

SOUTHAM BENCHMARKING YEAR ON YEAR COMPARISON REPORT 2011 – 2015

This summary report is designed to be read in conjunction with the 2015 Benchmarking Report.

KPI 1: Total Number of Commercial Units

	Southam 2011 %	Southam 2012 %	Southam 2013 %	Southam 2014 %	Southam 2015 %
A1	41	39	38	37	33
A2	15	13	17	13	16
A3	3	4	4	5	6
A4	7	8	7	7	6
A5	7	5	7	7	6
B1	4	4	4	4	5
B2	0	0	0	0	0
B8	0	0	0	0	0
C1	0	0	0	0	0
C2	0	0	0	0	0
C2A	C3 0	C3 0	0	0	0
D1	10	20	14	19	16
D2	0	0	0	0	0
SG	12	9	8	8	11
Not Recorded		0	0	0	0

KPI 2: Retail by Comparison/Convenience

	2011%	2012%	2013%	2014%	2015%
Comparison	39	68	79	86	81
Convenience	61	32	21	14	19

Please note, different parameters were used in regards to comparison and convenience back in 2011.

KPI 3: Key Attractors / Multiple Trader Representation

	2011%	2012%	2013%	2014%	2015%
Key Attractor	0	0	0	0	0
Multiple	18	13	11	11	11
Regional	7	6	14	14	15
Independent	57	81	75	75	74

KPI 4: Number of Vacant Units

	2011%	2012%	2013%	2014%	2015%
Occupied	93	93	91	94	95
Vacant	7	7	9	6	5

KPI 5: Number of markets / traders

	2011	2012	2013	2014	2015
Average No. of Market days per wk	1	1	1	1	1
Average No. of traders at a Market	10	11	9	10	9

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

	2011	2012	2013	2014	2015
Zone A Retail Rents (£ per sq. ft.)	£21		£21	£23	£26
% Net Yield	.		9.50%	9%	7%

KPI 8: Footfall Counts

	2011	2012	2013	2014	2015
Market / Busy Day	78	71	84	89	77
Non-Market / Quiet Day	50	44	51	64	59

KPI 9: Car Parking Availability & Usage

	2011 Actual	2011 %	2012 Actual	2012 %	2013 Actual	2013 %	2014 Actual	2014 %	2015 %
Car Park:									
Total spaces	267	n/a	267	n/a	255	n/a	259	82	82
Short stay spaces (4 hr or under)	89	33	89	33	104	41	108	42	43
Long stay spaces (over 4 hrs)	165	62	165	62	135	53	135	52	51
Disabled spaces	13	5	13	5	16	6	16	6	6
Not registered			n/a	n/a	n/a	n/a	0	0	0
Vacant spaces on busy/market day			43	19	76	35	39	18	27
Vacant spaces on quiet/non-market day			121	45	108	42	96	37	34
Illegal spaces on busy/market day			5	n/a	3	n/a	1	n/a	n/a
Illegal spaces on quiet/non-market day			1	n/a	1	n/a	4	n/a	n/a
On Street:									
Total spaces	55	n/a	55	n/a	57	n/a	58	18	18
Short stay spaces (4 hr or under)	39	71	39	71	40	70	40	69	67
Long stay spaces (over 4 hrs)	13	24	13	24	13	23	13	22	24
Disabled spaces		5	3	5	4	7	5	9	9
Not registered			n/a	n/a	n/a	n/a	0	0	0
Vacant spaces on busy/market day			20	36	19	33	5	9	19
Vacant spaces on quiet/non-market day			20	40	26	46	17	29	28
Illegal spaces on busy/market day			2	n/a	1	n/a	4	n/a	n/a
Illegal spaces on quiet/non-market day			1	n/a	0	n/a	3	n/a	n/a
Overall:									
Total spaces	322	n/a	322	n/a	312	n/a	317	100	n/a
Short stay spaces (4 hr or under)	128	40	128	40	144	46	148	47	48
Long stay spaces (over 4 hrs)	178	55	178	55	148	47	148	47	46
Disabled spaces	16	5	16	5	20	6	21	7	6
Not registered			n/a	n/a	n/a	n/a	0	0	0
Vacant spaces on busy/market day		22	62	22	95	35	44	16	25
Vacant spaces on quiet/non-market day		43	143	44	134	43	113	36	33
Illegal spaces on busy/market day	4	n/a	7	n/a	4	n/a	5	n/a	n/a
Illegal spaces on quiet/non-market day	1	n/a	2	n/a	1	n/a	7	n/a	n/a

