



PEOPLE & PLACES
Insight

TOWN BENCHMARKING

Measuring the performance of Town Centres

OTLEY

2021

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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.

Replicating 2020, Otley Town Council commissioned People and Places Insight Limited to undertake a Benchmarking Review to measure town centre performance. Two waves of evaluation take place, the first in August 2021 and the second due in late October 2021. 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, identical to 2020 and 2% higher than the National Small Towns average. 10% of the commercial units are A3 Restaurants and Cafes.
- 88% of the A1 Shops mainly sell Comparison goods, 6% higher than the National Small Towns average.
- Three quarters of the A1 Shops in Otley are unique to the town centre, 14% higher than the National average
- 34 of the ground floor units in the defined town centre out of a total of 325 were vacant in during the audit in August 2021 providing an average of 10%, 1% higher than the National Small Towns average and identical the 2020 Otley Benchmarking exercise.
- In the August review 14 Traders were present at the Friday Market, an increase on the previous year and close to the National Small Towns average.
- Over three quarters (79%) of respondents to the Business Survey have been based in Otley for 'More than Ten Years'.
- As in 2020 the majority (48%) of Businesses reported that Saturday is the busiest Trading Day of the week, whilst 31% stated 'Friday' a 13% increase from 2020.
- December (40%) was classed as the best Trading month in the year.
- As in 2020 over half of Businesses (52%) stated that the average transaction value from face-to-face customers on their premises was more than £20.00.



Town Centre Use

- Following the National trend and the 2021 evaluation 42% of Locals (residents of Otley) generally visited Otley for 'Convenience Shopping'.
- 24% of Visitors (non-residents of Otley) reported that on the day interviewed they were visiting for 'Convenience Shopping' whilst 17% 'Meeting Friends and Family' and 12% 'Comparison Shopping' and 'Markets'.
- 64% of Locals reported that on a normal visit to Otley they went to one of the edge of town supermarkets.
- 88% of Visitors to Otley reported that they did not stay in the town overnight.
- Replicating the 2020 trend, the majority of Locals (51%) stated that 'Sainsbury's' (62%) was a car park they normally use whilst 25% stated 'Courthouse Street'. Highlighting the local use of the town centre 41% of respondents reported that they parked 'On Street'.
- 82% of Visitors travelled to Otley by Car.
- As in the 2020 Benchmarking review, over half of Locals normally visited Otley in the morning. (09.00-12.00) (63%)
- 65% of Visitors indicated they would be in the town centre between 2pm-6pm.
- Two-thirds (64%) of Locals stayed in Otley for less than 2 hours, 15% lower than the National Small Towns average. 40% of Visitors stayed for 2-4 hours.
- 47% of Visitors and 34% of Locals reported they would spend over £20.00 on a visit to Otley.

Footfall

- The Benchmarking Non-Market Day footfall count of 110 persons per ten minutes in the busiest point of the town centre is higher than the National Small Towns average and a 29% increase on the 2020 average.
- The Benchmarking Market Day (147) count in Otley is 75% higher than the National Small Towns figure but slightly lower than the 2020 (157) evaluation.
- In Summer it is evident that footfall increased markedly on both the Non-Market Day (33%) and on the Market Day (44%) from 2020 to 2021. The Summer footfall counts are higher than the Autumn footfall counts across the Market Day, Non-Market Day and Saturday.



POSITIVE

Visit Recommendation

- 96% of Locals would recommend a visit to the town, a vast 24% higher than the National average and the exact same figure as in 2020.
- 95% of Visitors reported that they would recommend a visit.

Regular Use by Locals

- Replicating the National trend and the 2020 review, the majority of Locals visited Otley at least once a week. (90%)

Footfall

- When comparing the Summer Benchmarking time slots at the busiest locations on each day in Otley, it is evident that footfall increased markedly on both the Non-Market Day (33%) and on the Market Day (44%) from 2020 to 2021.
- The Non-Market Day footfall count in the Summer was 13% higher than the Autumn count.

Visitors

- 27% of Visitors travelled into Otley less than once a month or were on their first visit to the town.
- 24% of the Visitors Survey reported that on the day interviewed they were visiting for 'Convenience Shopping' whilst 17% 'Meeting Friends and Family'.
- 42% of Businesses stated 'Potential Tourist Customers' were a positive aspect of operating in Otley town centre.
- 83% of Locals felt that Otley caters for 'Families with Young Children' and 'Older People'

Visitor Attractions

- In terms of recommending a visit to the various attractions in the wider Otley area, over 90% of Locals reported that they would recommend; 'Otley Chevin', 'Chevin Forest Park', 'The Riverside' (97%), 'Walking/ Cycling in Wharfedale', 'Boats on the River', 'Gallows Hill Nature Area', 'Market', 'Independent Shops', 'Pubs', 'Restaurant/ Cafes'.
- In terms of attractions 52% of Locals visit the 'Riverside' and 51% 'Wharfemeadows Park' on a normal visit to Otley.

Business Performance

- 49% of Business respondents stated that over the last year their Turnover had 'Increased' which is 10% higher than the National Small Towns average and 26% higher than the Otley 2020 figure.

Business Confidence

- Over half (52%) of Businesses indicated that over the next 12 months their Turnover would 'Increase', 10% higher than the National Small Towns average and 31% higher than the Otley 2021 figure.

Cafes/ Restaurants

- 75% Locals reported that 'Café's/ Restaurants' were a positive aspect of the town centre and 59% indicating that on a normal visit they would visit 'Cafes/ Restaurants'.

Markets

- 70% of Locals stated 'Markets' were a positive aspect of Otley, 45% higher than the National Small Towns average with 67% reporting on a normal visit they would visit the 'Markets'.
- 44% of Businesses reported that 'Markets' were a positive aspect of trading in the town centre.

Safety

- 96% of those Locals surveyed stated that they would recommend Otley as a safe place to visit.
- 94% of Businesses reported that they had not suffered from any crime over the last 12 months, 21 % higher than the National Small Towns average.

ROOM FOR IMPROVEMENT

Traffic and Transport

- 92% of Locals stated that Otley suffered from 'Traffic Congestion' and 'Reduction in Traffic' was a key theme to the qualitative suggestions supplied by both Locals and Visitors.
- 38% of Locals reported 'Transport Links' were a negative aspect of the town whilst improvements to 'Public Transport' was a key theme to emerge from Visitor suggestions.

Competition from the Internet

- Replicating the National trend and the 2021 Benchmarking review 'Competition from the Internet' (54%) was classed as the most negative aspects of trading in Otley by Business respondents.

Car Parking

- 44% of Businesses indicated that 'Car Parking' was a negative aspect of Otley.

Access to Services

- 44% of Locals indicated that 'Access to Services' was a negative aspect of Otley.

Public Toilets

- 35% of Locals indicated 'Public Toilets' were a negative aspect of the town. (35%)



Cleanliness

- Interestingly, 'Cleanliness' (31%) was also quoted as a negative aspect of the town centre by Locals, 12% higher than the National average and 11% higher than in 2020.

Inclusivity

- Interestingly, only 10% of Locals surveyed felt Otley caters for 'Non-English Speakers' and 15% 'People with visual impairment'.

Evening Economy

- A key theme to emerge from Locals that an improved Police presence was needed in the evening in the town centre.
- An improvement to the 'Restaurant/ Café' offer was cited by a number of Locals in their suggestions.
- The need for a 'Theatre/ Cinema' was quoted by a number of Locals.



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 **325** 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: GROUND FLOOR UNITS; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: GROUND FLOOR 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	Online surveys distributed by Otley BID
KPI: TOWN CENTRE USER SURVEYS	Face to face and paper-based surveys for non-residents and online, face to face and paper-based surveys for Locals (Otley Residents)
KPI: SHOPPERS ORIGIN SURVEYS	n/a

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

- Saturday footfall
- Seasonal footfall

Thus, in Otley footfall counts were conducted in August 2021 and will be conducted in late October 2021. The October footfall counts provide the baseline figures for 'normal trading conditions' whilst the August footfall counts allow a review of seasonal fluctuations.

KEY FINDINGS

KPI: GROUND FLOOR; USE CLASS

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

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

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

C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders' institution, detention centre, secure training centre, custody centre, short-term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non-Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the offering in the town centre by Use Class. The figures are presented as a percentage of the **292** occupied units recorded.

CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
A1	Shops	51	53	53
A2	Financial and Professional Services	13	8	7
A3	Restaurants and Cafes	9	10	10
A4	Drinking Establishments	4	6	7
A5	Hot Food Takeaways	4	4	4
B1	Businesses	3	3	3
B2	General Industrial	1	4	2
B8	Storage and Distribution	0	0	0
C1	Hotels	1	0	0
C2	Residential Institutions	0	0	0
C2A	Secure Residential Institution	0	0	0
D1	Non-Residential Institutions	7	6	8
D2	Assembly and Leisure	1	1	1
SG	Sui Generis	5	5	5

53% of the ground floor units in the defined Otley town centre area are A1 Shops, identical to 2020 and 2% higher than the National Small Towns average. 10% of the commercial units are A3 Restaurants and Cafes.



KPI: GROUND FLOOR 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 (%)	OTLEY 2020 (%)
COMPARISON	82	90	88
CONVENIENCE	18	10	12

88% of the A1 Shops mainly sell Comparison goods, 6% higher than the National Small Towns average.



KPI: GROUND FLOOR UNITS; TRADER TYPES

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

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 (%)	OTLEY 2021 (%)
KEY ATTRACTOR	8	3	3
MULTIPLE	21	11	11
REGIONAL	10	11	11
INDEPENDENT	61	76	75

Three quarters of the A1 Shops in Otley are unique to the town centre, 14% higher than the National average.



KPI: GROUND FLOOR UNITS; VACANCY RATES

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

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

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
VACANCY	9	10	10

34 of the ground floor units in the defined town centre out of a total of 325 were vacant in during the audit in August 2021 providing an average of 11%, 1% higher than the National Small Towns average and identical to the 2020 Otley Benchmarking exercise.



