



PEOPLE & PLACES  
*Insight*

# TOWN BENCHMARKING

Measuring the performance of Town Centres

## OTLEY

## 2020

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# EXECUTIVE SUMMARY

## OVERVIEW

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

Otley Town Council commissioned People and Places Insight Limited to undertake a Town Benchmarking Review, in the Town Centre. The detailed results of the Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline findings. *(It must be noted that the National Benchmarking figures are based on data recorded pre Covid-19)*

## GENERAL

### Commercial Offer

- 53% of the ground floor commercial units in the defined Otley town centre area are A1 Shops, 2% higher than the National Small Towns average.
- 90% of the A1 Shops mainly sell Comparison goods, 8% higher than the National Small Towns average.
- 10% of the ground floor commercial units in the defined town centre were vacant in the September audit, 1% higher than the National Small Towns average.
- Over three quarters of the A1 Shops in Otley are unique to the town centre, 15% higher than the National average.

### Town Centre Use

- Illustrating a strong use of the town centre, three quarters of respondents to the Otley Survey stated that they normally visited the 'Independent Shops' with 69% the Market and 58% 'Restaurant/ Cafes'.
- 70% of those who completed the Otley Survey stated that on a normal visit to the town they visited one of the 'Edge of Town Supermarkets'.
- Following the National trend 39% of those surveyed generally visited Otley for 'Convenience Shopping'.

### Local Attractions

- In terms of attractions 53% of those who completed the Otley Survey stated that they would visit 'Wharfemeadows Park' on a normal trip to the town, 46% the 'Riverside' and 44% 'The Chevin'.
- From the Visitor Attraction footfall count points Wharfemeadow was most clearly linked to the town centre with a visible pattern of visitors walking too or from the commercial offer via the Riverside.



## Footfall

- Saturdays are the busiest days in Otley both in Summer and Autumn.
- Market Place and Kirkgate record the heaviest footfall in Otley town centre,
- In August, footfall at the Market Place during the Benchmarking time frame peaked at 204 persons per ten minutes on the Saturday audit, the highest average figure in the whole Benchmarking Review.

## Local Users

- 45% of the postcodes gathered from businesses were from those living in Otley. Highlighting the use of Otley by those living in the hinterland, 40% of postcodes were from non-residents but living within a 30-minute drive, 11% higher than the National figure. 15% of the postcodes were from 'Tourists', identical to the National average.
- Replicating the National trend, the majority of those surveyed visited Otley at least once a week. (84%)
- 58% of those surveyed normally visited Otley 'On their own' whilst 48% travelled 'With Family Members'. Highlighting the local nature of users 41% travelled into the town 'On Foot'.
- Over half of those surveyed normally visited Otley in the morning. (09.00-12.00) (52%)

## Customer Spend

- Over half of businesses (53%) stated that the average transaction value from face-to-face customers on their premises was more than £20.00.
- 43% of those surveyed normally spent over £20.00 on a visit to Otley, 11% higher than the National average.

## Car Parking

- Overall, on both the Tuesday and Friday Weekday Market Days in Otley 30% of all car parking provision was vacant, 3% higher than the National Small Towns (27%) figure. On the Non-Market Day vacancy rate increased to 36%, 3% higher than the National average. Overall vacancy rates were fixed between the Weekday Market Days and Non-Market Days averages on the Saturday with 33% of the spaces left empty.
- Nearly two thirds of those who visit Otley stated that 'Sainsbury's' (62%) was a car park they normally use.
- 30% of respondents reported that they parked 'On Street'.

## Seasonal Differences

- December (26%) and August (21%) were classed as the best Trading months in the year.
- On-Street car parking vacancy rates were much reduced in August compared to October, 10% lower on the Tuesday Market Day, 19% lower on the Non-Market Day, 18% lower on the Friday Market Day and 24% lower on the Saturday.



- Overall car parking vacancy rates were lower in August compared to October. The most significant difference was on a Saturday with 21% vacancy in August, rising 12% to 33% in October.
- On the Friday Market Day and Saturday Market Day footfall was noticeably heavier in August compared to October.

### Key Calendar Dates

- The average footfall count of 140 persons per ten minutes at Market Place on the Key Calendar Date was like the Friday Market Day in August (137) and the Friday (157) and Saturday (167) Market Days in October but lower than the August Saturday (204).

## POSITIVE

### Visit Recommendation

- 96% of Otley Survey respondents would recommend a visit to the town, a vast 24% higher than the National figure.
- In terms of the town centre offering 97% of those surveyed would recommend a visit to 'Restaurant/Cafes' whilst 95% would recommend the 'Independent Shops' and 'Market'.
- In terms of recommending a visit to the various attractions in the wider Otley area, over 90% of respondents reported that they would recommend; 'Otley Chevin', (98%) 'Chevin Forest Park' (97%), 'The Riverside' (97%), 'Wharfemeadows Park', (96%) 'Walking/ Cycling in Wharfedale' (93%), 'Boats on the River'. (93%)

### Local Customers

- Following the National pattern over three quarters of Businesses (79%) reported that 'Potential Local customers' was a positive aspect of operating in Otley.

### Potential Tourist Trade

- 'Potential Tourist Customers' (40%) were classed as a positive aspect of Otley by Businesses.

### Weekend Trade

- 51% of Businesses reported that Saturday is the busiest Trading day of the week

### The Otley Factor

- 'Physical Appearance' (66%) was classed as a positive aspect of trading in Otley by Businesses, 16% higher than the National average. Similarly, 67% of those who completed the Otley Survey classed 'Physical Appearance' as a positive.
- 'Geographical Location' (47%) and 'Prosperity of the Town' (40%) were rated as positive aspects of Otley by Businesses.



- Businesses rated 'Local Partnerships/ Organisations' (40%) as a positive aspect of the town centre 20% higher than the National figure.

### Markets

- 'Market(s)' were rated as a positive aspect of the town centre with 49% of Businesses and 72% of respondents to the Otley Survey, a vast 36% and 47% higher than the National figures, respectively.

### Cafes/Restaurants

- 'Cafes/ Restaurants' (73%) were classed as a positive of the town by those who completed the Otley Survey, 16% higher than the National average.

### Safety

- 91% of Businesses reported that they had not suffered from any crime over the last 12 months, 18 % higher than the National Small Towns average.
- 96% of those surveyed stated that they had visited Otley during the Covid-19 crisis.
- 92% of those surveyed stated that they would recommend Otley as a safe place to visit during the Covid-19 crisis.

### Dwell Time

- 32% of those surveyed stayed in Otley for more than 2 hours, 11% higher than the National average.

## ROOM FOR IMPROVEMENT

### Business Performance and Confidence

- 64% of Business respondents stated that over the last year their Turnover had 'Decreased' and 59% their 'Profitability'. Regarding Business Confidence, over half (53%) of respondents indicated that over the next 12 months their Turnover would 'Decrease'.
- Over half of Businesses (65%) reported a decrease in their business trade as a result of the Covid-19 Pandemic Lockdown measures.
- Just over half of Businesses (59%) felt that they did not benefit from the events or festivals based in Otley.
- 'Competition from the Internet' (48%) was classed as the most negative aspect of trading in Otley.

### Retail Offer

- Both Businesses and those Residents/ Visitors and Tourists surveyed outlined that Otley would benefit from an 'Improved Retail Offer'. Specific improvements cited were 'More Independent Shops'. 'Fewer Charity Shops', 'Clothes/ Shoe Shops' and a 'Reduction in Empty Units'.



### Customer Spend

- 37% reported that on a normal visit to Otley they spend under £10.00 which is 15% higher than the National average.

### Traffic Management

- A key theme to emerge from the Otley Survey was that respondents would like to see a 'Reduction in Traffic' and 'Increased Pedestrianisation' of the town.

### Car Parking

- 38% of Businesses stated that 'Car Parking' was the most negative aspect of trading in Otley.
- Several qualitative comments in terms of how Otley could be improved cited 'Free Car Parking'.

### Evening Economy

- 89% of Visitors/ Tourists to Otley reported that they did not stay in the town overnight.
- A key theme to emerge from the Otley Survey was that the evening economy would benefit from 'Improved Cafes/ Restaurants'.

### Tuesday Market Day

- Footfall in Otley on the Tuesday Market Day in October, 69 persons per 10 minutes, is significantly lower than the National Small Towns average (110).

### Non-Market Day Footfall

- On a Non-Market Day, the Otley footfall figure in October (85) is a 19% reduction on the National Small Towns average (105).



# BENCHMARKING

## THE APPROACH

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

## THE SYSTEM

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 350 units
- National Small Towns; consisting of those localities with less than 350 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **Otley** consists of **313** units and is thus classed as a **Small** Town.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2018 to January 2020.

## THE REPORTS

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

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





## METHODOLOGY

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL UNITS; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: COMMERCIAL UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: MARKETS	Visual Survey of total number of traders on a Weekday Market
KPI: FOOTFALL	Footfall Survey on a Weekday Market Day and Weekday Non-Market Day from 10.00-13.00 on each day
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Weekday Market Day and Weekday Non-Market Day.
KPI: BUSINESS CONFIDENCE SURVEYS	Hand-delivered surveys with covering letter and freepost envelope. Online Survey completion option.
KPI: TOWN CENTRE USER SURVEYS	Face to face and online surveys.
KPI: SHOPPERS ORIGIN SURVEYS	Distributed with Business Confidence Surveys and Businesses are asked to record the home locations of customers over a set time period.

In the Otley Trade and Tourism Research Proposal the standard Town Benchmarking Footfall methodology was extended to understand:

- Which weekday Market Day records the heaviest footfall
- Saturday footfall
- Key Calendar Date (Victorian Fayre, Otley Show and Folk Festival) footfall volumes.
- Seasonal footfall

Thus, in Otley footfall counts were conducted in August 2020 and October 2020. The October footfall counts provide the baseline figures for 'normal trading conditions' whilst the August footfall counts allow a review of seasonal fluctuations. In the current situation with the global pandemic of Covid-19 it is anticipated that there will be Government Funding packages to aid the recovery of town centres it is thus essential to establish baseline data both immediately post lockdown (August) and in the traditional Benchmarking timeframe. (October)

During one week in August, footfall counts were be conducted by People and Places Insight in 5 locations in the town centre on a Tuesday (Market Day), Thursday (Non-Market Day), Friday (Busy Market Day) and a Saturday. Alongside the town centre counts the same footfall methodology was deployed at Riverside Walk/ Gallows Hill Nature Reserve and Otley Chevin. Trained and highly experienced People and Places Fieldworkers completed the footfall counts for a set period, between 08.00 to 19.00pm, on the identified days. Using the Town Benchmarking methodology, fieldworkers counted people passing in both directions through a fixed point for a precise ten minutes in every hour (e.g., 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Similarly, Between 11.00-14.00 on the same days in August and November as the Footfall KPI each of the designated car parks and all on street parking in both the town centre were visited by People and Places Insight and data on occupancy was recorded.

## KEY FINDINGS

### KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the “commercial offer” throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

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

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes.
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs).
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises.
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area.
B2	General Industrial	General Industrial.
B8	Storage and Distribution	Warehouses, includes open air storage.
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders’ institution, detention centre, secure training



		centre, custody centre, short-term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non-Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the occupied units recorded.



CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
A1	Shops	51	<b>53</b>
A2	Financial and Professional Services	13	<b>8</b>
A3	Restaurants and Cafes	9	<b>10</b>
A4	Drinking Establishments	4	<b>6</b>
A5	Hot Food Takeaways	4	<b>4</b>
B1	Businesses	3	<b>3</b>
B2	General Industrial	1	<b>4</b>
B8	Storage and Distribution	0	<b>0</b>
C1	Hotels	1	<b>0</b>
C2	Residential Institutions	0	<b>0</b>
C2A	Secure Residential Institution	0	<b>0</b>
D1	Non-Residential Institutions	7	<b>6</b>
D2	Assembly and Leisure	1	<b>1</b>
SG	Sui Generis	5	<b>5</b>

53% of the ground floor commercial units in the defined Otley town centre area are A1 Shops, 2% higher than the National Small Towns average.



## KPI: COMMERCIAL UNITS; USE CLASS

A1 Retail units selling goods can be split into two different types, Comparison and Convenience.

**Convenience goods - Low-cost, everyday items that consumers are unlikely to travel far to purchase.**

Defined as:

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

**Comparison goods - All other retail goods.**

Defined as:

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and Miscellaneous goods
- Hairdressing

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers.

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
COMPARISON	82	90
CONVENIENCE	18	10

90% of the A1 Shops mainly sell Comparison goods, 8% higher than the National Small Towns average.



## KPI: COMMERCIAL UNITS; TRADER TYPES

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

The following shops are considered Key attractors by Experian Goad.

### DEPARTMENT STORES

- Marks and Spencer
- Debenhams
- House of Fraser
- John Lewis

### MIXED GOODS RETAILERS

- Wilkinson
- Argos
- Boots
- TK Maxx
- WH Smith

### SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

### CLOTHING

- Burton
- Dorothy Perkins
- H & M
- New Look
- Primark
- River Island
- Topman
- Topshop

### OTHER RETAILERS

- Carphone Warehouse
- Clarks
- Clintons
- O2
- Superdrug
- Phones 4 U
- Vodafone
- Waterstones

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

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
KEY ATTRACTOR	8	3
MULTIPLE	21	11
REGIONAL	10	11
INDEPENDENT	61	76

Over three quarters of the A1 Shops in Otley are unique to the town centre, 15% higher than the National average.



## KPI: COMMERCIAL UNITS VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a Town Centre. The presence of vacant units over a period of time can identify potential weaknesses, whether due to locational criteria, high rent levels or strong competition from other centres.

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

	<b>NATIONAL SMALL TOWNS (%)</b>	<b>OTLEY 2020 (%)</b>
VACANCY	9	<b>10</b>

10% of the ground floor commercial units in the defined town centre were vacant in the September audit, 1% higher than the National Small Towns average.





## KPI: MARKETS

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

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

	<b>NATIONAL SMALL TOWNS</b>	<b>OTLEY 2020 (TUESDAY)</b>	<b>OTLEY (FRIDAY)</b>	<b>OTLEY (SATURDAY)</b>
AUGUST TRADERS	15	5	11	14
OCTOBER TRADERS	15	3	15	18

In the August review 5 Traders were present on the Tuesday, 11 on the Friday and 14 on the Saturday Market. In October Tuesday remained the smaller Market with 3 Traders, increasing to 15 on the Friday and 18 on the Saturday.



## KPI: FOOTFALL

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

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

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

As noted earlier in the Report footfall data for January, August and December and Weekends is not included in the National System. Thus, the table below refers to the October footfall counts providing the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded.

	NATIONAL SMALL TOWNS	OTLEY 2020
MARKET DAY (TUESDAY)	110	69
MARKET DAY (FRIDAY)	110	157
MARKET DAY (SATURDAY)	N/A	N/A
NON-MARKET DAY	105	85

Footfall in Otley on the Tuesday Market Day, 69 persons per 10 minutes, is significantly lower than the National Small Towns average (110). However, on the Friday Market Day the average footfall figure more than doubles to 157 persons per ten minutes significantly higher than the National average. On a Non-Market Day, the Otley footfall figure (85) is a 19% reduction on the National Small Towns average (105).



