TOWN TEAM
HUNGERFORD

Town Benchmarking Report

Measuring the performance of Hungerford

July 2013

Prepared for Town Team Hungerford Limited by

amt-i

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EXECUTIVE SUMMARY

General

- Mirroring the National pattern the majority of units in Hungerford town centre are A1 Shops (57%). Financial and Professional Services (A2) are the second largest category. (12%)
- 81% of the A1 Shops were classed as selling comparison goods.
- 80% of the businesses in Hungerford town centre were classed as 'Independent', 13% higher than the National Small Towns average.
- Zone A Rents (£42 per sq. ft.) are noticeably higher than the South East Small Towns and National Small Towns average of £27. However, they are very similar to the Typology 4 average of £44.
- Replicating the National and Regional patterns the highest percentage of town centre users were visiting Hungerford for 'Convenience Shopping' (49%).
- The majority of town centre users travelled into Hungerford by 'Car' (62%), 10% higher than the National Small Towns average. 37% of post codes gathered from those living more than a 30 minute drive away, 24% higher than the National Small Towns average.

Positive

- **Low vacancy rates:** At the time of the audit in June 2013, 2% of the ground floor units in the town centre were vacant, noticeably lower than the Regional, National and Typology figures of 8%. To place these even further in context in April 2013, the average vacancy rates for all town centres in Great Britain was 14%.
- **Business confidence:** 45% of respondents to the Business Confidence Survey stated that over the last 12 months their 'turnover' had 'increased', 15% higher than the National Small Towns average. Whilst 60% reported that they expected their 'turnover' to increase over the next 12 months, 23% higher than the National Small Towns average.
- **Location, location. Location:** 75% of businesses felt that 'Geographical location' was a positive aspect of Hungerford, 29% higher than the National average. Similarly 70% rated 'Prosperity of the town' as a positive, 29% higher than the National Small Towns figure.
- **Physical appearance:** 91% of town centre users rated the 'Physical Appearance' of Hungerford as either 'Good' (73%) or 'Very Good' (18%), 16% higher than the

National Small Towns average. 92% rated 'Cleanliness' as either 'Very Good' or 'Good', 11% higher than the National Small Towns figure.

- **High consumer spend:** 28% of town centre users spent between £20.01-£50.00 whilst in Hungerford, higher than the Regional (19%), National (20%) and Typology (20%) figures.

- **Leisure and Cultural offering:** A modern town centre is much more than just the retail offering and 62% of Tow Centre Users felt that the 'Leisure and Cultural offering' in Hungerford was 'Good', 15% higher than the National average.

Negative

- **Car parking provision:** On the Market Day Audit only 4% of all car parking provision was vacant, the lowest ever recorded on the Benchmarking system. To highlight the figure the South East Small Towns figure in 2012 was 26%, the National Small Towns figure 25% and the Typology 4 figure 17%. Despite the positive that this highlights that the town is at near capacity on a Market Day, it does suggest that a review of provision is needed.

- **A small market:** During the market day audit 7 market traders were present, noticeably lower than the National average of 19.

- **Low footfall:** Footfall in Hungerford is lower than the Regional, National and Typology 4 Towns on both the Market Day and Non Market Day counts. On a Market Day the average count is 103 persons per ten minutes noticeably lower than the South East Small Towns (177) and Typology 4 Towns (238) averages. On a Non Market Day the count was 71 persons per ten minutes lower than the National Small Towns average of 88.

- **Business profitability:** 42% of Businesses stated that over the last 12 months 'profitability' had 'decreased'.

- **Competition:** 'Competition from other places' (56%) and 'Competition from the Internet' (50%) were rated as negative aspects by businesses.

- **Car Parkin**g: 48% of town centre users rated 'Car Parking' as a negative aspect of the town centre, 8% higher than the National average. In terms of businesses, 61% felt that 'Car parking' was a negative aspect of Hungerford. Substantiating the quantitative data, a key theme to emerge from both the Business and Town Centre Users when asked for suggestions to improve Hungerford was 'car parking', specifically the pricing and increased provision.

- **Restaurants:** A large swathe of Town Centre User comments revolved around the need to improve 'Restaurants and Cafes' in Hungerford.

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INTRODUCTION

The Approach

AMT Town Benchmarking has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

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

The System

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. Hungerford with 125 units is classed as a Small Town.

The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context.

- Regional figures are an amalgamation of the data for all the towns in a specific region.
- The National figure is the average for all the towns which participated in Benchmarking during 2012.
- The Typology analysis refers to the data for the individual town against all of the other towns who have been classified in the same typology by the Rural Evidence Research Centre at Birkbeck College. Hungerford is classed as a Typology 4 Town.

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

The Reports

The Annual AMT Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations.

The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

- Benchmark clusters of towns to ascertain high performers / under achievers
- understand their locality in a Regional, National and Typology context
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications
- create an action plan for town centre improvements

METHODOLOGY

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

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

Before any KPI data is collected the core commercial area of the town centre is defined. The town centre area thus includes the core shopping streets and car parks attached or adjacent to these streets.

KEY FINDINGS

KPI 1: Total Number of Commercial Units

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

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

Table of Use Classes

Class	Type of Use	Class Includes:
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and professional services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafés	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot food takeaways	Sale of hot food for consumption off the premises
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.
B1	Business	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area

B2	General Industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste)
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non residential institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 122 occupied units recorded.

