

Report on Key Performance Indicators Yeovil Town Centre Management – October 2009

Background

Key performance indicators have been collected for town centre management for the last 18 months or so. These performance indicators are shown in the Yeovil Town Centre Partnership Business Plan/Action Plan 2007 – 2009.

This report provides a summary of these key performance indicators gathered under each of the headings to date.

Retail Sales Trends

In the business plan described above, it states:-

Show the growth of businesses in Yeovil. Show which sectors are performing better. Measure the vitality of the town. Figures should include small, medium and large businesses.

Several new businesses have started in the town centre in the last year. These include Just Kidding, Sizzlers, Little Poppet Gift Shop, Karen Baker, Continental Foods, Resolution Specialist Treatment Centre, Skabona Polish Delicatessen and Yeovil Antiques and Collectibles. Also, Princes Street Jewellers have expanded into the shop next to them vacated by Mortgage Matters.

Another handful of businesses have relocated within the town centre including the Total Milkshake and Smoothie Experience, The Tool Shop, Yeovil Hair and Beauty (renamed Amaze Hair and Beauty) and Mad Hatters Joke Shop.

Unfortunately, in December 2008, the closure of Woolworths stores nationally took place and this had a big impact in Yeovil with a large unit in Middle Street becoming vacant.

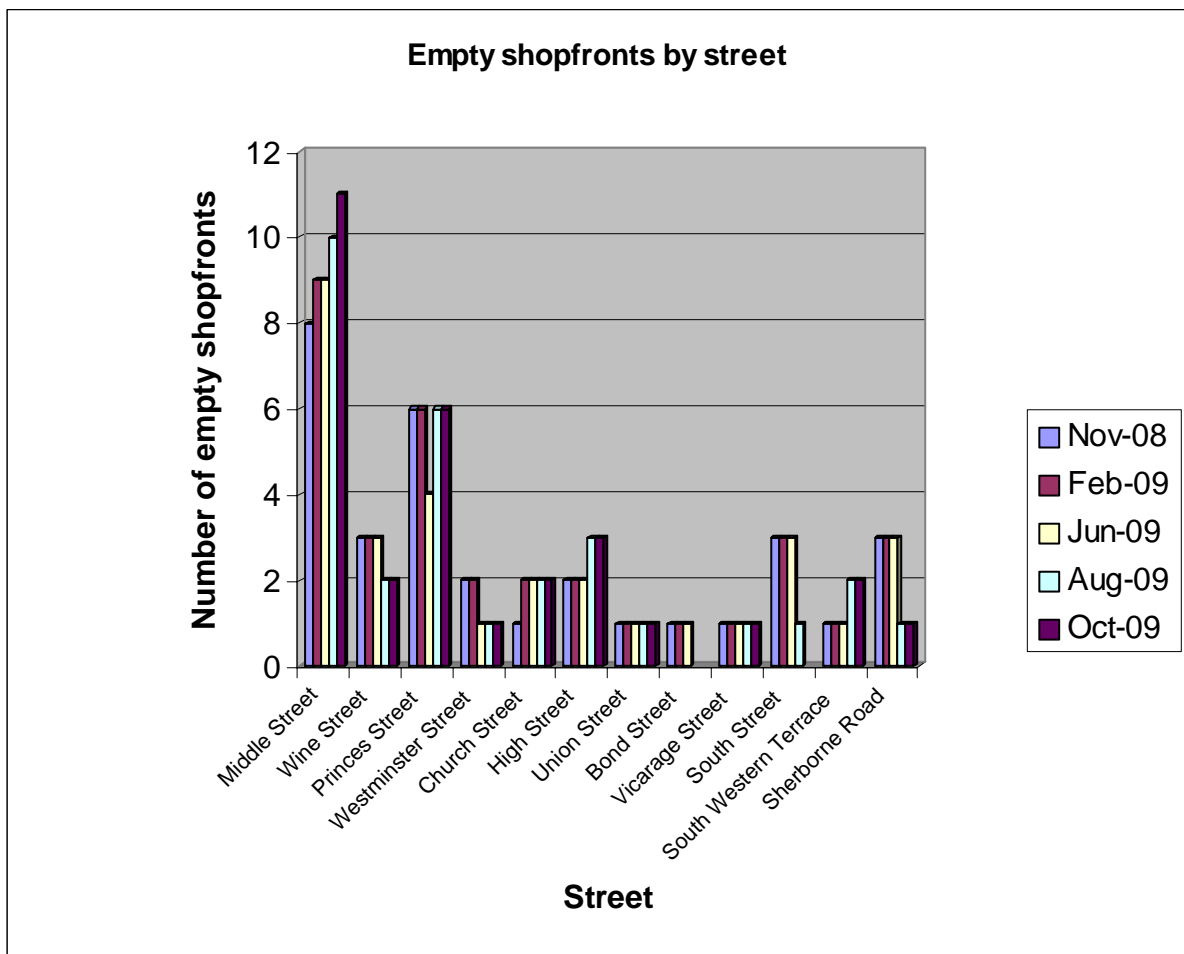
The Town Centre Manager has had regular dialogue with property agents during 2009 and has specifically spoken to the agents for Woolworths and JJB and asked them to tidy up their premises.

