridge World	A1	Comparison	Multiple	
High Street	83	USDAW	D1	n/a	n/a	
High Street	79-81	Eternal Youth	D1	n/a	n/a	
High Street	77	Minuteman Press	B1	n/a	n/a	
High Street	75	Tasty House	A5	n/a	n/a	
High Street	73	Delaney and Co Solicitors	A2	n/a	n/a	
High Street	71	Private Shops UK	A1	Comparison	Multiple	
High Street	69	Alternative Hair Studio	A1	Comparison	Independent	

High Street	67	The First New Off License	A1	Convenience	Independent	
High Street	65	Josephs Florists	A1	Convenience	Independent	
High Street	61	Cross Kebab	A5	n/a	n/a	
High Street	59a	Saffron	A3	n/a	n/a	
High Street	59	n/a	n/a	n/a	n/a	Vacant
High Street	55-57	n/a	n/a	n/a	n/a	Vacant
High Street	51-53	Cash Converters	A1	Convenience	Multiple	
High Street	49	Altered Image	A1	Comparison	Independent	
High Street	47	Empty Nails	SG	n/a	n/a	
High Street	45	Laundrette	SG	n/a	n/a	
High Street	41	Nightclub Bar	SG	n/a	n/a	
High Street	39	Holywood Star Hair	A1	Comparison	Independent	
High Street	37	Askis Bakery and Sandwich Bar	A1	Convenience	Independent	
High Street		Best One	A1	Convenience	Independent	
High Street	21	Banana Connection	A1	Comparison	Regional	
High Street	19	Diamond Kebabs	A5	n/a	n/a	
High Street	17	APC Repairs	A5	n/a	n/a	
High Street	15	Oriental Chef	A5	n/a	n/a	
High Street	13	Cinnamon Lounge	A3	n/a	n/a	
High Street		n/a	n/a	n/a	n/a	Vacant
High Street		Lidl	A1	Convenience	Multiple	
High Street	58	Perry Clements	A2	n/a	n/a	
High Street	60a	Computer Games	A1	Comparison	Independent	
High Street		Kings Barbers	n/a	n/a	n/a	Vacant
High Street	63	The Popeye Pizza	A5	n/a	n/a	
High Street	64	Haart	A2	n/a	n/a	

High Street	66	Tarts	A1	Comparison	Independent	
High Street		Everyone is Important	A1	Comparison	Independent	
High Street	70	The Tanning Shop	SG	n/a	n/a	
High Street	72	Gold Equals Cash	A1	Convenience	Independent	
High Street	74	Teeza Cafe	A3	n/a	n/a	
High Street	76-78	Ocean	A3	n/a	n/a	
High Street	80-82	Blockbuster	A1	Convenience	Multiple	
High Street		SM Dannys	A1	Comparison	Independent	
High Street	86	Emre	A1	Convenience	Independent	
High Street	88-102	Gala Bingo	D2	n/a	n/a	
High Street	104	The Moon and Cross	A4	n/a	n/a	
High Street	106	Iceland	A1	Convenience	Multiple	
High Street	108	Vaid Optometrist	A1	Comparison	Regional	
High Street	110	Jennings Bet	A2	n/a	n/a	
High Street	110	Better Bet	A2	n/a	n/a	
High Street	114	Meat Inn	A1	Convenience	Independent	
High Street	116	Waltham Cross Cafe	A3	n/a	n/a	
High Street	118	Poundland	A1	Convenience	Multiple	
High Street	143a	Rona	n/a	n/a	n/a	VACANT
High Street	122	Fone House	A1	Comparison	Independent	
High Street	124	Barclays	A2	n/a	n/a	
Eleanor Cross Road	5	Moondance	A1	Comparison	Independent	
Eleanor Cross Road	4	Cherries	A3	n/a	n/a	
Eleanor Cross Road	6	Scope	A1	Comparison	Multiple	CHARITY
Eleanor Cross	2	Shipleys	SG	n/a	n/a	

