

Kettering Borough Council

DESBOROUGH TOWN CENTRE HEALTHCHECK



TYM & PARTNERS
Planners and Development Economists

Final Report

July 2010

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1 INTRODUCTION

- 1.1 Roger Tym & Partners were instructed in August 2009 by Kettering Borough Council to provide advice on proposals by Sainsbury's Supermarkets Ltd for the development of a new retail foodstore at Magnetic Park, Desborough. We provided the Council with comments by way of correspondence dated 26 August 2009, and 16 February 2010, the latter forming an appraisal of the Planning and Retail Report (and subsequent addendum) submitted by Indigo Planning in support of the application. As part of the appraisal we set out concerns that *'the applicants have not presented a full assessment of the 'health' of Desborough town centre as set out by indicators in PPS4 and, prior to this, PPS6. We consider the proposal will have a negative impact on the vitality and viability of the town centre, based on our on-foot assessment of the current health of the town centre'*.
- 1.2 Following our findings, Kettering Borough Council commissioned Roger Tym & Partners in February 2010 to undertake a full assessment of the vitality and viability of Desborough town centre, based on the indicators set out at Annex D of PPS4. This report sets out our findings of this exercise.
- 1.3 Our analysis has involved:
- 1) On-foot surveys of the town centre;
 - 2) Photographic analysis;
 - 3) On-street surveys of users of Desborough town centre;
 - 4) Pedestrian flow counts;
 - 5) Desk research (although relatively limited information is available in this respect); and
 - 6) Consultations with representatives of the commercial property market in Desborough.
- 1.4 We have based our assessment on the 'Established Shopping Area' of Desborough town centre, as identified on the proposals map accompanying the adopted Kettering Borough Local Plan (1995).

Structure of report

- 1.5 The remainder of the report is structured as follows:
- Section 2** sets out the performance analysis of Desborough town centre (excluding PPS4 indicators A9 and A11, which are considered separately in the following sections);
- Section 3** discusses PPS4 Indicator A9 – 'Pedestrian flows' – reviewing the findings of pedestrian flow counts undertaken in Desborough town centre in May 2010;
- Section 4** discusses PPS4 Indicator A11 - 'customers and residents' views and behaviour' – drawing on the results of on-street surveys in the town centre in May 2010; and
- Section 5** sets out our conclusions.
- 1.6 The findings set out in the main report should also be read in conjunction with the appendices to this report, as follows:
- **Appendix 1** contains detailed health check data and mapping, to be read alongside Section 2 of the report;

- **Appendix 2** which presents full tabulated data of the pedestrian flow counts, to be read alongside Section 3 of the report; and
- **Appendix 3** which sets out full results of the pedestrian on-street surveys undertaken in Desborough town centre, to be read alongside Section 4 of the report.

2 PERFORMANCE ANALYSIS OF DESBOROUGH TOWN CENTRE

- 2.1 In this section we set out our performance analysis of Desborough town centre, based on a combination of desktop analysis and site visits to the centre throughout April and May 2010.
- 2.2 Our assessment is based on the following indicators, as set out at Annex D of Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009).
- Diversity of main town centre uses (Indicator A1);
 - The amount of retail, leisure and office floorspace in out-of-centre locations (Indicator A2);
 - The potential capacity for growth or change of centres (Indicator A3);
 - Retailer representation and intentions to change representation (Indicator A4);
 - Shopping rents (Indicator A5);
 - Proportion of vacant street-level properties (Indicator A6);
 - Commercial yields on non-domestic property (Indicator A7);
 - Land values and the length of time key sites have remained undeveloped (Indicator A8);
 - Pedestrian flows (Indicator A9);
 - Accessibility (Indicator A10);
 - Perception of safety and occurrence of crime (Indicator A12); and
 - State of the town centre environmental quality (Indicator A13).
- 2.3 The performance analysis is supplemented by detailed tabulations and maps set out at **Appendix 1** of the study. We consider each of these indicators in turn below. In the case of Indicators A9 and A11, more detailed analysis is set out in **Section 3** and **Section 4** respectively, drawing on survey work undertaken in Desborough town centre in May 2010.

Indicator A1 - Diversity of main town centre uses

- 2.4 Our assessment of the diversity of uses in Desborough town centre focuses on the retail and service provision in the town centre, and compares this against UK averages as calculated every quarter by Experian. The results of this exercise thus provide useful guidance in analysing the role and function of the town centre in the local retail hierarchy. It should be noted that Experian do not provide UK average data for non-retail uses (such as residential and offices), however we set out below some qualitative commentary on these areas. **Figure 1** of **Appendix 1** shows the diversity of uses in Desborough town centre at the time of our survey of the centre in March 2010. The table indicates the representation of convenience, comparison and service uses (and associated sub-categories) in the centre, and compares them to current (May 2010) UK averages. As such it is possible to identify any areas in which there may be a shortfall. The diversity of uses survey is based on the boundary identified in the adopted Kettering Borough Local Plan as the 'Established Shopping Area' in Desborough town centre. Non-retail uses (such as residential, offices and public houses) are not surveyed.
- 2.5 **Figure 1** indicates that convenience shopping uses account for six units in the town centre, equivalent to 14.3 per cent of the total retail offer. This is 4.8 per cent above the current UK average of 9.52 per cent. It can be noted that there is representation from five of the six convenience goods sub-categories in Desborough, with the only sub-category absent being 'off licences and home brew'. Accordingly the centre can be considered to have a reasonable

- convenience goods offer. The 'grocery and frozen foods' sub-category accounts for two units, both of which are operated by Midlands Co-Operative. This therefore results in the diversity in this sub-category being limited at present.
- 2.6 The proportion of the retail offer given over to comparison goods in Desborough is significantly below average, accounting for just 28.6 per cent of units, compared to a UK average of 42.6 per cent – a shortfall of 14.05 per cent. Only 9 of the 16 comparison goods sub-categories are represented in Desborough, which, even taking into account the limited size of the centre, gives cause for concern. We draw attention to the absence of any representation from 3 of the 4 clothing sub-categories, which can be considered key drivers of pedestrian footfall in a centre. Whilst there are two retailers present in the 'women's, girls, children's clothing' sub-category, there is no representation in 'footwear and repairs', 'men's and boys' wear' or 'mixed and general clothing'. Positively, we note representation in the 'charity shops, pets and other comparison' sub-category is below average.
- 2.7 Services outlets make up a total of 17 outlets in the town centre, equivalent to 40.5 per cent of the total retail offer. This is almost 6.3 per cent above the current UK average of 34.2 per cent. There are a greater number of services outlets in the town centre than comparison retailers. There is strong representation from the 'Restaurants, cafes, coffee bars, fast food & take-aways' sub-category, although all of these units are take-aways, which do not form a positive indicator of the vitality and viability of a centre. Representation in the 'Hairdressers, beauty parlours & health centres' sub-category is also above average, however representation in the 'banks and financial services' and 'estate agents and auctioneers' sub-categories is limited.
- 2.8 There are presently five vacant units in the town centre, equivalent to 11.9 per cent of the total unit stock in the town centre. This is fractionally below the current UK average of 12.5 per cent. We return to discuss the vacant units in the centre in further below (Indicator A6).
- 2.9 Aside from the retail offer, there is reasonable representation from public houses in Desborough town centre, although provision of other entertainment and leisure facilities is highly limited. A particular feature of the town centre which can be noted is the presence of a large number of residential properties within the Established Shopping Area, the boundaries of which are shown on the plan at **Figure 2** in **Appendix 1**. This is particularly prevalent on the western side of Station Road, south of the junction with New Street, where residential units account for nine of the 11 premises fronting onto Station Road. Premises on the western side of New Street within the Established Shopping Area are also entirely given over to residential uses. These uses generate significantly lower pedestrian activity than if the premises were in retail uses. We also note that one of the largest units in the town centre, at the junction of Station Road and Burghley Close, is given over to non-retail uses (it is currently in use as a Heritage Centre).
- 2.10 The diversity of uses in Desborough town centre is therefore limited with a number of qualitative gaps, particularly in the comparison goods offer. The retail offer is dominated by the service sector, and such uses tend to attract lower pedestrian footfall. Within this sector, the majority of representation is from hot food take-aways, which do little to enhance the vitality and viability of the centre. Positively, the convenience offer can be considered reasonable, and the number of vacant units is below the UK average. There are also a large number of non-retail uses within the Established Shopping Area, particularly on the western side of Station Road to the south of its junction with New Street.

Indicator A2 - The amount of retail, leisure and office floorspace in out-of-centre locations

- 2.11 PPS4 acknowledges that out-of-centre retailing can undermine the vitality and viability of town centres, as they compete for expenditure with the established centres. We understand that there is no significant volume of out-of-centre retail floorspace in Desborough at present, with the exception of the small Co-operative convenience store at Braybrooke Road. Both Market Harborough and, to a greater extent Kettering, have out-of-centre comparison goods retailing, however this does not significantly compete with the offer in Desborough town centre, which caters towards meeting a local need.
- 2.12 Therefore this criteria presently scores positively, however this would change if a foodstore is developed, as proposed, on the outskirts of the town, as it considered this has potential to cause detrimental impact on the town centre.

Indicator A3 - The potential capacity for growth or change of centres in the network

- 2.13 This indicator concerns the potential capacity for growth of centres, or changes in the network of centres, within a local authority area. This includes 'opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development'.
- 2.14 **Figure 3 in Appendix 1** highlights that there are significant tracts of vacant land and buildings within the Established Shopping Area in Desborough. We draw attention to two particular areas which, if brought forward for town centre uses, would allow for effective consolidation of Desborough's current role as a second-tier 'Smaller Town'¹. These are:
- Former Lawrence's Factory site, New Street (approx site area 0.92 ha)
 - Former Co-Op Dairy, High Street (approx site area 0.18ha).
- 2.15 It is considered that these parcels of land both offer potential for the development of town centre uses in order to consolidate the role and function of Desborough, reflecting the aspirations of the Core Spatial Strategy for the regeneration of Desborough town centre (CSS Policy 1), and for settlements such as Desborough 'to complement the Growth Town expansion by providing secondary focal points within the urban core', and improving the vitality and viability of the centre as a whole.
- 2.16 We understand that there are emerging proposals for a mixed-use development on Havelock Street, which is likely to include retail, leisure and community uses, as well as open space. Such a development would be expected to improve the vitality and viability of the centre as a whole, and therefore consolidate the role and function of the centre.

¹ As set out in the settlement hierarchy in the North Northamptonshire Core Spatial Strategy, adopted June 2008.

Indicator A4 - Retailer representation and intentions to change representation

- 2.17 The retail offer in Desborough town centre is orientated towards independent retailers. The only national multiple retailers present in the centre are Barclays Bank, Coral Bookmakers and Midlands Co-Operative, who operate two foodstores in the town centre, at Gladstone Street and High Street. In addition there is a Co-Op Travel store on Station Road, and a Co-Op Pharmacy on High Street. It is noteworthy that the two main foodstores in the town centre are both operated by Midlands Co-Op, which therefore serves to restrict consumer choice in the town centre. This is contrary to the aims and objectives of PPS4, which states that in order to improve the vitality and viability of town centre, there should be 'competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure and tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community' (PPS4, para 10).
- 2.18 Information submitted by Indigo Planning in respect of their application for an out-of-centre foodstore in Desborough indicates that the two Midlands Co-Op stores achieve convenience turnovers of £2.0m per annum (Gladstone Street) and £1.0m per annum (High Street), based on company average sales density. Both stores have appeared moderately busy at the time of our visits.
- 2.19 We understand from discussions with local agents that there is no interest from national comparison goods multiple retailers for premises in Desborough at present. The FOCUS Commercial Property database also contains no requirements for retailers requiring premises in Desborough at present. There is demand however from food retailers, reflected in the aspirations by Sainsbury's for the new store at Magnetic Park, and emerging plans for the Lawrence's Factory site within the town centre, which we understand has attracted interest from national retailers. Local agents indicate that the majority of demand for premises in the town centre is from small-scale, new-start businesses, which is in part a reflection of the size and nature of the floorspace available within the centre (i.e. small-scale, older premises).
- 2.20 We are not aware of any retailers trading in the town at present who are wishing to increase their representation.

Indicator A5 - Shopping rents

- 2.21 From consultation with local commercial agents², we understand that Desborough presently commands a prime Zone A rent of approximately £20 per sq.ft in the prime retail area (i.e. Station Road). It was commented that these figures have remained largely static over the past decade. The low rental values reflect the limited role Desborough currently plays as a local service centre, however it is surprising that there has been no apparent increase in rental values over the course of the past decade, suggesting that the 'health' of the centre has stagnated over this period.

² Agents have asked not to be identified by name in the report.

- 2.22 Local agents indicate that Rothwell performs slightly better, presently commanding a prime rent of £25 per sq.ft, again reflecting its limited role as a retail location³.
- 2.23 Whilst it would not be expected that Desborough would command high prime retail rents, the quoted figure of £20.00 per sq.ft, which has remained stagnant over the past decade, affirms the limited demand for premises in the centre.

Indicator A6 - Proportion of vacant street level properties

- 2.24 Indicator A6 of PPS4 states that the proportion of vacant street level property, and the length of time properties have been vacant, is a further useful indicator of the 'health' of the centre in question. As noted above, **Figure 1 of Appendix 1** sets out the diversity of uses in Desborough town centre in March 2010 and benchmarks these figures against the current UK average. It can be seen that, at the time of our survey of the town centre, there were five vacant retail units in the town centre, equivalent to 11.9 per cent of units in the town centre, below the current UK average of 12.5 per cent. Vacancy rates are therefore in line with the current UK average. Discussion with local agents suggests that the take-up of vacant property in the centre is reasonable, with most units leased within three months of being marketed.
- 2.25 The five vacant units in the centre are all located on Station Road. We draw attention to the two prominent adjacent vacant units at the junction of Station Road and Havelock Street. We understand these units are under the ownership of the Midlands Co-Operative, and consider that their reoccupation would deliver benefits to the vitality and viability of the centre as a whole, when considering their larger size (compared to the majority of the units in the centre) and positioning at the heart of the shopping area.
- 2.26 The slightly below-average vacancy rate masks the fact that there are significant parcels of vacant and derelict land and buildings within the Established Shopping Area, as has been discussed above in respect of Indicator A3, namely the Lawrence's Factory site at New Street/ Gladstone Street; the former Co-Op Dairy site on High Street, and in addition the former Ritz Ballroom site close to the junction of Station Road and High Street. The derelict nature of these prominent sites within the Established Shopping Area lends an air of decay to the centre. When taking these sites into account Desborough performs poorly against this indicator.
- 2.27 **Figure 3 of Appendix 1** identifies the location of the vacant retail units and other units/land which is vacant and/or derelict in Desborough town centre in March 2010.