Vacant premises in the town centre have been monitored since November 2008. The table below shows the number of empty properties in the town and the percentage of empty properties of the total town centre businesses.

	Nov 08	Feb 09	Jun 09	Aug 09	Oct 09
Total empty properties – office & retail	51	61	57	58	61
Total empty properties – retail/not private own	32	34	31	30	30
Total properties in town centre	467*	469	469	469	469
Percentage of empty properties – office & retail	10.9%	13%	12.2%	12.4%	13%
Percentage of empty properties – retail/not private own	6.8%	7.2%	6.6%	6.4%	6.4%

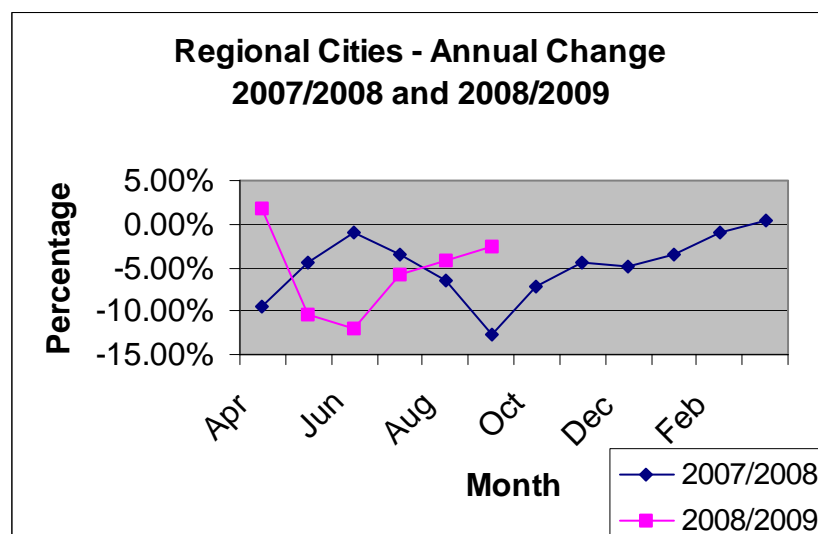
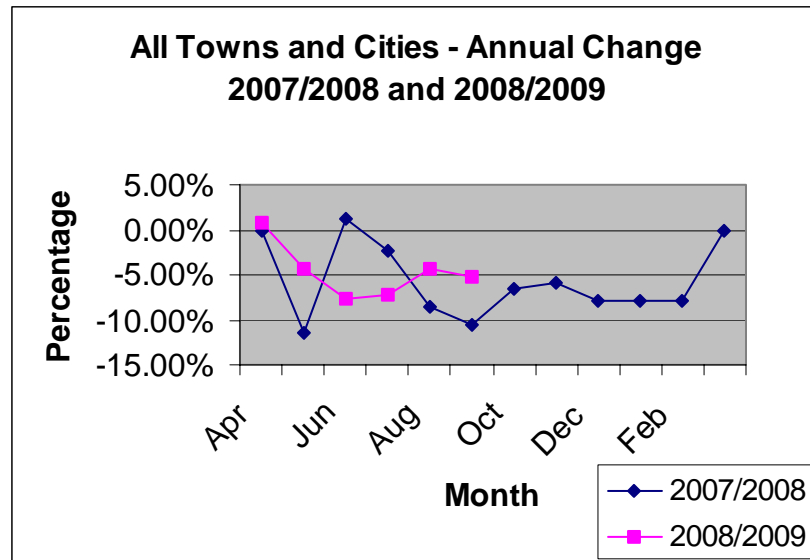
* Park 5, Park Road was not completed as this time and this development created 2 new retail units for the town.

We have also recorded the number of empty shop fronts in the town in the main shopping streets of the town and the graph below illustrates this:-

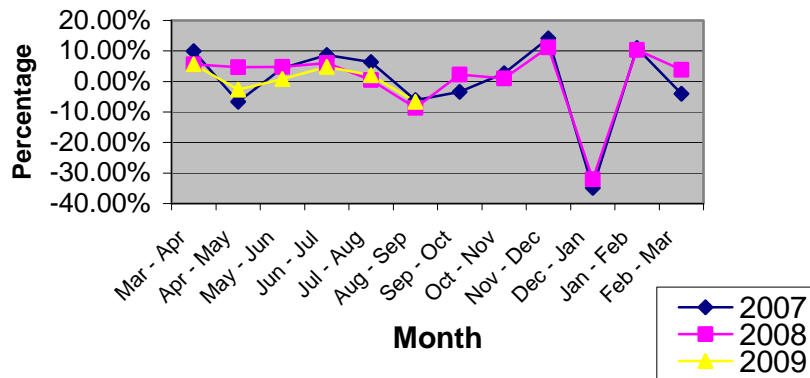


We have also received reports from the Association of Town Centre Managers (ATCM) about the vitality of the town centres regionally and nationally. Although this does not show (or include) Yeovil town centre, it does give a picture of what is happening on the high street generally.