Road		Amusements				
Eleanor Cross Road	2-8	PDSA	A1	Comparison	Multiple	CHARITY
High Street	The Pavilion	Coffee Cream	A3	n/a	n/a	
High Street	88 F The Pavilion	Golden Nails	SG	n/a	n/a	
High Street	88 D The Pavilion	Chinese Medicine Centre	D1	n/a	n/a	
High Street	The Pavilion	The Candy Store	A1	Convenience	Independent	
High Street	88	Kandi Shoes	A1	Comparison	Independent	
High Street	The Pavilion	Claybrooks	A2	n/a	n/a	
High Street	1 The Pavilion	Essex Shoe Repairs	A1	Comparison	Regional	
High Street	24	n/a	n/a	n/a	n/a	VACANT
High Street	25	Handersons	A1	Convenience	Independent	
High Street	26 The Pavilion	Niti Pharmacy	A1	Comparison	Independent	
High Street	27 The Pavilion	Simmi	A1	Comparison	Regional	
High Street	28 The Pavilion	Rose Opticians	A1	Comparison	Multiple	
High Street	267	Ladbrokes	A2	n/a	n/a	
High Street	2 The Pavilion	Phones 4 U	A1	Comparison	Key Attractor	
High Street	3 The Pavilion	Catalyst	A1	Comparison	Independent	
High Street	4 The Pavilion	Bean Here	n/a	n/a	n/a	VACANT
High Street	5 The Pavilion	Savers	A1	Convenience	Multiple	

High Street	6 The Pavilion	Dilly Dally	A1	Comparison	Independent	
High Street	7 The Pavilion	Thomas Cook	A1	Comparison	Multiple	
High Street	8 The Pavilion	Blue Arrow	n/a	n/a	n/a	
High Street		Between Blue Arrow and First Choice	n/a	n/a	n/a	VACANT
High Street	53-56 The Pavilion	Bon Marche	A1	Comparison	Multiple	
High Street		Next to Bon Marche	n/a	n/a	n/a	VACANT
Eleanor Cross Road	2	Shipleys (Next to Home Solutions)	n/a	n/a	n/a	VACANT
High Street		Home Solutions	A1	Convenience	Independent	
High Street	66-67	Next Step	D1	n/a	n/a	
High Street		Italian Avanti	A3	n/a	n/a	
High Street		Cheque Centre	A2	n/a	n/a	
High Street		Next to Cheque Centre	n/a	n/a	n/a	VACANT
Pavilion	12	Herbert Brown	A2	n/a	n/a	
Pavilion	13	Timpson	A1	Comparison	Multiple	
Pavilion	14	Dizzy	A1	Comparison	Independent	
Pavilion	15	F Hinds	A1	Comparison	Multiple	
Pavilion	16	Blue Inc	A1	Comparison	Multiple	
Pavilion	17-18	New Look	A1	Comparison	Key Attractor	
Pavilion	19	Shoe Zone	A1	Comparison	Multiple	
Pavilion	20-21	Claires	A1	Comparison	Multiple	
Pavilion	22	Stead and Simpson	A1	Comparison	Multiple	
Pavilion		Kiss Cards	A1	Convenience	Independent	
Pavilion	89 a-b	The Fragrance Shop	A1	Comparison	Multiple	

Pavilion	89 b	Lashious	SG	n/a	n/a	
Pavilion	88	Percy Ingle	A1	Comparison	Multiple	
Pavilion	86-87	Argos	A1	Comparison	Key Attractor	
Pavilion	85	Specsavers	A1	Comparison	Multiple	
Pavilion		Clintons	n/a	n/a	n/a	VACANT
High Street	112	Halifax	A2	n/a	n/a	
Pavilion	75-81	Boots	A1	Convenience	Key Attractor	
Pavilion	80	Card Factory	A1	Convenience	Multiple	
Pavilion	79	Orange	A1	Comparison	Key Attractor	
Pavilion	78	The Meat Shop	A1	Convenience	Independent	
High Street	122	Dharma	n/a	n/a	n/a	VACANT
Pavilion	74	Superdrug	A1	Convenience	Key Attractor	
Pavilion	73	Holland and Barrett	A1	Convenience	Multiple	
Pavilion	72	Sainsbury's	A1	Convenience	Key Attractor	
Pavilion	71	WH Smiths	A1	Convenience	Key Attractor	
Pavilion	69-70	Peacocks	A1	Comparison	Multiple	
High Street	59	Cims	A1	Comparison	Regional	
High Street	122	Waltham Cross Fonehouse	A1	Comparison	Independent	