	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
A1	57	54	54	49
A2	12	15	14	17
A3	6	8	7	6
A4	3	3	4	4
A5	2	6	5	4
B1	6	2	2	3
B2	0	0	1	1
B8	0	0	0	0
C1	2	0	1	1
C2	0	0	0	0
C2A	0	0	0	0
D1	7	4	5	7
D2	0	0	0	1
SG	6	6	5	7
Not Recorded	0	0	1	0

Mirroring the National pattern the majority of units in Hungerford town centre are A1 Shops (57%). Financial and Professional Services (A2) are the second largest category. (12%)

KPI 2: Retail by Comparison / Convenience

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

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as;

- food and non-alcoholic drinks
- tobacco
- alcohol
- newspapers and magazines
- non-durable household goods.

2. **Comparison goods** – all other retail goods.

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

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

	Hungerford %	**South East Small Towns %**	**National Small Towns**	**Typology 4 %**
Comparison	81	76	77	80
Convenience	19	24	23	20

81% of the A1 Shops mainly sold comparison goods.

KPI 3: Key attractors / multiple trader representation

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

The following shops are considered Key attractors by Experian Goad.

Department Stores	**Clothing**
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	**Other Retailers**
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	HMV
Sainsbury's	O2
Tesco	Superdrug
Waitrose	Phones 4 U
	Vodafone
	Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores / units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town.

	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Key Attractor	3	9	6	9
Multiple	17	22	20	23
Regional	0	8	7	7
Independent	80	61	67	61

80% of the businesses in Hungerford town centre were classed as 'Independent', 13% higher than the National Small Towns average.

KPI 4: Number of vacant units

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

	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Vacant Units	2	8	8	8

At the time of the audit in June 2013, 2% of the ground floor units in the town centre were vacant, noticeably lower than the Regional, National and Typology figures of 8%. To place these even further in context in April 2013, the average vacancy rates for all town centres in Great Britain was 14%.

KPI 5: Number of markets / traders

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

	Hungerford	South East Small Towns	National Small Towns	Typology 4
Average number of traders at a market	7	14	19	15

On the 3rd July 2013, a total of 7 traders were recorded as present at the Hungerford Market which is lower than the National Small Towns average of 19.

KPI 6 and 7: Zone Retail Rents and Prime Retail Property Yields

The values for prime retail property yield and Zone A rentals are the "industry" benchmarks for the relative appeal of a location with its users and with the owners or investors in property. All real estate has a value and this value is based on the return on investment that can be levered out of the site. As these indicators rise and fall, they provide a barometer of success or failure and, because the same property dimensions are assessed to determine them, they can be used as an indicator of improving or declining fortunes for towns. In particular retail rents can provide a useful indication of a town's performance and highlight how attractive it is to businesses. Conversely, where rents are falling it can be an indicator of decline.

Zone A rents are expressed as £ per sq. ft. and the Prime Retail Property Yield is a Net Percentage figure.

	Hungerford	South East Small Towns	National Small Towns	Typology 4
Zone A	42	27	27	44
% Net Yield	n/a	9	9	6

Zone A Rents (£42 per sq. ft.) is noticeably higher than the South East Small Towns and National Small Towns average of £27. However, they are very similar to the Typology 4 average of £44.

Information was not available in regards to Prime Retail Property Yield.

KPI 8: Footfall Counts

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the town, on the High Street by the entrance to Tesco.

	Hungerford	South East Small Towns	National Small Towns	Typology 4
Market Day	103	177	136	238
Non Market	71	115	88	141

As the table illustrates footfall in Hungerford is lower than the Regional, National and Typology 4 Towns on both the Market Day and Non Market Day counts. On a Market Day the average count is 103 persons per ten minutes noticeably lower than the South East Small Towns (177) and Typology 4 Towns (238) averages. On a Non Market Day the count was 71 persons per ten minutes lower than the National Small Towns average of 88.

The table below outlines the individual footfall counts at the High Street location.

Market Day 3rd July 2013		Non Market Day 13th June 2013	
10.50-11.00	105	**10.50-11.00**	70
11.15-11.25	85	**11.15-11.25**	74
12.35-12.45	118	**12.35-12.45**	70
Total	**308**	**Total**	**214**
Average	**103**	**Average**	**71**

KPI 9: Car Parking Availability and Usage

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

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

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on a Busy/ Market Day and on a Quiet/ Non Market Day.
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Busy/ Market Day and on a Quiet/ Non Market Day.
- Overall provision of car parking spaces
- Overall provision of total number of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Busy/ Market Day and on a Quiet/ Non Market Day.

	Hungerford	Hungerford %	South East Small Towns %	National Large Towns %	Typ. 4 %
Car Park:					
Total Spaces:	269	66	88	90	89
Short Stay Spaces: (4 hours and under)	110	41	47	47	50
Long Stay Spaces: (Over 4 hours)	151	56	37	46	46
Disabled Spaces:	8	3	4	4	4
Not Registered	0	0	11	3	0
Vacant Spaces on a Busy/ Market Day:	3	1	27	27	17
Vacant Spaces on a Quiet/ Non Market Day:	42	16	39	41	30
On Street:					
Total Spaces:	136	34	12	10	11
Short Stay Spaces: (4 hours and under)	30	22	64	64	76
Long Stay Spaces: (Over 4 hours)	104	76	14	26	18
Disabled Spaces:	2	1	4	4	7
Not Registered	0	0	18	6	0
Vacant Spaces on a Busy/ Market Day:	13	10	12	13	18
Vacant Spaces on a Quiet/ Non Market Day:	35	26	20	19	19

Overall					
Total Spaces:	405	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	140	35	49	48	53
Long Stay Spaces: (Over 4 hours)	255	63	35	44	42
Disabled Spaces:	10	2	4	4	5
Not Registered	0	0	8	3	0
Vacant Spaces on a Busy Day/ Market:	16	4	26	25	17
Vacant Spaces on a Quiet/ Non Market Day:	77	19	36	39	29

*please note not all spaces are available on a market day

66% of all parking is available in designated car parks, which is lower than the National Small Towns average of 90%.