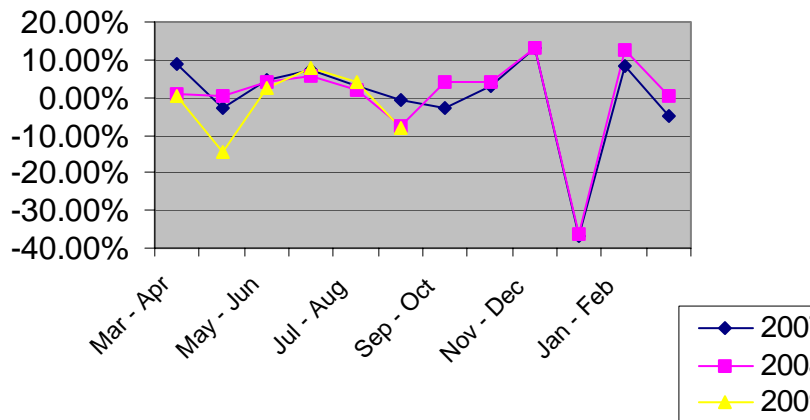
The four graphs below show retail trends since March/April 2007.



All Towns and Cities - month on month change



Regional Cities month on month change

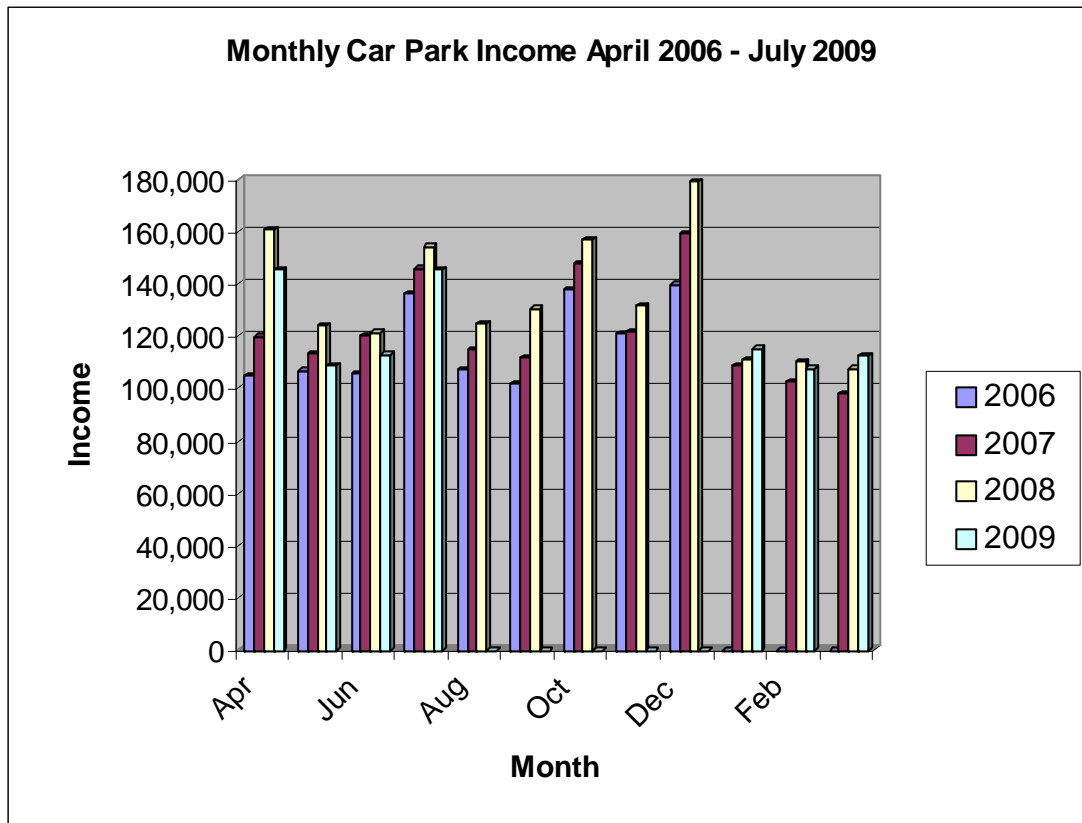


Car park usage

The business plan states:-

Monitor events, promotions, business opening hours, duration of stay in the town

It has not been possible to obtain figures on car parking usage, but we have been details of car park income, which is shown the table below.