Indicator A7 - Commercial yields on non-domestic property

- 2.28 Yield can be considered to be an efficient measure of the confidence of investors in the long term profitability of the town centre for retail (and other commercial) developments; the lower the yield, the greater the level of investment confidence in a centre. Information on prime retail yields for larger centres is published by the Government's Valuation Office for larger town centres, although no information is available from this source for smaller centres such as

³ The FOCUS commercial property database shows that Kettering commands, by way of comparison, a prime Zone A retail rent of £90.00 per sq.ft (June 2008), an improvement from £60.00 per sq.ft in June 2000.

Desborough. Discussion with local commercial agents indicates that prime retail yields in Desborough are currently high, in the region of 9.0 per cent. The high yield for Desborough suggests limited investor confidence in Desborough as a location for investment at present.

- 2.29 By way of comparison, Rothwell also has a high prime retail yield of circa 8.0 per cent, 1.0 per cent 'keener' (i.e. stronger) than Desborough. The Valuation Office Property Market Report (July 2008) indicates that Kettering has a prime yield of 6.0 per cent, although discussion with local agents suggests this might have weakened slightly subsequent to this date.

Indicator A8 - Land values and the length of time key sites have remained undeveloped

- 2.30 We are not aware of any data available within the public domain in respect of land values in Desborough town centre and therefore it is not possible to provide commentary in this respect.
- 2.31 With regards to the vacant sites in the town centre, we have noted above that there are three key vacant sites: the former Lawrence's Factory site, the former Co-Op Dairy site on High Street, and the former Ritz Ballroom premises on Station Road. It is understood that both Lawrence's Factory and the Co-Op site are long-standing vacant sites.
- 2.32 PPS4 states that this indicator is useful in informing planning decisions, and suggesting how flexible policies should be framed. We do not consider that the Lawrence's Factory and Co-Op Dairy sites are overly constrained through policy. Indeed, neither site is covered by an extant planning policy allocation, with the exception that both sit within the boundary of the Local Plan-defined Established Shopping Area in Desborough.

Indicator A9 - Pedestrian flows (footfall)

- 2.33 Pedestrian footfall is a useful means of comparing the 'health' of different areas within a town centre, as they show the numbers of people in different parts of the centre, at different times of the day. The most effective method of ascertaining this information is to undertake formal pedestrian flow counts at predetermined locations within a centre. In May 2010 NEMS Market Research undertook this exercise at four locations in Desborough town centre and the results of this are discussed in greater detail in the following section.

Indicator A10 - Accessibility

- 2.34 PPS4 states that accessibility relates to 'ease and convenience of access by a choice means of travel including the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and the quality of provision for pedestrians, cyclists and disable people, and the ease of access from main arrival points to the main attractions'.

Car parking

- 2.35 Car parking in Desborough town centre is predominantly on-street, with a number of bays available along the length of Station Road, as well as a number of surrounding streets. Kettering Borough Council operate two small surface car parks at Mansefield Close and New Street, to the immediate north of Station Road, which have a combined capacity of 54 spaces. There are no

dedicated disabled bays in either car park. We did not identify any issues of shortfall in capacity at the time of our visits to the centre, and both car parks are within easy walking distance of the shopping area. To the north of the town centre there is larger car park serving the Co-operative foodstore, which also had sufficient capacity at the time of our visit. Parking in all locations is free.

- 2.36 Respondents to the on-street survey did not consider that Desborough offered particularly strong parking facilities, with 29.4 per cent of respondents stating that the location of car parks in the centre was 'poor'. The security of car parking facilities was considered 'satisfactory' by 30.1 per cent of respondents and 'poor' by 23.5 per cent. A small number of respondents stated that there was a shortfall in the number of car parking spaces for both residents and visitors in the centre.

Public transport

- 2.37 The following principal destinations are served by frequent bus connections from Desborough:
- Rothwell (up to 6 per hour)
 - Kettering (up to 6 per hour)
 - Market Harborough (one per hour)
- 2.38 The principal service operated by Stagecoach, route 19, can be considered to offer good, frequent connections to Rothwell and Kettering (town centre and General Hospital). Services to other destinations are more limited, however. Two services per hour on the no.19 route extend to serve Magnetic Park.
- 2.39 The main bus routes serving Desborough are summarised in **Figure 4 of Appendix 1** to the study.
- 2.40 The on-street survey indicated that the majority of residents are satisfied with the public transport interchange facilities within the town centre. 39.2 per cent of respondents considered that the location of bus stops in Desborough is 'good' and 37.2 per cent stated that the quality and security of bus stops is 'good'.

Quality of provision for pedestrian, cyclists and disabled persons

- 2.41 Desborough town centre can be considered to offer reasonable quality provision for pedestrians, although the footpaths along Station Road are relatively narrow, which also restricts their usability for disabled persons. There are no disabled parking bays in the surface car parks in the centre. The centre would benefit from the provision of additional cycle storage facilities but this should not be considered a priority.
- 2.42 Respondents to the on-street survey offered a mixed response as to pedestrian/ vehicular safety in the town centre, with one-third of residents considering this to be 'satisfactory', and 17.0 per cent considering it to be 'good'; however just under 40.0 considered that the centre was 'poor' or 'very poor' in respect of this indicator.

Indicator A11 - Customers and residents' views and behaviour

- 2.43 A full survey of customer and residents' views and behaviour was undertaken by NEMS Market Research in May 2010. The results of this exercise are reviewed in **Section 4**.

Indicator A12 - Perception of safety and occurrence of crime

- 2.44 The results of the on-street survey (discussed in further detail in Section 4) present a mixed picture of the perception of the town centre from residents and visitors in respect of this indicator. When asked what the respondent liked most about Desborough town centre, 7.2 per cent of respondents replied that it was because the centre felt safe, and there was an absence of threatening individuals/ groups. However when asked what were the attributes of Desborough town centre which were most disliked, 9.2 per cent said it was the centre felt unsafe, 5.2 per cent stated it was a lack of police presence in the centre and other security measures such as CCTV, and 3.3 per cent identified vandalism as the main reason they disliked the centre.
- 2.45 The on-street survey also included a specific question on the perception of personal safety, the adequacy of lighting, and level of policing in the town centre. Respondents were asked to score their perception of the town centre on these matters, from 'very good' through to 'very poor'. Just 3.3 per cent of respondents stated that they considered Desborough town centre 'very good' on these issues, however 32.7 per cent answered 'good' and a further 38.6 per cent answered 'satisfactory'. Just 13.8 per cent considered the town centre to be 'poor' and 7.8 per cent considered it to be 'very poor'.
- 2.46 However when respondents were asked how Desborough town centre could best be improved, issues in respect of personal safety and crime did not feature overly prominently in the responses. 7.8 per cent stated that the town centre could best be improved through more control over anti-social behaviour, and 8.5 per cent suggested that the centre would benefit from more control over drunk persons and drug users. Just 2.6 per cent suggested that the centre would benefit from enhanced security measures such as a greater police presence, or more CCTV coverage.
- 2.47 At the time of our visits to the centre, no major issues were identified in respect of this indicator, although these visits were all undertaken during daylight hours. We did not observe any instances of anti-social behaviour or vandalism. However it appears that CCTV coverage in the centre is limited, and we did not observe any police presence in the centre. Therefore it is considered there may be potential for improvement in the town centre in respect of this indicator, although our site visits to the centre and the results of the household survey suggest that whilst this is an area of concern for some residents of the town, it is not a priority.

Indicator A13 - State of the town centre environmental quality

- 2.48 The environmental quality of the town centre is affected by the presence of large amounts of vacant land and buildings within the Established Shopping Area. The former Ritz Ballroom premises on Station Road can be considered to have a particularly negative effect on the quality of the environment in the centre, given its proximity to the main retailing activity. The vacant and derelict Co-Op Dairy site also forms a negative impression given its central location. Aside from this, the centre can be considered to offer satisfactory environmental quality; there was little evidence of litter or graffiti within the centre, and public realm areas generally appear well-maintained albeit uninspiring. The centre clearly is somewhat tired and in need of refreshing, reflecting a lack of investment in the town centre units and the public realm. Many of the shop fronts are old and appear dated.

- 2.49 We draw attention to the large open area at the Station Road/High Street junction, where it is considered enhancements could be made to the limited public realm which presently exists in order to develop more of a 'focal point' for the town centre through improved seating provision and planting. This would also provide a more positive first impression for those arriving into the town by public transport. The pedestrianised open space at the Havelock Street / Station Road junction could also be made more attractive, although it is necessary to be mindful of this area's role in hosting the town's weekly market.
- 2.50 The results of the on-street survey pay specific attention to issues related to the quality of the town centre environment and we discuss these further in Section 4 (Question 15). However it is also salient to draw out some headline figures on residents' and visitors' perceptions of the town centre environment.
- 2.51 Question 6 of the survey asked respondents what they liked most about Desborough town centre and it is apparent that the environmental quality of the centre did not feature prominently in responses. 1.3 per cent of respondents stated they liked the street furniture, with 5.9 per cent stating they liked the floral displays. Question 7 asked respondents what was most disliked about the centre, and 21.6 per cent of respondents commented they did not like the boarded up / derelict buildings in the centre. Other environmental factors did not draw a particularly large number of responses, suggesting that the quality of the public realm, street paving and floral displays is adequate in the centre, but does not make a positive contribution to the overall vitality and viability of the centre. 5.2 per cent considered that the shopping areas suffered from problems of litter, although this was not supported from our own visits to the centre.
- 2.52 Question 15 of the survey invited respondents to score the quality of the open space and street furniture in the centre, from 'very good' to 'very poor'. Just 1.3 per cent of respondents considered the quality to be 'very good', with 26.8 per cent considering it to be 'good' and 44.4 per cent considering it to be 'satisfactory'. The majority of respondents are therefore satisfied with the quality of the public realm in the centre. 18.3 per cent consider the open space and street furniture to be 'poor' quality and 4.6 per cent consider it to be 'very poor'. Respondents were also asked to score the quality of buildings and townscape in Desborough, and it is noteworthy that almost half (43.8 per cent) of respondents considered this to be 'very poor', with a further 26.8 per cent considering the quality to be 'poor'. Just 26.8 per cent of respondents considered the quality to be 'satisfactory' or above.
- 2.53 When asked how Desborough town centre could best be improved, 20.9 per cent of respondents answered that improving the appearance and environmental quality of the centre would be beneficial.
- 2.54 It can be summarised that the environmental quality of the town centre is presently poor, on account of the presence of significant areas of vacant and/or derelict land and buildings within the Established Shopping Area. As the on-street survey shows, this clearly forms a negative impression on visitors to the centre. Aside from this issue, the environmental quality of the centre is satisfactory, albeit with ample potential for improvement.

3 PEDESTRIAN FLOWCOUNT SURVEY RESULTS

- 3.1 Kettering Borough Council instructed RTP and their sub-consultants NEMS Market Research to provide more detailed analysis of two of the PPS4 indicators reviewed in the previous section, in order to enhance the evidence base on the performance of Desborough town centre. These indicators were pedestrian footfall (PPS4 Indicator A9) and customers' and residents' views and behaviour (Indicator A11). In this section we present a review of pedestrian footfall in the town centre, based on pedestrian flow counts undertaken in the town centre by researchers of NEMS Market Research.
- 3.2 PPS4 states that pedestrian flows are a 'key indicator of the vitality of shopping streets', and are measured by 'the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities'. Therefore, pedestrian flow counts can ascertain which parts of a town centre are busiest (i.e. where pedestrian flows are strongest) and areas which have low pedestrian counts, which are likely to function as more secondary parts of a centre. A centre (or area of a centre) with low pedestrian activity may be suffering from lower levels of vitality and viability.

Survey methodology

- 3.3 Pedestrian flow counts took place on four days in Desborough town centre in May 2010⁴. At the request of the Council, the survey days included a market day (Thursday) and a weekend day (Saturday). Flow counts took place continually throughout the daytime and early evening, with counters rotating between locations in the centre. Counting commenced at 9am and finished at 8pm. Counting included all person aged 8+⁵ passing the counter from left to right, and right to left, in five-minute blocks. All survey points were within or adjacent to the boundary of the Established Shopping Area of Desborough town centre, as set out in the Kettering Borough Local Plan (1995).
- 3.4 Following discussion with the Council, four survey points were agreed from which to base pedestrian counts. These were:
- Location 1:** Outside Co-Op Pharmacy, High Street. The counts at this point were taken looking towards the library and Co-Operative foodstore on the opposite side of High Street.
- Location 2:** Outside Barclays Bank, Station Road
- Location 3:** Outside Desborough Opticians, Station Road. Two sets of counts were undertaken at this location:
- left to right along Station Road; and
 - looking ahead along Havelock Street (Location 3a)

⁴ Tuesday 18th May, Wednesday 19th May, Thursday 20th May, Saturday 22nd May

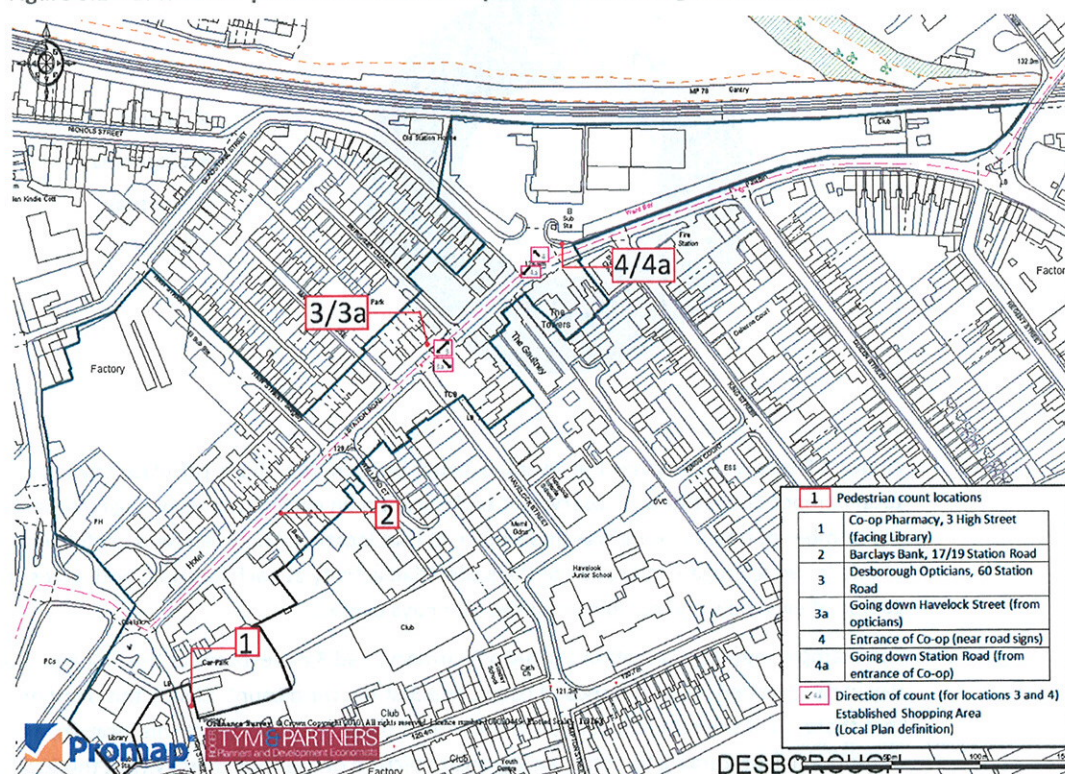
⁵ Excluding vagrants, post-persons, traffic wardens, police and delivery men/women

Location 4: Junction of Station Road and Gladstone Street. Again, two sets of counts were undertaken at this location:

- entrance to Co-Operative foodstore (from street); and
- looking down Station Road (Location 4a).