Overall, on the Market Day Audit only 4% of all car parking provision was vacant, the lowest ever recorded on the Benchmarking system. To highlight the figure the South East Small Towns figure in 2012 was 26%, the National Small Towns figure 25% and the Typology 4 figure 17%.

On a Non Market Day the vacancy rates increased to 19%, but still considerably lower than the Regional (36%), National (39%) and Typology 4 (29%) averages.

As a guide to good practice at a recent British Parking Association event it was outlined that the benchmark for effective car parking strategies is a vacancy rate of 15%.

KPI 10: Business Confidence Survey

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

The following tables are based on the 21 responses from the Business Confidence Survey.

	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
What is the nature of your business?				
Retail	62	76	68	66
Financial/Professional	24	34	16	18
Public Sector	0	3	1	1
Food and Drink	14	5	9	8
Other	0	4	6	6
What type of business are you?	**Hungerford %**	**South East Small Towns %**	**National Small Towns %**	**Typology 4 %**
Multiple Trader	14	17	15	15
Regional	10	7	6	11
Independent	76	76	79	74

Highlighting the 'make up' of the town centre, just over three quarters of respondents (76%) are 'Independent' traders.

How long has your business been in the town?	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Less than one year	0	9	9	0
One to five years	19	22	21	35
Six to ten years	14	15	16	21
More than ten years	67	54	54	44

67% of businesses had operated in Hungerford for 'more than ten years'.

Compared to last year has your turnover…….?,	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Increased	45	26	30	34
Stayed the same	40	32	31	28
Decreased	15	42	39	38

45% of respondents to the Business Confidence Survey stated that over the last 12 months their 'turnover' had 'increased', 15% higher than the National Small Towns average.

Compared to last year has your profitability…….?	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Increased	32	23	26	32
stayed the same	26	31	31	27
Decreased	42	46	43	41

Despite 45% of businesses reporting that 'turnover' had increased, 42% of respondents stated that over the last 12 months 'profitability' had 'decreased'.

Over the next 12 months do you think your turnover will……?	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Increase	60	33	37	39
stay the same	25	43	41	43
Decrease	15	24	23	18

60% of traders reported that they expected their 'turnover' to increase over the next 12 months, 23% higher than the National Small Towns average.

What are the positive aspects of having a business located in the town? (Multiselect)	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Prosperity of the town	70	40	41	43
Labour pool	5	8	12	16
Environment	55	27	27	23
Geographical location	75	42	46	50
Mix of retail offer	50	43	38	33
Potential tourist customers	60	25	39	33
Potential local customers	80	76	79	79
Affordable housing	0	12	9	6
Transport links	45	29	26	22
Car parking	25	32	35	33
Rental values/property costs	5	17	16	15
Market(s)	10	15	17	25
Other	10	4	5	5

Reflecting the National picture, businesses rated 'Potential local customers' (80%) as the most positive aspect of the town centre. Conversely, 75% of businesses felt that 'Geographical location' was a positive aspect of Hungerford, 29% higher than the National average, similarly 70% rated 'Prosperity of the town' as a positive, 29% higher than the National Small Towns figure.

What are the negative aspects of having a business located in the town? (Multiselect)	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Prosperity of the town	0	32	22	15
Labour pool	6	11	7	8
Environment	0	15	7	8
Geographical location	6	10	7	5
Mix of retail offer	6	25	23	25
Potential tourist customers	0	12	9	8
Potential local customers	0	6	4	1
Affordable housing	6	13	10	13
Transport links	6	14	19	21
Car parking	61	56	55	62
Rental values/property costs	33	38	37	45
Market(s)	17	13	14	15
Local business competition	11	22	21	12
Competition from other places	56	41	37	31
Competition from the Internet	50	44	39	33
Other	11	4	7	11

Reflecting the National trend the majority (61%) of businesses felt that 'Car parking' was a negative aspect of the town centre. 'Competition from other places' (56%), 19% higher than the National average and 'Competition from the Internet' (50%) were also rated as negative aspects.

Has your business suffered from any crime over the last 12 months?	Hungerford %	South East Small Towns %	National Small Towns %	Typology 4 %
Yes	33	40	30	24
No	67	60	70	76
What type of crime has your business suffered over the last 12 months (Multiselect)	**Hungerford %**	**South East Small Towns %**	**National Small Towns %**	**Typology 4 %**
Theft	71	69	74	71
Abuse	0	17	15	21
Criminal damage	29	42	40	41
Other	0	2	2	9

67% of businesses had not suffered any business crime over the last 12 months.

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

All the comments supplied are listed below. Changes to 'car parking', especially introducing free parking was the key theme to emerge.