Please note that prices have remained the same in 2008 and 2009 so a true comparison can be made which will show a down turn in usage.

It has been suggested that we may be able to look at car park usage for particular dates, so this is something that we may pursue when specialist events are being held in the town centre.

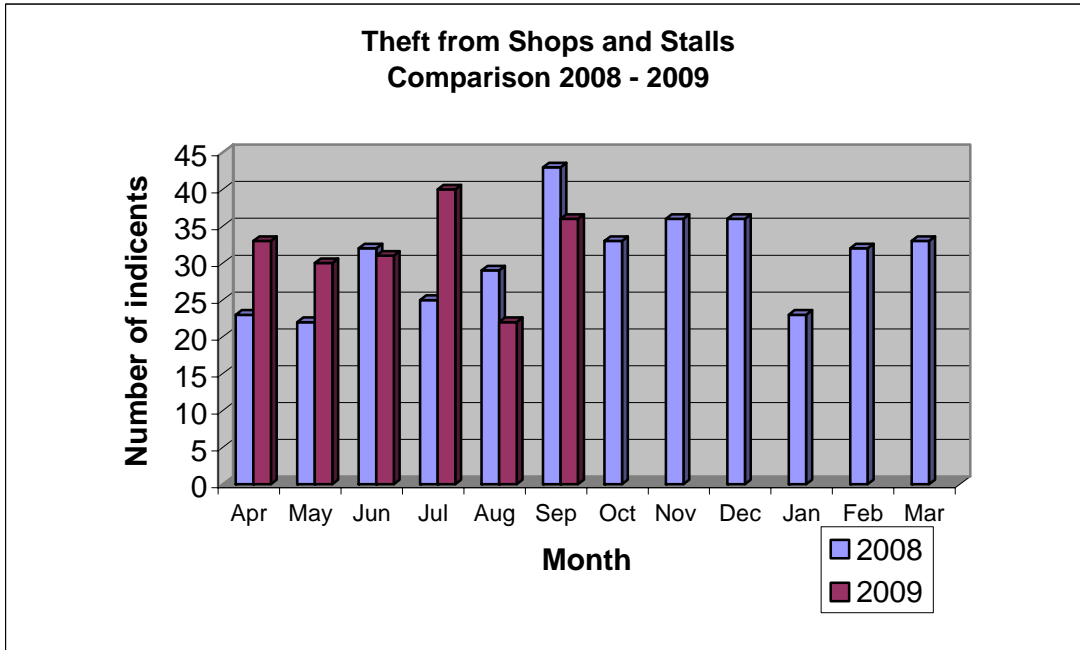
Crime levels

In the business plan, this key performance indicator states:-

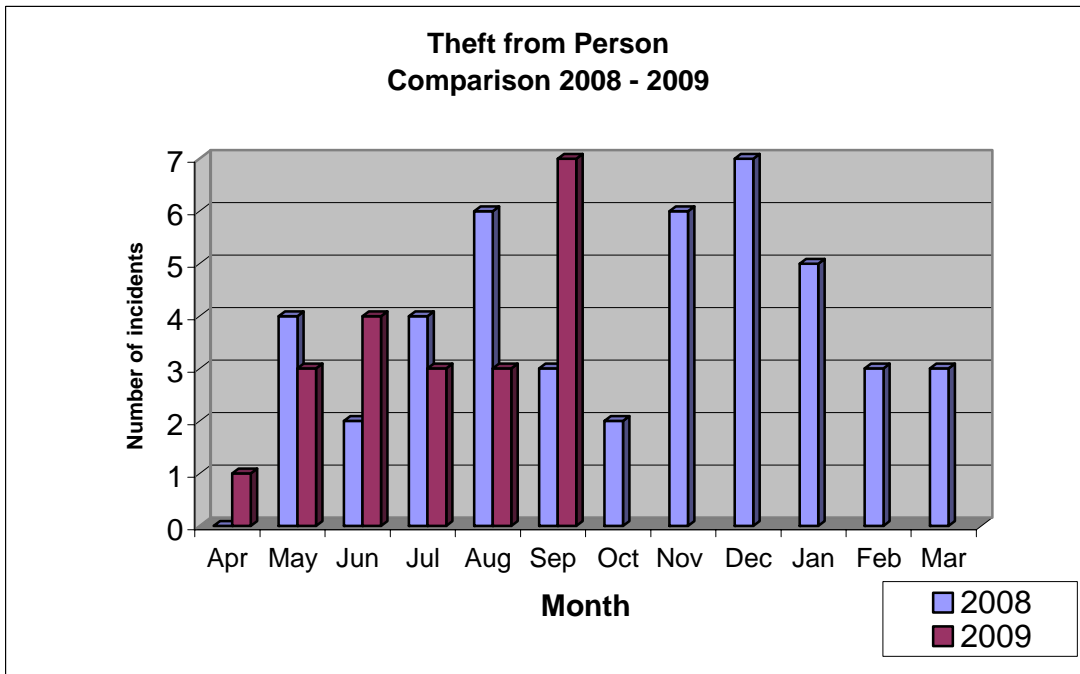
This enables community safety plans to be measured and reactionary and also be able to react and work with CCTV towards combating crime and antisocial behaviour.