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.

	NATIONAL SMALL TOWNS	OTLEY 2020 (FRIDAY)	OTLEY 2021 (FRIDAY)
SUMMER TRADERS	15	11	14
AUTUMN TRADERS	15	15	18

In the August review 14 Traders were present at the Friday Market, an increase on the previous year and close to the National Small Towns average. 18 Traders were present at the Friday Market in Autumn.

KPI: FOOTFALL

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

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

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

	NATIONAL SMALL TOWNS	OTLEY 2020	OTLEY 2021
MARKET DAY	110	157	147
NON-MARKET DAY	105	85	110
SATURDAY	N/A	167	144

The Benchmarking Non-Market Day footfall count of 110 persons per ten minutes in the busiest point of the town centre is higher than the National Small Towns average and a 29% increase on the 2020 average. The Market Day (147) count in Otley is 75% higher than the National Small Towns figure but slightly lower than the 2020 (157) evaluation. Saturday footfall in Otley, 144 persons per ten minutes in the busiest town centre location was slightly lower than in 2020. (167)

As noted earlier in the Report footfall data for January, August and December and Weekends is not included in the National System. Thus, the Summer 2021 figures for Otley are not compared against the National Small Towns average but are compared against the 2020 counterparts.

	OTLEY SUMMER 2020	OTLEY SUMMER 2021
MARKET DAY (FRIDAY)	137	197
NON-MARKET DAY	93	124
SATURDAY	204	182

When comparing the August Benchmarking time slots at the busiest locations on each day in Otley, it is evident that footfall has increased markedly on both the Non-Market Day (33%) and on the Market Day (44%). The Saturday footfall figure dropped from 204 persons per ten minutes average to 182.

	OTLEY SUMMER 2021	OTLEY AUTUMN 2021
MARKET DAY (FRIDAY)	197	147
NON-MARKET DAY	124	110
SATURDAY	182	144

Overall, as highlighted in the table below footfall is heavier in the Summer than in the Autumn at the busiest location in the Town Centre.



The following tables provide the full detail of each footfall count in 2021 with comparisons to the 2020 figures.

SUMMER-TOWN CENTRE LOCATIONS

Bay Horse Court/ Bridge Street	
Thursday 26 th August 2021	
10.30-10.40	28
11.30-11.40	49
12.30-12.40	28
TOTAL	105
AVERAGE	35
2020 AVERAGE	45
% DIFFERENCE	-22%

Bay Horse Court/ Bridge Street	
Friday 27 th August 2021	
10.30-10.40	80
11.30-11.40	62
12.30-12.40	58
TOTAL	200
AVERAGE	67
2020 AVERAGE	45
% DIFFERENCE	+49%

Bay Horse Court/ Bridge Street	
Saturday 4 th September 2021	
10.30-10.40	57
11.30-11.40	84
12.30-12.40	76
TOTAL	217
AVERAGE	72
2020 AVERAGE	59
% DIFFERENCE	+22%



Westgate, Straight Line from outside Lunds Carpets across the Road	
Thursday 26 th August 2021	
10.30-10.40	25
11.30-11.40	11
12.30-12.40	14
TOTAL	50
AVERAGE	17
2020 AVERAGE	59
% DIFFERENCE	+22%

Westgate, Straight Line from outside Lunds Carpets across the Road	
Friday 27 th August 2021	
10.30-10.40	32
11.30-11.40	50
12.30-12.40	54
TOTAL	136
AVERAGE	45
2020 AVERAGE	16
% DIFFERENCE	+181%

Westgate, Straight Line from outside Lunds Carpets across the Road	
Saturday 4 th September 2021	
10.30-10.40	40
11.30-11.40	30
12.30-12.40	40
TOTAL	110
AVERAGE	37
2020 AVERAGE	25
% DIFFERENCE	+48



Boroughgate, Straight Line from Traffic Lights across the road	
Thursday 26 th August 2021	
10.30-10.40	40
11.30-11.40	50
12.30-12.40	41
TOTAL	131
AVERAGE	43
2020 AVERAGE	47
% DIFFERENCE	+9

Boroughgate, Straight Line from Traffic Lights across the road	
Friday 27 th August 2021	
10.30-10.40	40
11.30-11.40	59
12.30-12.40	59
TOTAL	158
AVERAGE	53
2020 AVERAGE	49
% DIFFERENCE	+8

Boroughgate, Straight Line from Traffic Lights across the road	
Saturday 4 th September 2021	
10.30-10.40	78
11.30-11.40	82
12.30-12.40	91
TOTAL	251
AVERAGE	84
2020 AVERAGE	58
% DIFFERENCE	+45%



Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
Thursday 26 th August 2021	
10.30-10.40	118
11.30-11.40	127
12.30-12.40	128
TOTAL	373
AVERAGE	124
2020 AVERAGE	93
% DIFFERENCE	+33%

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
Friday 27 th August 2021	
10.30-10.40	143
11.30-11.40	113
12.30-12.40	156
TOTAL	412
AVERAGE	137
2020 AVERAGE	95
% DIFFERENCE	+42

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
Saturday 4 th September 2021	
10.30-10.40	118
11.30-11.40	117
12.30-12.40	143
TOTAL	378
AVERAGE	126
2020 AVERAGE	127
% DIFFERENCE	-1%



Market Place, Straight Line from Greggs to Leeds House	
Thursday 26 th August 2021	
10.30-10.40	60
11.30-11.40	120
12.30-12.40	104
TOTAL	284
AVERAGE	94
2020 AVERAGE	73
% DIFFERENCE	+29%

Market Place, Straight Line from Greggs to Leeds House	
Friday 27 th August 2021	
10.30-10.40	250
11.30-11.40	170
12.30-12.40	172
TOTAL	592
AVERAGE	197
2020 AVERAGE	137
% DIFFERENCE	+44%

Market Place, Straight Line from Greggs to Leeds House	
Saturday 4 th September 2021	
10.30-10.40	164
11.30-11.40	234
12.30-12.40	148
TOTAL	548
AVERAGE	182
2020 AVERAGE	204
% DIFFERENCE	-11%



SUMMER- TOURIST DESTINATIONS

Wharfemeadow	
Thursday 26 th August 2021	
10.30-10.40	17
11.30-11.40	40
12.30-12.40	32
TOTAL	89
AVERAGE	30
2020 AVERAGE	42
% DIFFERENCE	-29%

Wharfemeadow	
Friday 27 th August 2021	
10.30-10.40	18
11.30-11.40	23
12.30-12.40	18
TOTAL	59
AVERAGE	20
2020 AVERAGE	14
% DIFFERENCE	+43%

Wharfemeadow	
Saturday 18 th September 2021	
10.30-10.40	29
11.30-11.40	27
12.30-12.40	43
TOTAL	99
AVERAGE	33
2020 AVERAGE	42
% DIFFERENCE	-21%



Gallows Hill	
Thursday 26 th August 2021	
10.30-10.40	10
11.30-11.40	6
12.30-12.40	9
TOTAL	25
AVERAGE	8
2020 AVERAGE	7
% DIFFERENCE	+12%

Gallows Hill	
Friday 27 th August 2021	
10.30-10.40	3
11.30-11.40	6
12.30-12.40	4
TOTAL	13
AVERAGE	4
2020 AVERAGE	5
% DIFFERENCE	-20%

Gallows Hill	
Saturday 18 th September 2021	
10.30-10.40	11
11.30-11.40	7
12.30-12.40	2
TOTAL	20
AVERAGE	7
2020 AVERAGE	9
% DIFFERENCE	-22%



Surprise View	
Thursday 26 th August 2021	
10.30-10.40	8
11.30-11.40	14
12.30-12.40	17
TOTAL	39
AVERAGE	13
2020 AVERAGE	41
% DIFFERENCE	-68%

Surprise View	
Friday 27 th August 2021	
10.30-10.40	5
11.30-11.40	23
12.30-12.40	17
TOTAL	45
AVERAGE	15
2020 AVERAGE	4
% DIFFERENCE	+275%

Surprise View	
Saturday 18 th September 2021	
10.30-10.40	18
11.30-11.40	27
12.30-12.40	54
TOTAL	99
AVERAGE	33
2020 AVERAGE	20
% DIFFERENCE	+65%



AUTUMN- TOWN CENTRE LOCATIONS

Bay Horse Court/ Bridge Street	
Monday 22nd November 2021	
10.30-10.40	43
11.30-11.40	61
12.30-12.40	48
TOTAL	152
AVERAGE	51
2020 AVERAGE	38
% DIFFERENCE	+34%

Bay Horse Court/ Bridge Street	
Friday 19 th November 2021	
10.30-10.40	40
11.30-11.40	39
12.30-12.40	123
TOTAL	202
AVERAGE	67
2020 AVERAGE	52
% DIFFERENCE	+29%

Bay Horse Court/ Bridge Street	
Saturday 20 th November 2021	
10.30-10.40	32
11.30-11.40	30
12.30-12.40	44
TOTAL	106
AVERAGE	35
2020 AVERAGE	83
% DIFFERENCE	-58%

Westgate, Straight Line from outside Lunds Carpets across the Road	
Monday 22nd November 2021	
10.30-10.40	24
11.30-11.40	27
12.30-12.40	42
TOTAL	93
AVERAGE	31
2020 AVERAGE	20
% DIFFERENCE	+55%



Westgate, Straight Line from outside Lunds Carpets across the Road	
Friday 19 th November 2021	
10.30-10.40	38
11.30-11.40	47
12.30-12.40	47
TOTAL	132
AVERAGE	44
2020 AVERAGE	28
% DIFFERENCE	+58%

Westgate, Straight Line from outside Lunds Carpets across the Road	
Saturday 20 th November 2021	
10.30-10.40	22
11.30-11.40	19
12.30-12.40	21
TOTAL	62
AVERAGE	21
2020 AVERAGE	38
% DIFFERENCE	-45%