KPI 10: Business Confidence Survey – SOUTHAM DID NOT PARTAKE IN KPI 10 IN 2014

		2011	2012	2013	2015
What is the nature of your business?	Retail	56%	43%	79%	40%
	Commercial/Professional	22%	36%	14%	0%
	Public Sector	11%	0%	0%	0%
	Hospitality (2105 Food & Drink)	0%	14%	0%	40%
	Accommodation (2015)	-	-	-	0%
	Other	11%	7%	7%	13%
What type of business are you?	Multiple Trader	11%	22%	8%	0%
	Regional	0%	7%	0%	20%
	Independent	89%	71%	92%	80%
How many people work at these premises?	Full time	2 people			
	Part time	3 people			
How long has your business been in town?	Less than 1 year	0%	14%	7%	0%
	1 - 5 years	11%	7%	36%	60%
	6 - 10 years	22%	14%	7%	0%
	More than 10 years	67%	65%	50%	40%
Compared to last year, has your turnover ...	Increased	44%	54%	46%	80%
	Stayed the same	22%	15%	31%	0%
	Decreased	33%	31%	23%	20%
Compared to last year, has your profitability ...	Increased	33%	54%	25%	60%
	Stayed the same	33%	15%	42%	40%
	Decreased	33%	31%	33%	0%
Over the next 12 mths, do you think your turnover will ...	Increase	50%	57%	38%	20%
	Stay the same	37%	43%	38%	40%
	Decrease	13%	0%	23%	40%
What are the positive aspects of having a business located in the town?	Physical appearance (2015)	-	-	-	0%
	Prosperity of the town	22%	36%	15%	0%
	Labour pool	33%	14%	0%	0%
	Environment	33%	21%	15%	0%
	Geographical location	56%	43%	15%	20%
	Mix of retail offer	33%	29%	8%	0%
	Potential tourist customers	22%	21%	31%	0%
	Potential local customers	78%	86%	85%	80%
	Affordable housing	0%	14%	0%	0%
	Transport links	11%	7%	15%	0%
	Car parking	67%	57%	69%	80%
	Rental values/property costs	22%	14%	23%	0%
	Market(s)			0%	0%
	Events Activities (2015)	-	-	-	0%
Marketing/Promotion (2015)	-	-	-	0%	
Local Ptnrshps/Orgns (2015)	-	-	-	0%	
Other		7%	8%	0%	