CAR PARKING DATABASE

Name:	Pavilion (Level 5 not included, New Cars Parked)
On Street/ Car Park:	Car Park
Total Spaces:	267
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	255
Disabled Spaces:	12
Vacant Spaces on Market Day:	164
Vacant Spaces on Non Market Day:	214
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0
Name:	Fishpools
On Street/ Car Park:	Car Park
Total Spaces:	62
Short Stay Spaces: (4 hours and under)	60
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on Market Day:	0
Vacant Spaces on Non Market Day:	23
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

Name:	High Street
On Street/ Car Park:	Car Park
Total Spaces:	158
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	148
Disabled Spaces:	10
Vacant Spaces on Market Day:	32
Vacant Spaces on Non Market Day:	97
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0
Name:	Lidl
On Street/ Car Park:	Car Park
Total Spaces:	68
Short Stay Spaces: (4 hours and under)	65
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on Market Day:	19
Vacant Spaces on Non Market Day:	28
Illegal Spaces on Market Day:	1
Illegal Spaces on Non Market Day:	0

Name:	Iceland
On Street/ Car Park:	Car Park
Total Spaces:	21
Short Stay Spaces: (4 hours and under)	21
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Market Day:	2
Vacant Spaces on Non Market Day:	6
Illegal Spaces on Market Day:	0 Large number of cars parked in an ad hoc manner in car park
Illegal Spaces on Non Market Day:	0 Large number of cars parked in an ad hoc manner in car park
Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	61
Short Stay Spaces: (4 hours and under)	56
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces on Market Day:	4
Vacant Spaces on Non Market Day:	11
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

Name:	Wickes
On Street/ Car Park:	Car Park
Total Spaces:	95
Short Stay Spaces: (4 hours and under)	90
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces on Market Day:	20
Vacant Spaces on Non Market Day:	51
Illegal Spaces on Market Day:	4
Illegal Spaces on Non Market Day:	4
Name:	Eleanor Cross
On Street/ Car Park:	Car Park
Total Spaces:	92
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	88
Disabled Spaces:	4
Vacant Spaces on Market Day:	16
Vacant Spaces on Non Market Day:	42
Illegal Spaces on Market Day:	0
Illegal Spaces on Non Market Day:	0

BUSINESS CONFIDENCE

What suggestions would you make to improve the town centre?

- "Better shops and restaurants, the area is looking so poor."
- "Open more popular stores in the shopping centre."
- "Make shopping centre more attractive with well known brands/ shops e.g. Marks, Next, Tesco etc."
- "Real police not support officers."
- Reduce the numbers of traffic wardens."
- "Advertise Waltham Cross as a town centre more widely."
- Aim to attract a younger generation to the town centre as the town is much more populated with the older generation."
- "Increase local activities."
- "Decrease the rates, will use that to improve the residences available to the businesses."
- "A clear plan to achieve significant changes in the town."
- "Major remodelling of the North and South ends of the town."
- "Waltham Cross is situated in an electoral ward that suffers from one of the highest rates of social deprivation in Hertfordshire. Reflecting its surroundings the town has a relatively high proportion of charity shops which is also indicative of the lack of desire from retailers wanting to trade here. The town centre generally has a negative public perception. The size of the units in the town centre tends to be small and that is a potential barrier for larger chain retailers. Without significant remodelling of both the north and south ends of Waltham Cross, it is difficult to see how progress can be made away from a local town centre that serves its immediate community to a more prestigious regional attraction. There is no clear published, consulted town centre strategy from the council. There appears to be little or no co-ordination between landlords in the town centre to work in concert with each other and other parties for the betterment of the town, the town centre environment is tired and in need of investment but this should be linked into a clear vision. Strategic approach that is agreed with stakeholders and capable of being done."
- "Some car parking available for a limited time without charge."