Boroughgate, Straight Line from Traffic Lights across the road	
Monday 22 nd November 2021	
10.30-10.40	46
11.30-11.40	44
12.30-12.40	45
TOTAL	135
AVERAGE	45
2020 AVERAGE	42
% DIFFERENCE	+7%

Boroughgate, Straight Line from Traffic Lights across the road	
Friday 19 th November 2021	
10.30-10.40	27
11.30-11.40	30
12.30-12.40	66
TOTAL	123
AVERAGE	41
2020 AVERAGE	68
% DIFFERENCE	-40%

Boroughgate, Straight Line from Traffic Lights across the road	
Saturday 20 th November 2021	
10.30-10.40	50
11.30-11.40	33
12.30-12.40	55
TOTAL	138
AVERAGE	46
2020 AVERAGE	55
% DIFFERENCE	-16%

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
Monday 22 nd November 2021	
10.30-10.40	83
11.30-11.40	113
12.30-12.40	103
TOTAL	299
AVERAGE	100
2020 AVERAGE	85
% DIFFERENCE	+18%

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
Friday 19 th November 2021	
10.30-10.40	72
11.30-11.40	111
12.30-12.40	131
TOTAL	314
AVERAGE	105
2020 AVERAGE	124
% DIFFERENCE	-15%

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
Saturday 20 th November 2021	
10.30-10.40	70
11.30-11.40	54
12.30-12.40	48
TOTAL	172
AVERAGE	57
2020 AVERAGE	150
% DIFFERENCE	-62%



Market Place, Straight Line from Greggs to Leeds House	
Monday 22nd November 2021	
10.30-10.40	112
11.30-11.40	116
12.30-12.40	102
TOTAL	330
AVERAGE	110
2020 AVERAGE	69
% DIFFERENCE	+59%

Market Place, Straight Line from Greggs to Leeds House	
Friday 19 th November 2021	
10.30-10.40	124
11.30-11.40	152
12.30-12.40	166
TOTAL	442
AVERAGE	147
2020 AVERAGE	157
% DIFFERENCE	-6%

Market Place, Straight Line from Greggs to Leeds House	
Saturday 20 th November 2021	
10.30-10.40	85
11.30-11.40	164
12.30-12.40	182
TOTAL	431
AVERAGE	144
2020 AVERAGE	167
% DIFFERENCE	-14%



AUTUMN- VISITOR ATTRACTIONS

Wharfemeadow	
Monday 22nd November 2021	
10.30-10.40	24
11.30-11.40	33
12.30-12.40	33
TOTAL	90
AVERAGE	30
2020 AVERAGE	30
% DIFFERENCE	0%

Wharfemeadow	
Friday 19th November 2021	
10.30-10.40	42
11.30-11.40	23
12.30-12.40	16
TOTAL	81
AVERAGE	27
2020 AVERAGE	33
% DIFFERENCE	-18%

Wharfemeadow	
Saturday 20th November 2021	
10.30-10.40	10
11.30-11.40	24
12.30-12.40	18
TOTAL	52
AVERAGE	17
2020 AVERAGE	26
% DIFFERENCE	-35%

Gallows Hill	
Monday 22nd November 2021	
10.30-10.40	16
11.30-11.40	2
12.30-12.40	3
TOTAL	21
AVERAGE	7
2020 AVERAGE	6
% DIFFERENCE	+17%



Gallows Hill	
Friday 19 th November 2021	
10.30-10.40	11
11.30-11.40	9
12.30-12.40	10
TOTAL	30
AVERAGE	10
2020 AVERAGE	4
% DIFFERENCE	+150%

Gallows Hill	
Saturday 20 th November 2021	
10.30-10.40	12
11.30-11.40	13
12.30-12.40	14
TOTAL	39
AVERAGE	13
2020 AVERAGE	15
% DIFFERENCE	-13%

Surprise View	
Monday 22 nd November 2021	
10.30-10.40	24
11.30-11.40	18
12.30-12.40	20
TOTAL	62
AVERAGE	21
2020 AVERAGE	21
% DIFFERENCE	0%

Surprise View	
Friday 19 th November 2021	
10.30-10.40	8
11.30-11.40	15
12.30-12.40	24
TOTAL	47
AVERAGE	16
2020 AVERAGE	17
% DIFFERENCE	-6%



Surprise View	
Saturday 20th November 2021	
10.30-10.40	12
11.30-11.40	14
12.30-12.40	16
TOTAL	42
AVERAGE	14
2020 AVERAGE	18
% DIFFERENCE	-22%

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 that 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. October 2021 figures will be collected in conjunction with the footfall exercise.

Overall	NATIONAL SMALL TOWNS %	OTLEY 2021 %
Vacant spaces on a Non-Market Day (Thursday):	33	37
Vacant spaces on a Market Day (Friday):	27	25
Vacant spaces on a Saturday	N/A	N/A

The vacancy rates in the Otley car parks are close to the National Small towns averages.



Overall	SUMMER 2020 %	SUMMER 2021 %
Vacant spaces on a Non-Market Day (Thursday):	30	30
Vacant spaces on a Market Day (Friday):	26	23
Vacant spaces on a Saturday	21	18

On the Summer Non-Market Day in Otley Car Parking vacancy rates remained at 30%, identical to 2001. On the Friday Market Day and Saturday vacancy rates dropped 3% to 23% and 18% respectively.

Overall	AUTUMN 2020 %	AUTUMN 2021 %
Vacant spaces on a Non-Market Day (Thursday):	36	37
Vacant spaces on a Market Day (Friday):	20	25
Vacant spaces on a Saturday	33	29

In the Autumn car parking audit vacancy rates remained relatively stable to the 2020 Benchmarking evaluation across all three days.



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 **35** returned Business Confidence Surveys.

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
WHAT IS THE NATURE OF YOUR BUSINESS?			
Retail	59	40	47
Financial/ Professional Services	11	15	12
Public Sector	2	4	3
Food and Drink	12	15	12
Accommodation	2	4	0
Other	14	23	26
WHAT TYPE OF BUSINESS ARE YOU?			
Multiple Trader	11	4	6
Regional Trader	6	2	3
Independent	83	92	91
HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?			
Less than a year	8	4	6
One to Five Years	20	15	12
Six to Ten Years	13	17	3
More than Ten Years	59	64	79

47% of Business respondents are 'Retailers'. 91% of the Businesses are 'Independent' traders and over three quarters (79%) have been based in Otley for 'More than Ten Years'.



	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
COMPARED TO LAST YEAR HAS YOUR TURNOVER?			
Increased	39	23	49
Stayed the Same	27	13	18
Decreased	34	64	33
COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?			
Increased	30	24	37
Stayed the Same	32	17	27
Decreased	39	59	37
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...?			
Increase	42	21	52
Stay the Same	39	26	33
Decrease	19	53	15

49% of Business respondents stated that over the last year their Turnover had ‘Increased’ which is 10% higher than the National Small Towns average and 26% higher than the Otley 2020 figure. 37% of Businesses stated that their ‘Profitability’ had ‘Increased’ and the same figure ‘Decreased’ over the last year. Regarding Business Confidence, over half (52%) of respondents indicated that over the next 12 months their Turnover would ‘Increase’, 10% higher than the National Small Towns average and 31% higher than the Otley 2021 figure.



WHICH DAY OF THE WEEK IS YOUR BUSIEST TRADING DAY?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
Monday	N/A	15	14
Tuesday	N/A	2	0
Wednesday	N/A	2	0
Thursday	N/A	5	3
Friday	N/A	18	31
Saturday	N/A	51	48
Sunday	N/A	7	3
WHICH IS YOUR BEST TRADING MONTH?			
January	N/A	8	10
February	N/A	2	0
March	N/A	2	3
April	N/A	8	0
May	N/A	3	7
June	N/A	3	3
July	N/A	0	3
August	N/A	21	10
September	N/A	16	7
October	N/A	0	7
November	N/A	11	10
December	N/A	26	40

As in 2020 the majority (48%) of Businesses reported that Saturday is the busiest Trading day of the week, whilst 31% stated 'Friday' a 13% increase from 2020. December (40%) was classed as the best Trading month in the year.



WHAT IS THE AVERAGE TRANSACTION VALUE FROM FACE-TO-FACE CUSTOMERS ON YOUR PREMISES?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 %
Nothing	N/A	0	9
£0.01-£5.00	N/A	7	9
£5.01-£10.00	N/A	19	12
£10.01-£15.00	N/A	12	12
£15.01-£20.00	N/A	9	6
More than £20.00	N/A	53	52

As in 2020 over half of Businesses (52%) 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 %	OTLEY 2021 %
Yes	N/A	41	52
No	N/A	59	48

Just over half of Businesses (52%) felt that they benefitted from the events/festivals based in Otley. The main reason given for this was 'increased footfall'.

WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	OTLEY 2020 %	OTLEY 2021 %
Physical Appearance	50	66	31
Prosperity of The Town	42	40	34
Labour Pool	15	6	0
Geographical Location	47	47	44
Mix of Retail Offer	50	38	44
Potential Tourist Customers	36	40	42
Potential Local Customers	74	79	72
Affordable Housing	16	2	6
Transport Links	41	17	3
Footfall	31	30	16
Car Parking	27	38	28
Business Rents	N/A	23	22
Business Rates	N/A	26	31
Market(s)	13	49	44
Events/Activities	20	38	28
Marketing/Promotions	10	32	9
Local Partnerships/Organisations	20	40	22
Other	4	9	6

Following the National pattern and the 2020 Benchmarking exercise nearly three quarters of Businesses (72%) reported that 'Potential Local customers' was a positive aspect of operating in Otley. 'Market(s)' (44%), 'Mix of Retail Offer' (44%), 'Geographical Location' (44%) and 'Potential Tourist Customers' (42%) were also classed as positive aspects of trading in Otley by Businesses.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	OTLEY 2020 %	OTLEY 2021 %
Physical Appearance	18	10	15
Prosperity of The Town	22	17	12
Labour Pool	16	7	4
Geographical Location	8	0	0
Mix of Retail Offer	25	7	8
Potential Tourist Customers	13	5	4
Potential Local Customers	5	2	0
Affordable Housing	14	14	12
Transport Links	15	26	38
Footfall	23	19	23
Car Parking	44	38	42
Business Rents	N/A	21	12
Business Rates	N/A	19	0
Market(s)	9	2	0
Competition from Out-of-Town Locations	39	26	23
Competition from other Towns/Cities	29	24	31
Competition from the Internet	44	48	54
Events/ Activities	6	5	8
Marketing/Promotions	6	5	8
Local Partnerships/Organisations	6	0	0
Other	10	24	7

Replicating the National trend and the 2021 Benchmarking review 'Competition from the Internet' (54%) and 'Car Parking' (42%) 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 %	OTLEY 2021 %
Yes	27	9	6
No	73	91	94
WHAT TYPE OF CRIME HAS YOUR BUSINESS SUFFERED OVER THE LAST 12 MONTHS? (PLEASE CHOOSE ALL THAT APPLY)			
Theft	66	100	100
Crime	N/A	75	0
Criminal damage	27	25	0
Abuse	12	25	0
Other	8	0	0

94% of Businesses reported that they had not suffered from any crime over the last 12 months, 21 % higher than the National Small Towns average.

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

‘More Shops’ was the key theme to emerge with comments including:

- More clothes and shoe shops so that people come to the town to spend a few hours at a time. I think that well-known brands like Joules, Fat Face, White Stuff in a middle price range for working people would encourage customers to shop locally or come to Otley who would normally skip Otley and carry on to Ilkley. They would then use cafes, parks etc.
- Maybe more fashion clothes and shoe shops
- More high-quality independent retail businesses
- Menswear clothes shop
- More branded names
- A major player like M and S
- As much as I love the amount of Independents we have in Otley and always support them I think a larger brand that people would travel to visit would encourage higher footfall



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

DURING THE DAYTIME

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

- A broader range of shops
- Keep encouraging independents, make Otley an attractive shopping location
- More high-quality independent retail businesses
- More independents will generate more visitors

DURING THE EVENING

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

- More restaurants
- Lack of cafes open after 4pm
- Independent 'varied' restaurants
- More evening restaurants- so then people will call for a drink before or after their meal



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 **279** surveys were completed by Local Residents to Otley through a combination of online, face to face and paper-based surveys and these are presented in the Otley Locals column. **136 Non-Residents/Visitors completed** face to face and paper-based surveys whilst visiting the town centre and these are presented in the Otley Visitors column. The face to face and paper-based survey did not include all the questions covered in the online survey due to completion time. The following percentage figures are based upon the total number of respondents to each question.

	NAT. SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)	OTLEY VISITORS 2021 (%)
GENDER				
Male	32	30	39	42
Female	67	67	60	56
Prefer not to answer	1	3	1	3
AGE				
Under 18	N/A	1	0	4
18-25	6	1	1	3
26-35	15	8	8	9
36-45	24	15	14	24
46-55	23	23	14	22
56-65	17	25	26	27
Over 65	14	24	35	1
Prefer not to answer	1	3	1	0
WHAT IS YOUR EMPLOYMENT STATUS				
Full-Time Employed	N/A	34	34	N/A
Part-Time Employed	N/A	17	15	N/A
Temporary Employed	N/A	0	0	N/A
Unemployed	N/A	3	1	N/A
Unable to Work	N/A	2	1	N/A
Retired	N/A	33	41	N/A
Carer	N/A	1	1	N/A
Student	N/A	1	0	N/A
Prefer not to say	N/A	2	2	N/A
Other (please specify)	N/A	6	5	N/A



PLEASE CHOOSE ONE OPTION THAT BEST DESCRIBES YOUR ETHNIC GROUP OR BACKGROUND	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)
White- English/ Welsh/ Scottish/ Northern Irish/ British	N/A	94	95
White- Irish	N/A	2	1
White- Gypsy or Irish Traveller	N/A	0	0
White- Any other background	N/A	2	2
White and Black Caribbean	N/A	0	0
White and Black African	N/A	0	0
White and Asian	N/A	0	0
Asian/ Asian British- Indian	N/A	0	0
Asian/ Asian British- Pakistani	N/A	0	0
Asian/ Asian British- Bangladeshi	N/A	0	0
Asian/ Asian British- Chinese	N/A	0	0
Asian/ Asian British- Any other Asian Background	N/A	0	0
Black/ African/ Caribbean/ Black British- African	N/A	0	0
Black/ African/ Caribbean/ Black British- Caribbean	N/A	0	0
Black/ African/ Caribbean/ Black British- Any other Black/ African/ Caribbean background	N/A	0	0
Other ethnic Group- Arab	N/A	0	0
Other ethnic group- Any other ethnic group	N/A	1	1

95% of respondents to the Locals Survey were ‘White British’.

DO YOU HAVE A DISABILITY?	OTLEY LOCALS 2021 (%)
Yes	7
No	91
Prefer not to answer	2

7% of respondents stated that they had a disability.

DO YOU THINK OTLEY TOWN CENTRE CATERS FOR THOSE WITH DISABILITIES	OTLEY LOCALS 2021 (%)
Yes	53
No	47
Prefer not to answer	0

Comments from those who did not think Otley Town Centre caters for those with disabilities were:

- Disabled toilets are locked when main building closes
- Could do with more seats
- Pavements blocked with outdoor eating advertising boards.
- Poor walking surfaces in some parks
- Insufficient disability parking places especially on Kirkgate and Boroughgate outside shops.
- More ramps into shops
- Pathways not always clear so hard to negotiate
- I appreciate that due to the age of the buildings changes cannot be made to shop frontages to widen doors but steps could be turned into ramps
- Can never go into Old Theales due to high step
- Cobbles
- As a wheelchair user I feel excluded from at least 80% of the shops and cafes in Otley. This is either because of physical barriers e.g. steps, narrow doorways or because of aisles filled with promotional items. Less than 1% of shops have ramps, some have 'press for assistance' bells but they are out of order, others work but there is still no way of accessing the shop.
- In my experience there are only two pubs with wheelchair access and genuine accessible toilets.
- None of the play parks have play equipment for children with physical disabilities e.g. roundabouts you can go on in a wheelchair, swings with adapted seats.
- There isn't a changing places toilet in Otley.
- Street furniture is an increasing obstacle, especially with pubs and cafes moving outside when there isn't enough space to get between sign post poles and chairs and tables.
- A board signs are often placed so they block the pavement or the dropped curb and some shops place products outside blocking the pavement.
- There is lack of appropriately sited drop curbs and mismatched drop curbs. Where pavements have been repaired the bubble paving has not always been replaced. An increased number of pedestrian crossings would make life easier.
- People parking on pavements can often be problem, especially at a weekend on Leeds Road if you are going to walk on the chevin.
- The cobbles leading to the market where they haven't been reset is extremely uncomfortable to go across in a wheelchair.
- The pavements leading to the market square are extremely narrow and frequently blocked by street furniture.
- Some shop owners have been openly hostile and displayed a lack of understanding of the needs of wheelchair users.
- The pavements lights by the river on Garnett's Wharf are a level where the light shines in the wheelchair user's eyes.
- There are only three accessible events spaces in Otley, Weston Social Club, The Labour Rooms and The Courthouse.
- When buildings are being renovated to accommodate a new business the equality laws appear to be ignored and no reasonable adjustments made. Even if a building isn't listed planning permission seems to be given without meeting accessibility criteria
- Most of the doctor's surgeries aren't easily wheelchair accessible



WHAT DO YOU GENERALLY VISIT OTLEY FOR?	NAT. SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)	OTLEY VISITORS 2021 (%)
Work	11	9	15	6
Convenience Shopping	44	39	42	24
Comparison Shopping	6	4	1	12
Market(s)	N/A	8	7	12
Access to Services	16	6	2	2
Eating and Drinking Out	N/A	9	8	14
Walking/Cycling	N/A	2	4	5
Meeting Friends and Family	N/A	8	7	17
Sightseeing	N/A	1	1	9
Other	19	13	13	0

Following the National trend and the 2021 evaluation 42% of the Locals generally visited Otley for 'Convenience Shopping'. 24% of Visitors reported that on the day interviewed they were visiting for 'Convenience Shopping' whilst 17% 'Meeting Friends and Family', 14% 'Access to Services' and 12% 'Comparison Shopping'.

	NAT. SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)	OTLEY VISITORS 2021 (%)
HOW OFTEN DO YOU VISIT OTLEY?				
Daily	23	26	36	22
More than once a week	37	42	43	22
Weekly	21	16	11	15
Fortnightly	7	4	2	1
More than once a Month	5	3	3	13
Once a Month or Less/ First Visit	8	7	4	27

Replicating the National trend and the 2020 review, the majority of Locals visited Otley at least once a week. (90%) 27% of Visitors travelled into Otley less than once a month or were on their first visit to the town.



HOW DO YOU NORMALLY TRAVEL INTO OTLEY?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)	OTLEY 2021 (%)
On Own	N/A	58	N/A	69
With Family Members	N/A	40	N/A	29
With Friends	N/A	2	N/A	2
Organised Tour	N/A	0	N/A	0
HOW DO YOU NORMALLY TRAVEL INTO OTLEY?				
On Foot	40	41	49	0
Bicycle	1	1	2	6
Motorbike	0	1	0	0
Car	55	51	42	82
Bus	2	4	4	10
Organised Coach Tour	N/A	0	0	0
Other	0	2	2	2

Mirroring the 2020 review, the majority (69%) of Locals visited Otley 'On their own'. 49% of Locals reported that they normally visited Otley 'On Foot' and 42% by 'Car'. 82% of Visitors had travelled into Otley by 'Car'.