3.5 **Figure 3.1** shows the location of the survey points within the context of the boundary of the Established Shopping Area of Desborough town centre.

Figure 3.1 – Location of pedestrian flow count points in Desborough town centre



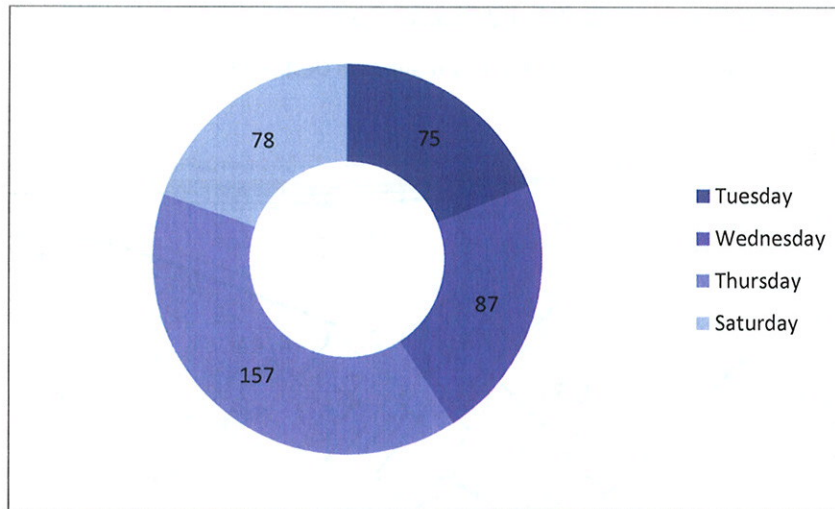
3.6 Detailed tabulations of the pedestrian flow counts are provided at **Appendix 2** of the study, however we summarise below the key findings, firstly by date, and thereafter by location.

Survey findings by day

3.7 Interrogation of the pedestrian flow counts shows that the busiest day for pedestrian activity in Desborough town centre is Thursday. This can most likely be explained by the presence of the market in the centre on this day; such activities generate additional pedestrian footfall. A total of 157 pedestrians were counted in the five-minute interval periods between 9am and 8pm on this day. This suggests the market is a positive fillip for the town centre, and delivers additional pedestrian activity. Surprisingly however the on-street surveys did not indicate the market was a significant factor in encouraging residents into the town centre; we discuss this further in the following section.

- 3.8 The second highest number of pedestrian counts were observed on the Wednesday, where 87 movements were recorded. Tuesday and Saturday counts recorded 75 and 78 persons respectively. The average of the non-market days counts was 80 persons. Based on this, the presence of the market in the town centre almost doubles the number of visitors to the centre, with footfall up 96 per cent on the Thursday compared to the average of the three other days.

Figure 3.2 – Total pedestrian flow counts by day



- 3.9 **Figure 3.3** below summarises the 'average' count by each day. This is calculated by taking the total number of pedestrians observed at each location on each day, and averaging them between the number of times a count was undertaken at that location. This exercise is useful because it allows for an aggregate indication of the pedestrian activity at each location, both across the course of each day, and combined for the four days overall.
- 3.10 For example therefore, Location 1 (Co-Op Pharmacy) had 3 pedestrians at the first count of the day in this location, 10 at the second count, and 5 at the third count. Clearly this demonstrates that there is considerable fluctuation in the rate of pedestrian footfall at this location, and therefore it is preferable to obtain an aggregate picture of the level of activity at this location. Adding these three counts together generates a total of 18, which divided by 3 (the number of counts) brings an aggregate count of 6 persons (top row, first column, Figure 3.3).
- 3.11 The results of the aggregate exercise affirm the considerably higher levels of pedestrian activity on Thursday compared to the other survey days. An average of 52 pedestrians were observed at each of the count periods on Thursday, compared to 34 on Wednesday, and 25 on Tuesday and Saturday.

Figure 3.3 – Aggregate pedestrian flow counts by location and day

Location	Tuesday	Weds	Thursday	Saturday	Total Count	Total Index
	18.05.10	19.05.10	20.05.10	22.05.10		
1 Co-op Pharmacy, 3 High Street (facing Library)	6.0	15.0	14.5	7.0	42.5	100
2 Barclays Bank, 17/19 Station Road	3.7	6.0	8.0	4.0	21.7	51
3 Desborough Opticians, 60 Station Road	5.0	3.3	11.0	2.5	21.8	51
3a Going down Havelock Street (from opticians)	3.7	0.7	6.8	1.0	12.1	28
4 Entrance of Co-op (near road signs)	5.3	6.8	8.5	8.3	28.9	68
4a Going down Station Road (from entrance of Co-op)	1.3	2.3	4.0	2.0	9.6	23
TOTAL	25.0	34.0	52.8	24.8	136.6	

Survey findings by location

- 3.12 Figure 3.3 also provides a breakdown of the locations within Desborough town centre where pedestrian footfall was at its strongest. This can be observed from the final two columns in Figure 3.3. The 'total count' column shows the combined total from the average flow count figures from each of the four days. The 'Total Index' column expresses the flow counts at each location as an expression of 100, with 100 being the location with the strongest pedestrian flows.
- 3.13 Figure 3.3 shows that the highest pedestrian flow counts were at Location 1, outside Co-Op Pharmacy on High Street, adjacent to the edge of the Established Shopping Area boundary. The average flow count for this location is 42.5 persons, and the location records by some degree the highest pedestrian flows of anywhere in the centre. The presence of a number of footfall generators in this part of the town centre – the small Co-Op foodstore, the library, pharmacy and bus stops – is likely to explain the stronger pedestrian flows in this area.
- 3.14 The second most popular location in terms of footfall in the centre was at the opposite end of Station Road, adjacent to the entrance to the larger Co-Op foodstore on Gladstone Street. At this location, two counts were undertaken; firstly, looking towards the entrance to the store from the Gladstone Street/ Station Street road junction; and secondly, from the second location, looking down Station Road from the entrance to the Co-Op car park. The results of this exercise show that whilst there are stronger pedestrian flows entering the Co-Op (average 28.9 persons), the flows of pedestrians exiting the Co-Op and proceeding along Station Road towards the town centre were much lower (just 9.6 persons on average). This would indicate therefore that the Co-Op on Gladstone Street is presently functioning as something of a standalone store, with only limited propensity for linked trips with the rest of the town centre retail offer.
- 3.15 Locations 2 and 3 are towards the centre of Station Road, with Location 2 approximately one-third distance along Station Road when approached from High Street. Barclays (Location 2) is the only bank in the town centre and therefore it is considered likely to be a further driver of footfall in the centre. Location 3 is at the junction of Station Road and Havelock Street, and two flow

counts were undertaken at this location; firstly, left and right along Station Road, and secondly looking along Havelock Street towards the junction with Station Road.

- 3.16 Both locations report similar levels of pedestrian activity, averaging 21.7 persons (Location 2) and 21.8 persons (Location 3). The final column in Figure 3.3 shows that on aggregate pedestrian flows are approximately half the rate shown at the busiest location (Location 1).
- 3.17 Flows along Havelock Street (Location 3a) were noticeably lower, averaging 12.1 persons, affirming that this street, which is predominantly residential and contains only a small number of retail premises, acts as a secondary shopping area. The final column in Figure 3.3 shows that on aggregate pedestrian flows along Havelock Street are one-fifth that of Location 1.
- 3.18 However closer inspection of the results in Figure 3.3 shows that the average of Location 3 (and indeed 3a) is increased significantly by stronger flows in this location on Thursday. This is due to the presence of the town's market which is held at the pedestrianised open space at the junction of Station Road and Havelock Street. The impact of the market on pedestrian activity can clearly be seen in Figure 3.3: Location 3 has a footfall rate over three times higher than the preceding day, and flows along Havelock Street (Location 3a) were almost ten times higher (albeit from an extremely low base the previous day). This demonstrates that whilst the market has an unquestionably positive impact on pedestrian activity in this part of the town centre, pedestrian footfall on the remaining, non-market days is extremely low, for what is the principal retail street in the town. The location of the main town centre car parks proximate to this location does not appear to make any positive contribution to flow rates. Based on this indicator therefore it would appear the centre stretch of Station Street is struggling for vitality and viability, as there is very little pedestrian activity along this stretch.
- 3.19 The picture of pedestrian flows in Desborough is one of a 'dumb-bell' effect therefore, with reasonable pedestrian flows at either end of the town centre (both likely to be largely explained by the presence of the two town centre foodstores in these locations), and more subdued pedestrian flows inbetween. This suggests that the retail and service offer along Station Road is not sufficiently strong so as to draw people from the anchor foodstores.
- 3.20 Whilst it is positive to note the additional footfall generated by the market, we consider these levels of pedestrian activity to be relatively low. They affirm Desborough's role as a local service centre which caters for a small local population. There are no significant retail or leisure anchors within the town centre to generate significant volumes of footfall within the centre, particularly along Station Road. The level of pedestrian activity observed affirms the views set out in Section 2 that there is considerable scope for improvement in the vitality and vitality of Desborough town centre.

4 CUSTOMERS AND RESIDENTS VIEWS AND BEHAVIOUR SURVEY

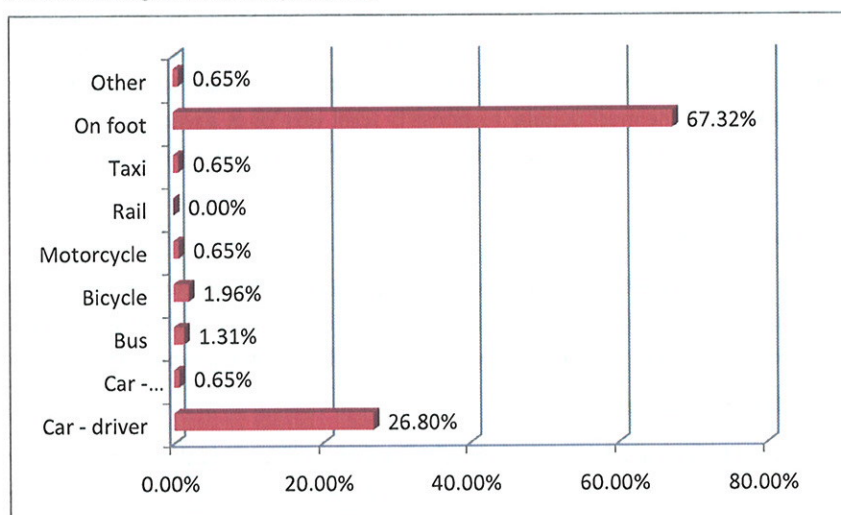
- 4.1 Alongside the pedestrian flowcount exercise undertaken by NEMS Market Research, visitors and residents to the town centre were also surveyed as to their shopping patterns, reasons for visiting the town centre, and the attributes of the town centre which they liked and disliked. A total of 153 on-street interviews were conducted across four days (three weekdays and a Saturday) at various times of the day. One of the survey days (Thursday) was market day in Desborough.
- 4.2 Detailed tabulations of the on-street survey are provided at **Appendix 3** of this study and we highlight the key findings of the exercise below.

Question 1 - How residents access the town centre

- 4.3 The first question sought to ascertain how the respondents visited the town centre. By some distance, the most popular method of visiting the centre was on foot (67.32 per cent of respondents), followed by car (26.80 per cent). This suggests that Desborough's retail offer serves a highly localised catchment, with the majority of visitors within walking distance of the town centre.

Figure 4.1 – How respondents travelled to Desborough town centre

Source: Desborough on-street survey, May 2010



Question 2 - Frequency of visits for main town centre uses

- 4.4 The second question asked for the frequency which respondents undertook retail and leisure-based activities in Desborough town centre, namely food & groceries shopping; non-food shopping (for example, shopping for clothing, electrical goods, DIY products and such); eating and drinking out; private and public services (for example, visiting a bank, solicitors, or a Council-operated service such as a library); and commercial leisure facilities (such as cinema or casino, although there is very limited provision in this sector in Desborough)

Food & Groceries shopping

- 4.5 The on-street survey results indicate that this is a popular activity for visitors to Desborough town centre. A total of 87.58 per cent of respondents stated they undertook food & grocery shopping in the town centre at least once a week, and this figure can be disaggregated as follows:
- 18.95 per cent undertake food & grocery shopping every day in Desborough;
 - 14.38 per cent undertake food & grocery shopping between 4 and 6 days a week;
 - 38.56 per cent undertake food & grocery shopping between 2 and 3 days a week; and
 - 15.69 per cent undertake food & grocery shopping once a week.
- 4.6 This suggests that Desborough performs an important role as a top-up shopping destination, with local residents visiting shops frequently to undertake their day-to-day shopping needs. Only 7.19 per cent of respondents stated they never undertake food & groceries shopping in Desborough.