	OTLEY AUGUST	OTLEY OCTOBER
MARKET DAY (TUESDAY)	103	69
MARKET DAY (FRIDAY)	137	157
MARKET DAY (SATURDAY)	204	167
NON-MARKET DAY	93	85

When comparing the August and October Benchmarking time slots at the busiest locations on each day in Otley, it is evident that on each of the days the Summer Footfall count is heavier except on the Friday Market Day when the average persons per ten minutes increased from 137 in August to 157 in October. Saturday Market Day in August recorded the highest average with 204 persons per ten minutes.

The following tables provide the full detail of each footfall count.

#### Standard Benchmarking Footfall Count Times

#### AUGUST-TOWN CENTRE LOCATIONS

LOCATION: Bay Horse Court/ Bridge Street				
Time	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	46	14	16	15
09.00-09.10	42	20	29	27
10.00-10.10	40	37	43	62
11.00-11.10	41	37	53	63
12.00-12.10	47	62	38	51
13.00-13.10	39	54	37	71
14.00-14.10	38	50	52	123
15.00-15.10	38	34	29	73
16.00-16.10	19	40	26	78
17.00-17.10	18	18	8	61
18.00-18.10	9	11	20	36
19.00-19.10	22	12	19	12
<b>TOTAL</b>	<b>399</b>	<b>389</b>	<b>370</b>	<b>672</b>
<b>AVERAGE</b>	<b>33</b>	<b>32</b>	<b>31</b>	<b>56</b>
<b>BENCH. AV</b>	<b>43</b>	<b>45</b>	<b>45</b>	<b>59</b>

In August, footfall at Bay House Court/ Bridge Street remained consistent in the week during the Benchmarking time slots with figures of 45 persons per ten minutes (Friday), 45 (Thursday) and 43 (Tuesday). On the Saturday footfall increased to 59 persons per ten minutes.



LOCATION: Westgate, Straight Line from outside Lunds Carpets across the Road				
Time	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	22	19	8	6
09.00-09.10	10	18	14	18
10.00-10.10	19	10	23	20
11.00-11.10	13	16	11	22
12.00-12.10	13	18	14	34
13.00-13.10	33	20	10	42
14.00-14.10	13	26	27	44
15.00-15.10	31	14	21	28
16.00-16.10	17	6	17	26
17.00-17.10	10	23	21	12
18.00-18.10	4	12	12	7
19.00-19.10	4	6	12	2
<b>TOTAL</b>	<b>189</b>	<b>188</b>	<b>190</b>	<b>261</b>
<b>AVERAGE</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>22</b>
<b>BENCH. AV</b>	<b>15</b>	<b>15</b>	<b>16</b>	<b>25</b>

In August, footfall at the Westgate count point remained consistent in the week during the Benchmarking time slots with figures of 15/16 persons per ten minutes recorded on each day. On the Saturday footfall increased to 25 persons per ten minutes.



LOCATION: Boroughgate, Straight Line from Traffic Lights across the road				
Time	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	22	20	8	24
09.00-09.10	26	11	22	31
10.00-10.10	26	38	42	41
11.00-11.10	25	51	46	62
12.00-12.10	43	52	59	70
13.00-13.10	53	49	48	67
14.00-14.10	46	54	58	47
15.00-15.10	33	36	46	55
16.00-16.10	18	26	40	37
17.00-17.10	15	14	12	22
18.00-18.10	15	23	18	18
19.00-19.10	7	8	14	10
<b>TOTAL</b>	<b>329</b>	<b>382</b>	<b>413</b>	<b>484</b>
<b>AVERAGE</b>	<b>27</b>	<b>32</b>	<b>34</b>	<b>40</b>
<b>BENCH. AV</b>	<b>31</b>	<b>47</b>	<b>49</b>	<b>58</b>

In August, footfall at the Boroughgate count point remained consistent in the week during the Benchmarking time slots with figures of 49 persons per ten minutes (Friday), 47 (Thursday) and 31 (Tuesday). On the Saturday footfall increased to 58 persons per ten minutes.



LOCATION: Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road				
Time	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	52	43	28	42
09.00-09.10	84	57	48	83
10.00-10.10	78	73	80	90
11.00-11.10	93	101	102	140
12.00-12.10	139	105	102	151
13.00-13.10	106	96	118	145
14.00-14.10	108	89	123	161
15.00-15.10	75	69	107	121
16.00-16.10	45	36	81	81
17.00-17.10	23	44	19	47
18.00-18.10	17	17	18	32
19.00-19.10	21	30	18	23
<b>TOTAL</b>	<b>841</b>	<b>760</b>	<b>844</b>	<b>1116</b>
<b>AVERAGE</b>	<b>70</b>	<b>63</b>	<b>70</b>	<b>93</b>
<b>BENCH. AV</b>	<b>103</b>	<b>93</b>	<b>95</b>	<b>127</b>

In August, footfall at the Kirkgate count point remained consistent in the week during the Benchmarking time slots with figures of 95 persons per ten minutes (Friday), 93 (Thursday) and 103 (Tuesday). On the Saturday footfall increased to 127 persons per ten minutes.



LOCATION: Market Place, Straight Line from Greggs to Leeds House				
Time	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	28	24	19	54
09.00-09.10	50	44	92	133
10.00-10.10	91	45	96	163
11.00-11.10	117	89	158	233
12.00-12.10	102	86	156	216
13.00-13.10	86	108	105	177
14.00-14.10	90	131	75	115
15.00-15.10	104	67	67	126
16.00-16.10	30	35	34	39
17.00-17.10	15	33	40	39
18.00-18.10	17	23	10	25
19.00-19.10	9	8	9	25
<b>TOTAL</b>	<b>739</b>	<b>693</b>	<b>861</b>	<b>1345</b>
<b>AVERAGE</b>	<b>62</b>	<b>58</b>	<b>72</b>	<b>112</b>
<b>BENCH. AV</b>	<b>103</b>	<b>73</b>	<b>137</b>	<b>204</b>

In August, footfall at the Market Place during the Benchmarking time frame peaked at 204 persons per ten minutes on the Saturday audit, the highest average figure in the whole Benchmarking Review. During the week, the Market had a significant impact on footfall with 137 persons per ten minutes on the Friday Market Day Audit and 103 on the Tuesday Market Day audit, dropping to 73 on the Non-Market Day.



## OCTOBER-TOWN CENTRE LOCATIONS

LOCATION: Bay Horse Court/ Bridge Street				
Time	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	63	37	34	2
09.00-09.10	22	15	38	7
10.00-10.10	30	47	48	86
11.00-11.10	24	30	51	68
12.00-12.10	20	38	56	95
13.00-13.10	24	50	66	84
14.00-14.10	16	34	36	87
15.00-15.10	6	32	43	78
16.00-16.10	4	31	37	18
17.00-17.10	4	8	26	24
18.00-18.10	4	10	28	22
19.00-19.10	4	8	20	16
<b>TOTAL</b>	<b>221</b>	<b>340</b>	<b>483</b>	<b>587</b>
<b>AVERAGE</b>	<b>18</b>	<b>28</b>	<b>40</b>	<b>49</b>
<b>BENCH. AV</b>	<b>25</b>	<b>38</b>	<b>52</b>	<b>83</b>

In October, footfall at Bay House Court/ Bridge Street increased as the week progressed. The Benchmarking time slots recorded figures of 25 persons per ten minutes on a Tuesday Market Day, 38 on a Non-Market Day (Thursday), 52 on a Friday Market Day and 83 on a Saturday Market Day.





LOCATION: Westgate, Straight Line from outside Lunds Carpets across the Road				
Time	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	51	28	22	13
09.00-09.10	14	21	18	8
10.00-10.10	10	19	28	25
11.00-11.10	10	16	27	38
12.00-12.10	9	26	30	52
13.00-13.10	10	4	21	38
14.00-14.10	4	33	41	27
15.00-15.10	2	29	23	36
16.00-16.10	2	29	21	40
17.00-17.10	7	18	6	26
18.00-18.10	9	14	10	36
19.00-19.10	7	8	4	22
<b>TOTAL</b>	<b>135</b>	<b>245</b>	<b>251</b>	<b>361</b>
<b>AVERAGE</b>	<b>11</b>	<b>20</b>	<b>21</b>	<b>30</b>
<b>BENCH. AV</b>	<b>10</b>	<b>20</b>	<b>28</b>	<b>38</b>

In October, footfall at the Westgate count point increased as the week progressed. The Benchmarking time slots recorded figures of 10 persons per ten minutes on a Tuesday Market Day, 20 on a Non-Market Day (Thursday), 28 on a Friday Market Day and 38 on a Saturday Market Day.



LOCATION: Boroughgate, Straight Line from Traffic Lights across the road				
Time	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	15	22	23	7
09.00-09.10	23	14	31	19
10.00-10.10	36	29	75	33
11.00-11.10	22	44	65	74
12.00-12.10	36	52	64	58
13.00-13.10	30	33	43	66
14.00-14.10	8	42	57	62
15.00-15.10	2	22	18	32
16.00-16.10	4	22	17	14
17.00-17.10	5	12	12	6
18.00-18.10	5	14	20	6
19.00-19.10	5	12	12	6
<b>TOTAL</b>	<b>191</b>	<b>318</b>	<b>437</b>	<b>383</b>
<b>AVERAGE</b>	<b>16</b>	<b>27</b>	<b>36</b>	<b>32</b>
<b>BENCH. AV</b>	<b>31</b>	<b>42</b>	<b>68</b>	<b>55</b>

In October, footfall at Boroughgate peaked on the Friday Market Day (68) and Saturday Market Day (55).



LOCATION: Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road				
Time	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	20	13	35	30
09.00-09.10	74	34	42	39
10.00-10.10	76	78	141	115
11.00-11.10	64	86	122	186
12.00-12.10	66	92	110	150
13.00-13.10	38	50	101	154
14.00-14.10	8	81	100	125
15.00-15.10	10	57	83	112
16.00-16.10	10	36	51	84
17.00-17.10	9	18	36	54
18.00-18.10	8	2	8	18
19.00-19.10	9	24	18	14
<b>TOTAL</b>	<b>392</b>	<b>571</b>	<b>847</b>	<b>1081</b>
<b>AVERAGE</b>	<b>33</b>	<b>48</b>	<b>71</b>	<b>90</b>
<b>BENCH. AV</b>	<b>69</b>	<b>85</b>	<b>124</b>	<b>150</b>

In October, footfall at Kirkgate increased as the week progressed. The Benchmarking time slots recorded figures of 69 persons per ten minutes on a Tuesday Market Day, 85 on a Non-Market Day (Thursday), 124 on a Friday Market Day and 150 on a Saturday Market Day.



LOCATION: Market Place, Straight Line from Greggs to Leeds House				
Time	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	51	24	42	22
09.00-09.10	93	42	76	58
10.00-10.10	54	49	169	111
11.00-11.10	62	83	166	185
12.00-12.10	38	75	137	204
13.00-13.10	32	55	130	130
14.00-14.10	10	64	112	153
15.00-15.10	10	31	51	117
16.00-16.10	8	27	29	46
17.00-17.10	17	10	10	20
18.00-18.10	8	18	10	14
19.00-19.10	7	12	8	18
<b>TOTAL</b>	<b>390</b>	<b>490</b>	<b>940</b>	<b>1078</b>
<b>AVERAGE</b>	<b>33</b>	<b>41</b>	<b>78</b>	<b>90</b>
<b>BENCH. AV</b>	<b>51</b>	<b>69</b>	<b>157</b>	<b>167</b>

In October, footfall at the Market Place increased as the week progressed. The Benchmarking time slots recorded figures of 51 persons per ten minutes on a Tuesday Market Day, 69 on a Non-Market Day (Thursday), 157 on a Friday Market Day and 167 on a Saturday Market Day.



## FOOTFALL-SEASONAL VARIATIONS

LOCATION: Bay Horse Court/ Bridge Street				
	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
AVERAGE	33	32	31	56
BENCH. AV	43	45	45	59

	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
AVERAGE	18	28	40	49
BENCH. AV	25	38	52	83

	% Difference	% Difference	% Difference	% Difference
AVERAGE	-45	-12	29	-12
BENCH. AV	-42	-16	16	41

On the Tuesday Market Day footfall during peak hours at Bay Horse Court/ Bridge Street decreased by 42% from the August to the October count but increased by 41% on the Saturday.

LOCATION: Westgate, Straight Line from outside Lunds Carpets across the Road				
	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
AVERAGE	16	16	16	22
BENCH. AV	15	15	16	25

	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
AVERAGE	11	20	21	30
BENCH. AV	10	20	28	38

	% Difference	% Difference	% Difference	% Difference
AVERAGE	-31	25	31	36
BENCH. AV	-33	33	75	52

Apart from the Tuesday Market Day count, footfall at Westgate increased from the August to October.



LOCATION: Boroughgate, Straight Line from Traffic Lights across the road				
	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
AVERAGE	27	32	34	40
BENCH. AV	31	47	49	58

	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
AVERAGE	16	27	36	32
BENCH. AV	31	42	68	55

	% Difference	% Difference	% Difference	% Difference
AVERAGE	-41	-16	6	-20
BENCH. AV	0	-11	39	-5

Footfall at peak hours in Boroughgate remained stable from the August to October counts except on the Friday Market Day where the latter recorded a 39% increase.

LOCATION: Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road				
	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
AVERAGE	70	63	70	93
BENCH. AV	103	93	95	127

	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
AVERAGE	33	48	71	90
BENCH. AV	69	85	124	150

	% Difference	% Difference	% Difference	% Difference
AVERAGE	-53	-24	1	-3
BENCH. AV	-33	-9	31	18

On the Tuesday Market Day footfall during peak hours at the Kirkgate location decreased 33% from August to October whilst on the Friday Market Day there was an increase in 31%.



LOCATION: Market Place, Greggs to Leeds House				
	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
AVERAGE	62	58	72	112
BENCH. AV	103	73	137	204

	Tues 13 Oct 20	Thurs 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
AVERAGE	33	41	78	90
BENCH. AV	51	69	157	167

	% Difference	% Difference	% Difference	% Difference
AVERAGE	-47	-29	8	-20
BENCH. AV	-50	-5	15	-18

During peak hours average footfall on the Tuesday Market Day reduced by 50% and 18% on the Saturday Market Day.