	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
WHICH CAR PARK(S) DO YOU NORMALLY USE WHEN YOU VISIT OTLEY?			
Beech Hill	N/A	10	13
North Parade	N/A	12	9
Courthouse Street	N/A	29	25
Westgate	N/A	10	12
Burras Lane	N/A	6	4
Waitrose	N/A	23	17
Sainsbury's	N/A	62	51
Asda	N/A	13	6
On Street	N/A	30	41
Wharfemeadows Park	N/A	7	3
Gallows Hill	N/A	5	2
Chevin Forest Park- East Chevin Quarry	N/A	5	4
Chevin Forest Park- Lower Showfield	N/A	3	2
Chevin Forest Park- Upper Showfield	N/A	3	2
Chevin Forest Park- Surprise View	N/A	7	6
Chevin Forest Park- Yorkgate Quarry	N/A	3	1
Other (please specify)	N/A	12	10

Replicating the 2020 trend, the majority of Locals Survey (51%) stated that 'Sainsbury's' (62%) was a car park they normally use whilst 25% stated 'Courthouse Street'. Perhaps highlighting the local use of the town centre 41% of respondents reported that they parked 'On Street'.

DURING WHICH TIME SLOT DO YOU NORMALLY VISIT OTLEY?	NATIONAL SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY 2021 (%)
9am-12pm	N/A	52	63
12pm-2pm	N/A	26	16
2pm-6pm	N/A	17	18
After 6pm	N/A	5	4

As in the 2020 Benchmarking review, over half of those Locals surveyed normally visited Otley in the morning. (09.00-12.00) (63%) The question in the Visitors Survey allowed multiple responses with 65% indicating they would be in the town centre between 2pm-6pm.

ON AVERAGE, ON YOUR NORMAL VISIT TO OTLEY HOW MUCH DO YOU NORMALLY SPEND?	NAT. SMALL TOWNS (%)	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)	OTLEY VISITORS 2021 (%)
Nothing	3	2	4	0
£0.01-£5.00	11	6	9	9
£5.01-£10.00	23	14	21	21
£10.01-£20.00	32	30	32	23
£20.01-£50.00	26	31	23	36
More than £50.00	6	12	7	11
Other	N/A	5	4	0

47% of Visitors reported they would spend over £20.00 on their visit to Otley, whilst 34% of Locals would normally spend over £20.00 close to the National Small Towns average of 32%.

ON A NORMAL VISIT TO OTLEY DO YOU VISIT THE EDGE OF TOWN SUPERMARKETS?	NATIONAL SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 (%)
Yes	N/A	70	64
No	N/A	30	36

64% of respondents to the Locals Survey 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 (%)	OTLEY LOCALS 2021 (%)
Chevin Forest Park	N/A	32	28
Otley Chevin	N/A	44	38
The Riverside	N/A	46	52
Wharfemeadows Park	N/A	53	51
Wharfemeadows Park (playground)	N/A	16	13
Tittybottle Park	N/A	24	29
Gallows Hill Nature Area	N/A	32	39
Boats on the River	N/A	9	5
Walking/ Cycling in Wharfedale	N/A	22	26
Markets	N/A	69	67
Independent Shops	N/A	75	74
Pubs	N/A	39	37
Restaurants/Cafes	N/A	58	59
The Navvies Memorial	N/A	5	7
Otley Courthouse	N/A	17	23
Thomas Chippendale Statue	N/A	3	3
TV Locations	N/A	1	0
Otley All Saints Parish Church	N/A	9	6
Other (please specify)	N/A	8	8

As in 2020, illustrating a strong use of the town centre, three quarters of those completing the Locals Survey stated that on a normal visit to Otley they visited the 'Independent Shops' with 67% 'Markets' and 59% 'Restaurant/ Cafes'. In terms of attractions 52% of Locals visit the 'Riverside' and 51% 'Wharfemeadows Park' on a normal visit to Otley.



WOULD YOU RECOMMEND A VISIT TO THE ATTRACTIONS LISTED BELOW	OTLEY 2020 (%)	OTLEY LOCALS 2021 (%)
Chevin Forest Park	97	97
Otley Chevin	98	97
The Riverside	97	96
Wharfemeadows Park	96	98
Wharfemeadows Park (playground)	88	88
Tittybottle Park	73	70
Gallows Hill Nature Area	89	92
Boats on the River	93	94
Walking/ Cycling in Wharfedale	93	91
Markets	95	94
Independent Shops	95	97
Pubs	91	92
Restaurants/Cafes	97	96
The Navvies Memorial	78	76
Otley Courthouse	84	86
Thomas Chippendale Statue	68	58
TV Locations	57	50
Otley All Saints Parish Church	73	72
Other (please specify)	41	42

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’, ‘Chevin Forest Park’, ‘The Riverside’ (97%), ‘Walking/ Cycling in Wharfedale’, ‘Boats on the River’, ‘Gallows Hill Nature Area’, ‘Markets’, ‘Independent Shops’, ‘Pubs’, ‘Restaurant/ Cafes’.

IN TERMS OF GAINING INFORMATION ABOUT EVENTS, ACTIVITIES AND FACILITIES IN OTLEY WHICH OF THE FOLLOWING SOURCES DO YOU USE? (PLEASE CHOOSE ALL THAT APPLY)?	OTLEY LOCALS 2021 (%)
Word of Mouth	65
Newspapers/ Magazines	28
Brochures	13
Social Media	65
Websites	36
Other	5

‘Word of Mouth’ (65%) and ‘Social Media’ (65%) were the most popular ways in which Local residents gained information about events, activities and facilities in Otley.



WHAT ARE THE POSITIVE ASPECTS OF OTLEY	NATIONAL SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 %
Physical Appearance	45	67	61
Cleanliness	40	41	33
Retail Offer	22	30	34
Customer Service	24	30	29
Cafes/Restaurants	56	73	75
Access to Services	57	39	25
Leisure Facilities	14	14	13
Cultural Activities/Events	20	31	43
Pubs/ Bars/ Nightclubs	29	45	44
Public Toilets	20	16	15
Transport Links	14	18	17
Ease of Walking Around the Town Centre	59	75	72
Convenience	69	76	74
Safety	23	30	28
Car Parking	27	34	29
Market(s)	25	72	70
Other	6	6	8

Replicating the National trend, the majority of Locals stated that 'Convenience' (74%) and 'Ease of Walking Around the Town Centre' (74%) were positive aspects of the town. 'Cafes/ Restaurants' (75%) were also classed as a positive of Otley, 19% higher than the National average. Similarly, 70% of respondents reported that 'Market(s)' were a positive aspect of Otley, a vast 45% higher than the National figure. 61% of those surveyed classed 'Physical Appearance' as a positive.

WHAT ARE THE NEGATIVE ASPECTS OF OTLEY	NATIONAL SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 %
Physical Appearance	25	12	19
Cleanliness	19	20	31
Retail Offer	47	31	25
Customer Service	7	3	4
Cafes/Restaurants	12	4	5
Access to Services	12	28	44
Leisure Facilities	27	33	27
Cultural Activities/Events	20	8	7
Pubs/ Bars/ Nightclubs	14	5	5
Public Toilets	25	31	35
Transport Links	19	28	38
Ease of Walking Around the Town Centre	10	4	4
Convenience	3	1	1
Safety	16	3	6
Car Parking	43	31	26
Market(s)	15	2	2
Other	17	18	16

‘Access to Services’ (44%) ‘Transport Links’ (38%) and ‘Public Toilets’ (35%) were classed as negative aspects of the town centre by Local Residents. Interestingly, ‘Cleanliness’ (31%) was also quoted as a negative, 12% higher than the National average and 11% higher than in 2020.

DO YOU THINK ANY OF THE FOLLOWING ENVIRONMENTAL FACTORS ARE A PROBLEM IN OTLEY? (PLEASE CHOOSE ALL THAT APPLY)?	OTLEY LOCALS 2021 (%)
Air Pollution	35
Noise Pollution	29
Traffic Pollution	92
Cleanliness	23
Litter	34
Other	12

92% of Locals surveyed reported that ‘Traffic Pollution’ was a problem in Otley.

DO YOU THINK OTLEY CATERS FOR THE FOLLOWING GRUOPS? (PLEASE CHOOSE ALL THAT APPLY)?	OTLEY LOCALS (%)
Young People (11-18)	21
Families with Young Children	83
Non-English Speakers	10
People with limited mobility	29
People with visual impairments	15
Older People (65 years plus)	83

83% of Locals felt that Otley caters for ‘Families with Young Children’ and ‘Older People’. Interestingly, only 10% felt Otley caters for ‘Non-English Speakers’ and 15% ‘People with visual impairment’.

HOW LONG DO YOU STAY IN OTLEY?	NAT. SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 %	OTLEY VISITORS 2021 %
Less than an hour	35	18	19	2
1-2 Hours	44	50	45	35
2-4 Hours	13	17	18	40
4-6 Hours	3	4	3	14
All Day	4	8	12	8
Other	1	3	3	2

As in 2020, two-thirds (64%) of respondents in the Locals Survey stayed in Otley for less than 2 hours, 15% lower than the National Small Towns average. 40% of respondents to the Visitors Survey stayed for 2-4 hours.

IF YOU ARE A VISITOR/TOURIST TO OTLEY, DO YOU NORMALLY STAY IN THE TOWN OVERNIGHT?	NAT. SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 %	OTLEY VISITORS 2021 %
Yes	N/A	11	N/A	12
No	N/A	89	N/A	88

88% of Visitors to Otley reported that they did not stay in the town overnight.

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

‘Clothes and Shoe Shops’ were the key theme to emerge from the qualitative suggestions provided by Locals. ‘Restaurants’ and ‘Banks’ were also cited.