Non-food shopping

- 4.7 Conversely, the on-street survey indicates that Desborough has a very limited role as a non-food shopping destination. 22.23 of respondents undertake non-food shopping in the town centre at least once a month, and 9.81 per cent at least once a week. However two-thirds of respondents stated they never undertake non-food shopping in Desborough.

Eating and drinking out

- 4.8 Desborough is moderately popular as a destination for 'evening economy' uses such as public houses and restaurants, although there is relatively limited representation in Desborough in the latter category. 39.22 per cent of respondents visit Desborough at least once a month for eating and drinking out, and the most popular response bracket was 'once a week' (13.73 per cent). However, just under 50 per cent of respondents stated they never visit the town centre for such purposes.

Private & public services

- 4.9 Over 50 per cent of residents visit services facilities (such as banks, hairdressers, or the library) in Desborough at least once a fortnight, with 22.9 per cent of residents using such facilities at least once a week. 21.6 per cent of resident never use the facilities in the town centre.

Commercial leisure facilities

- 4.10 As noted above Desborough has a constrained offer in this sector, and this is reflected in the fact that 72.6 per cent of residents never visit the town centre for this purpose. 8.5 per cent of residents visit the centre for these purposes once a week, and 4.6 per cent once a month.

Question 3 - Main reason for visiting Desborough

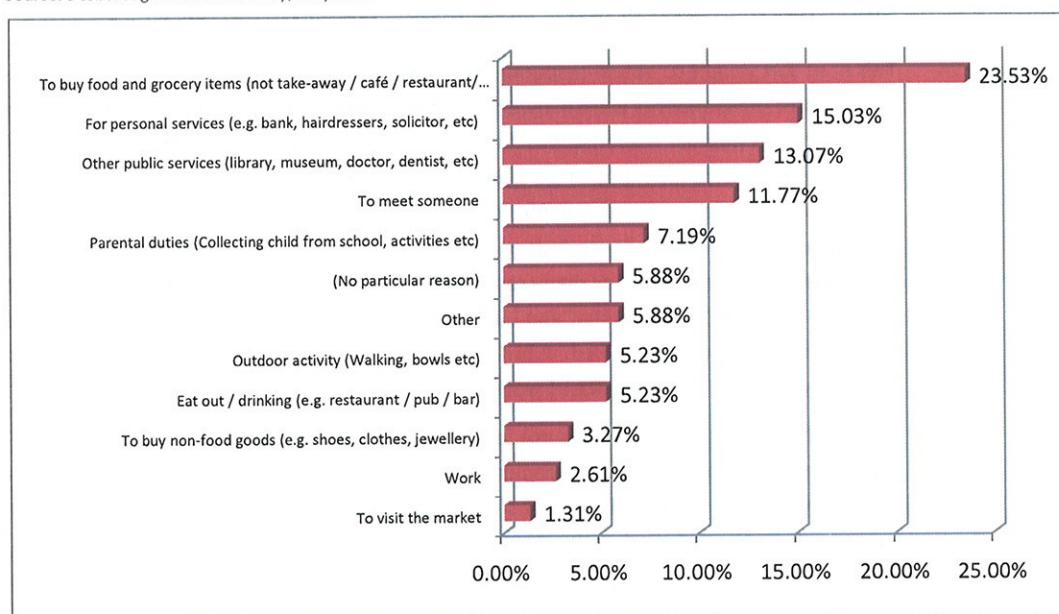
- 4.11 Reflecting the trends seen in the responses to Question 2, the most popular reason which respondents gave for visiting the town centre was to buy food & grocery items (23.5 per cent). This was followed by undertaking personal services (such as banks and hairdressers), which was the principal reason behind 15.0 per cent of visits. Visits to public services (such as the library) accounted for a further 13.1 per cent of responses. The popularity of these responses affirm

Desborough's role as an important local service centre therefore which caters predominantly for the day-to-day needs of residents.

- 4.12 It is interesting to note that despite interviews being conducted on a market day (Thursday), the market was only cited by a total of two respondents as their main reason for visiting Desborough. Desborough's limited role as a non-food shopping destination is affirmed by the fact that only 3.3 per cent of respondents identified this purpose as their reason for visiting the centre.

Figure 4.2 – Main reason for visiting Desborough

Source: Desborough on-street survey, May 2010



Question 4 - Linked trips shopping

- 4.13 PPS4 (Annex D) identifies that on-street surveys are a useful means of establishing the volume of 'linked trips' shopping which takes place within a centre. In this case we have sought to establish the proportion of linked trips which arise from those visiting the town centre foodstores. A total of 36 respondents identified in Question 3 that their principal reason for visiting Desborough town centre was to undertake food & grocery shopping. Of these 36 respondents:

- 10 respondents (27.8 per cent) stated they undertake linked trips shopping with other convenience goods retailers in the town centre when undertaking their food & grocery shopping;
- 7 respondents (19.4 per cent) stated they undertake linked trips with non-food shops in the town centre; and
- 19 respondents (52.8 per cent) stated they do not visit any other shops when undertaking their food & grocery shopping in the town centre.

- 4.14 Therefore in total 47.2 per cent of respondents stated they visited other retailers when undertaking their food & grocery shopping in the town centre. This can be considered a

reasonably high proportion of linked trip visits, particularly when considered the relatively limited convenience and comparison goods offer in the town centre at present.

Question 5 - Length of stay in the town centre

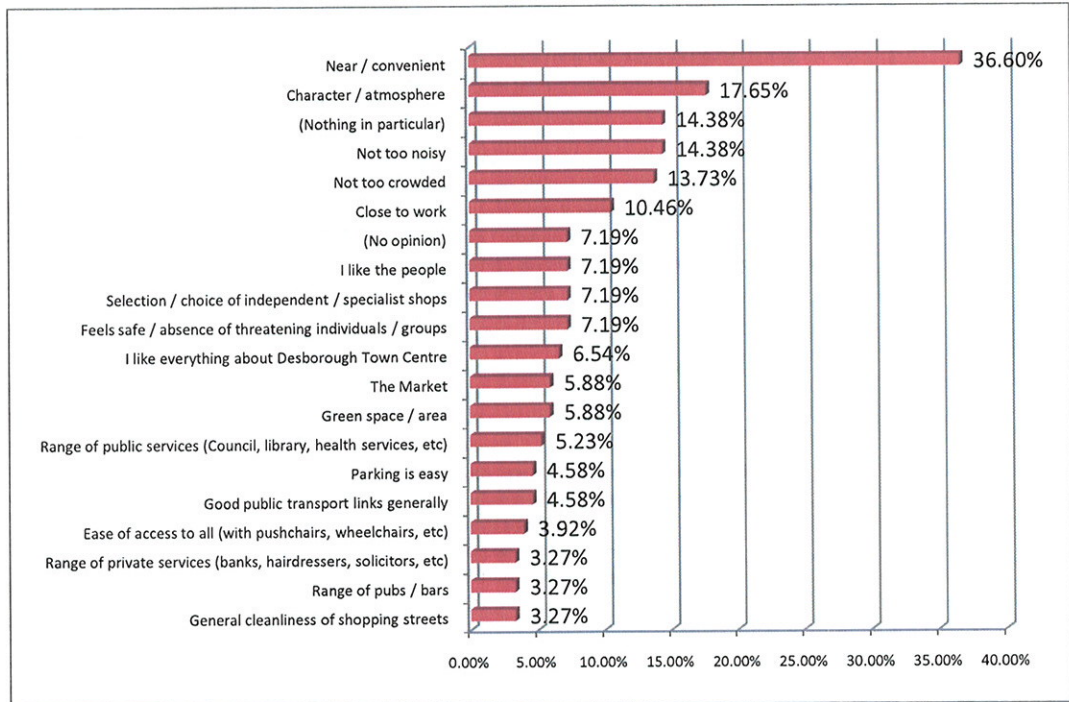
- 4.15 Desborough's role as a 'top-up', local service centre is reinforced by the fact that almost two-thirds of respondents (65.4 per cent) stated they did not plan to stay in the centre longer than an hour, and 86.3 per cent did not plan to stay longer than two hours.

Question 6 - What is most liked about Desborough town centre

- 4.16 This question sought to obtain respondents' views on what they liked most about Desborough town centre. Respondents were allowed to choose up to three answers from a selection of 44. The clear most popular response was its convenience, cited by 36.6 per cent of respondents, reflecting the trends identified in Q1 which showed the majority of respondents walked to the town centre. The 'character/atmosphere' of the town centre was cited as the attribute liked most by 17.7 per cent of respondents. Indeed it seems that the quiet nature of the town centre is considered a positive factor by many respondents, with 14.4 per cent stating that the fact that the town centre is 'not too noisy' and 13.7 per cent that the centre is 'not too crowded' being the attributes which were most liked. A further 10.5 per cent of respondents enjoyed the proximity of the town centre to their place of work most.
- 4.17 The quality of the retail offer does not feature significantly in responses. 7.2 per cent of respondents commented that the choice of independent/specialist shops was the attribute which was enjoyed most, whilst 5.9 per cent stated they liked the market most. The quality of the supermarkets was not cited as the most liked attribute by any respondents.

Figure 4.3 – Most liked attributes of Desborough town centre (top 20 responses)

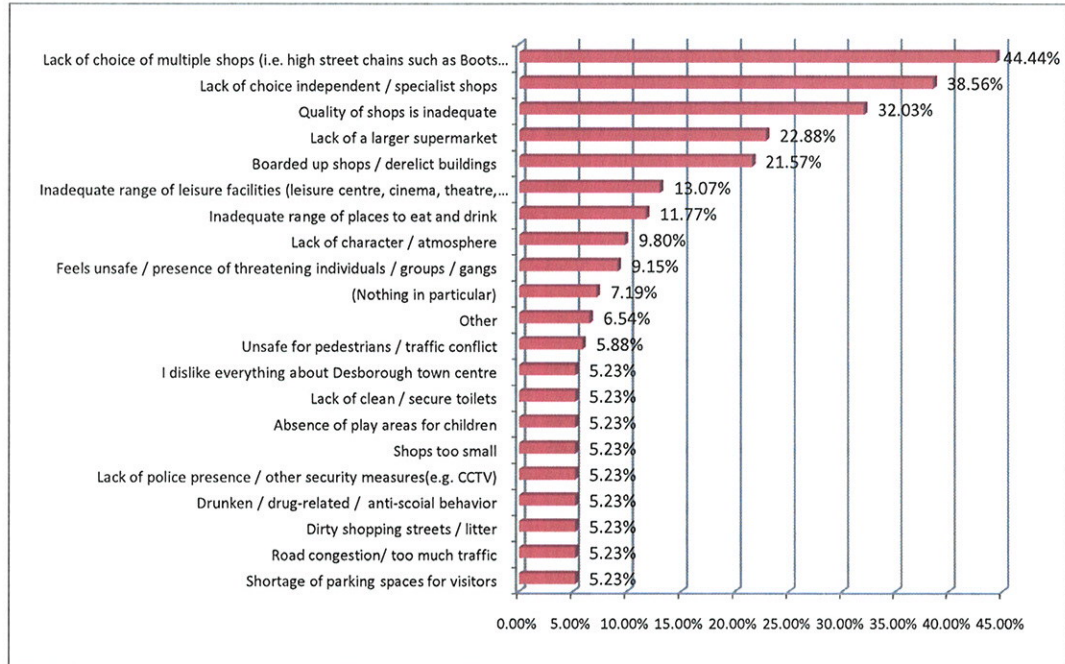
Source: Desborough on-street survey, May 2010



Question 7 - What is most disliked about Desborough town centre

- 4.18 Following on from identifying the positive attributes of the town centre, respondents were then asked about the attributes of Desborough town centre which they disliked the most. The results are shown in **Figure 4.4**.

Figure 4.4 – Most disliked attributes of Desborough town centre (all responses of 5 per cent+)
Source: Desborough on-street survey, May 2010

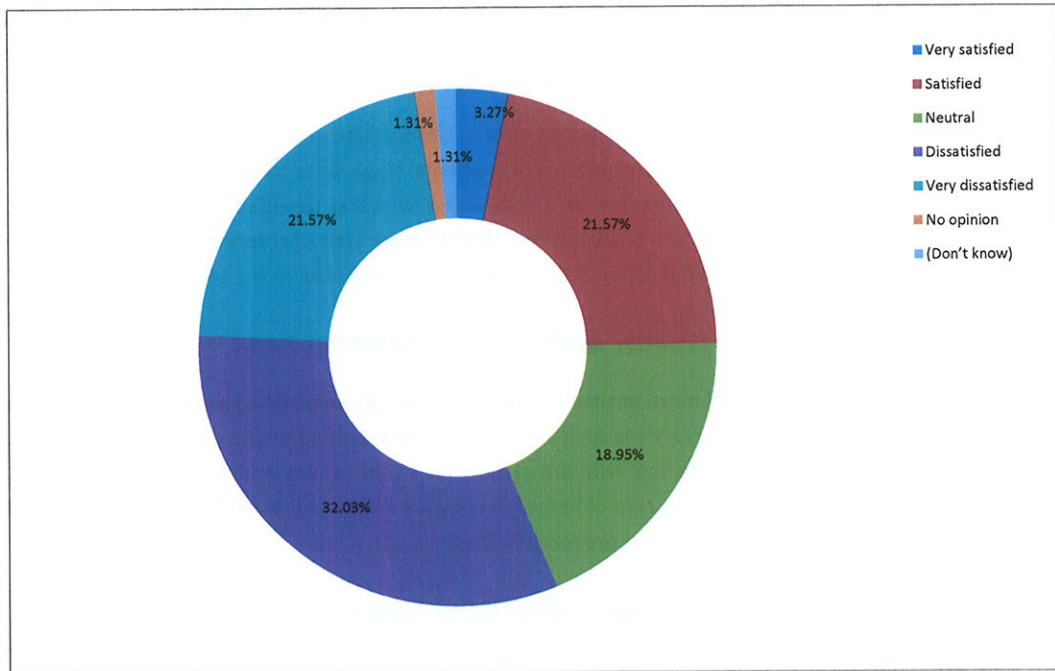


- 4.19 It can be seen from Figure 4.4 that the shortfalls in the town's convenience and comparison retail offer are the factors which respondents disliked the most. Almost 50 per cent of respondents identified the shortfall of national retailers in the town centre as its biggest drawback, whilst almost 40 per cent cited a lack of independent and specialist shops as the factor they disliked the most. Combined these factors suggest that Desborough town centre is underprovided in retail terms, in terms of both national multiple retailers and smaller, specialist retailers who tend to make up the majority of the retail offer in smaller centres such as Desborough. 32 per cent of respondents felt that the quality of shops in the town overall was inadequate, and 5.2 per cent stated that the shops in the centre were too small. It is noteworthy that 22.9 per cent identified the lack of a larger supermarket as the attribute they disliked most about the town centre.
- 4.20 As we noted in Section 2, the presence of a large number of boarded up and derelict premises within and proximate to the Established Shopping Area in Desborough has a detrimental impact on the environmental quality of the town centre, and this point is also identified as a negative feature of the town centre by 21.6 per cent of respondents.
- 4.21 The shortcomings in the leisure-based offer of the town are also identified, with 13.1 per cent stating that there are an inadequate range of leisure facilities, and 11.8 per cent identifying an inadequate range of places to eat and drink.