TOWN CENTRE USERS SURVEY

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

Key

Retail Offer
Improving the appearance

- "Better range of shops. Better environment"
- "1. More variety of shops (less card shops and travel agents) 2. Clean the block paving by stone blasting"
- "More variety of high street shops. More social area"
- "Get better shops. Spruce it up"
- "well signposted car park as currently use Wickes and make a quick dive to the shops and back"
- "Don't let Fishpools go. Keep the flower boxes."
- "There are too many of the same shops namely - shoe shops, travel agents and charity shops."
- "Start again and encourage new shops."
- "More variety of shops. Reduction of car park charges."
- "EXTENSIVE DEMOLITION CAR AND CAR PARK FREE ZONE"
- "Really is drab. A good effort was made for the Olympics, but actual centre needs investment in the pavilion and the high street. With such good bus services into here from Essex, London and Herts this is a shame."
- "A large anchor store/s are needed. Remove more of the seating at the roundall to allow a less intimidating entrance between High St & pedestrian area."
- "Empty units made use of - different shops etc. Perhaps a market on a Saturday, as working people lose out on this as unable to get to the market on a Wednesday or Friday"
- "1. Have free parking. 2.Cinema"
- "Pull it down and start again. It all needs refurbishing."
- "Redevelopment of northern High Street. At present there is a void between the town centre and Wickes. Better leisure offering."
- "Better Variety of shops-too many mobile phone shops. Town Centre looks run down and dated so needs modernising."
- "Less bookmakers and charity shops. More upmarket restaurants"
- "Knock it down and start again!"
- "More variety of shops. Make it a cleaner and more pleasant environment"
- "Not so many charity/bargain shops"
- "Encourage good quality restaurants & shops to open. Discourage fast food outlets & pound type shops"
- "Outside area needs tidying up. Need more shops outside. Precinct good."
- "Needs some high street branded shops"

- "reduce the number of foreign shops"
- "better shops to many charity shops"

- "Remove the badly maintained concrete shrub beds. Provide a fixed canopy along the shop fronts in the paved area to provide a covered walkway for shoppers."
- "Modernise/rebuild. Improve the aspect of the pedestrianised area which is dead at night"
- "Free car parking in the Council owned car parks. Attract some decent chain stores to Waltham Cross"
- "To feel safer. More shops."
- "Try to attract more shops to the area, not fast food or cash converters/betting etc. Ask if two local companies and Council would increase their free parking times even just during the week as the car parks are never full but the time is restrictive if you want to spend longer there."
- "Increased police presence. Improve the quality of retailers."
- "Less charity shops and fast food centres' makes the town centre look 'down and out' try to make the centre more inviting, less intimidating in some circumstances."
- "Less pay for parking, 30p for 30 minutes but if I want to spend over an hour at the centre it cost £1.20. Needs a makeover, maybe some new flowers in the flower beds across the town."
- "More Shops. General decor"
- "I would have a larger variety of shops. Entertainment in the town centre"
- "Blow it up!"
- "Better social amenities & decent restaurants"
- "Too many 'budget' & 'convenience' shops along with fast-food outlets. Could do with a face-lift & introduction of maybe a reputable department store & restaurant. The town display for Olympics was wonderful everywhere immaculate & bright (a real 'feel good' factor for all)..Could a little more of this be generated please."
- "Better shops and cleaner"
- "Free parking at all times"
- "Make the town more visible from road if all you can see big wall why would anyone stop. Larger shops, big name need big shops and give traffic to smaller shops."
- "There were 2 big available shops recently where a project manager from the council could have made an attempt to get a major high street chain in there e.g. Primark instead one is yet another cheque cashing shop and the other cash to go!!! If a major retailer like Primark were approached and opened this would bring more people to the town. It would need doing up a bit but at least there would be something more to offer."
- "Poor variety of shops needs to be improved. Place looks a bit drab"
- "Reinstate proper Post Office. More shops that are wanted - no more Polish delicatessens or grocers, or all night grocers!"
- "Put life in the northern part Have good cafes"
- "Would like either a cinema back again or dance hall / activities"