- "Improved retail link. More retail units."
- "Lower rents and rates."
- "More car parking for employees as well as customers. The biggest challenge to trading over the past 45 years has been created by Newbury Council. Firstly by their lack of awareness of the impact of any road works in the town and their complete lack of forethought in the preparedness of works. Secondly, their lack of foresight on car parking. There is very little long term car parking in the town and none at the far end where there are many shops. In addition we have been told that the free parking at our end of the town is to be limited by an hour. As this is used mostly by the traders who operate businesses here they will have to pay in the car parks at the top end of the town which basically means there is no parking in the town for customers. This is now a seriously critical situation."
- "A better mixture of family owned shops and national names. We need to keep the small family businesses but some national brands would make Hungerford more desirable to the shopper."
- "Upgrade the market; get rid of the traffic wardens."
- "Divert A4 to create a more peaceful environment. 1 hour free parking."
- "Stop car parking charges- they are pointless and deter visitors. Create a small retail park by the station."

- "Advertising"
- "We need a coach park!! Signs from the motorway- a market town. A customer today said she travels to Hungerford to shop because it is not a tourist centre. We want to keep the mix- a lot of our customers travel 20-30 miles to visit us."
- "Free or low priced parking for the first hour. Lower rates and rents to encourage retail independents."
- "Free short term parking."
- "Market the town better as a destination. Encourage more people to visit and stay for weekend."
- "Not a tourist destination so lose out on weekend leisure business. More affordable shopping/ retail. Something exciting or an experience that brings people into the town. Better market. Free parking, extra parking, and coach parking."
- "Parking. Warnings of roadwork's."

KPI 11: Town Centre Users Survey

The aim of the Visitor Satisfaction Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors (i.e. locals who pop in every day or work in town) can be very different to someone who has never been to the place before. For the first group signage is not an issue, for example, and the second may not worry about fear of night time crime.

The following tables are based on the 342 responses from the Town Centre Users Survey.

	Hungerford %	South East Small Towns%	National Small Towns%	Typology 4 %
Gender				
Male	41	38	39	38
Female	59	62	61	62
Age				
16-25	22	7	9	7
26-35	7	8	10	9
36-45	16	12	15	19
46-55	17	22	20	25
56-65	17	21	20	21
Over 65	21	31	27	19

What do you generally visit the Town Centre for?				
Work	16	11	16	20
Convenience Shopping	49	51	42	35
Comparison Shopping	3	5	5	5
Access Services	9	15	16	22
Leisure	15	8	11	11
Other	8	10	9	7

Replicating the National and Regional patterns the highest percentage of town centre users were visiting Hungerford for 'Convenience Shopping' (49%).

How often do you visit the Town Centre				
Daily	29	22	28	28
More than once a week	33	43	39	37
Weekly	14	17	15	18
Fortnightly	7	6	5	5
More than once a Month	5	4	4	4
Once a Month or Less	11	8	7	7
First Visit	1	1	2	1

76% of those interviewed visited Hungerford once a week or more.

How do you normally travel into the Town Centre?				
On Foot	35	36	36	38
Bicycle	1	2	3	4
Motorbike	0	1	1	0
Car	62	51	52	53
Bus	1	8	7	4
Train	1	1	1	0
Other	1	1	1	1

The majority of town centre users travelled into Hungerford by 'Car' (62%), 10% higher than the National Small Towns average.

On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	3	3	4
£0.01-£5.00	15	13	15	18
£5.01-£10.00	17	27	25	25
£10.01-£20.00	27	34	31	28
£20.01-£50.00	28	19	20	20
More than £50.00	10	4	5	5

28% of town centre users spent between £20.01-£50.00 whilst in Hungerford, higher than the Regional (19%), National (20%) and Typology (20%) figures.

How do you rate the physical appearance of the town centre?				
Very Good	18	21	17	13
Good	73	55	58	61
Poor	8	18	21	22
Very Poor	1	5	4	4
How do you rate the cleanliness of the town centre?				
Very Good	23	21	17	16
Good	69	63	64	69
Poor	8	13	16	13
Very Poor	0	3	3	2

91% rated the 'Physical Appearance' of Hungerford as either 'Good' (73%) or 'Very Good' (18%), 16% higher than the National Small Towns average.

Similarly, 92% of the Town Centre Users rated 'Cleanliness' as either 'Very Good' or 'Good', 11% higher than the National Small Towns figure.

How do you rate the variety of shops in the town centre?				
Very Good	6	21	11	4
Good	54	44	45	39
Poor	35	28	36	43
Very Poor	5	8	9	13
How do you rate the leisure and cultural offering in the town centre?				
Very Good	8	7	8	6
Good	62	43	47	48
Poor	26	40	37	38
Very Poor	5	9	8	9

54% rated the ‘Variety of Shops’ as ‘Good’, higher than the Regional (44%), National (45%) and Typology (39%) averages, whilst 62% felt that the ‘Leisure and Cultural offering’ was ‘Good’, 15% higher than the National average.

What are the positive aspects of the Town Centre?				
Physical appearance	56	55	54	50
Shops	56	65	53	43
Restaurants	20	29	37	38
Access to Services	64	76	75	76
Leisure Facilities	21	17	25	23
Cultural Facilities	12	17	24	18
Pubs/ Bars/ Nightclubs	29	21	33	31
Transport	33	37	40	31
Ease of walking around the town centre	71	73	75	72
Convenience e.g. near where you live	59	72	69	68
Safety	33	47	48	42
Car Parking	34	45	44	39
Markets	27	22	39	37
Other	3	3	4	4

Replicating the National trend, 'Ease of walking around the town centre' (71%), 'Access to Services' (64%) and 'Convenience' (59%) were classed as positive aspects of Hungerford. Augmenting the previous data over half of respondents also classed 'Shopping' (56%) and 'Physical Appearance' (56%) as a positive.