Question 8 - Quality and range of food shops

- 4.22 All respondents were asked to give their views on the quality and range of existing convenience retail provision in the town centre, and the results are shown in **Figure 4.5** below.

Figure 4.5 – Satisfaction with quality and range of convenience retail provision
Source: Desborough on-street survey, May 2010



4.23 The most popular answer to this question was therefore ‘dissatisfied’ (32.0 per cent), with ‘very dissatisfied’ and ‘satisfied’ polling an identical proportion of the results (21.6 per cent each). Just 3.3 per cent of respondents stated they were ‘very satisfied’ with the existing provision.

Questions 9 and 10 - Location of, and accessibility to, main food shopping destination

4.24 Those respondents who lived in the Desborough area⁶ were subsequently asked the location at which they undertook their main (i.e. large/weekly) food shop. 141 of the 153 surveys were conducted with residents in the Desborough area. Reflecting the limited provision in the town at present, just 23 of these (16.3 per cent) stated they undertook their main food shopping in Desborough. This was the third most popular destination behind Kettering (48.2 per cent of respondents) and Market Harborough (17.7 per cent), but ahead of Corby (12.8 per cent). The respondents were also asked how they accessed the centres they undertook their main food shop in, with 53.9 per cent stating they drove to the centre/store; 19.9 per cent arriving as a passenger in a car/van, and 13.5 per cent travelling by bus.

⁶ Postcode sector NN14_2 was used as a proxy for the Desborough area.

Question 11 - Quality and range of non-food retail

- 4.25 All respondents were subsequently asked to give their views on the quality and range of non-food shopping in Desborough (Question 11), other services (such as banks and hairdressers) (Question 12) and bars, cafes and restaurants (Question 13).
- 4.26 Given the limited comparison goods offer in Desborough at present, it is perhaps unsurprising to see the centre score poorly in terms of residents' views as to its offer. 49.0 per cent of respondents stated they were 'very dissatisfied' with the non-food retail offer, with a further 20.3 per cent stating they were 'dissatisfied'. Just 10.5 per cent of respondents stated they were either 'satisfied' or 'very satisfied' with the comparison goods offer in the town centre.

Question 12 - Quality and range of other services

- 4.27 Desborough scored more positively when respondents were asked about satisfaction with the range and quality of services such as banks, hairdressers and estate agents. Overall 41.2 per cent stated they were 'satisfied' with the existing provision, a further 6.5 per cent stated they were 'very satisfied'. 26.2 per cent of respondents were either 'dissatisfied' or 'very dissatisfied' with the current level of services provision in Desborough.

Question 13 - Quality and range of bars, cafes and restaurants

- 4.28 The majority of respondents considered the current range and quality of bars, cafes and restaurants in Desborough town centre to be inadequate. 26.1 per cent of respondents described themselves as 'dissatisfied' with the existing offer, with 33.3 per cent 'very dissatisfied'. This compares with a total of 14.4 per cent of respondents who were either 'satisfied' or 'very satisfied'.

Question 14 - Visits to Desborough town centre in the evening

- 4.29 Question 14 sought to establish the popularity of Desborough as an 'evening economy' destination, asking respondents the frequency which they visited the town centre in the evenings, after retail trading hours. Reflecting the findings of Question 13 (and also Question 7), it is apparent that many residents do not utilise the 'evening economy' facilities in Desborough – 53.6 per cent of respondents state they never visit the town centre in the evening. 10.5 per cent of respondents visit the centre once a week, and a further 16.3 per cent more often than this. There is therefore a clear market for the support of evening economy facilities in the town centre, however as we have identified in Section 2, the current range is largely restricted to public houses and take-aways, with little in the way of restaurants or bars. Diversification of the town centre offer in this respect would likely reduce the proportion of respondents (the majority of whom, as we have seen, are from the Desborough urban area and its immediate surroundings) who never visit the town centre in the evenings.

Question 15 - Environmental quality of the town centre

- 4.30 Question 15 sought the views of respondents on various attributes relating to the environmental quality of the town centre and the level of personal safety which visitors to the town centre felt.

Respondents were asked to assess the following factors with a score ranging from 'very good' to 'very poor':

- Cleanliness of shopping streets;
- Personal safety / lighting in the centre / police presence;
- Quality of buildings and townscape in the centre;
- Shelter from the weather;
- Pedestrian and vehicular safety issues; and
- Quality of the open space and street furniture (such as litter bins and benches).

4.31 The results are tabulated in **Figure 4.6** below, which highlights the two most popular responses for each category.

Figure 4.6 – Summary of respondents views on environmental quality of Desborough town centre

Source: Desborough on-street survey, May 2010

	Very good	Good	Satisfactory	Poor	Very poor	Don't know
Cleanliness of shopping streets	5.88%	33.99%	35.29%	18.95%	4.58%	1.31%
Personal safety / lighting /policing issues	3.27%	32.68%	38.56%	13.73%	7.84%	3.92%
Quality of buildings / townscape	0.00%	11.77%	15.03%	26.80%	43.79%	2.61%
Shelter from weather	0.65%	4.58%	7.19%	42.48%	37.26%	7.84%
Pedestrian / Vehicular safety issues	0.00%	16.99%	33.33%	28.11%	11.77%	9.80%
Quality of open space and street furniture (benches, litter bins, etc)	1.31%	26.80%	44.44%	18.30%	4.58%	4.58%

 Most popular response Second most popular response

4.32 Figure 4.6 shows that:

- Few respondents rate Desborough town centre as 'very good' for any of the six environmental attributes, but three of the indicators ('cleanliness of shopping streets', 'personal safety' and 'quality of open space and street furniture') achieve a 'good' rating from a significant number of respondents.
- Desborough scores most positively on cleanliness of shopping streets, which is rated as 'satisfactory' by 35.3 per cent of respondents, and 'good' by a further 34.0 per cent.
- Similarly, personal safety is rated as 'satisfactory' by 38.6 per cent of respondents, and 'good' by a further 32.7 per cent.
- The key areas of concern for respondents appear to be the quality of the buildings in the town centre, as reflected in our own healthcheck, and earlier in the questionnaire. The quality of the buildings and general townscape in Desborough was rated as 'very poor' by 43.8 per cent of respondents, and 'poor' by a further 26.8 per cent.
- Shelter from the weather also appears to be an area where respondents consider current provision to be unsatisfactory, with this indicator achieving a 'very poor' rating from 37.3 per cent of respondents, and a 'poor' rating from a further 42.5 per cent.

- Issues of pedestrian/vehicular safety, and the quality of the public realm in the centre, both attracted the largest proportion of responses in the 'satisfactory' category, but also a strong spread of views ranging from 'good' to 'very poor' in each instance.

Question 16 - Access to, and movement within, the town centre

4.33 Question 16 sought the views of respondents on various attributes relating to access to the centre, parking, and ease of movement within the centre. Again, respondents were asked to factors with a score ranging from 'very good' to 'very poor'. The attributes assessed were:



- Location of car parks;
- Security of car parks;
- Location of bus stops;
- Quality and security of bus stops;
- Ease of cycling access;
- Ease of movement around the centre on foot;
- Access for persons with a mobility, hearing or sight disability.

4.34 The results are tabulated in **Figure 4.7** below, which again highlights the two most popular responses for each category.

Figure 4.7 – Summary of respondents views on access to and movement within Desborough town centre

Source: Desborough on-street survey, May 2010

	Very good	Good	Satis- factory	Poor	Very poor	Don't know
Location of car parks	0.00%	15.03%	28.11%	29.41%	7.84%	19.61%
Security of car parks	0.00%	15.03%	30.07%	23.53%	5.88%	25.49%
Location of bus stops	4.58%	39.22%	33.99%	3.92%	1.96%	16.34%
Quality and security of bus stops	4.58%	37.26%	35.29%	3.92%	2.61%	16.34%
Ease of cycling access	1.31%	16.99%	16.99%	10.46%	4.58%	49.67%
Ease of movement around the centre on foot	5.23%	46.41%	34.64%	5.23%	1.96%	6.54%
Access for persons with a mobility, hearing or sight disability	2.61%	22.22%	24.84%	7.84%	2.61%	39.87%

 Most popular response  Second most popular response

4.35 Figure 4.7 shows that Desborough town centre performs more strongly in respect of issues associated with the access to, and movement around, the town centre, particularly in respect of access by public transport, with 39.2 per cent stating the location of bus stops was 'good', and 34.0 per cent considering them 'satisfactory'. In addition 37.3 per cent of respondents considered the quality and security of the bus stops to be 'good', with a further 35.3 per cent considered them 'satisfactory'.

4.36 The town centre also scored highly on ease of movement around the centre by foot, with almost half of all respondents rating this as 'good', and a further 34.6 per cent considering it to be 'satisfactory'.

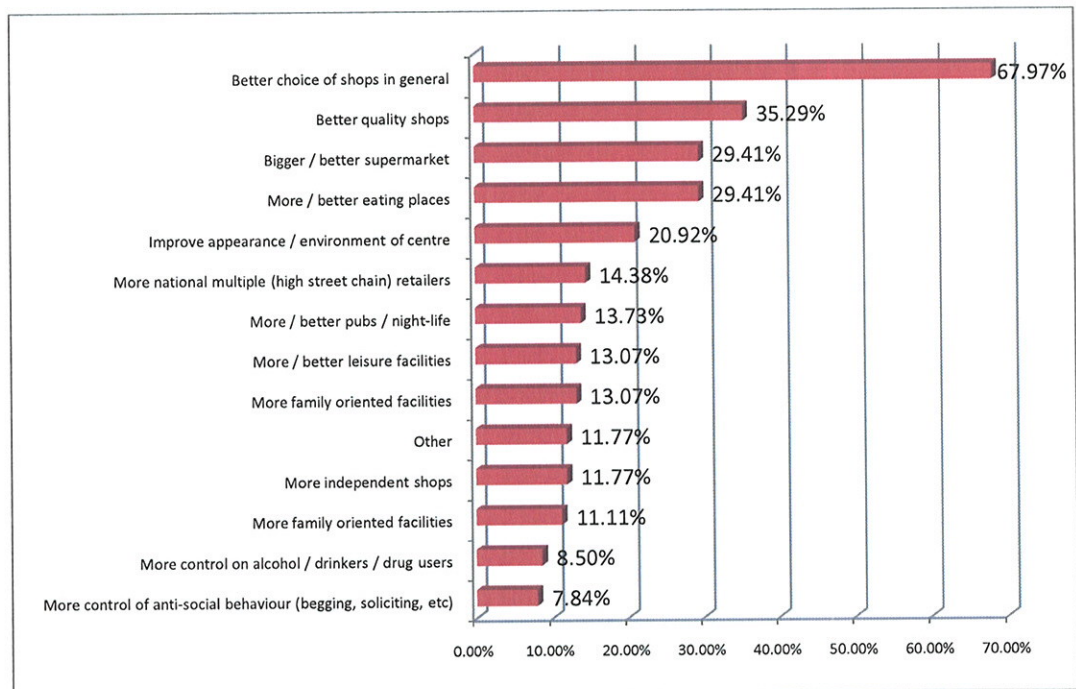
4.37 The town centre scores less positively on matters relating to the location and security of car parks. 29.4 per cent of respondents considered the location of car parks within the centre to be 'poor', with a further 28.1 per cent deeming them to be 'satisfactory'. 23.5 per cent also considered the security of the car parks to be poor. However for each of these, 15 per cent of respondents also considered the car parking facilities to be 'good'.

Question 17 - How the town centre could be improved

4.38 Finally, respondents were asked how Desborough town centre could be improved, with the respondents allowed to select up to three responses from a schedule of 39. The findings of this are shown in **Figure 4.8** below.

Figure 4.8 – How Desborough town centre could be improved (top responses)

Source: Desborough on-street survey, May 2010



4.39 Reflecting the themes identified in the preceding survey questions, the clear view from survey respondents was for the need to improve the retail offer in Desborough town centre, and it can be seen that:

- Over two-thirds of respondents identified the need for a better **choice** of shops, and over a third stated that the centre would benefit from better **quality** shops.
- 29.4 per cent of respondents stated that the town centre would benefit from a bigger/better supermarket;
- 14.4 per cent considered that Desborough would be improved through the attraction of a better range of national multiple retailers; and
- 11.8 per cent stated that the town centre would benefit from more independent shops

- 4.40 Many of the remaining recurring responses were connected with the need to improve the leisure and evening economy offer in the town centre:
- 29.4 per cent of respondents identified the need for a greater number, and better quality, of eating places in the town centre;
 - 13.7 per cent considered the town centre would benefit from more pubs/nightlife; and
 - 13.0 per cent stated the town centre would benefit from additional leisure facilities.
- 4.41 Improving the environment and appearance of the centre is also identified as a key way in which the town centre could be improved by 20.9 per cent of respondents.