- "A major shop to bring people into the town centre i.e. Primark / TK Max no decent clothes shop exist. Good restaurant rather than multiple fast food /cafes"
- "free car parking"
- "more retail shops not cafes or takeaways"
- "less cafes"
- "More parking and free parking"
- "Lower rents so empty shops are used- No cycling through the pedestrian area and enforcement of this."
- "a pub in the northern bit of the high street - a serious library"
- "Town centre looks tired and dated, empty units stay empty too long. Though enjoy cultural days held outside"
- "It needs brightening up, it is not very inviting"
- "Department stores other than Pearsons needed. The look of Waltham Cross is poor it needs modernising to a high standard shopping is meant to be an enjoyable experience I would never browse it is more a food shopping area."
- "Improve bus service e.g. run later and earlier"
- "Greater variety of shops. Maybe something like Primark or Wilkinson's. Remove the raised trip hazards by telephone boxes and round trees"
- "More seating. A large store e.g. Debenhams or Marks and Spencer's"
- "Replace the Eleanor Cross Road entrance to the Pavilions Centre with automatic doors"
- "More varied shops needed - too many charity shops"
- "Should be encouragement to landlords to share empty shops and their facilities for short term Some effort needs to be taken to keep the drains in the underpass clear of water"
- "More car parking"
- "Need less empty shops but don't fill them with charity shops. Brighten the place up - makes it look like everyone is poor and feels run down"
- "Increased litter cleaning frequency. More plants, flowers and bushes in the town centre"
- "The library is too small for the catchment area, could use vacant shops to improve facilities. Too many pay-day loan shops, pawnbrokers, betting shops etc - their activities should be restricted in this so-called deprived area."
- "Smarten it up. If you lose Fishpools and Homebase, you've had it!"
- "Confine cyclists to central road section. Limit mobility scooters to walking speed"
- "1 Happy how it currently is."
- "1 More variety of shops"
- "1 Tidy the area up. 2 More variety of shops."
- "1. Focus on the history of the area- signs etc. 2 Advertise local events better."
- "1 More information signs- historic importance needs more recognition."
- "1 Happy with how it is, but I am not sure I would visit again."
- "1 Fill the empty shops. 2 More variety of shops."
- "1 Improve the shop fronts. 2 Control the stall owners- make them keep to their allotted space."

- "1 Happy with how it currently is."
- "1 Update the older buildings. 2 More variety of shops"
- "1 Happy with how it is."
- "1 New shops- more variety of shops. 2 Less cafes."
- "1 Less cafes- too many. 2 More variety of shops"
- "1 More things suited to kids. 2 More variety of shops."
- "1 More variety of shops. 2 Cheaper parking"
- "1 No changes happy with how it currently is."
- "1 Happy with how it currently is."
- "1 Tidy the place up- looks a bit tired. 2 Keep market stalls to a sensible size."
- "1 More shops- less charity shops. 2 General tidy up."
- "1 Increase the variety of shops. 2 More public events or better advertisement of existing ones."
- "1 More shops."
- "1 Nothing- happy with how it currently is."
- "1 More variety of shops. 2 Too many of the same shops."
- "1 Nothing"
- "1 Nothing seems like a nice town."
- "1 More shops. 2 No market."
- "1 More shops. 2 tidy the area up."
- "1 More support for smaller shops. 2 Cheaper parking."
- "1 Happy with how it is"
- "1 More social clubs/ events. 2 Apart from that nothing else."
- "1 More variety of shops"
- "1 Nothing happy how it is."
- "1 Spruce the area up- improve shop fronts. 2 Control the market stalls- overflowing on the street."
- "1 More shops. 2 More pubs/clubs."
- "1 More shops. 2 More Outdoor Cafes and Restaurants."
- "1 More public events. 2 More cultural/ leisure events."
- "1 Happy with how it is."
- "1 Sign post with historic information of the area on it. 2 General tidy up."
- "More police patrols. Better shops and restaurants"