What are the negative aspects of having a business located in the town?	Physical appearance	-	-	-	20%
	Prosperity of the town	14%	33%	27%	20%
	Labour pool	0%	0%	9%	20%
	Environment	0%	0%	0%	20%
	Geographical location	14%	0%	0%	0%
	Mix of retail offer	14%	8%	45%	40%
	Potential tourist customers	0%	8%	18%	20%
	Potential local customers	14%	0%	0%	20%
	Affordable housing	0%	17%	9%	40%
	Transport links	14%	33%	27%	40%
	Car parking	42%	17%	18%	20%
	Rental values/property costs	14%	33%	27%	60%
	Market(s)	n/a	n/a	27%	40%
	Local business competition	29%	17%	9%	40%
	Competition from other places	29%	50%	45%	%20
	Competition from the Internet	14%	33%	64%	80%
	Events/Activities (2015)	-	-	-	20%
	Marketing/Promotions (2015)	-	-	-	20%
	Local Prtnrshps/orgns (2015)	-	-	-	20%
	Other	0%	17%	18%	0%
Has your business suffered from any crime over the last 12 months?	Yes	89%	36%	21%	0%
	No	11%	64%	79%	100%
What type of crime has your business suffered over the last 12 months?	Theft	0%	60%	100%	0%
	Abuse	0%	20%	0%	0%
	Criminal damage	100%	80%	0%	0%
	Other	0%	0%	33%	0%
What effect do you think of the redevelopment of the Library/Victor Hodges site will have on the town centre in the long term?	Very positive		0%	36%	-
	Positive		36%	45%	-
	Negative		43%	18%	-
	Very negative		21%	0%	-
Have you attended taken part in any of the town centre events in the past 12 months?	Carnival (May)			55%	50%
	Jubilee Party (June 2012)			73%	-
	Battle of Southam (Aug 2013)	-	-	-	75%
	Flower & Prod Show (Aug 14)	-	-	-	0%
	Mop (Oct)	-	-	-	75%
	Southam Games (July)			27%	-
	Retro Revival (Sept)			91%	75%
	French Market (Oct)			73%	-
	Christmas Light Switch On (Dec)			64%	75%
	Christmas Street Fair (Dec)			82%	-
	Other			0%	-
What impact do you think these types of events have on the town centre?	Very positive			11%	0%
	Positive			78%	75%
	Negative			11%	25%
	Very negative			0%	0%

How well do you think businesses are promoted in town?	Very well			0%	0%
	Well			15%	20%
	Poorly			77%	60%
	Very poorly			8%	20%
Which of the following promotional ideas would you support?	Business Directory - web			62%	-
	Business Directory - paper			38%	-
	Business Map/Noticeboard			46%	-
	Shop Local Campaign			54%	-
	Loyalty Scheme Card			46%	-
	Southam APP			15%	-
	QR Code Scheme			8%	-
	Other			0%	-
The Southam Town & Area Promotions Group are designing a new promotional website. Would you be interested in taking up a free listing?	Yes				50%
	No				25%
	Maybe				25%
Would you like to be more actively involved in helping Southam Town Centre businesses to thrive?	Yes				25%
	No				25%
	Maybe				50%

KPI 11: Town Centre User Survey - SOUTHAM DID NOT PARTAKE IN KPI 11 IN 2014

		2011%	2012%	2013%	2015%
Gender	Male		36	25	35
	Female		64	75	65
Age	16-25		12	9	5
	26-35		3	5	10
	36-45		2	16	20
	46-55		22	11	19
	56-65		22	21	21
	Over 65		39	37	25
What do you generally visit the Town Centre for?	Work	10	11	21	7
	Convenience Shopping	48	42	30	31
	Comparison Shopping	0	3	3	0
	Access Services	24	24	16	44
	Leisure	7	11	11	9
	Other	12	9	19	8
How often do you visit the Town Centre?	Daily	40	44	36	28
	More than once a week	36	39	43	42
	Weekly	13	14	12	17
	Fortnightly	3	1	1	6
	More than once a month	5	0	1	3
	Once a month or less	3	2	6	5
	First visit	0	0	1	0
How do you normally travel into Town Centre?	On foot	45	52	48	44
	Bicycle	1	3	2	0
	Motorbike	1	1	1	0
	Car	47	41	40	54
	Bus	0	3	4	1
	Train	0	0	0	0
	Other	0	0	4	1
On average, on your normal visit to the Town Centre, how much do you normally spend?	Nothing	10	7	1	4
	£0.01 - £5	25	29	27	27
	£5.01 - £10	30	36	38	32
	£10.01 - £20	25	17	24	26
	£20.01 - £50	10	8	9	9
	More than £50	0	3	0	1
How do you rate the physical appearance of the Town Centre?	Very good	5	6	6	-
	Good	59	63	65	-
	Poor	34	26	24	-
	Very poor	2	5	6	-