5 CONCLUSIONS

- 5.1 This study has set out a detailed 'health check' of Desborough town centre, using established indicators for measuring the vitality and viability as set out in PPS4. The assessment has been undertaken through a combination of desktop research and site visits to the centre in April and May 2010. The report has been supplemented through pedestrian flow counts and on-street surveys undertaken by NEMS Market Research in May 2010. Combined, this has allowed for a comprehensive picture of the current 'health' of Desborough town centre to be explored and firmly established.
- 5.2 Section 2 of the report sets out Desborough's performance in respect of each of the indicators set out at Annex D of PPS4, and from this the following principal conclusions can be drawn:
- In respect of diversity of uses, it can be seen that Desborough has significant over-representation from the service sector, and within this, suffers from a concentration of hot food takeaways within little else in the way of cafes and restaurants. There is below average representation in the comparison goods sector, with minimal representation in the clothing sub-sectors which are key drivers of pedestrian footfall. Positively, there is representation from five of the six convenience goods sub-categories. The centre also can be seen to have a significant amount of non-retail uses (chiefly residential) within the Established Shopping Area;
 - There is no out-of-centre retail floorspace in Desborough at present which can be considered to undermine the vitality and viability of the centre;
 - There are two significant parcels of land which, if developed for town centre uses, would assist in consolidating Desborough's role as a second-tier 'smaller town', and present function as a local service centre. These are the former Lawrence's Factory and surrounding environs on New Street, and the former Co-op Dairy on High Street (which has the potential to be combined with other sites in the vicinity to form a larger development opportunity);
 - Demand for premises in Desborough is currently low. We are not aware of any interest from national comparison or services retailers (who have a limited presence in Desborough), although there is interest from two major foodstore operators. Demand is therefore restricted to independent operators; however when units do become available in the town centre, anecdotal evidence suggests that they are let reasonably quickly;
 - Prime retail rents are in the region of £20 per sq.ft, which can be considered typical of a smaller centre such as Desborough. However, there has been no upward movement in prime retail rents over the past decade;
 - The vacancy rate in retail premises in the town centre is below the UK average, with just five units vacant in the centre in March 2010. However, the amount of vacant other buildings (such as the prominent former Ritz Ballroom on Station Road) and vacant/derelict land within the Established Shopping Area does serve to lend the centre something of an air of neglect;
 - Prime retail yields are in the region of 9.0 per cent, suggesting investor confidence in Desborough is presently limited;
 - Two of the three main areas of vacant/derelict land in the centre (Lawrence's Factory and the Co-Op Dairy site) are long-standing vacant sites, whilst the former Ritz Ballroom became vacant relatively recently, in 2009. It is not considered that the sites are constrained from

coming forward by overly prescriptive policy, but rather issues associated with land ownership and the existing of restrictive covenants.

- Much of the centre suffers from low pedestrian footfall, with the exception of the Station Road/High Street junction;
- Accessibility to the centre can be considered reasonable, with sufficient car parking, and a frequent bus service to Rothwell and Kettering. There is potential for an improvement in the range of destinations served by frequent public transport. Some respondents to the on-street survey stated that car parking provision was poorly located in the centre, although it is considered there is limited scope for improvement in this respect ;
- No negative issues were identified at the time of our visit in respect of perception of safety and occurrence of crime (although some issues in this respect were identified in the on-street surveys); and
- The presence of the identified tracts of vacant land and buildings so proximate to the Established Shopping Area negatively affects the state of the town centre environmental quality. Whilst Desborough appears a clean and well-maintained centre, it also gives an impression of being somewhat tired and in need of refreshing. Almost 50 per cent of respondents to the on-street survey rated the quality of the buildings and townscape in Desborough to be 'very poor'.

5.3 The key findings from the additional survey work undertaken in Desborough town centre in Sections 3 and 4 support the findings of the performance analysis set out in Section 2. Section 3 reviews the pedestrian flow counts undertaken across four days in Desborough during May 2010. It affirms that the centre experiences low levels of pedestrian footfall for much of the week, significantly below that which would be expected from a town centre.

5.4 Footfall in the centre is strongest around the junction of Station Road and High Street, where the presence of the library, supermarket and bus stops generates moderate pedestrian traffic. However it is apparent that this footfall does not extend along Station Road itself, suggesting a lack of key attractors along this street to encourage greater pedestrian activity. The exception to this is on market days, where there is significantly greater pedestrian activity in the centre and particularly along Station Road. The pedestrian survey also indicates that the number of 'linked trips' between the main Co-Op store on Gladstone Street and the rest of the town centre is fairly limited.

5.5 The on-street survey set out some significant findings in respect of customers' and residents' views of the town centre, and we draw attention to the following points:

- The survey affirmed that Desborough is currently performing the role of a local service centre and has no significant role beyond this. This is evidenced by the fact the majority of users of the centre are within walking distance, and that the most popular uses of the centre are for frequent, top-up food shopping and personal services. Most users who visit the centre stay for under an hour.
- Users of the town centre appreciate its convenience, character & atmosphere, and the fact that it is not too crowded or noisy.
- However users dislike the fact that there are a lack of multiple retailers in the centre (44 per cent of responses), and also a lack of independent retailers in the centre (39 per cent of responses), affirming our findings set out above regarding the lack of retail diversity in

the centre. Almost a quarter of respondents stated that they most disliked the lack of a larger supermarket in the town centre, whilst 22 per cent identified the vacant/ derelict buildings as the attribute of the centre they disliked the most,

- As noted above almost half of respondents considered the quality of buildings/townscape in the centre to be 'very poor', although the town centre achieved a 'satisfactory' score from most respondents on other environmental indicators.
- When asked how the town centre could most be improved, the following conclusions were drawn:
 - 68 per cent of respondents stated a bigger choice of shops;
 - 35 per cent of respondents stated better quality shops;
 - 30 per cent of respondents stated a bigger, better supermarket;
 - 30 per cent of respondents stated more/better eating places; and
 - 21 per cent of respondents stated improve the environmental quality of the centre.

5.6 Desborough therefore presently can be considered to be underperforming against a number of the PPS4 'health check' indicators. Based on the evidence above, the vitality and the viability of the centre is presently in a fragile state, with low levels of pedestrian activity, a lack of demand, and a poor environmental quality (largely as a result of the large areas of vacant and derelict land within the Established Shopping Area). Accordingly we consider that the vitality and viability of the centre is kept under regular review and that measures are taken to address the main areas of dissatisfaction from users of the centre.

APPENDIX 1

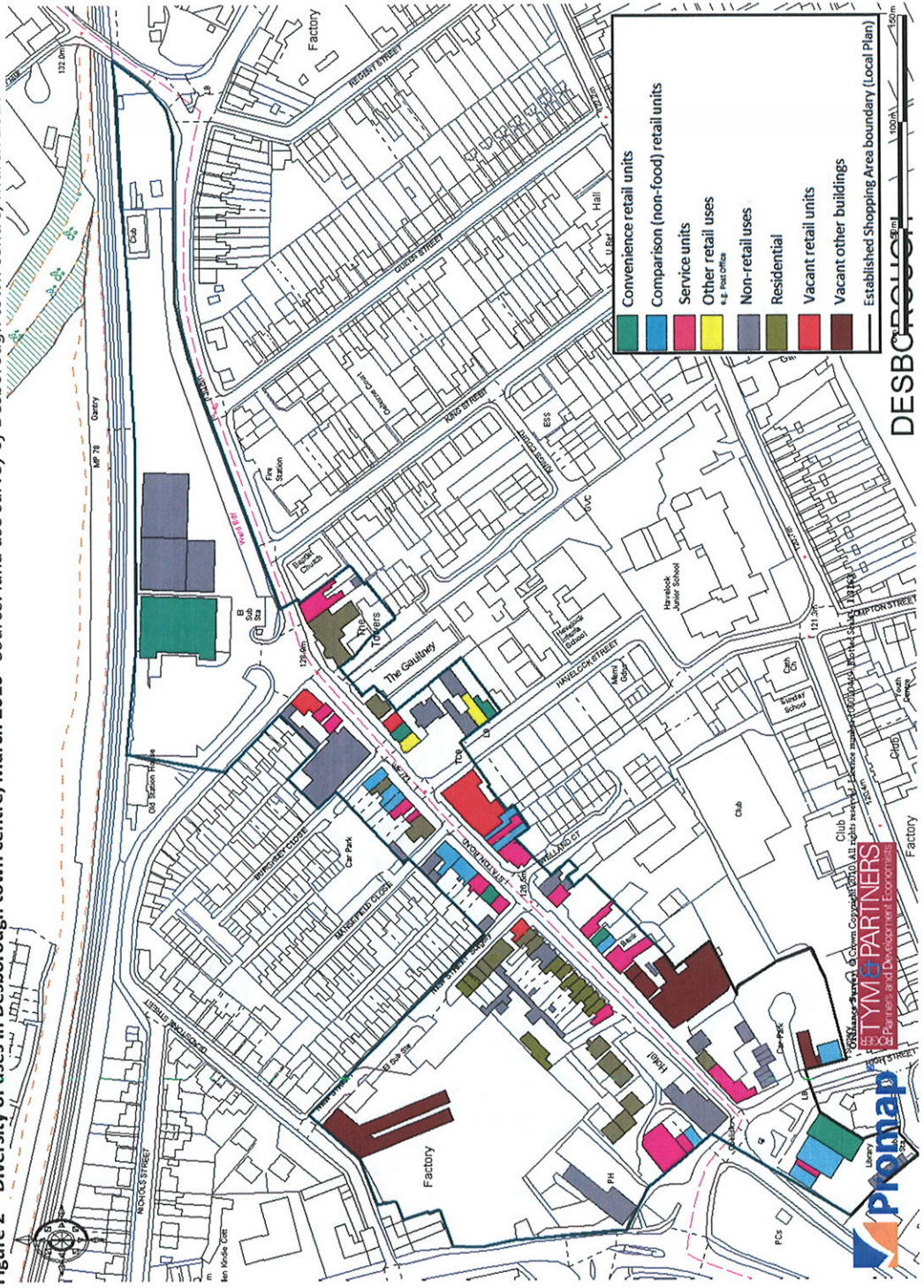
SUPPLEMENTARY PERFORMANCE ANALYSIS DATA

Figure 1 – Diversity of uses in Desborough town centre, March 2010 (retail units)

Source: land use survey of Desborough town centre, March 2010

Good Code	Retailer category	UK	DESBOROUGH		
		UK Average (May 2010)%	Number of units	% of total units	% difference to UK avg
Convenience goods retailers					
G1A	Bakers	1.97%	1	2.38%	0.41%
G1B	Butchers	0.82%	1	2.38%	1.56%
G1C	Greengrocers & fishmongers	0.66%	1	2.38%	1.72%
G1D	Grocery and frozen foods	3.01%	2	4.76%	1.75%
G1E	Off-licences and home brew	0.68%	0	0.00%	-0.68%
G1F	Confectioners, tobacconists, newsagents	2.38%	1	2.38%	0.00%
TOTAL		9.52%	6	14.29%	4.77%
Comparison goods retailers					
G2A	Footwear & repairs	1.98%	0	0.00%	-1.98%
G2B	Men's & boys' wear	1.04%	0	0.00%	-1.04%
G2C	Women's, girls, children's clothing	4.90%	2	4.76%	-0.14%
G2D	Mixed and general clothing	3.41%	0	0.00%	-3.41%
G2E	Furniture, carpets & textiles	3.80%	1	2.38%	-1.42%
G2F	Booksellers, arts/crafts, stationers/copy bureaux	3.93%	1	2.38%	-1.55%
G2G	Electrical, home entertainment, telephones and video	4.10%	1	2.38%	-1.72%
G2H	DIY, hardware & household goods	2.88%	1	2.38%	-0.50%
G2I	Gifts, china, glass and leather goods	1.64%	1	2.38%	0.74%
G2J	Cars, motorcycles & motor accessories	1.32%	0	0.00%	-1.32%
G2K	Chemists, toiletries & opticians	3.92%	3	7.14%	3.22%
G2L	Variety, department & catalogue showrooms	0.63%	0	0.00%	-0.63%
G2M	Florists and gardens	1.02%	0	0.00%	-1.02%
G2N	Sports, toys, cycles and hobbies	2.19%	0	0.00%	-2.19%
G2O	Jewellers, clocks & repair	2.11%	1	2.38%	0.27%
G2P	Charity shops, pets and other comparison	3.75%	1	2.38%	-1.37%
TOTAL		42.62%	12	28.57%	-14.05%
Services					
G3A	Restaurants, cafes, coffee bars, fast food & take-aways	15.18%	8	19.05%	3.87%
G3B	Hairdressers, beauty parlours & health centres	8.05%	4	9.52%	1.47%
G3C	Laundries & drycleaners	1.00%	1	2.38%	1.38%
G3D	Travel agents	1.33%	1	2.38%	1.05%
G3E	Banks & financial services (incl. accountants)	4.18%	1	2.38%	-1.80%
G3F	Building societies	0.60%	1	2.38%	1.78%
G3G	Estate agents & auctioneers	3.86%	1	2.38%	-1.48%
TOTAL		34.20%	17	40.48%	6.28%
Miscellaneous and vacant units					
G4A	Employment, careers, Post Offices and information	1.21%	2	4.76%	3.55%
G4B	Vacant units (all categories)	12.45%	5	11.90%	-0.55%
TOTAL		13.53%	7	16.67%	3.14%
GRAND TOTAL		99.87%	42	100.00%	

Figure 2 – Diversity of uses in Desborough town centre, March 2010 Source: land use survey of Desborough town centre, March 2010



DESBOROUGH

TYMIS PARTNERS
Town and District Councils

Promap
Library

Figure 3 – Vacant units, buildings and land in Desborough town centre, March 2010 Source: land use survey of Desborough town centre, March 2010