## AUGUST-VISITOR ATTRACTIONS

LOCATION: Wharfemeadow				
Time	Tue 18 Aug 20	Thur 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	28	20	10	9
09.00-09.10	30	18	15	16
10.00-10.10	36	30	15	24
11.00-11.10	33	51	16	46
12.00-12.10	32	46	12	55
13.00-13.10	26	45	12	30
14.00-14.10	26	47	20	34
15.00-15.10	27	49	26	36
16.00-16.10	10	36	45	46
17.00-17.10	15	22	5	16
18.00-18.10	15	23	11	14
19.00-19.10	10	21	14	15
<b>TOTAL</b>	<b>288</b>	<b>408</b>	<b>201</b>	<b>341</b>
<b>AVERAGE</b>	<b>24</b>	<b>34</b>	<b>17</b>	<b>28</b>
<b>BENCH. AV</b>	<b>34</b>	<b>42</b>	<b>14</b>	<b>42</b>

During the peak Benchmarking hours Wharfemeadow count point recorded average footfall figures of 34 persons per ten minutes Tuesday, 42 Thursday, 14 Friday and 42 Saturday. The Friday figure was heavily influenced by extremely poor weather throughout the day, a pattern recorded across all the days. From all the Visitor Attraction count points Wharfemeadow was most clearly linked to the town centre with a visible pattern of visitors walking too or from the commercial offer via the Riverside when there was not any rain.





LOCATION: Gallows Hill				
Time	Tue 18 Aug 20	Thur 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	4	0	7	4
09.00-09.10	10	12	1	1
10.00-10.10	4	2	6	22
11.00-11.10	9	10	6	5
12.00-12.10	0	0	1	25
13.00-13.10	10	6	9	7
14.00-14.10	10	5	4	4
15.00-15.10	11	10	5	5
16.00-16.10	3	4	9	8
17.00-17.10	5	5	2	8
18.00-18.10	1	16	6	8
19.00-19.10	0	15	2	7
<b>TOTAL</b>	<b>67</b>	<b>85</b>	<b>58</b>	<b>104</b>
<b>AVERAGE</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>9</b>
<b>BENCH. AV</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>17</b>

In August, the key feature of the Gallows Hill count point location was that it was being used by those walkers parking and taking a walk from there, there was little linkage with footfall to the town centre.



LOCATION: Surprise View				
Time	Tue 18 Aug 20	Thu 20 Aug 20	Fri 21 Aug 20	Sat 22 Aug 20
08.00-08.10	7	4	3	10
09.00-09.10	15	4	3	13
10.00-10.10	26	28	10	23
11.00-11.10	40	55	3	19
12.00-12.10	50	41	0	19
13.00-13.10	22	44	7	34
14.00-14.10	17	73	16	31
15.00-15.10	7	64	20	51
16.00-16.10	6	38	11	22
17.00-17.10	1	21	13	30
18.00-18.10	5	15	13	16
19.00-19.10	9	21	6	23
<b>TOTAL</b>	<b>205</b>	<b>408</b>	<b>105</b>	<b>291</b>
<b>AVERAGE</b>	<b>17</b>	<b>34</b>	<b>9</b>	<b>24</b>
<b>BENCH. AV</b>	<b>39</b>	<b>41</b>	<b>4</b>	<b>20</b>

During the peak Benchmarking hours Surprise View Car Park recorded average footfall figures of 39 persons per ten minutes Tuesday, 41 Thursday, 4 Friday and 20 Saturday. The Friday figure was heavily influenced by extremely poor weather throughout the day, a pattern recorded across all the days.



## OCTOBER-VISITOR ATTRACTIONS

LOCATION: Wharfemeadow				
Time	Tue 14 Oct 20	Thur 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	20	20	22	9
09.00-09.10	22	18	22	16
10.00-10.10	19	22	21	18
11.00-11.10	20	34	39	33
12.00-12.10	21	33	39	26
13.00-13.10	16	26	27	29
14.00-14.10	15	26	22	29
15.00-15.10	16	27	33	26
16.00-16.10	9	20	31	26
17.00-17.10	10	19	21	16
18.00-18.10	9	7	10	14
19.00-19.10	7	7	11	15
<b>TOTAL</b>	<b>184</b>	<b>259</b>	<b>298</b>	<b>257</b>
<b>AVERAGE</b>	<b>15</b>	<b>22</b>	<b>25</b>	<b>21</b>
<b>BENCH. AV</b>	<b>20</b>	<b>30</b>	<b>33</b>	<b>26</b>

During the peak Benchmarking hours Wharfemeadow count point recorded average footfall figures of 20 persons per ten minutes Tuesday, 30 Thursday, 33 Friday and 26 Saturday.



LOCATION: Gallows Hill				
Time	Tue 14 Oct 20	Thur 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	6	3	7	4
09.00-09.10	8	3	7	6
10.00-10.10	6	5	4	15
11.00-11.10	8	8	3	10
12.00-12.10	3	6	5	20
13.00-13.10	11	7	7	6
14.00-14.10	7	9	5	6
15.00-15.10	6	8	4	9
16.00-16.10	4	4	11	10
17.00-17.10	5	4	3	9
18.00-18.10	1	8	6	8
19.00-19.10	2	8	2	7
<b>TOTAL</b>	<b>184</b>	<b>259</b>	<b>298</b>	<b>257</b>
<b>AVERAGE</b>	<b>15</b>	<b>22</b>	<b>25</b>	<b>21</b>
<b>BENCH. AV</b>	<b>20</b>	<b>30</b>	<b>33</b>	<b>26</b>

In October, the key feature of the Gallows Hill count point location was that it was being used by those walkers parking and taking a walk from there, little linkage with footfall to and from the town centre.



LOCATION: Surprise View				
Time	Tue 14 Oct 20	Thur 15 Oct 20	Fri 16 Oct 20	Sat 17 Oct 20
08.00-08.10	6	4	10	6
09.00-09.10	2	4	13	13
10.00-10.10	7	21	11	18
11.00-11.10	13	20	19	18
12.00-12.10	19	21	21	17
13.00-13.10	23	20	18	22
14.00-14.10	10	19	17	21
15.00-15.10	13	22	20	20
16.00-16.10	13	10	13	10
17.00-17.10	12	11	12	11
18.00-18.10	6	3	7	3
19.00-19.10	4	3	2	1
<b>TOTAL</b>	<b>128</b>	<b>408</b>	<b>105</b>	<b>291</b>
<b>AVERAGE</b>	<b>11</b>	<b>13</b>	<b>14</b>	<b>13</b>
<b>BENCH. AV</b>	<b>13</b>	<b>21</b>	<b>17</b>	<b>18</b>

In October, the footfall figures at the Benchmarking count times remained consistent at Surprise View.

**KEY CALENDAR DATE FOOTFALL-SUNDAY 27<sup>TH</sup> SEPTEMBER 2020**

<b>LOCATION: Bay Horse Court/ Bridge Street</b>	
10.00-10.10	37
11.00-11.10	58
12.00-12.10	45
<b>TOTAL</b>	<b>140</b>
<b>AVERAGE</b>	<b>47</b>

The average footfall count of 47 persons per ten minutes at Bay Horse Court/ Bridge Street on the Key Calendar Date was lower than the August (59) and October (83) Saturday counts but higher than all the weekday counts except the Friday in October.

<b>LOCATION: Market Place</b>	
10.00-10.10	173
11.00-11.10	141
12.00-12.10	106
<b>TOTAL</b>	<b>420</b>
<b>AVERAGE</b>	<b>140</b>

The average footfall count of 140 persons per ten minutes at Market Place on the Key Calendar Date was like the Friday Market Day in August (137) and the Friday (157) and Saturday (167) Market Days in October but lower than the August Saturday (204).

<b>LOCATION: Outside Lunds Carpet/ Westgate</b>	
10.00-10.10	20
11.00-11.10	16
12.00-12.10	18
<b>TOTAL</b>	<b>54</b>
<b>AVERAGE</b>	<b>18</b>

At the Westgate count point on the Key Calendar Date, the average footfall recorded was 18 persons per ten minutes, similar to the weekday figures from August and October but lower than Saturday figures of 25 and 38, respectively.



LOCATION: Kirkgate Arcade	
10.00-10.10	85
11.00-11.10	119
12.00-12.10	77
<b>TOTAL</b>	<b>281</b>
<b>AVERAGE</b>	<b>94</b>

At the Kirkgate Arcade count point on the Key Calendar Date the average footfall recorded of 94 persons per ten minutes was noticeably lower than the Saturday August (127) and Saturday August (150) figures.

LOCATION: Boroughgate	
10.00-10.10	50
11.00-11.10	57
12.00-12.10	54
<b>TOTAL</b>	<b>161</b>
<b>AVERAGE</b>	<b>54</b>

On the Key Calendar date, the average footfall of 54 persons per ten minutes was similar to the Friday Market Day and Saturday counts in both August and October.



## KPI: CAR PARKING

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

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

- Percentage number of spaces in the designated car parks.
- Percentage number of short-stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on Market Day/Non-Market Day/Saturdays
- Percentage number of on street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market Day/Non-Market Day/Saturdays
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day/Non-Market Day/Saturdays
- Seasonal differences between August and October

Please note than in the traditional Benchmarking system data is not recorded in January, August or December, thus the August figures recorded for Otley cannot be compared to the National figures provided in the tables below.





	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
<b>CAR PARK:</b>		
Total spaces:	83	<b>88</b>
Short stay spaces: (4 hours and under)	42	<b>51</b>
Long stay spaces: (over 4 hours)	54	<b>36</b>
Disabled spaces:	5	<b>12</b>
Vacant spaces on a Market Day (Tuesday):	30	<b>31</b>
Vacant spaces on a Non-Market Day (Thursday):	36	<b>36</b>
Vacant spaces on a Market Day (Friday):	30	<b>30</b>
Vacant spaces on a Saturday	N/A	<b>33</b>
<b>ON STREET:</b>		
Total spaces:	17	<b>12</b>
Short stay spaces: (4 hours and under)	78	<b>83</b>
Long stay spaces: (over 4 hours)	15	<b>7</b>
Disabled spaces:	6	<b>10</b>
Vacant spaces on a Market Day (Tuesday):	14	<b>27</b>
Vacant spaces on a Non-Market Day (Thursday):	17	<b>35</b>
Vacant spaces on a Market Day (Friday):	14	<b>30</b>
Vacant spaces on a Saturday	N/A	<b>33</b>



OVERALL	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
<b>TOTAL SPACES:</b>	N/A	N/A
Short stay spaces: (4 hours and under)	48	55
Long stay spaces: (over 4 hours)	47	33
Disabled spaces:	5	12
Vacant spaces on a Market Day (Tuesday):	27	30
Vacant spaces on a Non-Market Day (Thursday):	33	36
Vacant spaces on a Market Day (Friday):	27	30
Vacant spaces on a Saturday	N/A	33

88% of the overall car parking provision in Otley is based in designated in car parks.

Overall, on both the Tuesday and Friday Weekday Market Days in Otley 30% of all car parking provision was vacant, 3% higher to the National Small Towns (27%) figure. On the Non-Market Day vacancy rate increased to 36%, 3% higher than the National average. Overall vacancy rates were fixed between the Weekday Market Days and Non-Market Days averages on the Saturday with 33% of the spaces left empty.

Car Parks	August %	October %
Vacant spaces on a Market Day (Tuesday):	33	31
Vacant spaces on a Non-Market Day (Thursday):	32	36
Vacant spaces on a Market Day (Friday):	28	30
Vacant spaces on a Saturday	23	33

Reviewing seasonal differences, the table above highlights that on the Saturday in August vacancy rates in the designated off-street car parks was 10% lower than in October.

On Street	August %	October %
Vacant spaces on a Market Day (Tuesday):	17	27
Vacant spaces on a Non-Market Day (Thursday):	16	35
Vacant spaces on a Market Day (Friday):	12	30
Vacant spaces on a Saturday	9	33

On-Street car parking vacancy rates were much reduced in August compared to October, 10% lower on the Tuesday Market Day, 19% lower on the Non-Market Day, 18% lower on the Friday Market Day and 24% lower on the Saturday.



Overall	August %	October %
Vacant spaces on a Market Day (Tuesday):	31	30
Vacant spaces on a Non-Market Day (Thursday):	30	36
Vacant spaces on a Market Day (Friday):	26	30
Vacant spaces on a Saturday	21	33

Overall car parking vacancy rates were lower in August compared to October. The most significant difference was on a Saturday with 21% vacancy in August, rising 12% to 33% in October.



## KPI: BUSINESS CONFIDENCE SURVEY

With regards to the 'business confidence' by establishing the trading conditions of Town Centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues.

The following percentage figures are based on the **48** returned Business Confidence Surveys.

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
<b>WHAT IS THE NATURE OF YOUR BUSINESS?</b>		
Retail	59	<b>40</b>
Financial/ Professional Services	11	<b>15</b>
Public Sector	2	<b>4</b>
Food and Drink	12	<b>15</b>
Accommodation	2	<b>4</b>
Other	14	<b>23</b>
<b>WHAT TYPE OF BUSINESS ARE YOU?</b>		
Multiple Trader	11	<b>4</b>
Regional Trader	6	<b>2</b>
Independent	83	<b>92</b>
<b>HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?</b>		
Less than a year	8	<b>4</b>
One to Five Years	20	<b>15</b>
Six to Ten Years	13	<b>17</b>
More than Ten Years	59	<b>64</b>

40% of Business respondents were 'Retailers'. 92% of the Businesses are 'Independent' traders and over half (64%) have been based in Otley for 'More than Ten Years'.



	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
<b>COMPARED TO LAST YEAR HAS YOUR TURNOVER?</b>		
Increased	39	<b>23</b>
Stayed the Same	27	<b>13</b>
Decreased	34	<b>64</b>
<b>COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?</b>		
Increased	30	<b>24</b>
Stayed the Same	32	<b>17</b>
Decreased	39	<b>59</b>
<b>OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...?</b>		
Increase	42	<b>21</b>
Stay the Same	39	<b>26</b>
Decrease	19	<b>53</b>
<b>SINCE THE COVID-19 PANDEMIC LOCKDOWN MEASURES IN MARCH HAS YOUR BUSINESS TRADE...?</b>		
Increased	N/A	<b>20</b>
Stayed the Same	N/A	<b>15</b>
Decreased	N/A	<b>65</b>

64% of Business respondents stated that over the last year their Turnover had 'Decreased' which is 30% higher than the National Small Towns average. Similarly, 59% of Businesses stated that their 'Profitability' had 'Decreased' over the last year, 20% higher than the National figure. Regarding Business Confidence, over half (53%) of respondents indicated that over the next 12 months their Turnover would 'Decrease', 34% higher than the National Small Towns average.

Over half of Businesses (65%) reported a decrease in their business trade as a result of the Covid-19 Pandemic Lockdown measures. It must be noted that the National Benchmarking figures are based on data recorded pre Covid-19.



WHICH DAY OF THE WEEK IS YOUR BUSIEST TRADING DAY?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
Monday	N/A	15
Tuesday	N/A	2
Wednesday	N/A	2
Thursday	N/A	5
Friday	N/A	18
Saturday	N/A	51
Sunday	N/A	7
<b>WHICH IS YOUR BEST TRADING MONTH?</b>		
January	N/A	8
February	N/A	2
March	N/A	2
April	N/A	8
May	N/A	3
June	N/A	3
July	N/A	0
August	N/A	21
September	N/A	16
October	N/A	0
November	N/A	11
December	N/A	26

51% of Businesses reported that Saturday is the busiest Trading day of the week. December (26%) and August (21%) were classed as the best Trading months in the year.