What are the negative aspects of the Town Centre?				
Physical appearance	17	26	27	30
Shops	30	29	36	50
Restaurants	33	40	33	35
Access to Services	4	6	8	8
Leisure Facilities	26	44	39	36
Cultural Facilities	28	37	37	37
Pubs/ Bars/ Nightclubs	13	36	29	33
Transport	14	24	25	28
Ease of walking around the town centre	7	8	10	9
Convenience e.g. near where you live	4	7	9	7
Safety	8	14	16	13
Car Parking	48	37	40	45
Markets	18	26	26	25
Other	6	5	7	7

48% of town centre users rated ‘Car Parking’ as a negative aspect of the town centre, 8% higher than the National average. 33% stated ‘Restaurants’ mirroring the National Small Towns figure.

How long do you stay in the Town Centre?				
Less than an hour	34	46	36	32
1-2 Hours	44	38	39	41
2-4 Hours	9	9	12	13
4-6 Hours	4	2	3	3
All Day	7	5	8	10
Other	2	1	1	1

78% of respondents stayed in the town centre for less than two hours.

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

Three key themes emerged from the qualitative comments in regards to improving Hungerford Town Centre. Firstly, a number of comments revolved around the need to improve the 'retail offering' especially the range and variety of shops. For example;

- "Variation in shops - to be able to purchase more practical items as opposed to just luxury goods."
- "While it's fantastic that Hungerford is so well known for antiques, other shopping opportunities are limited. It would be great to encourage more individual shops to have a greater mix"
- "Attempt somehow to encourage shops that service community needs and reduce the proportion of shops such as antique shops and 'lifestyle' shops."
- "Hungerford needs to be a destination market town. Other than 'antiques' or very expensive clothes/jewellery boutiques there isn't a 'pull'. Replacing Tesco with Waitrose would be a start in making Hungerford more of a small Thame/Marlborough encouraging more companies & markets etc creating a vibrant experience."
- "Add more shops that will interest teenagers and younger children instead of antique shops"
- Less antique stores and more other shops."
- "Attract some "upmarket" retailers somehow!!"
- Greater variety of affordable shops."
- "More variety of affordable shops. More useful shops."
- "Better variety of shops- similar to Marlborough."
- "Keep the retail mix, I fear the traditional shops are going."
- "Larger variety of shops. Need decent clothes and shoe shop."

Augmenting the quantitative data in the earlier questions, 'car parking' emerged as one of the areas that Town Centre Users felt improvement was needed. Comments centred on increased provision and free/ less expensive parking;

- "Parking is very expensive - make it cheaper and perhaps not everyone will pile into the Tesco car park!"
- "ONE - implement 30-minutes' free parking, like Marlborough. I often drive through Hungerford thinking that I might stop to buy something, but then don't bother because of the parking charge and the hassle of finding change or having to phone."
- "Hourly parking rates in the station car parks."
- "Provide time limited free parking."
- "There really needs to be more parking as I have a permit for Station Road but if I arrived after 10am I struggle to get a parking space."
- "Cars dominate all aspects of the town - seek to provide parking on the perimeter of the town. Reduce amount of parking in the High Street."
- "On the High Street make it 30 min parking and no parking meters, like Marlborough."
- "Car parking is very limited in the town and cannot often park, will often go to Newbury for easiness of parking and better food and drink establishments."
- "More parking space for excess vehicles."
- "More parking/free short term parking to stop everyone queuing to park in Tesco's and making shopping there difficult. I also struggle to park when I work in an afternoon...and have to pay for the privilege...maybe workers in Hungerford could get some sort of discount card or free parking permit.
- "Improved Parking. In spite of buying a residents ticket often I cannot park in my own area."
- "Parking bays do not make sense by Library as difficult to see when parking."
- "Signage and sizing of parking spaces."
- "Free parking in High Street."

The need to improve 'Restaurants/ Cafe's and Food shops' was the final key them to emerge. Comments included;

- "Better quality coffee shops and restaurants. The three coffee shops that there are either dirty, inaccessible or a 70s throw back. Perhaps explore the idea of a good quality chain coffee shop that would draw in people from other towns and villages and entice them to spend more time here?"
- "We could do with more restaurants. I find the present choice limited."
- "A choice of restaurants would be nice. A veggie restaurant, perhaps. Not that I am vegetarian, but there food always seems to be first class when I've eaten in them in other towns."
- "It would be nice to have another restaurant/cafe which served a bigger variety of food. Most weekends my friends and I travel to Newbury or Swindon for lunch gatherings as the existing doesn't meet all of our needs. Also in the evenings, the only access to reasonably priced food are all take-away."