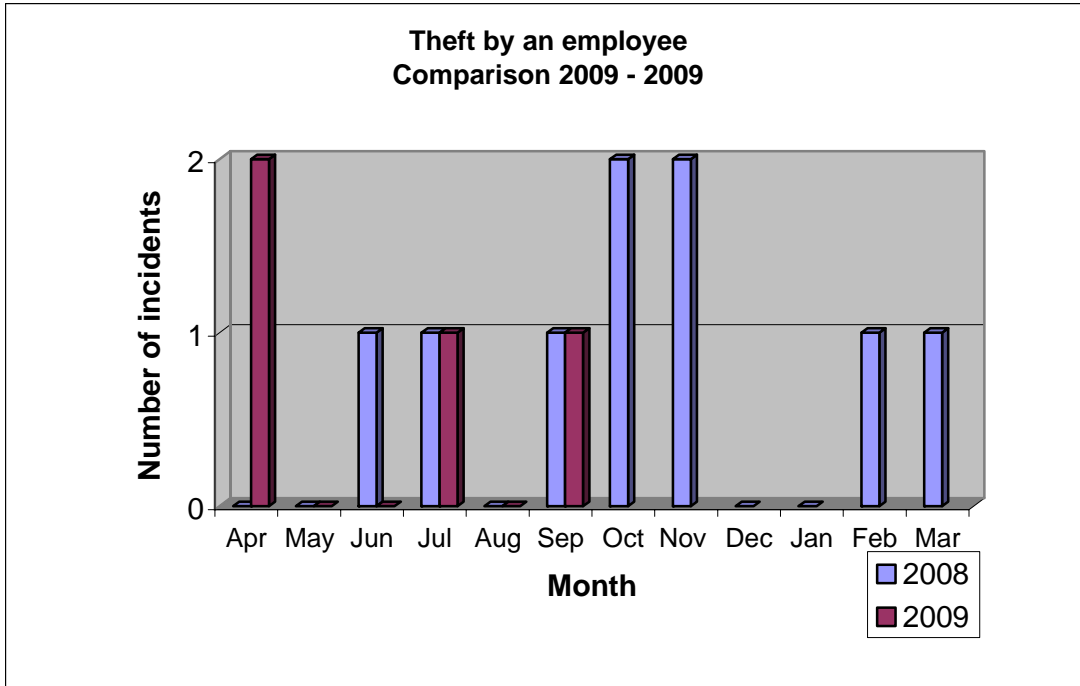
Crime figures have been provided by the Police on a monthly basis since April 2008. The main crimes highlighted for the town centre are theft from shops and

stalls, theft from the person and theft from an employee. The results are shown in the tables below.