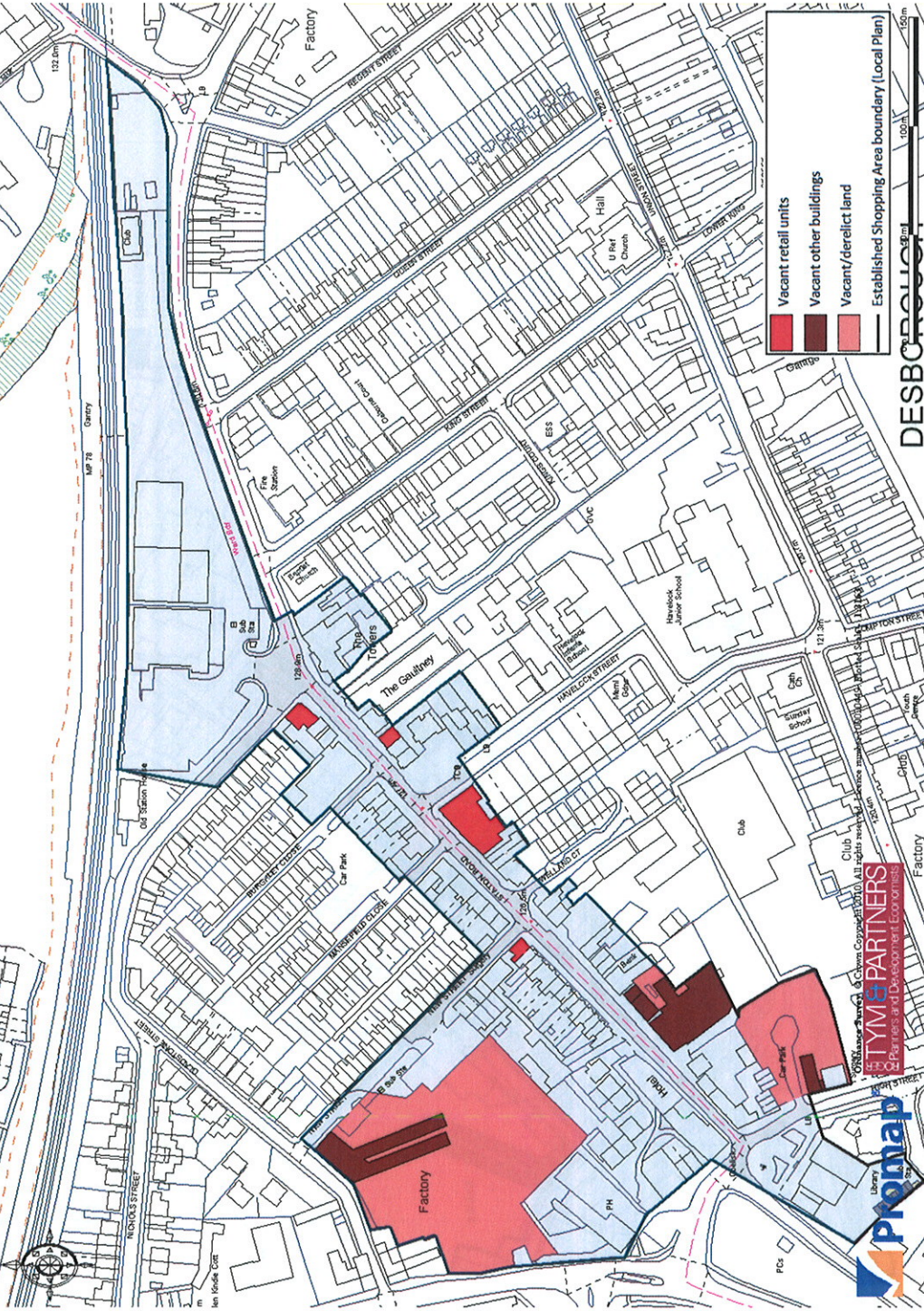


Figure 4 – Principal bus routes serving Desborough town centre

Service provision correct as at March 2010.

Source: Traveline East Midlands

Route	Destinations	Frequency
17	Kettering – Desborough via Rothwell and Broughton	3 per day
18	Market Harborough – Kettering via Braybrooke and Rothwell	Hourly
19	Kettering – Desborough via Rothwell	15 mins
302	Leicester – Rothwell	1 per day
303	Rothwell – Melton Mowbray	1 per day (first Saturday of each month only)
304	Desborough – Northampton	1 per day (Wednesday only)

APPENDIX 2

PEDESTRIAN FLOW COUNTS DATA

NEMS Market Research**DESBOROUGH PEDESTRIAN COUNTS****TUESDAY 18TH MAY 2010**

Time	Location	Count A (Left)	Count B (Right)	Count C (Ahead)	Total	Index
09.00 - 09.05	1 Co-op Pharmacy, 3 High Street (face Library)	2	1	0	3	23
10.00 - 10.05	2 Barclays Bank, 17/19 Station Road	5	4	0	9	69
11.00 - 11.05	3 Desborough Opticians, 60 Station Road	6	5	2	13	100
12.00 - 12.05	4 Entrance of Co-op (near road signs)	0	0	0	0	0
13.00 - 13.05	3 Desborough Opticians, 60 Station Road	2	0	7	9	69
14.00 - 14.05	2 Barclays Bank, 17/19 Station Road	0	0	0	0	0
15.00 - 15.05	1 Co-op Pharmacy, 3 High Street (face Library)	2	1	7	10	77
16.00 - 16.05	4 Entrance of Co-op (near road signs)	3	7	3	13	100
17.00 - 17.05	3 Desborough Opticians, 60 Station Road	1	1	2	4	31
18.00 - 18.05	2 Barclays Bank, 17/19 Station Road	1	1	0	2	15
19.00 - 19.05	1 Co-op Pharmacy, 3 High Street (face Library)	2	3	0	5	38
20.00 - 20.05	4 Entrance of Co-op (near road signs)	3	3	1	7	54
	Total	27	26	22	75	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

TUESDAY 18TH MAY 2010

	Location	AverageTotal Counts	Total Index
1	Co-op Pharmacy, 3 High Street (face Library)	6.0	100
2	Barclays Bank, 17/19 Station Road	3.7	62
3	Desborough Opticians, 60 Station Road	5.0	83
3a	Going down Havelock Street (from opticians)	3.7	61
4	Entrance of Co-op (near road signs)	5.3	89
4a	Going down Station Road (from entrance of Co-op)	1.3	22
	TOTAL	25.0	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

WEDNESDAY 19TH MAY 2010

Time	Location	Count A (Left)	Count B (Right)	Count C (Ahead)	Total	Index
09.00 -	Desborough Opticians, 60					
09.05	3 Station Road	0	0	0	0	0
10.00 -	Co-op Pharmacy, 3 High Street					
10.05	1 (face Library)	7	0	0	7	35
11.00 -	Entrance of Co-op (near road					
11.05	4 signs)	2	6	0	8	40
12.00 -	Barclays Bank, 17/19 Station					
12.05	2 Road	5	6	0	11	55
13.00 -	Co-op Pharmacy, 3 High Street					
13.05	1 (face Library)	1	2	0	3	15
14.00 -	Entrance of Co-op (near road					
14.05	4 signs)	0	0	0	0	0
15.00 -	Desborough Opticians, 60					
15.05	3 Station Road	4	1	2	7	35
15.00 -	Entrance of Co-op (near road					
15.05	4 signs)	7	6	7	20	100
16.00 -	Barclays Bank, 17/19 Station					
16.05	2 Road	3	2	0	5	25
16.00 -	Desborough Opticians, 60					
16.05	3 Station Road	4	1	0	5	25
17.00 -	Barclays Bank, 17/19 Station					
17.05	2 Road	5	3	0	8	40
18.00 -	Co-op Pharmacy, 3 High Street					
18.05	1 (face Library)	2	3	0	5	25
19.00 -	Barclays Bank, 17/19 Station					
19.05	2 Road	0	0	0	0	0
20.00 -	Entrance of Co-op (near road					
20.05	4 signs)	3	3	2	8	40
	Total	43	33	11	87	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

WEDNESDAY 19TH MAY 2010

	Location	AverageTotal Counts	Total Index
1	Co-op Pharmacy, 3 High Street (face Library)	15.0	100
2	Barclays Bank, 17/19 Station Road	6.0	40
3	Desborough Opticians, 60 Station Road	3.3	22
3a	Going down Havelock Street (from opticians)	0.7	4
4	Entrance of Co-op (near road signs)	6.8	45
4a	Going down Station Road (from entrance of Co-op)	2.3	15
	TOTAL	34.0	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

THURSDAY 20TH MAY 2010

Time	Location	Count A (Left)	Count B (Right)	Count C (Ahead)	Total	Index
09.00 - 09.05	4 Entrance of Co-op (near road signs)	3	6	2	11	37
10.00 - 10.05	3 Desborough Opticians, 60 Station Road	4	6	9	19	63
11.00 - 11.05	2 Barclays Bank, 17/19 Station Road	7	6	0	13	43
12.00 - 12.05	1 Co-op Pharmacy, 3 High Street (face Library)	11	7	0	18	60
13.00 - 13.05	2 Barclays Bank, 17/19 Station Road	4	5	0	9	30
14.00 - 14.05	3 Desborough Opticians, 60 Station Road	8	2	8	18	60
15.00 - 15.05	3 Desborough Opticians, 60 Station Road	14	7	9	30	100
16.00 - 16.05	2 Barclays Bank, 17/19 Station Road	4	2	0	6	20
17.00 - 17.05	1 Co-op Pharmacy, 3 High Street (face Library)	7	4	0	11	37
18.00 - 18.05	4 Entrance of Co-op (near road signs)	5	3	6	14	47
19.00 - 19.05	2 Barclays Bank, 17/19 Station Road	4	0	0	4	13
20.00 - 20.05	3 Desborough Opticians, 60 Station Road	2	1	1	4	13
Total		73	49	35	157	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

THURSDAY 20TH MAY 2010

	Location	AverageTotal Counts	Total Index
1	Co-op Pharmacy, 3 High Street (face Library)	14.5	100
2	Barclays Bank, 17/19 Station Road	8.0	55
3	Desborough Opticians, 60 Station Road	11.0	76
3a	Going down Havelock Street (from opticians)	6.8	47
4	Entrance of Co-op (near road signs)	8.5	59
4a	Going down Station Road (from entrance of Co-op)	4.0	28
	TOTAL	52.8	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

SATURDAY 22ND MAY 2010

Time	Location	Count A (Left)	Count B (Right)	Count C (Ahead)	Total	Index
09.00 - 09.05	2 Barclays Bank, 17/19 Station Road	1	1	0	2	10
10.00 - 10.05	4 Entrance of Co-op (near road signs)	1	1	1	3	15
11.00 - 11.05	1 Co-op Pharmacy, 3 High Street (face Library)	2	0	0	2	10
12.00 - 12.05	3 Desborough Opticians, 60 Station Road	0	0	0	0	0
13.00 - 13.05	4 Entrance of Co-op (near road signs)	4	3	1	8	40
14.00 - 14.05	1 Co-op Pharmacy, 3 High Street (face Library)	2	1	0	3	15
15.00 - 15.05	2 Barclays Bank, 17/19 Station Road	1	2	0	3	15
16.00 - 16.05	1 Co-op Pharmacy, 3 High Street (face Library)	2	7	0	9	45
17.00 - 17.05	4 Entrance of Co-op (near road signs)	8	8	4	20	100
18.00 - 18.05	3 Desborough Opticians, 60 Station Road	2	3	2	7	35
19.00 - 19.05	2 Barclays Bank, 17/19 Station Road	2	5	0	7	35
20.00 - 20.05	1 Co-op Pharmacy, 3 High Street (face Library)	8	6	0	14	70
Total		33	37	8	78	

NEMS Market Research

DESBOROUGH PEDESTRIAN COUNTS

SATURDAY 22ND MAY 2010

	Location	AverageTotal Counts	Total Index
1	Co-op Pharmacy, 3 High Street (face Library)	7.0	84
2	Barclays Bank, 17/19 Station Road	4.0	48
3	Desborough Opticians, 60 Station Road	2.5	30
3a	Going down Havelock Street (from opticians)	1.0	12
4	Entrance of Co-op (near road signs)	8.3	100
4a	Going down Station Road (from entrance of Co-op)	2.0	24
	TOTAL	24.8	

NEMS Market Research**DESBOROUGH PEDESTRIAN COUNT
TUESDAY 18TH MAY,
WEDNESDAY 19TH MAY,
THURSDAY 20TH MAY AND
SATURDAY 22ND MAY 2010**

	Location	18.05.10	19.05.10	20.05.10	22.05.10	Total Count	Total Index
1	Co-op Pharmacy, 3 High Street (face Library)	6.0	15.0	14.5	7.0	42.5	100
2	Barclays Bank, 17/19 Station Road	3.7	6.0	8.0	4.0	21.7	51
3	Desborough Opticians, 60 Station Road Going down Havelock Street (from 3a opticians)	5.0	3.3	11.0	2.5	21.8	51
4	Entrance of Co-op (near road signs) Going down Station Road (from entrance of 4a Co-op)	5.3	6.8	8.5	8.3	28.9	68
		1.3	2.3	4.0	2.0	9.6	23
	TOTAL	25.0	34.0	52.8	24.8	136.6	

APPENDIX 3

ON-STREET SURVEY DATA

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday
Q01 How did you travel to Desborough town centre today ?					
Car - driver	26.8%	41 20.0%	8 17.5%	7 45.0%	18 24.2%
Car - passenger	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%
Bus	1.3%	2 0.0%	0 2.5%	1 0.0%	0 3.0%
Bicycle	2.0%	3 0.0%	0 0.0%	0 2.5%	1 6.1%
Motorcycle	0.7%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Rail	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Taxi	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%
On foot	67.3%	103 77.5%	31 77.5%	31 50.0%	20 63.6%
Other	0.7%	1 2.5%	1 0.0%	0 0.0%	0 0.0%
Base:	153	40	40	40	33

Meanscore: [Visits per week]

Q02 How often do you do the following in Desborough town centre (including Sunday)?