WHAT IS THE AVERAGE TRANSACTION VALUE FROM FACE-TO-FACE CUSTOMERS ON YOUR PREMISES?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
Nothing	N/A	0
£0.01-£5.00	N/A	7
£5.01-£10.00	N/A	19
£10.01-£15.00	N/A	12
£15.01-£20.00	N/A	9
More than £20.00	N/A	53

Over half of businesses (53%) stated that the average transaction value from face-to-face customers on their premises was more than £20.00.

DOES YOUR BUSINESS BENEFIT FROM ANY OF THE EVENTS OR FESTIVALS BASED IN OTLEY?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	N/A	41
No	N/A	59

Just over half of Businesses (59%) felt that they did not benefit from the events or festivals based in Otley. Some of the reasons given for this include;

- *Other activity outside the business for people to do. Always seem quieter on event days. Regular customers can't fit in as cafe fills with visitors whose spend is usually less. Over the years the Victorian Fayre quality has gone down. Need to be stricter on stall holders and shop keepers with what they sell and traditional dress.*
- *No noticeable increase in business, regardless of external events*
- *Majority of visitors are day visitors. Only the folk festival bought significant bookings.*
- *Events and festivals are not on my trading days*
- *Appointment based system for private physiotherapy assessment/treatment so not really influenced by events/festivals.*
- *I don't sell food or drink*
- *Everytime you do anything it stops footfall.*
- *Our business is very niche, when Otley has events and festivals it stops our customers from booking appointments because of traffic. We don't get passing traffic, winter sports is very specific and the majority of our customers travel to visit us.*
- *No one come to town looking for an accountant. No events/no festivals = no visitors anyway!*
- *Events such as cycling which shuts roads do not encourage my clients to come into town and in the past have commented to me that they avoid coming that day or if doing other shopping will go where no cycling is happening thereby losing Otley shoppers.*
- *Because our market is located away from the market square, the centre of the town and main focus point for most events we have seen little change in trade during said events. This will be common to many businesses in Otley as there are many off shoots from the Market Square, overlooked in planning festivals and special events.*



*Cycling is a big thing in Otley. A lot of effort is placed on promoting and hosting cycling events. These have no positive retail effects to the majority of businesses. Food and drink prosper!*

- *Niche products to order*
- *Events do not influence our type of business.*
- *It really depends on what kind of event/festival. Our store pulls from a customer base that is predominantly outside of Otley.*
- *As 'professional services' festivals aren't beneficial*
- *My services are quite specialist and regular shoppers tend to avoid the town whilst these are on, fearing it will be too busy.*

Comments from those who reported that the Events and Festivals in Otley benefitted their Business were:

- *Cycle race - we stay open and its a good night walking festival. We sponsor this and get walkers in*
- *Promotion of Otley to increase trade in the town.*
- *Increase in footfall*
- *Although we may not benefit on the day from the events we definitely benefit in the long run as the events show what a great town we have here.*
- *We organise the science festival, co-host the folk festival, we contribute to Victorian fayre, we market ourselves at the above and show/farmers market*
- *Not directly - but events held do draw attention to the town so it does indirectly help.*
- *Brings footfall to the town*
- *The more events we have the more people from outside of Otley come and I have more footfall in the tearoom once they have been they come back. So I do benefit from events and/or festivals.*
- *The events bring people into the town and into our book shop.*
- *Increased number of visitors means much greater demand for food & drink*





WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Physical Appearance	50	66
Prosperity of The Town	42	40
Labour Pool	15	6
Geographical Location	47	47
Mix of Retail Offer	50	38
Potential Tourist Customers	36	40
Potential Local Customers	74	79
Affordable Housing	16	2
Transport Links	41	17
Footfall	31	30
Car Parking	27	38
Business Rents	N/A	23
Business Rates	N/A	26
Market(s)	13	49
Events/Activities	20	38
Marketing/Promotions	10	32
Local Partnerships/Organisations	20	40
Other	4	9

Following the National pattern over three quarters of Businesses (79%) reported that 'Potential Local customers' was a positive aspect of operating in Otley. 'Physical Appearance' (66%) was also classed as a positive aspect of trading in Otley, 16% higher than the National average. 'Market(s)' (49%) and 'Local Partnerships/ Organisations' (40%) were rated as positive aspects of the town centre, a vast 36% and 20% higher than the National figures respectively. 'Geographical Location' (47%), 'Prosperity of the Town' (40%) and 'Potential Tourist Customers' (40%) were also classed as positive aspects by Businesses.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Physical Appearance	18	10
Prosperity of The Town	22	17
Labour Pool	16	7
Geographical Location	8	0
Mix of Retail Offer	25	7
Potential Tourist Customers	13	5
Potential Local Customers	5	2
Affordable Housing	14	14
Transport Links	15	26
Footfall	23	19
Car Parking	44	38
Business Rents	N/A	21
Business Rates	N/A	19
Market(s)	9	2
Competition from Out-of-Town Locations	39	26
Competition from other Towns/Cities	29	24
Competition from the Internet	44	48
Events/ Activities	6	5
Marketing/Promotions	6	5
Local Partnerships/Organisations	6	0
Other	10	24

Replicating the National trend 'Competition from the Internet' (48%) and 'Car Parking' (38%) were classed as the most negative aspects of trading in Otley.



HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	27	9
No	73	91
WHAT TYPE OF CRIME HAS YOUR BUSINESS SUFFERED OVER THE LAST 12 MONTHS? (PLEASE CHOOSE ALL THAT APPLY)		
Theft	66	100
Crime	N/A	75
Criminal damage	27	25
Abuse	12	25
Other	8	0

91% of Businesses reported that they had not suffered from any crime over the last 12 months, 18 % higher than the National Small Towns average.

## WHAT TYPE OF BUSINESSES WOULD YOU LIKE TO SEE ATTRACTED TO THE TOWN CENTRE?

A number of comments centred on the need for 'More Independent Traders':

- *more independents - more high end and different 'quirky'*
- *More diverse range of independent businesses, not just more of the same type!*
- *Affordable opportunities in the centre for independent clothes shops, antique shop, delicatessen*
- *More, smaller independent shops, arts, crafts etc.*
- *More independents, I think this is a strength of ours.*
- *Mix of independent retailers*
- *More independent traders*

## WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN'S ECONOMIC PERFORMANCE?

### DURING THE DAYTIME

'Car Parking' was the key theme to emerge:

- *Easier, cheaper parking.*
- *More car parking.*
- *Enhance parking and improve parking toll (free periods).*
- *Better parking*
- *Free parking in town centre*
- *Free car parking and free car park reduced from being free all day*



## DURING THE EVENING

Comments from the Businesses were:

- *Use of Otley show ground and market square for music events/ Bavarian Christmas markets etc. - not just Xmas Victorian Fayre*
- *Proper cinema.*
- *live events*
- *A vintage type pub*
- *more police on duty*
- *More outdoor/pavement bar and restaurant space.*
- *More outside eating*
- *nice eating places when possible*
- *Street Marshalls.*
- *More evening events, drive in cinema for example.*
- *Not open in the evening so have no comment.*
- *late night something for kids to do*
- *Cinema*
- *Free parking in all council car parks*
- *More 'quality' dining*



## KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be different to someone who has never been to the place before.

In total **755** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
<b>GENDER</b>		
Male	32	<b>30</b>
Female	67	<b>67</b>
Prefer not to answer	1	<b>3</b>
<b>AGE</b>		
Under 18	N/A	<b>1</b>
18-25	6	<b>1</b>
26-35	15	<b>8</b>
36-45	24	<b>15</b>
46-55	23	<b>23</b>
56-65	17	<b>25</b>
Over 65	14	<b>24</b>
Prefer not to answer	1	<b>3</b>
<b>WHAT IS YOUR EMPLOYMENT STATUS</b>		
Full-Time Employed	N/A	<b>34</b>
Part-Time Employed	N/A	<b>17</b>
Temporary Employed	N/A	<b>0</b>
Unemployed	N/A	<b>3</b>
Unable to Work	N/A	<b>2</b>
Retired	N/A	<b>33</b>
Carer	N/A	<b>1</b>
Student	N/A	<b>1</b>
Prefer not to say	N/A	<b>2</b>
Other (please specify)	N/A	<b>6</b>

67% of Otley Survey respondents were 'Female' and just under half (49%) were aged over 56. 34% were 'Full Time Employed' and 33% 'Retired'.



PLEASE CHOOSE ONE OPTION THAT BEST DESCRIBES YOUR ETHNIC GROUP OR BACKGROUND	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
White- English/ Welsh/ Scottish/ Northern Irish/ British	N/A	94
White- Irish	N/A	2
White- Gypsy or Irish Traveller	N/A	0
White- Any other background	N/A	2
White and Black Caribbean	N/A	0
White and Black African	N/A	0
White and Asian	N/A	0
Asian/ Asian British- Indian	N/A	0
Asian/ Asian British- Pakistani	N/A	0
Asian/ Asian British- Bangladeshi	N/A	0
Asian/ Asian British- Chinese	N/A	0
Asian/ Asian British- Any other Asian Background	N/A	0
Black/ African/ Caribbean/ Black British- African	N/A	0
Black/ African/ Caribbean/ Black British- Caribbean	N/A	0
Black/ African/ Caribbean/ Black British- Any other Black/ African/ Caribbean background	N/A	0
Other ethnic Group- Arab	N/A	0
Other ethnic group- Any other ethnic group	N/A	1

94% of respondents were 'White British'.



WHAT DO YOU GENERALLY VISIT OTLEY FOR?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
Work	11	9
Convenience Shopping	44	39
Comparison Shopping	6	4
Market(s)	N/A	8
Access to Services	16	6
Catering and Drinking Out	N/A	9
Walking/Cycling	N/A	2
Meeting Friends and Family	N/A	8
Sightseeing	N/A	1
Other	19	13

Following the National trend 39% of the respondents generally visited Otley for 'Convenience Shopping'.

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
HOW OFTEN DO YOU VISIT OTLEY?		
Daily	23	26
More than once a week	37	42
Weekly	21	16
Fortnightly	7	4
More than once a Month	5	3
Once a Month or Less/ First Visit	8	7

Replicating the National trend, the majority of those surveyed visited Otley at least once a week. (84%)



HOW DO YOU NORMALLY TRAVEL INTO OTLEY?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
On Own	N/A	58
With Family Members	N/A	40
With Friends	N/A	2
Organised Tour	N/A	0
HOW DO YOU NORMALLY TRAVEL INTO OTLEY?		
On Foot	40	41
Bicycle	1	1
Motorbike	0	1
Car	55	51
Bus	2	4
Organised Coach Tour	N/A	0
Other	0	2

58% of those surveyed normally visited Otley 'On their own' whilst 48% travelled 'With Family Members'. Nearly identical to the National pattern 51% reported that they normally visited Otley by 'Car' and highlighting the local nature of users 41% 'On Foot'.





	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
WHICH CAR PARK(S) DO YOU NORMALLY USE WHEN YOU VISIT OTLEY?		
Beech Hill	N/A	10
North Parade	N/A	12
Courthouse Street	N/A	29
Westgate	N/A	10
Burras Lane	N/A	6
Waitrose	N/A	23
Sainsbury's	N/A	62
Asda	N/A	13
On Street	N/A	30
Wharfemeadows Park	N/A	7
Gallows Hill	N/A	5
Chevin Forest Park- East Chevin Quarry	N/A	5
Chevin Forest Park- Lower Showfield	N/A	3
Chevin Forest Park- Upper Showfield	N/A	3
Chevin Forest Park- Surprise View	N/A	7
Chevin Forest Park- Yorkgate Quarry	N/A	3
Other (please specify)	N/A	12

Nearly two thirds of those who visit Otley stated that 'Sainsbury's' (62%) was a car park they normally use whilst 29% stated 'Courthouse Street'. Perhaps highlighting the local use of the town centre 30% of respondents reported that they parked 'On Street'.

DURING WHICH TIME SLOT DO YOU NORMALLY VISIT OTLEY?		
9am-12pm	N/A	52
12pm-2pm	N/A	26
2pm-6pm	N/A	17
After 6pm	N/A	5

Over half of those surveyed normally visited Otley in the morning. (09.00-12.00) (52%)



ON AVERAGE, ON YOUR NORMAL VISIT TO OTLEY HOW MUCH DO YOU NORMALLY SPEND?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
Nothing	3	2
£0.01-£5.00	11	6
£5.01-£10.00	23	14
£10.01-£20.00	32	30
£20.01-£50.00	26	31
More than £50.00	6	12
Other	N/A	5

43% of those surveyed normally spent over £20.00 on a visit to Otley, 11% higher than the National average.

ON A NORMAL VISIT TO OTLEY DO YOU VISIT THE EDGE OF TOWN SUPERMARKETS?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	N/A	70
No	N/A	30

70% of Town Centre Users reported that on a normal visit to Otley they went to one of the edge of town supermarkets.



ON A NORMAL VISIT TO OTLEY DO YOU VISIT ANY OF THE FOLLOWING ATTRACTIONS?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)
Chevin Forest Park	N/A	32
Otley Chevin	N/A	44
The Riverside	N/A	46
Wharfemeadows Park	N/A	53
Wharfemeadows Park (playground)	N/A	16
Tittybottle Park	N/A	24
Gallows Hill Nature Area	N/A	32
Boats on the River	N/A	9
Walking/ Cycling in Wharfedale	N/A	22
Market	N/A	69
Independent Shops	N/A	75
Pubs	N/A	39
Restaurants/Cafes	N/A	58
The Navvies Memorial	N/A	5
Otley Courthouse	N/A	17
Thomas Chippendale Statue	N/A	3
TV Locations	N/A	1
Otley All Saints Parish Church	N/A	9
Other (please specify)	N/A	8

Illustrating a strong use of the town centre, three quarters of those surveyed stated that on a normal visit to Otley they visited the 'Independent Shops' with 69% the Market and 58% 'Restaurant/ Cafes'.

In terms of attractions 53% of respondents would visit Wharfemeadows Park on a normal visit to Otley, 46% the 'Riverside' and 44% 'The Chevin'.



WOULD YOU RECOMMEND A VISIT TO THE ATTRACTIONS LISTED BELOW	YES	NO
Chevin Forest Park	97	3
Otley Chevin	98	2
The Riverside	97	3
Wharfemeadows Park	96	4
Wharfemeadows Park (playground)	88	12
Tittybottle Park	73	27
Gallows Hill Nature Area	89	11
Boats on the River	93	6
Walking/ Cycling in Wharfedale	93	7
Market	95	5
Independent Shops	95	5
Pubs	91	9
Restaurants/Cafes	97	3
The Navvies Memorial	78	22
Otley Courthouse	84	16
Thomas Chippendale Statue	68	32
TV Locations	57	43
Otley All Saints Parish Church	73	27
Other (please specify)	41	59

In terms of recommending a visit to the various attractions in the wider Otley area, over 90% of respondents reported that they would recommend; 'Otley Chevin', (98%) 'Chevin Forest Park' (97%), 'The Riverside' (97%), 'Wharfemeadows Park', (96%) 'Walking/ Cycling in Wharfedale' (93%), 'Boats on the River'. (93%)

In terms of the town centre offering 97% of respondents would recommend a visit to 'Restaurant/ Cafes' whilst 95% would the 'Independent Shops' and 'Market'.