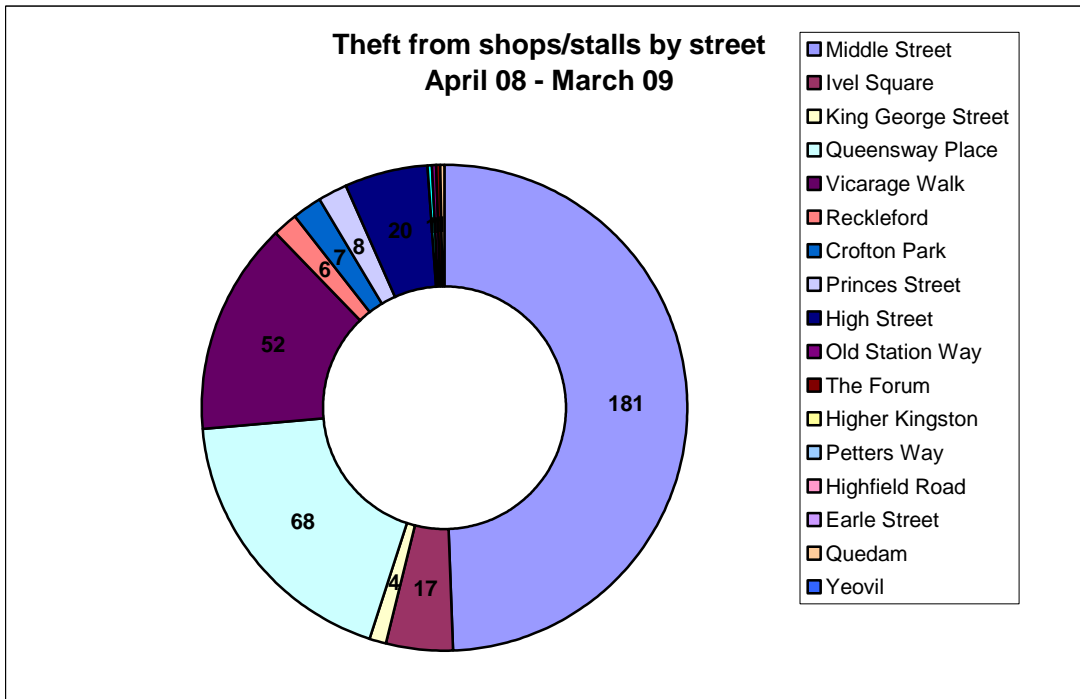


The vast majority of incidents from shops and stalls are reported through the Radiolink system. There are over 100 members of Yeovil Retail Crime Reduction Team using Radiolink and they are very successful detecting retail crime.