How do you rate the cleanliness of the Town Centre?	Very good	8	7	10	-
	Good	71	68	70	-
	Poor	21	25	18	-
	Very poor	0	0	2	-
How do you rate the variety of shops in the Town Centre?	Very good	5	2	2	-
	Good	40	37	38	-
	Poor	46	54	50	-
	Very poor	9	7	10	-
How do you rate the leisure and cultural offering in the Town Centre?	Very good	4	4	6	-
	Good	45	46	49	-
	Poor	45	44	43	-
	Very poor	6	6	2	-
What are the positive aspects of the Town Centre?	Physical appearance	4	46	54	31
	Cleanliness	-	-	-	44
	Retail offer	12	47	33	19
	Customer Service	-	-	-	23
	Cafes/Restaurants	0	20	25	25
	Access to Services	19	89	90	84
	Leisure facilities	3	40	47	18
	Cultural activities/events	1	24	21	13
	Pubs/Bars/Nightclubs	7	34	48	25
	Transport Links	20	40	73	20
	Ease of walking around Town Centre	21	75	88	64
	Convenience eg near where you live	35	81	81	76
	Safety	6	56	68	27
	Car parking	19	68	80	59
Markets			57	30	
Other	1	2	1	7	
What are the negative aspects of the Town Centre?	Physical appearance	n/a	40	39	29
	Cleanliness	-	-	-	14
	Retail offer	n/a	45	61	51
	Customer Service	-	-	-	7
	Cafes/Restaurants	n/a	64	71	25
	Access to Services	n/a	5	3	3
	Leisure facilities	n/a	24	37	17
	Cultural activities/events	n/a	52	63	28
	Pubs/Bars/Nightclubs	n/a	42	33	22
	Transport Links	n/a	24	11	14
	Ease of walking around Town Centre	n/a	9	5	5
	Convenience eg near where you live	n/a	5	7	2
	Safety	n/a	14	15	5
	Car parking	n/a	13	8	21
Markets	n/a		30	15	
Other	n/a	17	9	9	
Do you use the Weekly Market?	Yes		51		-
	No		49		-

If yes, how do you rate the Weekly Market?	Very good		17		-
	Good		57		-
	Poor		23		-
	Very poor		4		-
How long do you stay in the Town Centre?	Less than an hour	10	52	30	62
	1 - 2 hours	44	37	43	26
	2 - 4 hours	28	3	12	5
	4 - 6 hours	10	1	4	1
	All day	8	6	8	6
	Other	0	1	3	0
Would you recommend a visit to the Town Centre?	Yes	-	-	-	67
	No	-	-	-	33
What impact do you think of the redevelopment of the Library/Victor Hodges site will have on the town centre in the long term?	Very positive			28	11
	Positive			63	70
	Negative			7	14
	Very negative			1	4
Have you attended taken part in any of the town centre events in the past 12 months?	Carnival (May)			69	68
	Jubilee Party (June 2012)			39	-
	Battle of Southam (Aug 13)				57
	Flower & Produce Show (Aug 14)				19
	Southam Games (July)			14	
	Retro Revival (Sept)			55	51
	French Market (Oct)			55	
	Mop (Oct)				74
	Christmas Light Switch On (Dec)			53	60
	Christmas Street Fair (Dec)			65	-
	Other			24	6
What impact do you think these types of events have on the town centre?	Very positive			41	91%
	Positive			57	
	Negative			2	9%
	Very negative			0	
Are you aware of the Town Centre highways regen project including redesigning the layout of Market Hill & pedestrianisation of Wood St?	Yes	-	-	-	77
	No	-	-	-	23
If yes, what impact do you think the regen project will have on the town centre in the long term?	Very positive	-	-	-	17
	Positive	-	-	-	45
	Negative	-	-	-	26
	Very negative	-	-	-	12

KPI 12: Shoppers Origin - SOUTHAM DID NOT PARTAKE IN KPI 12 IN 2014

	2011	2012	2013	2015
Locals	70	69	69	66
Visitors	17	24	26	25
Tourist	13	7	5	9

Locals: live within a postcode covering the town

Visitors: live within a postcode less than 30 min drive away

Tourists: live within a postcode further than 30 min drive away