WHAT ARE THE POSITIVE ASPECTS OF OTLEY	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Physical Appearance	45	67
Cleanliness	40	41
Retail Offer	22	30
Customer Service	24	30
Cafes/Restaurants	56	73
Access to Services	57	39
Leisure Facilities	14	14
Cultural Activities/Events	20	31
Pubs/ Bars/ Nightclubs	29	45
Public Toilets	20	16
Transport Links	14	18
Ease of Walking Around the Town Centre	59	75
Convenience	69	76
Safety	23	30
Car Parking	27	34
Market(s)	25	72
Other	6	6

Replicating the National trend, the majority of Otley Survey respondents stated that 'Convenience' (76%) and 'Ease of Walking Around the Town Centre' (75%) were positive aspects of the town. 'Cafes/ Restaurants' (73%) were also classed as a positive of Otley, 16% higher than the National average. Similarly, 72% of respondents reported that 'Market(s)' were a positive aspect of Otley, a vast 47% higher than the National figure. 67% of those surveyed classed 'Physical Appearance' as a positive.



WHAT ARE THE NEGATIVE ASPECTS OF OTLEY	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Physical Appearance	25	12
Cleanliness	19	20
Retail Offer	47	31
Customer Service	7	3
Cafes/Restaurants	12	4
Access to Services	12	28
Leisure Facilities	27	33
Cultural Activities/Events	20	8
Pubs/ Bars/ Nightclubs	14	5
Public Toilets	25	31
Transport Links	19	28
Ease of Walking Around the Town Centre	10	4
Convenience	3	1
Safety	16	3
Car Parking	43	31
Market(s)	15	2
Other	17	18

Following the National trend, 'Retail Offer' (31%) and 'Car Parking' (31%) were classed as negative aspects of Otley, however both figures were lower than their National averages. 33% of respondents classed 'Leisure Facilities' as a negative aspect of Otley, 6% higher than the National figure and 31% 'Public Toilets'.



HOW LONG DO YOU STAY IN OTLEY?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Less than an hour	35	18
1-2 Hours	44	50
2-4 Hours	13	17
4-6 Hours	3	4
All Day	4	8
Other	1	3

68% of respondents stayed in Otley for less than 2 hours, 11% lower than the National Small Towns average. Conversely, dwell time in Otley was longer than the National figures with 32% of those surveyed staying for more than 2 hours, 11% higher than the National average.

IF YOU ARE A VISITOR/TOURIST TO OTLEY DO YOU NORMALLY STAY IN THE TOWN OVERNIGHT?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	N/A	11
No	N/A	89

89% of Visitors/ Tourists to Otley reported that they did not stay in the town overnight.

## IF YOU DO NOT NORMALLY STAY IN OTLEY OVERNIGHT WHERE DO YOU STAY?

Indicating that those Visitors/ Tourists lived relatively close, the majority of respondents indicated that they returned to their 'Own Home' after a visit to Otley.

## WHAT TYPE OF BUSINESSES WOULD YOU LIKE TO SEE ATTRACTED TO OTLEY?

'Retail Shops' was the key theme to emerge with comments including:

- *More retail shops (wider selection so no need to visit Leeds or Harrogate)*
- *more variety of shops- less charity shops and cafes*
- *Chain store shops*
- *M and S, Next*
- *Gift Shops*
- *Delicatessen*
- *Wider variety of shops*
- *Gifts such as Thornton's or Hotel Chocolat or other quality gift shops.*
- *Craft supplies.*

Within the 'Retail Shops' category there were sub sections in terms of 'Clothes/ Shoe Shops' and 'Independent Shops'.

- *Fashion shops for younger generation*
- *Outdoor clothing shop*
- *A decent shoe shop. Ladies clothes e.g., White Stuff or similar*
- *Menswear Shops*
- *Fashion Shops*
- *Shoe shops*
- *Retail, shoe shop, fashion*
- *Clothing stores*
- *Better Clothes Shop*
- *Quality clothing/footwear/ children's clothing*
- *More clothes and shoes ideally for adults and children*

Comments in terms of 'Independent Shops' included:

- *I love it how it is! I love the independent shops, gives me a special reason to go to Otley as opposed to elsewhere. I think local shops, local crafts etc. makes it unique.*
- *Small independents - not high street chains*
- *More independent shops i.e., Hebden Bridge*
- *independent traders with unusual different shops to city high streets*
- *Any high-end independent shops. Not the current junk, charity and 20p shops.*
- *Maintain small independent stores*
- *More independent gift shops*

HAVE YOU VISITED OTLEY DURING THE COVID-19 CRISIS?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	N/A	96
No	N/A	4

96% of those surveyed stated that they had visited Otley during the Covid-19 crisis.

WOULD YOU RECOMMEND OTLEY AS A SAFE PLACE TO CURRENTLY VISIT?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	N/A	92
No	N/A	4

92% of those surveyed stated that they would recommend Otley as a safe place to visit during the Covid-19 crisis.





WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	OTLEY 2020 %
Yes	72	<b>96</b>
No	28	<b>4</b>

96% of Otley Survey respondents would recommend a visit to the town, a vast 24% higher than the National figure.

## WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN CENTRE?

### DURING THE DAYTIME

'Improvement to the Retail Offer' was highlighted with comments such as:

- *More retail outlets*
- *Nicer shops, not just charity & very cheap shops*
- *Better retail. Higher end independent shops.*
- *Too many cafes and hairdressers, need to try and attract other types of businesses*
- *More Choice of retail outlets*
- *More well-known retail brands*
- *Attract larger retail clothing chains*
- *More shops for youngsters, games shops.*

Linked to the 'Improvement to the Retail Offer', comments concerning the need to 'Reduce Empty Units' were common:

- *Less empty shops*
- *Fill empty shops and retail units*
- *Not so many vacated shops*
- *put some of the empty stores to some kind of use or convert to housing*
- *Convert some lapsed retail areas to housing*
- *Doing something to get businesses into empty units (looks like there are a lot)*

'Reducing the number of Charity Shops' was another theme to emerge:

- *Fewer charity shops*
- *Too many charity shops*
- *Ways to help independent shops survive with fewer charity shops.*
- *No more charity shops*
- *Nicer shops, not just charity & very cheap shops*

'Free Car Parking' was another theme to emerge from the qualitative comments:

- *Free car parking*
- *Free car parks*
- *Dispense with parking charges*
- *More free car parking*
- *Free parking in council car parks*

'Reduction in Traffic' was cited by many respondents, comments included:

- *Traffic is terrible, spoils the town.*
- *Less heavy traffic many people comment about the dangers.*
- *Traffic management solutions*
- *Encourage traffic to use the ring road*
- *Remove traffic congestion!!*
- *Traffic around town.*
- *Limit heavy transport, especially trucks from the north*
- *Restrictions on HGV*
- *Divert heavy traffic creating fumes and smells*
- *The amount of traffic in the town centre during the day is a real negative*
- *Reduced traffic flow through the centre of Otley. Greater emphasis on cycle friendly Otley*
- *Less traffic on Kirkgate/Boroughgate*

Linked in with 'Reduction in Traffic', 'Pedestrianisation' was also cited by a number of respondents:

- *Pedestrianised streets. The emphasis on car travel has ruined the town centre, making it noisy, anti-social and difficult to get around.*
- *pedestrianization of the town centre*
- *Pedestrianisation of central shopping area.*
- *More pedestrian areas*
- *Remove traffic and pedestrianize more of the town centre*
- *Pedestrianize Kirkgate*
- *Pedestrianize Kirkgate except to allow buses through. Encourage cafes and bars to move onto Kirkgate and grant them permission to extend tables and chairs onto the street.*
- *Greater pedestrian only zones*
- *Pedestrian only main streets on market days*



## DURING THE EVENING

The key theme to emerge was 'Improvement to the Food and Drink Offer', with comments including:

- *Wider variety of places to eat, other than curry or Wetherspoons*
- *More pubs offering food, gastro pubs etc. Evening events.*
- *Let pubs restaurants/cafes open out onto closed streets with tables and heaters etc.*
- *More food offerings and maybe close roads for pavement style eating and drinking*
- *More restaurants centrally located*
- *Wider variety of restaurants and bars (not just pubs)*
- *Better choice of restaurants*
- *Somewhere for people to meet later at night instead of going to Leeds*
- *Another restaurant or 2 would be nice!*
- *Coffee shops open, more restaurants,*
- *More restaurants*
- *Better casual restaurants*
- *More variety of restaurants*
- *Better pubs - does not feel like an attractive venue for a night out*
- *Better offering of more current bars/pubs rather than old and intimidating! The taps is fab!*



## KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The **1824** postcodes gathered from businesses were split into 3 categories to be able to compare with other towns. The categories are:

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

	NATIONAL SMALL TOWNS %	OTLEY 2020 %
LOCALS	55	45
VISITORS	29	40
TOURISTS	15	15

45% of the postcodes gathered from businesses were from those living in Otley. Highlighting the use of Otley by those living in the hinterland, 40% of postcodes were from non-residents but living within a 30-minute drive, 11% higher than the National figure. 15% of the postcodes were from 'Tourists', identical to the National average.



## FIRST TIME VISITOR REVIEW

First Time Visitor Reviews are completed by a member of the People and Places Insight Research Team who have not visited the locality before. The Fieldworker rates and reviews a range of criteria, which have been identified and refined over time as being important to a first-time visitor to the **town centre**, using standardised pro-forma.

First Time Visitor Reviews are well used in towns looking at tapping into the tourism market or for a holistic mystery shop type review of the locality. Fieldworkers will identify and review key aspects of the town centre such as signage, car parking, public realm and accessibility which a regular use may not identify.

The following report is structured on the pro-forma categories reviewed during the Fieldworkers visit:

- Physical Appearance
- Retail Offer
- Food and Drink Offer
- Access to Services
- Leisure
- Culture
- Wayfinding
- Car Parking
- Public Toilets
- Accommodation

Each category is scored on a 5-star rating scale with 5 stars being Very Good and 1 star Very Poor.

	Public Toilets
	<i><b>A sound provision of clean, accessible and well signed public conveniences is important to the visitor experience in a town centre.</b></i>
<b>Positive</b>	Public Toilets are available in Orchard Gate and signposted from town centre locations. The toilets are very clean, are staffed and provide separate facilities for Gentleman, Ladies, Disabled and Baby Changing Facilities.
<b>Negative</b>	There is a £0.50p charge for use of the toilets. The toilets are not accessible after 17.00. Orchard Gate are the only public toilet facilities in the immediate town centre. Facilities are available in the Library and in some of the edge of town centre supermarkets. The town needs a free public toilet if it wants to position itself for tourists - especially as many of the shoppers and visitors were 60plus.
<b>Rating</b>	<b>**</b>



Car Parking	
	<i>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 spaces for local owners/ workers and visitors must be considered too.</i>
<b>Positive</b>	Finding a place to park in a car park in Otley is relatively easy with sound road signage and plenty of available spaces in the town centre and at the visitor attractions. The First Time Visit Review was conducted during August and all car parking was 'free' due to the Covid-19 crisis.
<b>Negative</b>	Travelling between the town centre and the Chevin took much longer than anticipated due to the traffic congestion. Before the visit it was difficult to find information on car parking in the town, particularly on charges and short/long stay. Only after much digging was it discovered that all parking charges were suspended until September.
<b>Rating</b>	****

Access to Services	
	<i>21<sup>st</sup> Century Market Towns have evolved from retail centres and to compete in the modern economic environment need to be employment, leisure and cultural hubs as well providing services which cater for local residents, workers and visitors.</i>
<b>Positive</b>	There are a small number of banks and building societies in the town centre. Public services such as Otley Town Council, Otley Library and Tourist Information Centre, Doctors, Dentists, Post Office and Police Station are all located in the town centre.
<b>Negative</b>	Homeworking, across Britain, for those employed and self-employed has been on the increase over the last few years and even more so as a result of Covid-19. Aside from working in the Library, one of Café/ Coffee Shops or formally renting a commercial unit there is a lack of shared office space in the town centre.
<b>Rating</b>	****



	Physical Appearance
	<i>An attractive and clean town centre is appealing to the first time visitor and is a key component in repeat visits and future recommendations.</i>
<b>Positive</b>	<p>Otley town centre is beautiful with the Jubilee Clock overlooking the Market Place which is surrounded by quaint streets.</p> <p>The exterior of the majority of the commercial units in the town centre are very well maintained.</p> <p>The river located just on the edge of the town centre is a stunning setting especially in Summer when the sun is shining. 'Picture Postcard'.</p>
<b>Negative</b>	
<b>Rating</b>	*****

	Cultural Offer
	<i>21<sup>st</sup> Century Market Towns have evolved from retail centres and to compete in the modern economic environment need to be cultural hubs providing facilities and events which cater for local residents, workers and visitors.</i>
<b>Positive</b>	<p>There are a series of events in Otley town centre throughout the year which are well publicised on the Visit Otley website. The Walking Festival, Otley Show, Carnival, Cycling Event, Food and Drink Festival, Folk Festival and Victorian Fayre are all excellent opportunities to attract First Time Visitors into the town centre.</p> <p>The website also contains a plethora of information about the historic landmarks in the town such as The Black Bull on Market Square, Thomas Chippendale statue, The Navvies' Memorial and Otley Courthouse – the former police station and Magistrates Court which still retains a prison cell and a history timeline (now a popular arts centre). Otley Museum is in the town centre.</p> <p>Otley is used regularly as a TV filming location which is an obvious tourist attraction and highlighted on the Visit Otley website.</p>
<b>Negative</b>	
<b>Rating</b>	*****



Leisure Facilities	
	<i><b>21<sup>st</sup> Century Market Towns have evolved from retail centres and to compete in the modern economic environment need to provide leisure facilities which cater for local residents, workers and visitors.</b></i>
<b>Positive</b>	<p>The surrounding hinterland offers exceptional opportunities for walking and cycling. Otley Chevin offers a superb experience for those interested in sightseeing.</p> <p>The Riverside and Otley Bridge are magnificent attributes to the town centre and provide a sense of uniqueness to the First Time Visitor.</p> <p>The opportunity to use the rowing boats on the River or walk through Wharfemeadows as far as Gallows Hill Nature Reserve are unparalleled.</p> <p>Otley Rugby and Cricket Club are located on the edge of the defined town centre area.</p>
<b>Negative</b>	<p>Despite all the excellent nearby walks and leisure opportunities the First Time Visitor recorded that in August the town still felt very much the domain of those who lived nearby to Otley and was not like other 'Walking/Cycling Towns' across the UK where the impact of Tourists was clearly visible.</p> <p>The town centre does not have a Leisure Centre</p>
<b>Rating</b>	*****

Accommodation	
	<i><b>For locations looking to attract Tourists or housing large employment bases readily available overnight accommodation is important.</b></i>
<b>Positive</b>	Dowgill House provides accommodation in the town centre.
<b>Negative</b>	The offer, in terms of provision, is very disappointing considering the tourism opportunities such as walking and cycling in Otley, activities which lend themselves to an overnight stay.
<b>Rating</b>	*

Retail Offer	
	<i><b>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</b></i>
<b>Positive</b>	For Convenience Shopping there are sizeable nationwide stores, including the key attractors such as Waitrose and Sainsburys, which is an extremely strong offering for a town of Otley's size.
<b>Negative</b>	For the First Time Visitor there is currently little in terms of Comparison retail offer which would increase 'stay time' in the town centre. Linked to the tourism appeal of the town there is only one shop which is devoted to the needs of walkers.
<b>Rating</b>	***





	Food and Drink
	<i>The opportunity for town centre users to visit for either take away or sit-down food at lunch and dinner time is an important element of the town centre function and experience. The night-time economy in town centres is often overlooked with few opportunities to eat and drink in the evening being prevalent in many modern-day locations.</i>
<b>Positive</b>	<p>There are several opportunities for visitors and workers to purchase takeaway lunches in the town centre</p> <p>Sit down lunches are available in cafes and coffee shops some of which are extremely quaint and hugely add to the experience of Otley</p> <p>The old stable block in the Black Horse Hotel is a wonderful place to enjoy a drink.</p>
<b>Negative</b>	<p>Otley Town Centre was extremely quiet in the evening. Interestingly with the plethora of historic pubs, Wetherspoons was the hive of activity in the town centre but this peaked from 6pm to 8pm.</p>
<b>Rating</b>	***



## MOVING FORWARD

A successful 21<sup>st</sup> Century Market Town must be a blend of retail suitable for locals and visitors, a place of employment and have a strong leisure, culture and events-based offer. Regular well run events will attract visitors to the town centre and should be linked up to ensure increased spend in the wider town centre.