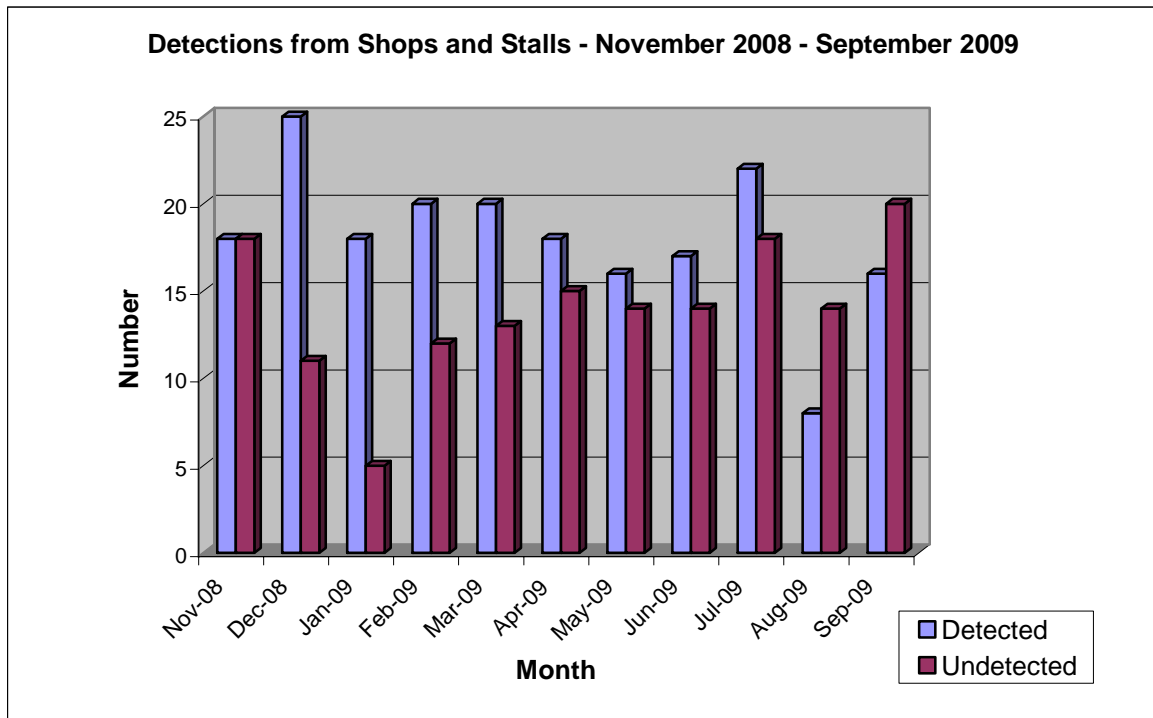




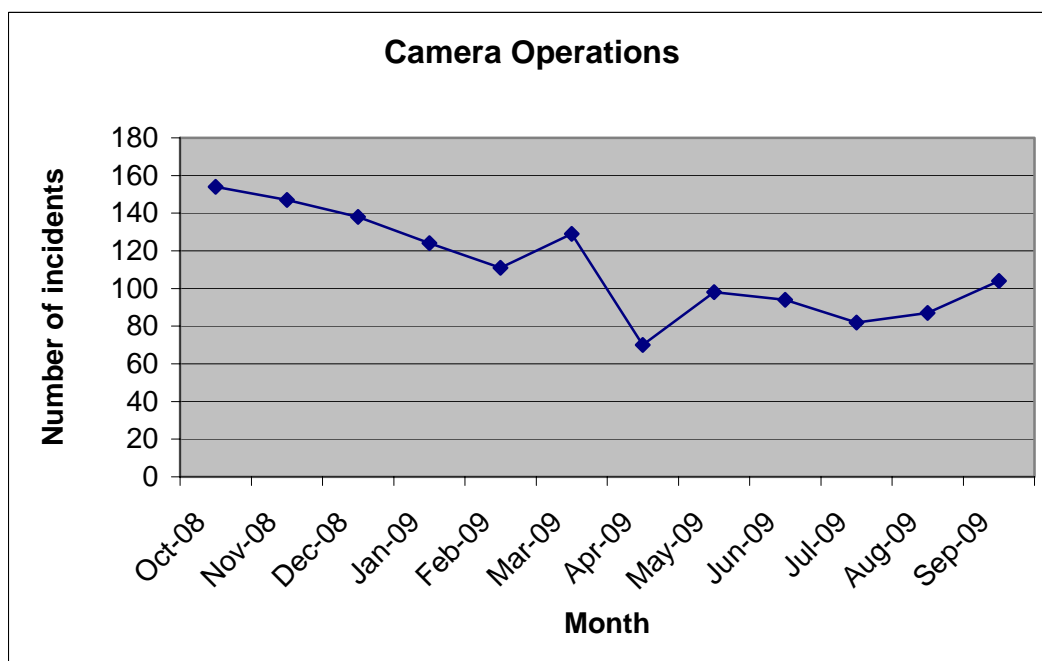
The thefts from shops and stalls have also been broken down by street/location and this is shown in the graph below for April 2008 – March 2009.

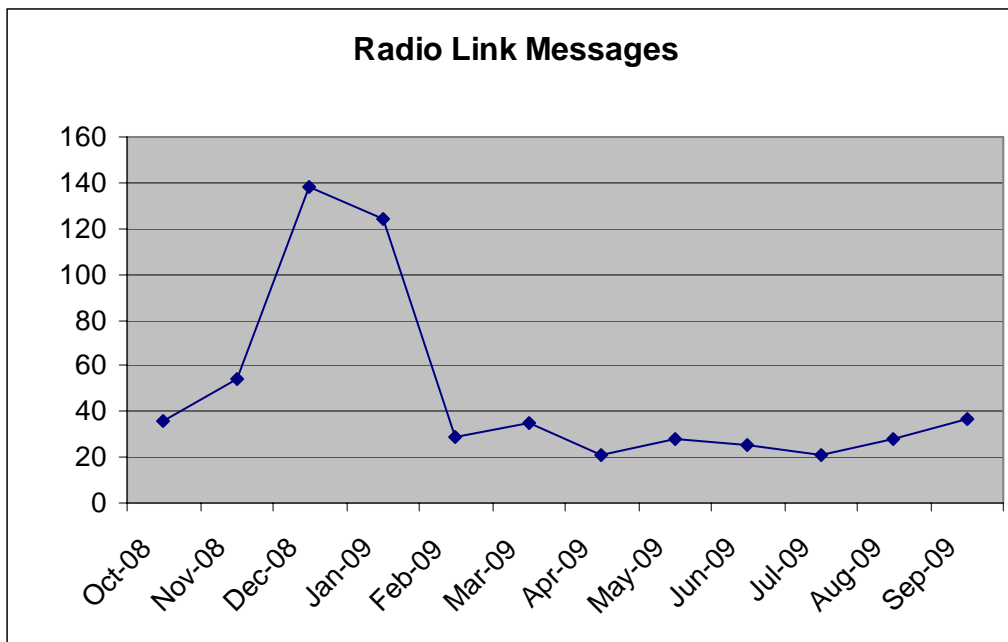


The figures provided by the police also include details on detected and undetected crimes and the table below shows these from November 2008 -



We have also looked at CCTV figures for the town centre and these are shown in the graphs below based on the number of camera operations in the town and the number of incidents as a result of Radiolink. These figures relate to October 2008 – September 2009.





Yeovil Crime Reduction Team (YCRT)

To address low level offending and first time offenders the YCRT has put into place Acceptable behaviour Contracts (ABC). These are totally voluntary and have no legal recourse. They are aimed at young people who may have been caught for shoplifting low value goods, attempted theft or antisocial behaviour and have little or no previous history of this.

A member of YCRT can ask for an ABC to be carried out and the process is as follows.

Offender referred to the Project Manager of YCRT and an appointment is made. The offender attends the Town Centre offices with a parent or responsible adult. The Coordinator explains all the consequences of the offender's actions and the effect on other people and businesses. A six-month ban not to enter the premises of any member of YCRT (106 businesses) on the offender is imposed. They are then given the opportunity to sign a voluntary ABC to agree not to repeat their behaviour, if signed the ban is lifted.