WOULD YOU RECOMMEND OTLEY AS A SAFE PLACE TO CURRENTLY VISIT?	NATIONAL SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 %
Yes	N/A	92	96
No	N/A	4	4

96% of those Locals surveyed stated that they would recommend Otley as a safe place to visit.

WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NAT. SMALL TOWNS %	OTLEY 2020 %	OTLEY LOCALS 2021 %	OTLEY VISITORS 2021 %
Yes	72	96	96	95
No	28	4	4	5

96% of respondents to the Locals Survey would recommend a visit to the town, a vast 24% higher than the National average and the exact same figure as in 2020. 95% of Visitors reported that they would recommend a visit.

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

DURING THE DAYTIME

‘Reducing the Traffic’ was a key theme to emerge with comments including:

- Reduce HGV traffic flow
- Traffic pollution
- Make High Street traffic free
- Something has to be done about the traffic it is very dangerous
- Less traffic and more room on pavements to walk. Cycling through town is very dangerous
- Cut down traffic, large lorries thundering through the centre daily

‘Free Parking’ was commonly cited:

- more free short stay parking
- Free parking and rail link.
- Free car parking
- Make parking first hour free.
- More free parking so that cars don't park on double yellow lines
- Potentially more free parking time at the Market car park.
- More free parking



DURING THE EVENING

Local Residents highlighted the need for 'Better Policing', comments included:

- Bobby on the beat. Never seen one 1 years
- More police / community support officers
- More police dealing with anti-social behaviour
- More police
- Better/quicker access to Police
- reputation.
- More lighting outside venues and more Police presence
- Police presence
- More control over rowdy drunk people. It is a blight on the town and the only reason that I did not answer the question whether Otley is a safe place- that depends on the time of day.

An improvement to the 'Restaurant/Café' offer was another theme to emerge from the qualitative comments:

- More restaurants catering for a diverse group of people, families, etc.
- More places to eat out in the town itself (pub food)
- Later opening of cafes
- Central Restaurant
- Nice central restaurant
- More restaurant choice
- Better selection of dining opportunities
- More pubs that serve food on an evening
- More diverse restaurant choice
- More Places to eat
- Restaurant

A 'Theatre/ Cinema' was also commonly cited by Local Residents.

Comments from Visitors centred around 'Transport', the need for both better 'Traffic Management' and better 'Public Transport'. Examples from both categories are highlighted below.

- more traffic control
- traffic congestion
- traffic diversion
- traffic improvements during school hours
- slow traffic down
- traffic congestion
- ring road reduce traffic, another bridge to help traffic
- public transport needs to be improved
- connect to other towns with buses
- better bus service
- better buses



APPENDIX

COMMERCIAL OFFER					
Street Name	Business Name	Use Class	Comp/Conv	Type	Notes
Gay Lane	Chevin Cycles	A1	comp	reg	
Gay Lane	BP petrol station	SG	n/a	n/a	
Gay Lane	Modelsport	A1	comp	ind	
Gay Lane	Bloomfield Square	A3	n/a	n/a	
Gay Lane	Gay Lane Fisheries	A5	n/a	n/a	
Gay Lane	Tates	SG	n/a	n/a	
Crossgate	Pizza Base	A5	n/a	n/a	
Crossgate	Otley Barbers	A1	comp	ind	
Crossgate	Old Cock PH	A4	n/a	n/a	
Crossgate	Gills Doorstep Solutions	A1	conv	ind	
Crossgate	Crossgate Garage	B2	n/a	n/a	
Crossgate	House of Furniture	A1	comp	reg	
Boroughgate	Original Factory Shop	A1	comp	reg	
Walkergate	Labour Club	D1	n/a	n/a	
Walkergate	Yorks Plumbing Supp	A1	comp	ind	
Walkergate	Manor House PH	A4	n/a	n/a	
Nelson Street	Post Office	A1	conv	mult	
Nelson Street	Otley Hub and Library	D1	n/a	n/a	
Nelson Street	Otley Parish Church	D1	n/a	n/a	
Manchester Square	Insta Glam	SG	n/a	n/a	
Bondgate	Junction PH	A4	n/a	n/a	
Bondgate	Meza	A3	n/a	n/a	
Bondgate	Korks	n/a	n/a	n/a	Vacant
Bondgate	Yorkshire Runner	A1	comp	ind	
Bondgate	Bondgate Bakery	A1	comp	ind	
Bondgate	Parkes & Co	A2	n/a	n/a	
Bondgate	Rose & Crown PH	A4	n/a	n/a	
Bondgate	Bowling Green PH	A4	n/a	n/a	
Bondgate	Ivy House	A1	comp	ind	
Bondgate	Woolpack Studios	B1	n/a	n/a	
Bondgate	Alpha Male	A1	comp	ind	
Bondgate	One Dental	D1	n/a	n/a	
Bondgate	Northbar	A4	n/a	n/a	
Bondgate	Target Group	B1	n/a	n/a	
Bondgate	Dacre Son & Hartley	A2	n/a	n/a	
Bondgate	Christopher Little & Co	A2	n/a	n/a	
Bondgate	Chevin Designs	A1	comp	Ind	
Bondgate	Atrium LXI	A1	comp	Ind	

Bondgate	Bamboo Rooms	SG	n/a	n/a	
Bondgate	Fire Station	SG	n/a	n/a	
Bondgate	Kwik Fit	B2	n/a	n/a	
Bondgate	Sainsbury's	A1	comp	Key	
Bondgate	Uncle Joes	A5	n/a	n/a	
Bondgate	Dowgill House	C1	n/a	n/a	
Bondgate	Chippendale café	A3	n/a	n/a	
Bondgate	Top Dry Cleaners	A1	comp	ind	
Station Road	Blue Octopus	A2	n/a	n/a	
Station Road	Bowman Fireplaces	B1	n/a	n/a	
Station Road	Wok Away	A5	n/a	n/a	
Station Road	Glide + Slide	A1	comp	ind	
Station Road	Greenholme Flooring	A1	comp	ind	
Station Road	Club Energy	D2	n/a	n/a	
Station Road	Kelida	B1	n/a	n/a	
Granville Mount	GR Autos	B2	n/a	n/a	
Granville Mount	Grahams Garage	B2	n/a	n/a	
Granville Mount	Yorks Fixing Solns	n/a	n/a	n/a	Vacant
Granville Mount	Amelia/Joey/GKaesthetics	SG	n/a	n/a	
Granville Mount	Milner Richards	SG	n/a	n/a	
Granville Mount	Hart Wealth mgmt	A2	n/a	n/a	
Granville Mount	GPG Accountancy	A2	n/a	n/a	
Westgate	Waitrose	A1	conv	key	
Westgate	Pizza Torino	A5	n/a	n/a	
Westgate	Clippers Dog Grooming	n/a	n/a	n/a	Vacant
Westgate	Best Kebab	A5	n/a	n/a	
Westgate	Cross Pipes PH	A4	n/a	n/a	
Westgate	Patisserie Viennoise	A1	conv	ind	
Westgate	Tax Assist	A2	n/a	n/a	
Westgate	Paleys	A1	comp	ind	
Westgate	Crossleys	B2	n/a	n/a	
Westgate	Physiologic	D1	n/a	n/a	
Westgate	Beech Hill Church	D1	n/a	n/a	
Westgate	Endless Hair	n/a	n/a	n/a	Vacant
Westgate	Little Munchkins	A1	comp	ind	
Westgate	Harriets	A1	comp	reg	
Westgate	Soft Options	A1	comp	ind	
Westgate	Black Horse PH	A4	n/a	n/a	
Westgate	One Medical (Westgate Surgery)	D1	n/a	n/a	
Westgate	GR Autoparts	A1	comp	reg	
Westgate	SAS	A1	comp	reg	
Westgate	White Rose House	n/a	n/a	n/a	Vacant
Westgate	Il Buco	A3	n/a	n/a	



Westgate	Pinecraft	A1	comp	Ind	
Westgate	Bowman Home Improvements	n/a	n/a	n/a	Vacant
Westgate	Dragon City	A5	n/a	n/a	
Westgate	Gordion	A2	n/a	n/a	
Westgate	Toyland	A1	comp	Reg	
Westgate	Falcon Social Club	A4	n/a	n/a	
Westgate	Lunds Carpets	A1	comp	Ind	
Westgate	Digital Activities	A1	comp	Ind	
Westgate	Wharfedale Practice	D1	n/a	n/a	
Westgate	Buttercups	D1	n/a	n/a	
Westgate	Courtyard Planters	A1	comp	Ind	
Westgate	Taylor's	n/a	n/a	n/a	Vacant
Bay Horse Court	Chevin Books	A1	comp	Ind	
Bay Horse Court	3 Dimensions	A1	comp	Ind	
Bay Horse Court	Hello Darling	B1	n/a	n/a	
Bay Horse Court	No. 4	n/a	n/a	n/a	Vacant
Bay Horse Court	Beauty Within	SG	n/a	n/a	
Bay Horse Court	No. 7	n/a	n/a	n/a	Vacant
Bay Horse Court	Nostalgia	A3	n/a	n/a	
Bay House Court	Cairn Wharf Consultancy	A2	n/a	n/a	
Bay House Court	Rachel Michael	A1	comp	Ind	
Market Place	Weegmans	A1	comp	Ind	
Market Place	Wharfedale Embroidery	A1	comp	Ind	
Market Place	Salami & Co	n/a	n/a	n/a	Vacant
Market Place	M'deena	A3	n/a	n/a	
Market Place	Sydney Goldwyn	A1	comp	reg	
Market Place	Otley Pharmacy	A1	comp	ind	
Market Place	Casa Vitae	n/a	n/a	n/a	Vacant
Market Place	Bay Horse PH	A4	n/a	n/a	
Boroughgate	Vision Value	A1	comp	ind	
Boroughgate	Puffin Pottery	A1	comp	ind	
Boroughgate	Paint It	A1	comp	ind	
Boroughgate	ECK Vapours	A1	conv	reg	
Boroughgate	Goods Funeral	A1	comp	mult	
Boroughgate	SB	A1	conv	ind	
Boroughgate	Skipton Building Soc	A2	n/a	n/a	
Boroughgate	Chevin Health Store	n/a	n/a	n/a	Vacant
Boroughgate	Grade 1	A1	comp	ind	
Boroughgate	Great Wall	A5	n/a	n/a	
Boroughgate	Methodist Church	n/a	n/a	n/a	Vacant
Boroughgate	Wesley Hall	D1	n/a	n/a	
Boroughgate	Mr Blings	n/a	n/a	n/a	Vacant
Boroughgate	Tailored Dog Grooming	SG	n/a	n/a	