- "More coffee shops! More restaurants like Marlborough, bring in some of the chains for a but if healthy competition rather than letting small local businesses have the monopoly. Give us some choice!"
- "There is nowhere good and including pubs, to get a good cup of coffee and interesting food/salads etc."
- "A decent coffee shop - people generally like the idea of shop/activity plus a nice place to have lunch/coffee/afternoon tea.
- "A Costa or a Starbucks Coffee shop to keep with trends and encourage young adults to use the Town more. Two current coffee shops have limit seating and rapidly fill up."
- "No-where suitable to eat in the Town. Cheaper to go to Newbury for cheaper and more substantial food."
- "Please get a DECENT coffee shop nothing that smells of burnt coffee or hasn't realised we've moved on since 1986 - a Costa/Cafe Nero would be fabulous. In a similar vein, please can we have a good restaurant where people can have a nice lunch or dinner - you really have to go out of town to get a decent meal."
- "Better cafe (less tatty!) Family friendly restaurant - a recognised, quality 'chain' restaurant such as ask/pizza express- great for families. Will draw people in from surrounding villages"
- "More restaurants....for such an affluent area there are not many decent places to eat in the town."
- "Get more restaurants/bars in the High Street. There are basically hotels but not a lot else. Get some nice specialist food shops selling local produce - a bit like the shop that is just out of town on the way to Marlborough."
- "A decent restaurant. Marlborough has at least 4 Italian/Pizza restaurants. Hungerford has none."

A full list of comments is available in the Appendix.

KPI12: Shoppers Origin

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

The 903 postcodes gathered from businesses and the face to face Town Centre Surveys have been split into 3 categories to be able to compare with other towns. The categories are:

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

	Hungerford%	South East Small Towns %	National Small Towns %	Typology 4 %
Locals	35	52	58	67
Visitors	27	41	29	22
Tourists	37	8	13	11

37% of post codes gathered from those living more than a 30 minute drive away, 24% higher than the National Small Towns average.

APPENDIX

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

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

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

TYPOLOGY CLASSIFICATION

Group 1 : Middle Aged, Managerial Jobs

236 places (14.7%)
This group is characterized by relatively high values on **young/middle age groups (25–44)**, **intermediate and managerial occupations,** people working in **public administration, education and defence**, **detached housing, households with adult children** and a high proportion of **carers**. It has low numbers of residents with **no qualifications**.

Geographically the group is found on the outskirts of the big cities and towns outside London and along the south coast from Essex and Kent and into Devon and Cornwall.

Group 2 : Single Persons, Routine Jobs

261 places (16.3%)
Places in this group are particularly characterized by **persons living alone** (separated/divorced and pensioners), as well as people in **routine and lower supervisory** and **managerial** occupations and people living in **rented accommodation. Car ownership** is low whilst **travel to work by public transport** is relatively high**.**

Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.

Group 3 : Older Persons, Leisure Jobs

123 places (7.7%)
This group is characterized by **older persons**, **single pensioners**, **workers in hotels and restaurants**, and **part time workers**, especially among men. It Also has high numbers of **people working from home** and of **second homes**.

This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas (e.g. Hampshire, Gloucestershire and North Yorkshire).

Group 4 : Young Families, Administrative Jobs

129 places (8%)
The group is typified by high proportions of people in the **25 – 44 age groups** and **women looking after the home**. Occupations tend to be in the **higher**

managerial and professional groups and in **public administration** (including defence, teaching and social security).

Most places in this group are located in what geographers have called the 'Golden Belt' a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting

188 places (11.7%)
This group is characterized by high proportions of **professional and higher managerial workers** and by people employed in **intermediate managerial occupations**. There are high proportions of people in **financial service occupations** and people who **commute over 20 kilometers** to work. Use of **public transport** is also proportionately high. There comparatively high proportions of **Asian/British Asian** households relative to the other groups of settlements.

As might be expected from its social and occupational description, this group of rural places is predominantly located within commuting belt around Great London and particularly along the major rail routes into London. There are, however, examples of these types of places around other cities, especially Leeds/Bradford and Greater Manchester.

Group 6 : Disadvantages, Routine Employment

181 places (11.2%)
This group includes high proportions of census measures that have been used to identify social and economic disadvantages of various kinds. These include: **routine and low skill occupations, lack of qualifications, unemployment, long term illness, lone parents, lack of a car** and the presence of **social housing**.
The geography of most of the members of this group is overwhelmingly that of the former coalfield areas, namely, Notts/Derby, South and West Yorkshire and Northumberland/Durham. Other, smaller, geographical clusters of places in this group are the Cumbrian coast, Teesside and east Lancashire. Places not in such clusters include Hayle (Cornwall), New Addington (Greater London) and Withernsea (East Riding of Yorkshire).

Group 7 : Routine Jobs, Agriculture/Manufacturing

209 places (13%)
This group is similar to Group 6 in that it is characterized by **routine and low**

skill occupations and lack of qualifications. However, this also typified by high percentages of people working in **agricultura**l and **manufacturing** occupations and in the **wholesale** trades. Unemployment (in April 2001) was low.
As might be expected this group maps onto two main types of area: rural areas and generally those with labour intensive agricultural production of various kinds (e.g. Norfolk, the Fens, mid Somerset and Lincolnshire/North Lincolnshire) and around the major manufacturing centres of the West and West Midlands, West Yorkshire and Humberside.

Group 8 : Age Mix, Professional Jobs

290 places (18%)
This, the largest single group in the typology, is also typified by **professional and managerial** workers and high levels of **educational qualifications** but is distinguished from Group 1 by a broader **age** range (relatively high numbers of **young people**, but also of **middle aged** and **older people**) and from Group 6 by **lower levels of longer distance commuting**. Also unlike either of these groups there are high proportions of **households in detached houses** and very low levels of **public transport use.**

The geography of this group is similar to Group 4 in that it i33s mostly concentrated within the 'Golden Belt' of Middle England. However, it is nationally more widespread than Group 4 and includes locations on the outskirts of all the major urban centres outside London with the notable exception of Tyneside where only Castle Morpeth and Coxhoe (both somewhat distant from the conurbation), are of this type.