To date, 46 ABCs have been signed and only one has been broken.

Business confidence/private confidence

Extract from business plan states:-

Carry out a survey of the businesses and visitors in the town centre, measure year on year.

Business surveys were conducted in October 2007 and March 2009 and a visitor survey in May/June 2008. A visitor survey is currently being carried out in a small

selection of shops in the town centre and the results of this will be available in January 2009.

Respondents were asked a series of questions and a comparison from the main questions from the 2007 and 2009 business survey are shown in the table below.

Question	Results	Top responses from 2007 survey	Top responses from 2009 survey
How do you rate the appearance of the town centre?	Average Good Poor	51% 17% 21%	40% 30% 14%
Have you seen any improvements to the appearance of the town centre?	No improvement Some improvement	52% 26%	52% 40%
How you had any contact with Police Support Community Support Officers (PCSOs)?	Yes, visited store No, but seen patrolling Yes, responded to incident	34% 26% 20%	36% 27% 19%
What is your busiest trading day?		Sat Fri Mon	Sat Fri Thurs
Were you aware of continental market held in the town?	Yes No	81% 19%	61% 39%
Do continental markets affect trade?	Did not notice a change	77%	82%
How often should specialist markets be held in the town?	More often Twice a year	53% 44%	49% 42%
How would you classify your business?	Independent retailer Part of chain/group	49% 36%	53% 32%
How many employees do you employ?	Full time Part time	2 – 5 2 – 5	2 – 5 2 – 5
How many years has business been in current premises?		6 – 10 yrs 3 – 5 yrs 1 – 2 yrs	1 – 2 yrs 3 – 5 yrs 6 – 10 yrs

The visitor survey in 2008 was conducted online during the months of May and June.

The main results from this survey are shown in the table below.

Question	Top Responses	Number/ Percentage
Why do you come to Yeovil town centre?	Shopping Visit bank/building society Leisure complex (Bowlplex etc)	94 73 57
How often do you visit Yeovil town centre?	2 –3 times a week Every day Once a week	29% 28% 16%
How long do you stay when visiting Yeovil town centre?	2 – 4 hours About 2 hours One hour or less	29% 28% 25%
How do you travel to Yeovil town centre?	Car Walk	83% 13%
What would be your priority for improving Yeovil town centre?	Increase number and variety of shops More public toilets Regular, well managed specialist events	75 55 43
How easily can you find a parking space when visiting Yeovil town centre?	Usually find a space quickly and easily Sometimes find a space quickly and easily Always find a space quickly and easily	35% 35% 24%
How would you assess the cost of parking compared to other cities/towns?	Reasonable Expensive	44% 37%
How safe do you feel when visiting Yeovil town centre during the day?	Always feel safe Usually feel safe	47% 47%
How safe do you feel when visiting Yeovil town centre at night?	Usually feel safe Usually feel unsafe	55% 26%
Does the provision of CCTV made you feel safe?	Yes No	55% 30%
What would make you feel safer in the town centre?	Police presence Control drunken/anti social behavior No street dwellers	77 74 48
How do you rate the standard of planting/floral displays in the town centre?	Always attractive Usually attractive	51% 40%

Question	Top Responses	Number/ Percentage
How do you rate the standard of maintenance of pavements, benches etc. in the town centre?	Usually well maintained Always well maintained	64% 17%
Where else do you go for your non-food shopping?	Taunton Street Bristol	67 65 42
How do you rate the range of shops in Yeovil town centre?	Adequate Good	54% 29%
Why type of store would you like to see in Yeovil town centre?	Department Store Household Women's clothing	67 41 35
Name 3 stores you would like to see in Yeovil town centre?	Debenhams John Lewis H & M	51 23 14
In the last 3 years, has Yeovil town centre improved?	Yes No Don't know	48% 30% 22%
In the last 3 years, have the range of shops improved in Yeovil town centre?	Yes No Don't know	22% 60% 18%
In the last 3 years, have the range of places to eat and drink improved in Yeovil town centre?	Yes No Don't know	56% 20% 24%
Gender of respondents	Female Male	74% 26%
Age	26 – 33 42 – 49 34 – 41	23% 23% 18%
Location of respondents	Less than 5 miles Over 10 miles 5 – 10 miles	46% 29% 25%

Full copies of the 2 Business Surveys and Visitor Survey reports are available on request from the Town Centre Manager.

Footfall counters

The final key performance indicator from the business plan was footfall counters. Unfortunately it has not been possible to obtain the funding to install footfall counters in the town, but as technology develops, prices may be reduced.

Acknowledgements

Thanks for ATCM, car parks management, Avon and Somerset Constabulary, Veronica Woodall, Helen Sharpe and Penny Middle for their assistance with the collation of these key performance indicators.

Ian Budd, Yeovil Town Centre Manager

October 2009