Boroughgate	Next to ECK 1	n/a	n/a	n/a	Vacant
Boroughgate	Next to ECK 2	n/a	n/a	n/a	Vacant
Boroughgate	Chevin Fish Shop	n/a	n/a	n/a	Vacant
Boroughgate	Maypole Food Bar	n/a	n/a	n/a	Vacant
Boroughgate	Otley Tap House	A4	n/a	n/a	
Boroughgate	White Swan PH	A4	n/a	n/a	
Boroughgate	Roadrunner	A1	comp	ind	
Boroughgate	Shadow Brewing	A4	n/a	n/a	
Boroughgate	Cucina	A3	n/a	n/a	
Boroughgate	Oxfam	A1	comp	mult	
Boroughgate	Little Corner of the World	A3	n/a	n/a	
Boroughgate	Butterfly Rose	A1	comp	ind	
Boroughgate	Beauty Box	SG	n/a	n/a	
Boroughgate	Ottas Leah	A3	n/a	n/a	
Boroughgate	JB Wilkinson	A1	comp	reg	
Boroughgate	For The Home	A1	comp	ind	
Boroughgate	Easy Location	A2	n/a	n/a	
Boroughgate	Rest Assured	B1	n/a	n/a	
Boroughgate	Mind	A1	comp	mult	
Boroughgate	Otley Dental Centre	D1	n/a	n/a	
Cross Green	Second World War Experience	D1	n/a	n/a	
Cross Green	Jenni's Dresser	A1	comp	ind	
Cross Green	Maypole Fisheries	A5	n/a	n/a	
Cross Green	Angling & Country sports	A1	comp	ind	
Cross Green	Denton Cars Com	SG	n/a	n/a	
Cross Green	ASDA	A1	conv	mult	
Cross Green	Rachels Made To Measure	A1	comp	ind	
Cross Green	No. 33-35	n/a	n/a	n/a	Vacant
Cross Green	Co Op Funerals	A1	comp	mult	
Cross Green	Cross Green Vet	D1	n/a	n/a	
Cross Green	Cross Green Gospel Hall	D1	n/a	m/a	
Cross Green	JW.ORG	D1	n/a	n/a	
Garnett Street	Otley Civic Centre	n/a	n/a	n/a	Vacant
Market Street	Isca	A1	comp	ind	
Market Street	Siam Fusion Massage	D1	n/a	n/a	
Market Street	Fink Eyewear	A1	comp	ind	
Market Street	Silk Sisters	A1	comp	ind	
Market Street	Little Shop	n/a	n/a	n/a	Vacant
Orchard Gate	Thomas's Tavern	A4	n/a	n/a	
Market Street	JR Sports	A1	comp	ind	
Orchard Gate	Cats Protection	A1	comp	mult	
Market Street	Ison Harrison	A2	n/a	n/a	

Market Street	Orchard Florist	A1	comp	ind	
Orchard Gate	Rumagin	A1	conv	ind	
Market Street	O'Fresh	A1	conv	ind	
Market Street	Fusion Game Xchange	A1	comp	ind	
Market Street	Ethical Jewellers	A1	comp	ind	
Market Street	Middlemiss	A1	comp	ind	
Market Street	Mounseys	A1	comp	ind	
Market Place	Black Bull PH	A4	n/a	n/a	
Market Place	Superdrug	A1	comp	key	
Market Place	Greggs	A1	comp	mult	
Market Place	William Hill	SG	n/a	n/a	
Market Place	Ramsdens	A1	comp	mult	
Market Place	Bookshop on the Square	A1	comp	ind	
Market Place	Nicole Bowden	A1	comp	ind	
Market Place	Hardisty	A2	n/a	n/a	
Market Place	T.O.P. Nails	A1	comp	ind	
Market Place	Leeds House	A3	n/a	n/a	
Market Place	Fultons	A1	conv	reg	
New Inn Court	St Gemma's	A1	comp	reg	
New Inn Court	Peek A Boo	A1	comp	ind	
New Inn Court	Aura Jewellers	A1	comp	ind	
New Inn Court	R Sykes (hair)	A1	comp	ind	
New Inn Court	Rumblin Tum	A3	n/a	n/a	
New Inn Court	Chevin Health Store	A1	comp	Ind	
New Inn Court	Courtyard Barbers	A1	comp	ind	
New Inn Court	Gifted Angel	A1	comp	ind	
New Inn Court	R Sykes (tattoo etc)	SG	n/a	n/a	
Bridge Street	Parkgate Café	A1	comp	ind	
Bridge Street	The Cove	A3	n/a	n/a	
Bridge Street	Otley Show Office	B1	n/a	n/a	
Bridge Street	B&TS	SG	n/a	n/a	
Bridge Street	Peak Physio	D1	n/a	n/a	
Bridge Street	Horse & Farrier	C1	n/a	n/a	
Horseshoe Yard	The Barn	A1	comp	ind	
Horseshoe Yard	Holdsworth's Picture Framing	n/a	n/a	n/a	Vacant
Bridge Street	Chevin Medical Practice	D1	n/a	n/a	
Bridge Street	Bridge St Dental	D1	n/a	n/a	
Bridge Street	Esquire et Cie	A1	comp	ind	
Bridge Street	Jewel of India	A3	n/a	n/a	
Bridge Street	Cohens Chemist	A1	comp	mult	
Courthouse Street	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	Miss Muffets	A1	comp	ind	
Courthouse Street	Christine Mawson Hair	A1	comp	ind	
Manor Square	Cabello	A1	comp	ind	
Manor Square	Annies	A3	n/a	n/a	
Manor Square	Dodgshons	A1	comp	ind	
Manor Square	Q Barber	A1	comp	ind	
Manor Square	Next to Sharp Nets	n/a	n/a	n/a	Vacant
Manor Square	Sharp Nets	A1	comp	ind	
Bridge Street	Savage Crangle	A2	n/a	n/a	
Manor Square	WRM	A2	n/a	n/a	
Manor Square	Next to Canine Health	n/a	n/a	n/a	Vacant
Manor Square	Stew and Oyster	n/a	n/a	n/a	Vacant
Manor Square	Milk Bar	A3	n/a	n/a	
Manor Square	Solo	A1	comp	ind	
Manor Square	Manor Square Dentist	D1	n/a	n/a	
Manor Square	FM Lister	A2	n/a	n/a	
Manor Square	Barclays	n/a	n/a	n/a	Vacant
Manor Square	Canine Health	A1	comp	ind	
Manor Square	2nd Street	A1	comp	ind	
Manor Square	Nam Jai Thai	A3	n/a	n/a	
Manor Square	Sift	A3	n/a	n/a	
Manor Square	Nat West	n/a	n/a	n/a	Vacant
Manor Square	Rummage	n/a	n/a	n/a	Vacant
Manor Square	Arundel Travel	A1	comp	ind	
Kirkgate	Halifax	A2	n/a	n/a	
Kirkgate	Specsavers	A1	comp	mult	
Kirkgate	Pinecraft	A1	comp	ind	
Kirkgate	Ladbrookes	n/a	n/a	n/a	Vacant
Kirkgate	Cutting Crew	A1	comp	ind	
Kirkgate	Coplands	A1	conv	mult	
Kirkgate	Althams	A1	comp	Reg	
Kirkgate	Rummage Around	A1	comp	ind	
Kirkgate	Woolletts	A1	comp	ind	
Kirkgate	Cohens chemist	A1	comp	mult	
Kirkgate	Antalya	A1	comp	ind	
Kirkgate	Bargain Booze	A1	conv	reg	
Kirkgate	Red Lion PH	A4	n/a	n/a	
Kirkgate	Whitakers PH	A4	n/a	n/a	
Kirkgate	E Cigarette Zone	A1	conv	reg	
Kirkgate	Halo	A1	comp	ind	
Kirkgate	Cranberry	A3	n/a	n/a	
Kirkgate	British Heart Foundation	A1	comp	mult	
Kirkgate	Cancer Research	A1	comp	mult	



Kirkgate	PDSA	A1	comp	mult	
Kirkgate	20p shop	A1	comp	ind	
Kirkgate	Yorkshire Bank	n/a	n/a	n/a	Vacant
Kirkgate	The Rookery	A4	n/a	n/a	
Kirkgate	Best Kebab	n/a	n/a	n/a	Vacant
Kirkgate	A Teale	A1	comp	ind	
Kirkgate	Boots	A1	comp	key	
Kirkgate	Yorkshire Trading Co	A1	comp	reg	
Kirkgate	Costa Coffee	A3	n/a	n/a	
Kirkgate	JBM Bargains	A1	comp	ind	
Kirkgate	3 Dimensions	n/a	n/a	n/a	Vacant
Kirkgate	Dale Eddison	A2	n/a	n/a	
Kirkgate	Hunters	A2	n/a	n/a	
Kirkgate Arcade	Yorkshire Hampers	A1	comp	Reg	
Kirkgate Arcade	BEKs	A1	comp	Ind	
Kirkgate Arcade	Sweet Treats	A1	conv	Ind	
Kirkgate Arcade	Antiques Collectables	A1	comp	Ind	
Kirkgate Arcade	Just Cuts	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	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	
Mercury Row	Ammo Box	A1	comp	Ind	
Mercury Row	Newstead & Walker	A2	n/a	n/a	
Mercury Row	Chevin Barber	A1	comp	Ind	
Mercury Row	Love 4 Bags	A1	comp	Ind	
Mercury Row	Antique Boutique	A1	comp	Ind	
Mercury Row	Womalds	B2	n/a	n/a	
Mercury Row	Il Vicoletto	A3	n/a	n/a	
Mercury Row	Lions Bookshop	A1	comp	Ind	
Newmarket	Pink Teapot	A3	n/a	n/a	
Newmarket	Yorkshire Orthodontist	D1	n/a	n/a	
Newmarket	D Vapour	A1	conv	ind	
Newmarket	Café	A3	n/a	n/a	
Newmarket	Studio 7	A1	comp	ind	
Newmarket	Music Box	A1	comp	ind	
Newmarket	Two For Joy	SG	n/a	n/a	
Newmarket	Red Pepper	A3	n/a	n/a	