The following action points, some of which overlap, have been identified from the holistic review as required developments needed to improve the town for residents, workers and visitors. Where possible, Case Studies of Good Practice from localities across Britain have been provided:

### IMMEDIATE CONSIDERATION

#### CONTINUED MULTI AGENCY WORK

In-depth research work conducted by the People and Places Insight team has proven that effective place making strategies are governed by a Multi-Agency approach which is governed by an evidence-based Business Plan for both the daytime and evening economy. Joint working and evidence base are vital when looking to attract funding for regeneration activities, something which was highlighted following the Government recovery packages offered for town centres after the first Covid-19 lockdown. In Otley, it is refreshing to witness a Town Council and a Business Improvement District working together on projects such as Benchmarking for the benefit of the locality. (Please see Benchmarking and Evening Economy below) It is important that despite being an umbrella organisation the Multi Agency group has a clear leadership structure to ensure the Business Plan is delivered upon.

#### BENCHMARKING

An evidence-based approach is essential; without baseline data it is impossible to measure whether projects or initiatives are needed or working. The current Benchmarking Report provides a baseline for Otley, specifically in terms of vacancy rates footfall, car parking, business confidence, customer spend and town centre use. Events/ Markets have been highlighted important to Otley and to understand their effectiveness replica Footfall and Town Centre User Surveys must be conducted on these Key Calendar Dates to ascertain impact.

Most of the elements of the Benchmarking Review should be conducted each year to act as a Business Plan. In August 2020, Mike King, Director of People and Places Insight trained a cohort of volunteers in the Benchmarking system from a range of organisations in Otley. Moving forward it is vital that annual Benchmarking Reviews are conducted in Otley with People and Places Insight leading a team of trained volunteers who can replicate collecting some of the performance indicators on Key Calendar Dates.



## TOWN CENTRE PROSPECTUS

Feedback from stakeholders highlighted a need to improve certain aspects of the commercial offer in Otley. The opportunity to influence which Businesses are attracted to town centre is extremely difficult, however local stakeholders can be proactive. Huntingdonshire District Council for example, commissioned a series of Inward Investment prospectuses to attract businesses to the four town centres of Huntingdon, St. Neots, St. Ives and Ramsey. The Electronic Town Centre Prospectuses were not generic and were specifically targeted at commercial agents and businesses. Examples of details in the prospectuses include:

- An analysis of the current commercial offer
- An update on current vacant units (updated on a quarterly basis)
- Details on vacant units e.g., floorspace, Use Class, Zone A rents, property yields and potential options
- Population statistics
- Employment statistics
- Average House Prices
- Town Centre Catchment Area
- Footfall
- Average transaction value in commercial premises
- Average customer spend
- Average dwell time
- Transport links e.g., proximity to Motorway and major roads, Train Station, Airport
- Public Transport
- IT Infrastructure
- Organisations working on behalf of Businesses e.g., Town Council, BID's, Local Economic Partnership, Unitary Authority
- Leisure Facilities
- Cultural Offer e.g., Events and Festivals

## DISABILITY ACCESS

On the high street, £249 billion is being lost across the country every year due to the barriers that disabled people face. The Single Equalities Act 2010 was introduced to update and replace all existing equalities legislation. All areas are covered including gender, sexual orientation, disability, religion and ethnicity. As a result of the Act, all providers of goods and services are legally required to make reasonable adjustments which remove barriers for those with disabilities to be able to access goods and services. Examples of Council's working with businesses and organisations to improve town centres for disabled people include town accessibility maps, business advice service around making a business more accessible, making sure car parking spaces are in the right place, providing drop kerbs, making sure footpaths are accessible and free of street clutter, providing support for customers, induction loops for hearing impaired people and having well developed shop mobility services.



People and Places Insight recommend that a Disability Access Audit is conducted in Otley. The aim of the Disability Access Audit is to highlight the barriers that people face due to their disability and celebrate what Local Authorities are already doing well to remove those barriers. The audit will be conducted by Mark Farmer, a highly skilled and experienced assessor who has carried out equalities' audits on behalf of Local Government and the former Improvement and Development Agency. Mark is confined to a wheelchair and as a former Senior Local Government Manager and County Councillor in Leicestershire has experience of delivering services that meet the needs of disabled people. The audit covers the following key areas:

- Street Furniture
- Highways and Pavements
- Access to Shops and Services

## **LONGER TERM ACTIONS**

### **SHARED OFFICE SPACE**

'Homeworking' is on the increase in Britain. Before the first Covid-19 lockdown in March 2020, over 1.5 million people worked from home, up from 880,000 in 2010. Recent studies have highlighted that despite increased productivity from being home-based there are negative aspects such as social isolation leading to mental health issues. People and Places Insight conducted a study in 2017 in Bidford on Avon, Warwickshire on the use of empty premises in town centres and the key feedback from home-based workers was that vacant commercial units should be used as shared office space. Respondents stated that by having the opportunity to use shared office space on a regular basis they would also increase customer spend in the town centre by also using the local coffee shops, cafes, pubs for lunches and meetings.

In Swadlincote, South Derbyshire a vacant ex furniture store and cafe has successfully been transformed into a shared office space called In Hub. The commercial unit has been transformed into separate work pods, informal meeting space and a meeting and training room which can be booked. The inhouse café offers the opportunity for catering whilst free Wi-Fi is available with printing, scanning and mailbox services. Clients simply need to register to become members of the In Hub and can rent a desk for £20 a day or make longer term commitments for £87 for 5 full days a month or £147 for 10 full days a month. Customers include homeworkers, freelancers and SME's across a range of sectors.

### **TOURISM**

With a continued tourism strategy in view a signage and wayfinding review may be timely. 'First time/ infrequent visitors' often prefer to wander; excessive signage can be a sign of failure and that the town is hard to navigate. The real aim of signage is to ensure the balance between promoting town heritage, leisure and cultural facilities, services and businesses. It is important to indicate the location of key local services such as public toilets, post office, tourist information and heritage centre that can be used by visitors as well. Heritage and landmarks are important attractions that hold visitors in a town and encourage them to wander around it.

Current best practice thinking is that Maps are better for orientating people than words alone. The 'legible cities' approach which has grown in popularity over the last twenty years in cities and towns uses 'heads up maps' i.e., they are shown so as to orient the person looking at them in the space rather than using the convention of always having north at the top of a map. They often show walking distances, using the rule of



thumb that people walk at 5km per hour a 5-minute walking circle can be drawn on the map to encourage visitors to explore. These maps are needed at major 'decision points' such as major road intersections or in public open spaces where people need guidance. Maps should also be placed in the key arrival points in the town centre. A disability access map would be particularly useful. On the Map all the publicly available disabled friendly toilets and disabled parking spaces would be marked. It also could include a list of disabled friendly shops and food and drink establishments.

The continued attraction of Walkers and Cyclists to Otley would boost evening economy with spend in the food and drink establishments and the potential requirement for an overnight stay. Qualitative feedback from the Benchmarking Report identified a keenness by stakeholders that the evening economy needs to be improved and such a promotion could provide the stimulus. The First Time Visitor report indicated that despite excellent online promotions of Otley's various events and attractions, the town centre did not have the obvious feel of a location teeming with visitors from outside the nearby locality. A feeling backed by quantitative analysis which highlighted that 85% of those surveyed lived in Otley or within a 30-minute drive.

## EVENING ECONOMY

The term night-time economy is used to describe a wide range of activities from a trip to the theatre or a family meal to a night out at a drinking establishment. Night-time economies are an important part of our towns and cities and are estimated to bring in over £60 billion to the UK economy every year. For a night-time economy to develop and then thrive, it must attract every sector of the population, regardless of age, race, gender, sexuality, physical or mental ability and income and must cater for every interest, whether that is eating, drinking, dancing, music, performance or merely gathering. Footfall and dwell time in towns across the United Kingdom normally drops hugely during the bridging hours between the day and night-time economy. The evidence from the recent Benchmarking study highlighted that Otley despite the plethora of drinking establishments is no exception.

Despite the important role and function of the night-time economy, few towns have a leisure economy strategy. A specific vision for the night-time economy thus needs to be developed alongside the Daytime Business Plan. (See Multi Agency Work) Feedback into the Business Plan should be supplied by public authorities, investors, leisure operators, transport providers and residents. Effective plans must have access to all levers of control – planning, regeneration, licensing and policing, to drive the economy towards the shared vision.

People and Places Insight have conducted a series of interviews with towns across the United Kingdom concerning what ingredients are required to create a successful night-time economy. Stony Stratford is a historic market town on the Buckinghamshire and Northamptonshire border. Traditionally it was a stopping point on the important Watling Street coach route from London to Chester. In recent times the new city of Milton Keynes has been developed around Stony Stratford and the other three historic market towns of Bletchley, Wolverton and Fenny Stratford causing considerable decline to all three town centres. Stony Stratford and Otley have commonalities in that they are historic, near major urban areas and are riverside towns. Stony Stratford is famed locally for its evening economy with a plethora of restaurants and pubs, organized evening events such as the hugely popular Zombie Pub Crawl and vibrant music scene. When questioned on why Stony was thriving despite the shadow of Milton Keynes the Business Association produced a series of succinct reasons which are pertinent to Otley:



- The number of night-time venues. Stony's plethora of eateries and hostelrys mean that customers travel to the town for food and drink without having to book and provides opportunities for multi venue hopping in one visit
- There is a different range of drinking and eating establishments, the latter covering a spectrum of international cuisines which offer variety to both regular and first-time visitors
- The town is extremely attractive providing a more traditional offer than The Hub in Milton Keynes or the Theatre District with a real sense of place
- Organized festivals and regular live music at several pubs.
- Being on the south bank of the River Ouse Stony has always attracted creative types since the development of Milton Keynes so contains a disproportionate number of those willing to design or volunteer with town centre activities
- Promotion of the History of Stony is literally stamped into the very walls of the town centre with emphasis on famous locations such as 'The Cock and Bull' and 'The Crown' pub which was immortalized in the cult English film 'Withnail and I'
- The town centre is compact, linear and feels safe
- Relatively wealthy population living in walking distance
- Linked in with the Tourism section there is a lack of accommodation at present in the town centre and for hugely successful evening economies, this is essential. The aim for Otley would be for the potential Walkers and Cyclists to be encouraged to use the drinking and eating establishments in the 'bridging' hours and then stay in the town overnight rather than travel out of town to eat and stay. With the number of drinking establishments in Otley there is the potential for an increased accommodation offer.

## EVENTS AND FESTIVALS

Events and Festivals can act as a key driver for community and economic development. Successful events will be based on stakeholder engagement which provides robust evidence on the wants and needs for both residents, business and tourists. Unfortunately, many town-centre based events across the United Kingdom are rooted in tradition rather than want and need, thus having little benefit for the locality. Events and Festivals which are successful will be well organised and create a unique experience for both those living and working in the locality alongside attracting returning or first-time visitors. It is essential that the impact of any event or festival is measured to understand successes and failures. Replication of Benchmarking Key Performance Indicators such as Footfall, Car Parking Audits, Length of Stay, Customer Spend at the Event/Festival and the wider town, Satisfaction Levels and Visitor Profiling should all be completed.

Coleford is a historic market town based in the Forest of Dean and like Otley boasts a significant link to the English Civil War. The Battle of Coleford, took place on 20th February 1643, and is commemorated by a permanent memorial plaque laid in the Market Place in 2010 and the annual commemoration of the Battle by the Sealed Knot. Coleford is a good example of a remote market town that has developed a successful series of events and festivals which benefit residents and businesses and attracts tourists from across the South West. Alongside the historical events there are events to attract tourists:

- Annual Carnival of Transport on Easter Monday
- Annual Music Festival in July

- Annual Walking Festival in May

For the residents there are:

- St George Day Parade for the Youth of Coleford
- Annual Skate Jam
- 'Faddle Fair' artisan street markets in May, August and November
- Annual Christmas Lights Switch On - End November
- Remembrance Parade and Services

The success of the events is evidenced by the number of visitors:

- 'Carnival of Transport attracts up to 5,000 throughout the day.
- The Coleford Music Festival attracts 2000 people
- The Christmas lights event attracts 1500 people
- The Faddle Fair's attract-1500 per event

To place this in context average footfall figures on a busy day in the town centre are 30 persons per ten minutes. In terms of customer spend, Coleford Town Council report that the Music Festival is the most beneficial. During the events there is increased spend in the pubs and takeaway's and many of the town centre-based businesses report strong trading in the week after.