BUSINESS UNIT DATABASE

129	High Street	Hungerford Jewellers	A1	Comparison	Independent	
129a	High Street	Prospect	A1	Comparison	Multiple	Charity
130	High Street	PBA Accountants	A2	n/a	n/a	
15	Bridge Street	William Cook Antiques	A1	Comparison	Independent	
16	Bridge Street	The Swedish Room	A1	Comparison	Independent	
17	Bridge Street	The Edge	A1	Comparison	Independent	
18-19	Bridge Street	Peter Stirland Ford	SG	n/a	n/a	
20	Bridge Street	Bei Cappelli	A1	Comparison	Independent	
21	Bridge Street	The John O Gaunt Inn	A4	n/a	n/a	
1	Charnham Street	Great Grooms	A1	Comparison	Independent	
3	Charnham Street	Ad Hoc	A1	Comparison	Independent	
4	Charnham Street	Bow House	A1	Comparison	Independent	
5	Charnham Street	The Lamb	n/a	n/a	n/a	vacant
11	Charnham Street	Texaco Petrol Station	SG	n/a	n/a	
14	Charnham Street	Sapphire Furnishings	A1	Comparison	Independent	
16	Charnham Street	La Primevara	A3	n/a	n/a	
21	Charnham Street	Roberta	A1	Comparison	Independent	
25	Charnham Street	Lielow	A1	Comparison	Independent	
28	Charnham Street	Youlls Antiques	A1	Comparison	Independent	
29-30	Charnham Street	The Gentlemans Shop	A1	Comparison	Independent	
21	High Street	Rayner Opticians	A1	Convenience	Independent	
36	Charnham Street	The Sun Inn	A4	n/a	n/a	
	Bath road	Dick Lovett Mini	SG	n/a	n/a	
	Bath road	Dick Lovett BMW	SG	n/a	n/a	
41	Charnham Street	The Bear	C1	n/a	n/a	
1	Bridge Steet	Tonic	SG	n/a	n/a	
2	Bridge Steet	Wedding Flower Gallery	A1	Comparison	Independent	
3	Bridge Steet	Jeanne Petitt	A1	Comparison	Independent	
4	Bridge Steet	Moore and Bradfield	A1	Comparison	Independent	
5	Bridge Steet	Kenda Fashion	A1	Comparison	Independent	

7	Bridge Steet	Furr and Co	A1	Comparison	Independent	
77	High Street	Borough Arms	A4	n/a	n/a	
94	High Street	Montagues Hair and Design	A1	Comparison	Independent	
96	High Street	Williams Dental Practice	D1	n/a	n/a	
97	High Street	Ellie Dickins	A1	Comparison	Independent	
103	High Street	Below Stairs	A1	Comparison	Independent	
108	High Street	Caviste	A1	Convenience	Multiple	
109	High Street	Peppermint Cream	A1	Comparison	Independent	
110	High Street	Marc Allen	A2	n/a	n/a	
111	High Street	Roger King Antiques	A1	Comparison	Independent	
112	High Street	The Emporium	A1	Comparison	Independent	
113	High Street	The Plume of Feathers	A4	n/a	n/a	
114	High Street	Nye and Co	A2	n/a	n/a	
115	High Street	Luna Too	A1	Comparison	Multiple	
115	High Street	Crown Needlework	A1	Convenience	Independent	
117	High Street	Three Swans Hotel	C1	n/a	n/a	
118	High Street	Lloyds TSB	A2	n/a	n/a	
119	High Street	Nat West	A2	n/a	n/a	
120	High Street	British Red Cross	A1	Comparison	Multiple	Charity
120	High Street	Martin and the Magpie	A1	Comparison	Independent	
120	High Street	Fisher and German	A2	n/a	n/a	
5	The Cuttings, High Street	M and P Hardware	A1	Comparison	Independent	
	Everland Road	Tesco	A1	Convenience	Key Attractor	
120A	High Street	Thorntons	A1	Convenience	Multiple	
121	High Street	From the Heart	A1	Comparison	Independent	
121A	High Street	Parsons	A1	Convenience	Multiple	
122	High Street	Inklings	A1	Comparison	Independent	
123	High Street	Squires	A1	Convenience	Independent	
125	High Street	Boots Pharmacy	A1	Comparison	Key Attractor	
126	High Street	Royal Mail	D1	n/a	n/a	
127	High Street	The Clockmaker	A1	Comparison	Independent	
127	High Street	Newbury Building Society	A2	n/a	n/a	
127A	High Street	Mac Hair	A1	Comparison	Independent	
127A	High Street	Stan James	A2	n/a	n/a	
128	High Street	Hungerford Kebab House	A5	n/a	n/a	
2	Church Street	McCauley and Co	A2	n/a	n/a	
19	High Street	Hungerford Chiropractic healthcare	D1	n/a	n/a	
n/a	n/a	Business	B1	n/a	n/a	
n/a	n/a	Business	B1	n/a	n/a	
n/a	n/a	Business	B1	n/a	n/a	