Newmarket	Otley Tavern	A4	n/a	n/a	
Newmarket	O'Deli	A1	conv	ind	
Newmarket	Imperio Pizza	A5	n/a	n/a	
Newmarket	Cranbourne accountants	A2	n/a	n/a	
Newmarket	Curious Hop	A1	comp	ind	
Newmarket	The Kouzina	A5	n/a	n/a	
Newmarket	Gloucesters	A3	n/a	n/a	
Newmarket	Chez Vin	A1	conv	ind	
Newmarket	Hair@26	A1	comp	ind	
Newmarket	Debutante	A1	comp	ind	
Newmarket	Next to 27a	n/a	n/a	n/a	Vacant
Newmarket	Snack Box	A1	conv	ind	
Orchard Gate	Little Battery Shop	A1	comp	ind	
Orchard Gate	Groove Pad	A4	n/a	n/a	
Orchard Gate	Shoecraft	A1	comp	ind	
Orchard Gate	Otley Town Council	B1	n/a	n/a	
Orchard Gate	The Mews	A1	comp	ind	
Orchard Gate	Like Nana Did	A1	comp	ind	
Orchard Gate	Café Vergano	A3	n/a	n/a	
Orchard Gate	Card Factory	A1	comp	reg	
Orchard Gate	Petwise	A1	comp	ind	
Orchard Gate	M&Co	A1	comp	mult	
Orchard Gate	Coffee Station	A1	conv	ind	
Orchard Gate	Blinok	A3	n/a	n/a	
Orchard Gate	Otley Mobiles	A1	comp	ind	
Orchard Gate	The Orchard Florist	A1	comp	ind	
Wesley Street	Browns Gallery	A1	comp	ind	
Wesley Street	Winpenny Photography	B1	n/a	n/a	
Wesley Street	Fusion Private Hire	SG	n/a	n/a	
Wesley Street	Raffertys Café	A3	n/a	n/a	



CAR PARKING

Name:	Walkergate Mews
On Street/ Car Park:	Car Park (On Street)
Total Spaces:	75
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	75
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	0
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	0
Vacant Spaces on Monday 22nd November 2021	0
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	1

Name:	Otley North Parade
On Street/ Car Park:	Car Park
Total Spaces:	92
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	87
Disabled Spaces:	5
Vacant Spaces on Wednesday 25th August 2021	10
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	1
Vacant Spaces on Monday 22nd November 2021	37
Vacant Spaces on Friday 19th November 2021	16
Vacant Spaces on Saturday 20th November 2021	49

Name:	Sainsburys
On Street/ Car Park:	Car Park
Total Spaces:	230
Short Stay Spaces: (4 hours and under)	220
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	10
Vacant Spaces on Wednesday 25th August 2021	49
Vacant Spaces on Friday 27th August 2021	23
Vacant Spaces on Saturday 4th September 2021	8
Vacant Spaces on Monday 22nd November 2021	72
Vacant Spaces on Friday 19th November 2021	39
Vacant Spaces on Saturday 20th November 2021	19



Name:	Burras Lane
On Street/ Car Park:	Car Park
Total Spaces:	38
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	38
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	0
Vacant Spaces on Friday 27th August 2021	1
Vacant Spaces on Saturday 4th September 2021	0
Vacant Spaces on Monday 22nd November 2021	0
Vacant Spaces on Friday 19th November 2021	4
Vacant Spaces on Saturday 20th November 2021	0

Name:	Beech Hill
On Street/ Car Park:	Car Park
Total Spaces:	78
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	76
Disabled Spaces:	2
Vacant Spaces on Wednesday 25th August 2021	35
Vacant Spaces on Friday 27th August 2021	34
Vacant Spaces on Saturday 4th September 2021	21
Vacant Spaces on Monday 22nd November 2021	32
Vacant Spaces on Friday 19th November 2021	34
Vacant Spaces on Saturday 20th November 2021	14

Name:	Westgate
On Street/ Car Park:	Car Park
Total Spaces:	37
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	37
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	0
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	3
Vacant Spaces on Monday 22nd November 2021	1
Vacant Spaces on Friday 19th November 2021	3
Vacant Spaces on Saturday 20th November 2021	14



Name:	Court House
On Street/ Car Park:	Car Park
Total Spaces:	58
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	55
Disabled Spaces:	3
Vacant Spaces on Wednesday 25th August 2021	20
Vacant Spaces on Friday 27th August 2021	13
Vacant Spaces on Saturday 4th September 2021	5
Vacant Spaces on Monday 22nd November 2021	25
Vacant Spaces on Friday 19th November 2021	16
Vacant Spaces on Saturday 20th November 2021	26

Name:	Asda
On Street/ Car Park:	Car Park
Total Spaces:	52
Short Stay Spaces: (4 hours and under)	49
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on Wednesday 25th August 2021	25
Vacant Spaces on Friday 27th August 2021	25
Vacant Spaces on Saturday 4th September 2021	24
Vacant Spaces on Monday 22nd November 2021	33
Vacant Spaces on Friday 19th November 2021	16
Vacant Spaces on Saturday 20th November 2021	26

Name:	Mill Lane
On Street/ Car Park:	Car Park
Total Spaces:	52
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	46
Disabled Spaces:	6
Vacant Spaces on Wednesday 25th August 2021	8
Vacant Spaces on Friday 27th August 2021	18
Vacant Spaces on Saturday 4th September 2021	4
Vacant Spaces on Monday 22nd November 2021	39
Vacant Spaces on Friday 19th November 2021	16
Vacant Spaces on Saturday 20th November 2021	5



Name:	Waitrose
On Street/ Car Park:	Car Park
Total Spaces:	218
Short Stay Spaces: (4 hours and under)	206
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	12
Vacant Spaces on Wednesday 25th August 2021	140
Vacant Spaces on Friday 27th August 2021	120
Vacant Spaces on Saturday 4th September 2021	108
Vacant Spaces on Monday 22nd November 2021	115
Vacant Spaces on Friday 19th November 2021	111
Vacant Spaces on Saturday 20th November 2021	136

Name:	Court House Street
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	3
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	0
Vacant Spaces on Monday 22nd November 2021	1
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	1

Name:	Manor Square
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Wednesday 25th August 2021	1
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	0
Vacant Spaces on Monday 22nd November 2021	3
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	1



Name:	Burras Lane
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	5
Vacant Spaces on Friday 27th August 2021	2
Vacant Spaces on Saturday 4th September 2021	1
Vacant Spaces on Monday 22nd November 2021	1
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	0

Name:	Charles Street
On Street/ Car Park:	On Street
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	9
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	0
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	2
Vacant Spaces on Monday 22nd November 2021	2
Vacant Spaces on Friday 19th November 2021	1
Vacant Spaces on Saturday 20th November 2021	3

Name:	Nelson Street
On Street/ Car Park:	On Street
Total Spaces:	15
Short Stay Spaces: (4 hours and under)	11
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on Wednesday 25th August 2021	4
Vacant Spaces on Friday 27th August 2021	3
Vacant Spaces on Saturday 4th September 2021	3
Vacant Spaces on Monday 22nd November 2021	3
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	1



Name:	Boroughgate (Disabled)
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on Wednesday 25th August 2021	1
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	4
Vacant Spaces on Monday 22nd November 2021	2
Vacant Spaces on Friday 19th November 2021	1
Vacant Spaces on Saturday 20th November 2021	0

Name:	Manchester Square
On Street/ Car Park:	On Street
Total Spaces:	16
Short Stay Spaces: (4 hours and under)	16
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	0
Vacant Spaces on Friday 27th August 2021	0
Vacant Spaces on Saturday 4th September 2021	0
Vacant Spaces on Monday 22nd November 2021	3
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	0

Name:	Boroughgate
On Street/ Car Park:	On Street
Total Spaces:	32
Short Stay Spaces: (4 hours and under)	30
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on Wednesday 25th August 2021	5
Vacant Spaces on Friday 27th August 2020	3
Vacant Spaces on Saturday	4
Vacant Spaces on Monday 22nd November 2021	4
Vacant Spaces on Friday 19th November 2021	2
Vacant Spaces on Saturday 20th November 2021	0



Name:	Kirkgate
On Street/ Car Park:	On Street
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	16
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on Wednesday 25th August 2021	0
Vacant Spaces on Friday 27th August 2021	1
Vacant Spaces on Saturday 4th September 2021	1
Vacant Spaces on Monday 22nd November 2021	2
Vacant Spaces on Friday 19th November 2021	4
Vacant Spaces on Saturday 20th November 2021	2

Name:	Station Road
On Street/ Car Park:	On Street
Total Spaces:	11
Short Stay Spaces: (4 hours and under)	11
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 25th August 2021	3
Vacant Spaces on Friday 27th August 2021	1
Vacant Spaces on Saturday 4th September 2021	1
Vacant Spaces on Monday 22nd November 2021	1
Vacant Spaces on Friday 19th November 2021	0
Vacant Spaces on Saturday 20th November 2021	1