Coleford Town Council report that there are three essentials for a successful Event and Festival:

- *"Engagement with local businesses - the last thing you want to do is impact on the town in a negative way. If they are engaged and buy into the event, they will tell all of the customers about it and help with the promotion."*
- *"Good promotion via as many means as possible - adverts in press, fliers, posters, lamppost signage etc - there will always be someone that says they didn't know it was happening whatever you do though!"*
- *"Where possible involve the local schools - children bring parents and grandparents along so even an opening slot at 1pm on a Sunday can be busy at the music festival with careful programming!"*



# APPENDIX

## BUSINESS UNIT DATABASE

Street Name	No.	Business Name	Use Class	Comp/Conv	Type	Notes
Gay Lane		Chevin Cycles	A1	comp	reg	
Gay Lane		Premier petrol station	SG	n/a	n/a	
Gay Lane	26	Modelsport	A1	comp	ind	
Gay Lane	28&30	Bloomfield Square	A3	n/a	n/a	
Gay Lane	55	Gay Lane Fisheries	A5	n/a	n/a	
Gay Lane	32&34	Tates	SG	n/a	n/a	
Crossgate	3	Pizza Base	A5	n/a	n/a	
Crossgate	5	Otley Barbers	A1	comp	ind	
Crossgate		Woods Forge	B2	n/a	n/a	
Crossgate	11&13	Old Cock PH	A4	n/a	n/a	
Crossgate	15	Gills Doorstep Solutions	A1	conv	ind	
Crossgate		Crossgate Garage	B2	n/a	n/a	
Crossgate	25	House of Furniture	A1	comp	reg	
Boroughgate	45	Original Factory Shop	A1	comp	reg	
Walkergate		Labour Club	D1	n/a	n/a	
Walkergate	1a	Yorks Plumbing Supp	A1	comp	ind	
Walkergate		Manor House PH	A4	n/a	n/a	
Nelson Street	21	Post Office	A1	conv	mult	
Manchester Square	5	Grooming By Kelli	SG	n/a	n/a	
Bondgate	44	Junction PH	A4	n/a	n/a	
Bondgate	42	Mumbai	A3	n/a	n/a	
Bondgate	40	Korks	n/a	n/a	n/a	Vacant
Bondgate	38	Yorkshire Runner	A1	comp	ind	
Bondgate	30	Bondgate Bakery	A1	comp	ind	
Bondgate	28	Parkes & Co	A2	n/a	n/a	
Bondgate	20	Rose & Crown PH	A4	n/a	n/a	
Bondgate	18	Bowling Green PH	A4	n/a	n/a	
Bondgate	16	Ivy House	A1	comp	ind	
Bondgate	14	Woolpack Studios	B1	n/a	n/a	
Bondgate	12	Alpha Male	A1	comp	ind	
Bondgate	12	One Dental	D1	n/a	n/a	
Bondgate	8&10	Northbar	A4	n/a	n/a	
Bondgate	6	Angels Hair Beauty Massage	A1	comp	ind	
Bondgate	2&4	Dacre Son & Hartley	A2	n/a	n/a	
Bondgate	75	Christopher Little & Co	A2	n/a	n/a	





Bondgate	65	Chevin Designs	A1	comp	ind	
Bondgate	61	Atrium LXI	A1	comp	ind	
Bondgate		Kwik Fit	B2	n/a	n/a	
Bondgate	11	Sainsbury's	A1	comp	key	
Bondgate	r/o 9	Thackwrays garage	B2	n/a	n/a	
Bondgate	9	Uncle Joes	A5	n/a	n/a	
Bondgate	5&7	Dowgill House	C1	n/a	n/a	
Bondgate	3	Chippendale café	A3	n/a	n/a	
Bondgate	1	Top Dry Cleaners	A1	comp	ind	
Station Road	2	Blue Octopus	A2	n/a	n/a	
Station Road		Bowman Fireplaces	B1	n/a	n/a	
Station Road	14	Trade Labels	A1	comp	ind	
Station Road	3	Wok Away	A5	n/a	n/a	
Station Road	5&7	Glide + Slide	A1	comp	ind	
Station Road		Greenholme Flooring	A1	comp	ind	
Station Road	7	Club Energy	D2	n/a	n/a	
Station Road	9	Kelida	B1	n/a	n/a	
Granville Mount	CDE	GR Autos	B2	n/a	n/a	
Granville Mount	B	Grahams Garage	B2	n/a	n/a	
Granville Mount	1	Yorks Fixing Solns	n/a	n/a	n/a	Vacant
Granville Mount	2	Amelia/Joey/GKaesthetics	SG	n/a	n/a	
Granville Mount	3	Milner Richards	SG	n/a	n/a	
Granville Mount	4	Hart Wealth mgmt	A2	n/a	n/a	
Granville Mount	5	GPG Accountancy	A2	n/a	n/a	
Westgate	60	Waitrose	A1	conv	key	
Westgate	52	Pizza Torino	A5	n/a	n/a	
Westgate		Clippers Dog Grooming	n/a	n/a	n/a	Vacant
Westgate	48	Best Kebab	A5	n/a	n/a	
Westgate		Auto Serve	B2	n/a	n/a	
Westgate	23	Hughes Autos	B2	n/a	n/a	
Westgate	36	Cross Pipes PH	A4	n/a	n/a	
Westgate	32-34	Patisserie Viennoise	A1	conv	ind	
Westgate	30	Tax Assist	A2	n/a	n/a	
Westgate	28	Paleys	A1	comp	ind	
Westgate		Crossleys	B2	n/a	n/a	
Westgate	26	Physiologic	D1	n/a	n/a	
Westgate	20-24	Bethel Church	D1	n/a	n/a	
Westgate	18	Endless Hair	n/a	n/a	n/a	Vacant
Westgate	16	Little Munchkins	A1	comp	ind	
Westgate	16	Harriets	A1	comp	reg	
Westgate	12	Soft Options	A1	comp	ind	
Westgate	2	Black Horse PH	A4	n/a	n/a	
Westgate		One Medical (Westgate Surgery)	D1	n/a	n/a	



Westgate	59	SAS Autoparts	A1	comp	reg	
Westgate	49	Bowman Home Improvements	SG	n/a	n/a	
Westgate	31	Dragon City	A5	n/a	n/a	
Westgate	25	Gordion	A2	n/a	n/a	
Westgate	23a	Toyland	A1	comp	reg	
Westgate	1	Falcon Social Club	A4	n/a	n/a	
Westgate		Lunds Carpets	A1	comp	ind	
Westgate	11	Digital Activities	A1	comp	ind	
Westgate	5a	Wharfedale Practice	D1	n/a	n/a	
Westgate	2	Buttercups	D1	n/a	n/a	
Westgate	9	Courtyard Planters	A1	comp	ind	
Westgate	3	Taylors	n/a	n/a	n/a	Vacant
Bay Horse Court	1	Chevin Books	A1	comp	ind	
Bay Horse Court	2	3 Dimensions	A1	comp	ind	
Bay Horse Court	3	Hello Darling	B1	n/a	n/a	
Bay Horse Court	4	Top Show Shoes	A1	comp	ind	
Bay Horse Court	5	Beauty Within	SG	n/a	n/a	
Bay Horse Court	6	From Odds & Ends	A1	comp	ind	
Bay Horse Court	7	Nostalgia	A3	n/a	n/a	
Boroughgate	2	Cairn Wharf Consultancy	A2	n/a	n/a	
Market Place	6	Weegmans	A1	comp	ind	
Market Place	8	Wharfedale Embroidery	A1	comp	ind	
Market Place	10	Salami & Co	A3	n/a	n/a	
Market Place	12	M'deena	A3	n/a	n/a	
Market Place	14	Sydney Goldwyn	A1	comp	reg	
Market Place	14a	Otley Pharmacy	A1	comp	ind	
Market Place	16-18	Casa Vitae	n/a	n/a	n/a	Vacant
Market Place	20	Bay Horse PH	A4	n/a	n/a	
Boroughgate	2a	Vision Value	A1	comp	ind	
Boroughgate	2b	Puffin Pottery	A1	comp	ind	
Boroughgate	4	Paint It	A1	comp	ind	
Boroughgate	10	Machine Head	n/a	n/a	n/a	Vacant
Boroughgate	10b	ECK Vapours	A1	conv	ind	
Boroughgate	12	Goods Funeral	A1	comp	mult	
Boroughgate	14&16	For The Love Of...	n/a	n/a	n/a	Vacant
Boroughgate	34	Skipton Building Soc	A2	n/a	n/a	
Boroughgate	44	Chevin Health Store	n/a	n/a	n/a	Vacant
Boroughgate	46	Grade 1	A1	comp	ind	
Boroughgate	56	Great Wall	A5	n/a	n/a	
Boroughgate	58	Chevin Fish Shop	n/a	n/a	n/a	Vacant
Boroughgate	64	Maypole Food Bar	n/a	n/a	n/a	Vacant
Boroughgate	66	Otley Tap House	A4	n/a	n/a	
Boroughgate	68	White Swan PH	A4	n/a	n/a	



Boroughgate	92	Wickes	n/a	n/a	n/a	Vacant
Boroughgate	96	Cucina	A3	n/a	n/a	
Boroughgate	1&5	Oxfam	A1	comp	mult	
Boroughgate	7	Little Corner of the World	A3	n/a	n/a	
Boroughgate	9	Butterfly Rose	A1	comp	ind	
Boroughgate	11	Beauty Box	SG	n/a	n/a	
Boroughgate	13	Ottas Leah	A3	n/a	n/a	
Boroughgate	15	JB Wilkinson	A1	comp	reg	
Boroughgate	45	For The Home	A1	comp	ind	
Boroughgate	49	Easy Location	A2	n/a	n/a	
Boroughgate	51	Rest Assured	B1	n/a	n/a	
Boroughgate	67	Mind	A1	comp	mult	
Boroughgate	69	Otley Dental Care	D1	n/a	n/a	
Cross Green	2	Second World War Experience	D1	n/a	n/a	museum
Cross Green	26	Jenni's Dresser	A1	comp	ind	
Cross Green	28	Maypole Fisheries	A5	n/a	n/a	
Cross Green	36	Angling & Country sports	A1	comp	ind	
Cross Green		Denton Motors	SG	n/a	n/a	
Cross Green		ASDA	A1	conv	mult	
Cross Green	31	Rachels Made To Measure	A1	comp	ind	
Cross Green	33&35	Frank Pickles insurance	A2	n/a	n/a	
Cross Green	61	Donald Pickles Funerals	A1	comp	mult	
Cross Green	71	Cross Green Vet	D1	n/a	n/a	
Market Street	10	Shake	n/a	n/a	n/a	Vacant
Market Street	8	Siam Fusion Massage	D1	n/a	n/a	
Market Street	8	Fink Eyewear	A1	comp	ind	
Market Street	4	Silk Sisters	A1	comp	ind	
Market Street	2	Little Shop	n/a	n/a	n/a	Vacant
Orchard Gate	1	Dales Café	A3	n/a	n/a	
Market Street	21	JR Sports	A1	comp	ind	
Orchard Gate	3	Cats Protection	A1	comp	mult	
Market Street	17	Ison Harrison	A2	n/a	n/a	
Market Street	15	Orchard Florist	A1	comp	ind	
Orchard Gate	14	Like Nana Did	n/a	n/a	n/a	Vacant
Market Street	9	O'Fresh	A1	conv	ind	
Market Street	7	Fusion Game Xchange	A1	comp	ind	
Market Street	5	Ethical Jewellers	A1	comp	ind	
Market Street	3	Middlemiss	A1	comp	ind	
Market Street	1	Mounseys	A1	comp	ind	
Market Place		Black Bull PH	A4	n/a	n/a	
Market Place	32&34	Superdrug	A1	comp	key	
Market Place	36-38	Greggs	A1	comp	mult	
Market Place	40	William Hill	SG	n/a	n/a	



Market Place	36-38	Ramsdens	A1	comp	mult	
Market Place	28	Bookshop on the Square	A1	comp	ind	
Market Place	26	Nicole Bowden	A1	comp	ind	
Market Place	24	Hardisty	A2	n/a	n/a	
Market Place	22	T.O.P. Nails	A1	comp	ind	
Market Place	16-18	Leeds House	A3	n/a	n/a	
Market Place	1&9	Fultons	A1	conv	reg	
New Inn Court	3	St Gemma's	A1	comp	reg	
New Inn Court	5	Peek A Boo	A1	comp	ind	
New Inn Court	6	Aura Jewellers	A1	comp	ind	
New Inn Court		R Sykes (hair)	A1	comp	ind	
New Inn Court	7	Steccas	A1	comp	reg	
New Inn Court	10	Chevin Health Store	A1	comp	ind	
New Inn Court	2	Golden Scissors	A1	comp	ind	
New Inn Court	2	Gifted Angel	A1	comp	ind	
New Inn Court	8	R Sykes (tattoo etc)	SG	n/a	n/a	
Bridge Street	1	Parkgate Café	A1	comp	ind	
Bridge Street	17	The Cove	A3	n/a	n/a	
Bridge Street	15	Otley Show Office	B1	n/a	n/a	
Bridge Street	9	B&TS	SG	n/a	n/a	
Bridge Street	7	Peak Physio	D1	n/a	n/a	
Bridge Street	7	Horse & Farrier	n/a	n/a	n/a	Vacant
Horseshoe Yard	3	The Barn	A1	comp	ind	
Horseshoe Yard		Holdsworth's Picture Framing	n/a	n/a	n/a	Vacant
Bridge Street	3	Chevin Medical Practice	D1	n/a	n/a	
Bridge Street	1b	Bridge St Dental	D1	n/a	n/a	
Bridge Street	1a	Esquire et Cie	A1	comp	ind	
Bridge Street	1	Jewel of India	A3	n/a	n/a	
Bridge Street	1	Cohens Chemist	A1	comp	mult	
Courthouse Street	9	Dales Veterinary	D1	n/a	n/a	
Courthouse Street		The Courthouse	D2	n/a	n/a	
Courthouse Street		DNA Audio	A1	comp	ind	
Courthouse Street		Artworks	A1	comp	ind	
Courthouse Street	7a	Miss Muffets	A1	comp	ind	
Courthouse Street	7	Christine Mawson Hair	A1	comp	ind	
Manor Square	35	Winked Hair & Beauty	n/a	n/a	n/a	Vacant
Manor Square	27	For The Home	n/a	n/a	n/a	Vacant
Manor Square	25	Dodgshons	A1	comp	ind	
Manor Square	23	Q Barber	A1	comp	ind	
Manor Square	21	21 Again	n/a	n/a	n/a	Vacant
Manor Square	19	Sharp Nets	A1	comp	ind	
Bridge Street	20	Savage Crangle	A2	n/a	n/a	
Manor Square	18	WRM	A2	n/a	n/a	
Manor Square	16	Stew & Oyster	n/a	n/a	n/a	Vacant