20	High Street	Nationwide	A2	n/a	n/a	
21	High Street	Rayner	A1	Comparison	Multiple	
22	High Street	Knight Frank	A2	n/a	n/a	
Town Hall	High Street	Town and Manor of Hungerford	D1	n/a	n/a	
23	High Street	Swift	A1	Convenience	Independent	
24	High Street	The Hungerford Bookshop	A1	Comparison	Independent	
25	High Street	Kitchenmonger	A1	Comparison	Independent	
26	High Street	Hungerford Arcade- Antiques and Collectables	A1	Comparison	Independent	
26	High Street	Rafters Cafe	A3	n/a	n/a	
28	High Street	Charles, Lucas and Marshall	A2	n/a	n/a	
30	High Street	Barclays	A2	n/a	n/a	
	High Street	United Reform Church	D1	n/a	n/a	
34	High Street	The Garden House B and B	C1	n/a	n/a	
34	High Street	The Camera House	B1	n/a	n/a	
		The Bauhaus	B1	n/a	n/a	
34	High Street	The Furnishings Place	A1	Comparison	Independent	
35A	High Street	Legend	A1	Comparison	Independent	
43-43A	High Street	Moonlight	A3	n/a	n/a	
44	High Street	Fish and Chips	A3	n/a	n/a	
47	High Street	Perfectly Posh	A1	Comparison	Independent	
48A	High Street	Geoffrey Church	A1	Comparison	Multiple	
Flat 48	High Street	Source	B1	n/a	n/a	
48b	High Street	White House Tattoo Studio	SG	n/a	n/a	
	Bridge Street	Hungerford Methodist Church	D1	n/a	n/a	
9	Bridge Street	Angela Knight	A1	Comparison	Independent	
10-11	Bridge Street	Roxtons	A1	Comparison	Independent	
12	Bridge Street	Styles Silver	A1	Comparison	Independent	
13	Bridge Street	Coco and Co	A1	Comparison	Independent	
1	High Street	Blue Cross	A1	Comparison	Multiple	Charity
1	High Street	Mistral	A1	Comparison	Multiple	
2	High Street	Woodlands Lifestyle	A1	Comparison	Independent	
3	High Street	The Tutti Pole	A3	n/a	n/a	
5	High Street	Hungerford Haberdashery	A1	Comparison	Independent	
n/a	n/a	Next to Hungerford Haberdashery	n/a	n/a	n/a	vacant
5	High Street	M G Dods	A1	Comparison	Independent	
6-7	High Street	Martins	A1	Convenience	Multiple	
8	High Street	The Hidden River	A3	n/a	n/a	
9	High Street	Hungerford Butchers	A1	Convenience	Independent	

		T Keeble	A1	Comparison	Independent	
10	High Street	Rainbows End	n/a	n/a	n/a	vacant
13	High Street	Kaleidoscope	A1	Convenience	Independent	
13a	High Street	Frame Makers	A1	Comparison	Independent	
5	High Street	Co Op	A1	Convenience	Multiple	
17	High Street	Hungerford Gourmet Oriental	A5	n/a	n/a	
18	High Street	Hungerford Nails	SG	n/a	n/a	
19	High Street	Fare Wise Travel	A1	Comparison	Independent	
19	High Street	Russell Martin	A2	n/a	n/a	
1	Church Street	Cooper and Cooper	A1	Comparison	Independent	
61	Church Street	Firn House	B1	n/a	n/a	
	Church Street	Library	D1	n/a	n/a	
	The Courtyard	Bailey and Robinson	D1	n/a	n/a	
Unit 8	The Courtyard	Layers	A1	Comparison	Independent	
Unit 7	The Courtyard	Jills Dry Cleaning	A1	Convenience	Independent	
24	High Street	Azuza	A3	n/a	n/a	
42	High Street	DHC Solicitors	A2	n/a	n/a	

CAR PARKING DATABASE

Name:	High Street (Market Side)
On Street/ Car Park:	On Street
Total Spaces:	72
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	70
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.50 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £5.40 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £5.40
Vacant Spaces on a Market:	0 * not all spaces available due to market
Vacant Spaces on a Non Market Day:	15

Name:	By Roxtons, Bridge Street
On Street/ Car Park:	On Street
Total Spaces:	10
Short Stay Spaces: (4 hours and under)	10
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market:	1
Vacant Spaces on a Non Market Day:	2

Name:	Charnham Street
On Street/ Car Park:	On Street
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	20
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market:	11
Vacant Spaces on a Non Market Day:	13

Name:	By Inklings, High Street
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	3
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.50 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £5.40 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £5.40
Vacant Spaces on a Market:	0
Vacant Spaces on a Non Market Day:	0

Name:	Tesco
On Street/ Car Park:	Car Park
Total Spaces:	115
Short Stay Spaces: (4 hours and under)	110
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? Free HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? Free
Vacant Spaces on a Market:	3
Vacant Spaces on a Non Market Day:	6

Name:	High Street, opposite side to Market
On Street/ Car Park:	On Street
Total Spaces:	31
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	31
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.50 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £5.40 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £5.40
Vacant Spaces on a Market:	1
Vacant Spaces on a Non Market Day:	5

Name:	Church Street
On Street/ Car Park:	Car Park
Total Spaces:	50
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	48
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.50 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.20 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.40
Vacant Spaces on a Market:	0
Vacant Spaces on a Non Market Day:	1

Name:	Station Road
On Street/ Car Park:	Car Park
Total Spaces:	104
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	103
Disabled Spaces:	1
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.50 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £1.20 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £2.40
Vacant Spaces on a Market:	0
Vacant Spaces on a Non Market Day:	35