Manor Square	14	Milk Bar	A3	n/a	n/a	
Manor Square	12	Solo	A1	comp	ind	
Manor Square	10	Manor Square Dentist	D1	n/a	n/a	
Manor Square	6	FM Lister	A2	n/a	n/a	
Manor Square	2	Barclays	n/a	n/a	n/a	Vacant
Manor Square	17	Canine Health	A1	comp	ind	
Manor Square	15	2nd Street	A1	comp	ind	
Manor Square	13	Nam Jai Thai	A3	n/a	n/a	
Manor Square	11	Sift	A3	n/a	n/a	
Manor Square	7	Nat West	n/a	n/a	n/a	Vacant
Manor Square	3&5	Rummage	n/a	n/a	n/a	Vacant
Manor Square	1	Arundel Travel	A1	comp	ind	
Kirkgate	3&5	Halifax	A2	n/a	n/a	
Kirkgate	7&9	Specsavers	A1	comp	mult	
Kirkgate	7	Pinecraft	A1	comp	ind	
Kirkgate	11	Ladbrookes	n/a	n/a	n/a	Vacant
Kirkgate	13	Picture This	n/a	n/a	n/a	Vacant
Kirkgate	15-17	Santander	n/a	n/a	n/a	Vacant
Kirkgate	19	Althams	A1	comp	reg	
Kirkgate	29-31	TUI	n/a	n/a	n/a	Vacant
Kirkgate	33	Woolletts	A1	comp	ind	
Kirkgate	35	Cohens chemist	A1	comp	mult	
Kirkgate	37	Antalya	A1	comp	ind	
Kirkgate	39-41	Bargain Booze	A1	conv	reg	
Kirkgate	47	Red Lion PH	A4	n/a	n/a	
Kirkgate	49	Whitakers PH	A4	n/a	n/a	
Kirkgate	57	E Cigarette Zone	A1	conv	reg	
Kirkgate	59	Halo	A1	comp	ind	
Kirkgate	61-63	Cranberry	A3	n/a	n/a	
Kirkgate	2	British Heart Foundation	A1	comp	mult	
Kirkgate	4	Cancer Research	A1	comp	mult	
Kirkgate	6	PDSA	A1	comp	mult	
Kirkgate	6a	20p shop	A1	comp	ind	
Kirkgate	8&10	Yorkshire Bank	A2	n/a	n/a	
Kirkgate	12	The Rookery	A4	n/a	n/a	
Kirkgate	22	Best Kebab	n/a	n/a	n/a	Vacant
Kirkgate	26	A Teale	A1	comp	ind	
Kirkgate	28-32	Boots	A1	comp	key	
Kirkgate	40	Yorkshire Trading Co	A1	comp	reg	
Kirkgate	42-44	Costa Coffee	A3	n/a	n/a	
Kirkgate	46-48	JBM Bargains	A1	comp	ind	
Kirkgate	50	3 Dimensions	n/a	n/a	n/a	Vacant
Kirkgate	52-54	Dale Eddison	A2	n/a	n/a	
Kirkgate	56-58	Hunters	A2	n/a	n/a	



Kirkgate Arcade		BEKs	A1	comp	ind	
Kirkgate Arcade		Sweet Treats	A1	conv	ind	
Kirkgate Arcade		Antiques Collectables	A1	comp	ind	
Kirkgate Arcade		Get Ya Hair Cut	A1	comp	ind	
Kirkgate Arcade		Otley Watch & Clock Repairs	A1	comp	ind	
Kirkgate Arcade		Forget Me Not	A1	comp	ind	
Kirkgate Arcade		Gemporium	A1	comp	ind	
Kirkgate Arcade		Kirkgate Jewellers	A1	comp	ind	
Kirkgate Arcade		Sweet Box	A1	conv	ind	
Kirkgate Arcade		Luscious Scents	A1	comp	ind	
Kirkgate Arcade		Prima Blinds	A1	comp	ind	
Kirkgate Arcade		Java Café	A3	n/a	n/a	
Kirkgate Arcade		Radiance	A1	comp	ind	
Kirkgate Arcade		Greenman Forge	A1	comp	ind	
Newmarket	38	Bus Station café	A3	n/a	n/a	
Mercury Row	4	Ammo Box	A1	comp	ind	
Mercury Row		Newstead & Walker	A2	n/a	n/a	
Mercury Row	1	Chevin Barber	A1	comp	ind	
Mercury Row	3a	Love 4 Bags	A1	comp	ind	
Mercury Row	7	Antique Boutique	n/a	n/a	n/a	Vacant
Mercury Row	9	Il Vicoletto	A3	n/a	n/a	
Mercury Row	5	Lions Bookshop	A1	comp	ind	
Newmarket	6	Pink Teapot	A3	n/a	n/a	
Newmarket	9	Rumblin' Tum	A3	n/a	n/a	
Newmarket	1	One Dental	D1	n/a	n/a	
Newmarket	3	Sweet Escape	A1	comp	ind	
Newmarket	5	Café	A3	n/a	n/a	
Newmarket	7	Studio 7	A1	comp	ind	
Newmarket	9	Music Box	A1	comp	ind	
Newmarket	11	Two For Joy	SG	n/a	n/a	
Newmarket	27	Red Pepper	A3	n/a	n/a	
Newmarket		Otley Tavern	A4	n/a	n/a	
Newmarket	4	O'Deli	A1	conv	ind	
Newmarket	14	Imperio Pizza	A5	n/a	n/a	
Newmarket	16	Cranbourne accountants	A2	n/a	n/a	
Newmarket	18	Curious Hop	A1	comp	ind	
Newmarket	20	Antique Boutique	n/a	n/a	n/a	Vacant
Newmarket	22	Gloucesters	A3	n/a	n/a	
Newmarket	24	Chez Vin	A1	conv	ind	
Newmarket	26	Daniyal Baig hair	A1	comp	ind	
Newmarket	28	Debutante	A1	comp	ind	
Newmarket	36	Wormalds Garage	B2	n/a	n/a	
Newmarket	44		B8	n/a	n/a	



Orchard Gate	Sm kiosk	Little Battery Shop	A1	comp	ind	
Orchard Gate	9	Groove Pad	A4	n/a	n/a	
Orchard Gate	10	Shoecraft	A1	comp	ind	
Orchard Gate	11	Otley Town Council	B1	n/a	n/a	
Orchard Gate	Lge kiosk	The Mews	A1	comp	ind	
Orchard Gate	14	Like Nana Did	A1	comp	ind	
Orchard Gate	5	A Casa di Alessia	A3	n/a	n/a	
Orchard Gate	6	Card Factory	A1	comp	reg	
Orchard Gate	7	Petwise	A1	comp	ind	
Orchard Gate	8	M&Co	A1	comp	mult	
Orchard Gate	3	Coffee Station	A1	conv	ind	
Orchard Gate	12	Blinok	A3	n/a	n/a	
Orchard Gate	12a	Otley Mobiles	A1	comp	ind	
Orchard Gate	13	Rumagin	A1	comp	ind	
Wesley Street		Browns Gallery	A1	comp	ind	
Wesley Street	3	Winpenny Photography	B1	n/a	n/a	
Wesley Street	13	Fusion Private Hire	SG	n/a	n/a	
Wesley Street	15	Raffertys Café	A3	n/a	n/a	



## CAR PARKING DATABASE

<b>Name:</b>	Walkergate Mews
<b>On Street/ Car Park:</b>	Car Park (On Street)
<b>Total Spaces:</b>	75
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	75
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	1
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	1
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	0
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	0
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	0
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	0
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	0
<b>Vacant Spaces on Saturday 24<sup>th</sup> October</b>	1

<b>Name:</b>	Otley North Parade
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	92
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	87
<b>Disabled Spaces:</b>	5
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	20
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	0
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	8
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	0
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	40
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	42
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	31
<b>Vacant Spaces on Saturday 24<sup>th</sup> October 2020</b>	42





<b>Name:</b>	Sainsburys
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	230
<b>Short Stay Spaces: (4 hours and under)</b>	220
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	10
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	85
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	87
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	65
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	17
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	32
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	64
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	46
<b>Vacant Spaces on Saturday 24<sup>th</sup> October</b>	40

<b>Name:</b>	Burras Lane
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	38
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	38
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	0
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	0
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	0
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	0
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	0
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	0
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	0
<b>Vacant Spaces on Saturday 24<sup>th</sup> October</b>	3



<b>Name:</b>	Beech Hill
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	78
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	76
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	20
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	32
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	11
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	20
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	43
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	49
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	29
<b>Vacant Spaces on Saturday 24<sup>th</sup> October 2020</b>	25

<b>Name:</b>	Westgate
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	37
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	37
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	3
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	7
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	9
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	12
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	12
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	1
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	1
<b>Vacant Spaces on Saturday 24<sup>th</sup> October 2020</b>	3



<b>Name:</b>	Court House
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	58
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	55
<b>Disabled Spaces:</b>	3
<b>Vacant Spaces on Tuesday 18th August 2020</b>	1
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	8
<b>Vacant Spaces on Saturday 22nd August 2020</b>	1
<b>Vacant Spaces on Tuesday 20th October 2020</b>	19
<b>Vacant Spaces on Thursday 22nd October 2020</b>	21
<b>Vacant Spaces on Friday 23rd October 2020</b>	23
<b>Vacant Spaces on Saturday 24th October 2020</b>	40

<b>Name:</b>	Asda
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	52
<b>Short Stay Spaces: (4 hours and under)</b>	49
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	3
<b>Vacant Spaces on Tuesday 18th August 2020</b>	26
<b>Vacant Spaces on Thursday 20th August 2020</b>	22
<b>Vacant Spaces on Friday 21st August 2020</b>	27
<b>Vacant Spaces on Saturday 22nd August 2020</b>	27
<b>Vacant Spaces on Tuesday 20th October 2020</b>	18
<b>Vacant Spaces on Thursday 22nd October 2020</b>	26
<b>Vacant Spaces on Friday 23rd October 2020</b>	25
<b>Vacant Spaces on Saturday 24th October</b>	25



<b>Name:</b>	Mill Lane
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	52
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	46
<b>Disabled Spaces:</b>	6
<b>Vacant Spaces on Tuesday 18th August 2020</b>	5
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	32
<b>Vacant Spaces on Saturday 22nd August 2020</b>	26
<b>Vacant Spaces on Tuesday 20th October 2020</b>	14
<b>Vacant Spaces on Thursday 22nd October 2020</b>	24
<b>Vacant Spaces on Friday 23rd October 2020</b>	26
<b>Vacant Spaces on Saturday 24th October 2020</b>	25

<b>Name:</b>	Waitrose
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	218
<b>Short Stay Spaces: (4 hours and under)</b>	206
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	12
<b>Vacant Spaces on Tuesday 18th August 2020</b>	145
<b>Vacant Spaces on Thursday 20th August 2020</b>	144
<b>Vacant Spaces on Friday 21st August 2020</b>	103
<b>Vacant Spaces on Saturday 22nd August 2020</b>	112
<b>Vacant Spaces on Tuesday 20th October 2020</b>	110
<b>Vacant Spaces on Thursday 22nd October 2020</b>	107
<b>Vacant Spaces on Friday 23rd October 2020</b>	101
<b>Vacant Spaces on Saturday 24th October</b>	105



<b>Name:</b>	Court House Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	8
<b>Short Stay Spaces: (4 hours and under)</b>	8
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18th August 2020</b>	0
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	0
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	3
<b>Vacant Spaces on Thursday 22nd October 2020</b>	5
<b>Vacant Spaces on Friday 23rd October 2020</b>	4
<b>Vacant Spaces on Saturday 24th October</b>	3

<b>Name:</b>	Manor Square
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	6
<b>Short Stay Spaces: (4 hours and under)</b>	5
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	1
<b>Vacant Spaces on Tuesday 18th August 2020</b>	0
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	0
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	0
<b>Vacant Spaces on Thursday 22nd October 2020</b>	0
<b>Vacant Spaces on Friday 23rd October 2020</b>	0
<b>Vacant Spaces on Saturday 24th October 2020</b>	1

<b>Name:</b>	Burras Lane
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	8
<b>Short Stay Spaces: (4 hours and under)</b>	8
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18th August 2020</b>	3
<b>Vacant Spaces on Thursday 20th August 2020</b>	4
<b>Vacant Spaces on Friday 21st August 2020</b>	0
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	0
<b>Vacant Spaces on Thursday 22nd October 2020</b>	3
<b>Vacant Spaces on Friday 23rd October 2020</b>	2
<b>Vacant Spaces on Saturday 24th October 2020</b>	2



<b>Name:</b>	Charles Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	9
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	9
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18th August 2020</b>	0
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	0
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	0
<b>Vacant Spaces on Thursday 22nd October 2020</b>	0
<b>Vacant Spaces on Friday 23rd October 2020</b>	2
<b>Vacant Spaces on Saturday 24th October 2020</b>	4

<b>Name:</b>	Nelson Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	15
<b>Short Stay Spaces: (4 hours and under)</b>	11
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	4
<b>Vacant Spaces on Tuesday 18th August 2020</b>	5
<b>Vacant Spaces on Thursday 20th August 2020</b>	4
<b>Vacant Spaces on Friday 21st August 2020</b>	5
<b>Vacant Spaces on Saturday 22nd August 2020</b>	4
<b>Vacant Spaces on Tuesday 20th October 2020</b>	7
<b>Vacant Spaces on Thursday 22nd October 2020</b>	4
<b>Vacant Spaces on Friday 23rd October 2020</b>	5
<b>Vacant Spaces on Saturday 24th October 2020</b>	3



<b>Name:</b>	Boroughgate (Disabled)
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	4
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	4
<b>Vacant Spaces on Tuesday 18th August 2020</b>	0
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	0
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	2
<b>Vacant Spaces on Thursday 22nd October 2020</b>	2
<b>Vacant Spaces on Friday 23rd October 2020</b>	2
<b>Vacant Spaces on Saturday 24th October 2020</b>	2

<b>Name:</b>	Manchester Square
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	16
<b>Short Stay Spaces: (4 hours and under)</b>	16
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18th August 2020</b>	0
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	0
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	0
<b>Vacant Spaces on Thursday 22nd October 2020</b>	0
<b>Vacant Spaces on Friday 23rd October 2020</b>	1
<b>Vacant Spaces on Saturday 24th October 2020</b>	5



<b>Name:</b>	Boroughgate
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	32
<b>Short Stay Spaces: (4 hours and under)</b>	30
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	12
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	12
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	9
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	5
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	15
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	21
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	13
<b>Vacant Spaces on Saturday 24<sup>th</sup> October 2020</b>	15

<b>Name:</b>	Kirkgate
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	18
<b>Short Stay Spaces: (4 hours and under)</b>	16
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	2
<b>Vacant Spaces on Tuesday 18<sup>th</sup> August 2020</b>	0
<b>Vacant Spaces on Thursday 20<sup>th</sup> August 2020</b>	0
<b>Vacant Spaces on Friday 21<sup>st</sup> August 2020</b>	0
<b>Vacant Spaces on Saturday 22<sup>nd</sup> August 2020</b>	2
<b>Vacant Spaces on Tuesday 20<sup>th</sup> October 2020</b>	5
<b>Vacant Spaces on Thursday 22<sup>nd</sup> October 2020</b>	4
<b>Vacant Spaces on Friday 23<sup>rd</sup> October 2020</b>	3
<b>Vacant Spaces on Saturday 24<sup>th</sup> October 2020</b>	2





<b>Name:</b>	Station Road
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	11
<b>Short Stay Spaces: (4 hours and under)</b>	11
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Disabled Spaces:</b>	0
<b>Vacant Spaces on Tuesday 18th August 2020</b>	1
<b>Vacant Spaces on Thursday 20th August 2020</b>	0
<b>Vacant Spaces on Friday 21st August 2020</b>	1
<b>Vacant Spaces on Saturday 22nd August 2020</b>	0
<b>Vacant Spaces on Tuesday 20th October 2020</b>	2
<b>Vacant Spaces on Thursday 22nd October 2020</b>	5
<b>Vacant Spaces on Friday 23rd October 2020</b>	6
<b>Vacant Spaces on Saturday 24th October</b>	5