Food & Groceries Shopping

Everyday	19.0%	29 20.0%	8 20.0%	8 10.0%	4 27.3%
4 to 6 days a week	14.4%	22 15.0%	6 17.5%	7 10.0%	4 15.2%
2 to 3 days a week	38.6%	59 47.5%	19 32.5%	13 45.0%	18 27.3%
1 day a week	15.7%	24 15.0%	6 20.0%	8 7.5%	3 21.2%
Once every 2 weeks	1.3%	2 0.0%	0 0.0%	0 5.0%	2 0.0%
Once every month	1.3%	2 0.0%	0 0.0%	0 5.0%	2 0.0%
Once a quarter	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%
Less often than once a quarter	1.3%	2 0.0%	0 0.0%	0 5.0%	2 0.0%
First time today	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%
Never	7.2%	11 2.5%	1 10.0%	4 7.5%	3 9.1%
Mean:	3.45	3.58	3.65	2.71	3.92
Base:	153	40	40	40	33

Non-food Shopping (ie Clothes, shoes Electrical Goods etc)

Everyday	1.3%	2 2.5%	1 2.5%	1 0.0%	0 0.0%
4 to 6 days a week	0.7%	1 2.5%	1 0.0%	0 0.0%	0 0.0%
2 to 3 days a week	3.3%	5 7.5%	3 5.0%	2 0.0%	0 0.0%
1 day a week	4.6%	7 5.0%	2 2.5%	1 5.0%	2 6.1%
Once every 2 weeks	1.3%	2 0.0%	0 0.0%	0 0.0%	0 6.1%
Once every month	11.1%	17 17.5%	7 2.5%	1 7.5%	3 18.2%
Once a quarter	1.3%	2 0.0%	0 2.5%	1 2.5%	1 0.0%
Less often than once a quarter	9.2%	14 7.5%	3 12.5%	5 12.5%	5 3.0%
First time today	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Never	66.7%	102 57.5%	23 70.0%	28 72.5%	29 66.7%
(Don't know)	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%
Mean:	0.90	1.39	1.22	0.27	0.44
Base:	153	40	40	40	33

Drinking /Eating Out

Everyday	3.9%	6 5.0%	2 5.0%	2 0.0%	0 6.1%
4 to 6 days a week	3.3%	5 7.5%	3 2.5%	1 0.0%	0 3.0%
2 to 3 days a week	7.8%	12 7.5%	3 7.5%	3 5.0%	2 12.1%
1 day a week	13.7%	21 17.5%	7 5.0%	2 20.0%	8 12.1%
Once every 2 weeks	3.3%	5 5.0%	2 0.0%	0 5.0%	2 3.0%
Once every month	7.2%	11 5.0%	2 0.0%	0 10.0%	4 15.2%
Once a quarter	6.5%	10 5.0%	2 15.0%	6 2.5%	1 3.0%
Less often than once a quarter	5.2%	8 2.5%	1 0.0%	0 10.0%	4 9.1%
First time today	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Never	49.0%	75 45.0%	18 65.0%	26 47.5%	19 36.4%
Mean:	1.60	2.06	2.08	0.73	1.67
Base:	153	40	40	40	33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday
Private & Public Services (Bank/Solicitor/Council Offices/Library, etc)					
Everyday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
4 to 6 days a week	1.3%	2 2.5%	1 2.5%	1 0.0%	0 0.0%
2 to 3 days a week	11.8%	18 17.5%	7 10.0%	4 5.0%	2 15.2%
1 day a week	22.9%	35 22.5%	9 17.5%	7 27.5%	11 24.2%
Once every 2 weeks	15.0%	23 12.5%	5 20.0%	8 15.0%	6 12.1%
Once every month	18.3%	28 17.5%	7 20.0%	8 20.0%	8 15.2%
Once a quarter	2.0%	3 2.5%	1 5.0%	2 0.0%	0 0.0%
Less often than once a quarter	4.6%	7 5.0%	2 5.0%	2 5.0%	2 3.0%
First time today	1.3%	2 0.0%	0 2.5%	1 0.0%	0 3.0%
Never	21.6%	33 20.0%	8 15.0%	6 25.0%	10 27.3%
(Don't know)	1.3%	2 0.0%	0 2.5%	1 2.5%	1 0.0%
<i>Mean:</i>	<i>0.95</i>	<i>1.13</i>	<i>0.89</i>	<i>0.74</i>	<i>1.04</i>
Base:	153	40	40	40	33

	Total	Tuesday	Wednesday	Thursday	Saturday
Commercial Leisure Facilities (Casino/ Gym/Bingo, etc)					
Everyday	0.7%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
4 to 6 days a week	2.0%	3 0.0%	0 2.5%	1 5.0%	2 0.0%
2 to 3 days a week	2.0%	3 2.5%	1 0.0%	0 0.0%	0 6.1%
1 day a week	8.5%	13 7.5%	3 7.5%	3 10.0%	4 9.1%
Once every 2 weeks	1.3%	2 0.0%	0 2.5%	1 2.5%	1 0.0%
Once every month	4.6%	7 0.0%	0 5.0%	2 0.0%	0 15.2%
Once a quarter	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%
Less often than once a quarter	5.2%	8 0.0%	0 0.0%	0 7.5%	3 15.2%
First time today	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%
Never	72.5%	111 87.5%	35 77.5%	31 70.0%	28 51.5%
(Don't know)	2.0%	3 2.5%	1 5.0%	2 0.0%	0 0.0%
<i>Mean:</i>	<i>1.20</i>	<i>1.38</i>	<i>1.30</i>	<i>1.33</i>	<i>1.03</i>
Base:	153	40	40	40	33

Q03 What is the main reason for your visit here today?

To buy food and grocery items (not take-away / café / restaurant/ pub/ bar)	23.5%	36 20.0%	8 32.5%	13 10.0%	4 33.3%
To buy non-food goods (e.g. shoes, clothes, jewellery)	3.3%	5 2.5%	1 0.0%	0 2.5%	1 9.1%
To visit the market	1.3%	2 2.5%	1 0.0%	0 2.5%	1 0.0%
For personal services (e.g. bank, hairdressers, solicitor, etc)	15.0%	23 20.0%	8 12.5%	5 22.5%	9 3.0%
As a day visitor to Desborough	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
As a staying visitor to Desborough	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Eat out / drinking (e.g. restaurant / pub / bar)	5.2%	8 5.0%	2 0.0%	0 5.0%	2 12.1%
Work	2.6%	4 2.5%	1 5.0%	2 0.0%	0 3.0%
To meet someone	11.8%	18 7.5%	3 15.0%	6 10.0%	4 15.2%
Other public services (library, museum, doctor, dentist, etc)	13.1%	20 15.0%	6 12.5%	5 22.5%	9 0.0%
Other	5.9%	9 12.5%	5 0.0%	0 5.0%	2 6.1%
Outdoor activity (Walking, bowls etc)	5.2%	8 5.0%	2 2.5%	1 2.5%	1 12.1%
Parental duties (Collecting child from school, activities etc)	7.2%	11 7.5%	3 2.5%	1 12.5%	5 6.1%
(No particular reason)	5.9%	9 0.0%	0 17.5%	7 5.0%	2 0.0%
Base:	153	40	40	40	33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total Tuesday Wednesday Thursday Saturday

Q04 Do you also visit other shops in Desborough town centre when you undertake your food / grocery shopping?

Those who said food and grocery shopping at Q03

Yes – other food shops	27.8%	10	12.5%	1	15.4%	2	50.0%	2	45.5%	5
Yes – non-food shops	19.4%	7	62.5%	5	0.0%	0	25.0%	1	9.1%	1
No	52.8%	19	25.0%	2	84.6%	11	25.0%	1	45.5%	5
Base:		36		8		13		4		11

Meanscore: [Hours]

Q05 How long will you stay in Desborough town centre on this visit?

Less than 1 hour	65.4%	100	72.5%	29	62.5%	25	72.5%	29	51.5%	17
Between 1 and 2 hours	20.9%	32	27.5%	11	30.0%	12	10.0%	4	15.2%	5
Between 2 and 3 hours	7.8%	12	0.0%	0	5.0%	2	10.0%	4	18.2%	6
Over 3 hours	3.3%	5	0.0%	0	2.5%	1	0.0%	0	12.1%	4
Varies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	4	0.0%	0	0.0%	0	7.5%	3	3.0%	1
Mean:		1.01		0.78		1.00		0.82		1.53
Base:		153		40		40		40		33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday	
Q06 What are the main things that you LIKE about Desborough town centre ?						
Near / convenient	36.6%	56 37.5%	15 42.5%	17 42.5%	17 21.2%	7
Close to work	10.5%	16 7.5%	3 10.0%	4 10.0%	4 15.2%	5
Good public transport links generally	4.6%	7 5.0%	2 0.0%	0 5.0%	2 9.1%	3
Parking is easy	4.6%	7 2.5%	1 2.5%	1 2.5%	1 12.1%	4
Parking is free	2.0%	3 2.5%	1 2.5%	1 2.5%	1 0.0%	0
Lack of congestion on roads	2.6%	4 2.5%	1 7.5%	3 0.0%	0 0.0%	0
Pedestrianised streets	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%	0
Little traffic-pedestrian conflict	2.0%	3 0.0%	0 5.0%	2 2.5%	1 0.0%	0
Good directional signs to Centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Convenient drop off / pick up stops for buses	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	3.9%	6 2.5%	1 7.5%	3 2.5%	1 3.0%	1
Well signposted route ways within centre	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%	0
Other access / transport factor	0.7%	1 2.5%	1 0.0%	0 0.0%	0 0.0%	0
General cleanliness of shopping streets	3.3%	5 0.0%	0 0.0%	0 7.5%	3 6.1%	2
Feels safe / absence of threatening individuals / groups	7.2%	11 7.5%	3 2.5%	1 10.0%	4 9.1%	3
Presence of police / other security measures (e.g. CCTV)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nice street furniture / floral displays	1.3%	2 0.0%	0 2.5%	1 0.0%	0 3.0%	1
Green space / area	5.9%	9 5.0%	2 5.0%	2 2.5%	1 12.1%	4
Nice busy feel	2.0%	3 2.5%	1 0.0%	0 0.0%	0 6.1%	2
Not too crowded	13.7%	21 5.0%	2 22.5%	9 7.5%	3 21.2%	7
Not too noisy	14.4%	22 12.5%	5 7.5%	3 15.0%	6 24.2%	8
Character / atmosphere	17.6%	27 15.0%	6 10.0%	4 10.0%	4 39.4%	13
Historic buildings	2.0%	3 5.0%	2 0.0%	0 0.0%	0 3.0%	1
Other environmental factor	0.7%	1 2.5%	1 0.0%	0 0.0%	0 0.0%	0
Selection / choice of independent / specialist shops	7.2%	11 17.5%	7 5.0%	2 0.0%	0 6.1%	2
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Quality of supermarket(s)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The Market	5.9%	9 5.0%	2 2.5%	1 2.5%	1 15.2%	5
Quality of the shops in general	2.0%	3 0.0%	0 5.0%	2 0.0%	0 3.0%	1
Compact centre (i.e. shops close together)	2.0%	3 0.0%	0 2.5%	1 0.0%	0 6.1%	2
Specified shops	0.7%	1 2.5%	1 0.0%	0 0.0%	0 0.0%	0
Prices are competitive in shops compared to other town / district centres	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Play area for children	1.3%	2 0.0%	0 0.0%	0 5.0%	2 0.0%	0
Range of places to eat	1.3%	2 0.0%	0 0.0%	0 0.0%	0 6.1%	2
Range of pubs / bars	3.3%	5 0.0%	0 0.0%	0 0.0%	0 15.2%	5
Range of private services (banks, hairdressers, solicitors, etc)	3.3%	5 2.5%	1 7.5%	3 2.5%	1 0.0%	0
Range of public services (Council, library, health services, etc)	5.2%	8 7.5%	3 7.5%	3 2.5%	1 3.0%	1
Range of leisure facilities	1.3%	2 0.0%	0 0.0%	0 2.5%	1 3.0%	1
Other points on shops / attractions	2.6%	4 2.5%	1 2.5%	1 0.0%	0 6.1%	2
I like everything about Desborough Town Centre	6.5%	10 10.0%	4 7.5%	3 0.0%	0 9.1%	3
I like the people	7.2%	11 15.0%	6 0.0%	0 7.5%	3 6.1%	2
(No opinion)	7.2%	11 0.0%	0 5.0%	2 22.5%	9 0.0%	0
(Nothing in particular)	14.4%	22 17.5%	7 15.0%	6 2.5%	1 24.2%	8
(Don't know)	1.3%	2 0.0%	0 2.5%	1 0.0%	0 3.0%	1

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday
Base:	153	40	40	40	33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday
Q07 What are the main things you DISLIKE about Desborough town centre?					
Unsafe for pedestrians / traffic conflict	5.9%	9 2.5%	1 5.0%	2 7.5%	3 9.1%
Not enough pedestrianisation	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shortage of parking spaces for visitors	5.2%	8 5.0%	2 5.0%	2 10.0%	4 0.0%
Shortage of parking for residents	4.6%	7 2.5%	1 10.0%	4 2.5%	1 3.0%
Parking is not secure / car break-ins	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor public transport links	1.3%	2 2.5%	1 2.5%	1 0.0%	0 0.0%
Road congestion/ too much traffic	5.2%	8 5.0%	2 7.5%	3 5.0%	2 3.0%
Poor directional signs to centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor signage / routeways within centre / lack of maps of centre	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%
No rail station	3.3%	5 5.0%	2 7.5%	3 0.0%	0 0.0%
Inconvenient location of bus stops	0.7%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Difficulties with pushchairs, wheelchairs, etc	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other transport / access factor	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Dirty shopping streets / litter	5.2%	8 5.0%	2 0.0%	0 12.5%	5 3.0%
Feels unsafe / presence of threatening individuals / groups / gangs	9.2%	14 15.0%	6 0.0%	0 12.5%	5 9.1%
Mere presence of "undesirable" individuals (i.e. beggars, "down & outs", etc)	1.3%	2 2.5%	1 0.0%	0 0.0%	0 3.0%
Soliciting of prostitutes	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Drunken / drug-related / anti-social behavior	5.2%	8 7.5%	3 2.5%	1 0.0%	0 12.1%
Lack of police presence / other security measures(e.g. CCTV)	5.2%	8 2.5%	1 0.0%	0 5.0%	2 15.2%
Lack of street furniture / floral displays	0.7%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Not busy enough	2.6%	4 0.0%	0 2.5%	1 7.5%	3 0.0%
Over-crowded	2.0%	3 0.0%	0 2.5%	1 2.5%	1 3.0%
Too noisy	0.7%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Lack of character / atmosphere	9.8%	15 15.0%	6 2.5%	1 5.0%	2 18.2%
Vandalism	3.3%	5 0.0%	0 0.0%	0 0.0%	0 15.2%
Insufficient or poor quality open space and green areas	1.3%	2 0.0%	0 0.0%	0 5.0%	2 0.0%
Other environmental factor	1.3%	2 0.0%	0 0.0%	0 5.0%	2 0.0%
Lack of choice of multiple shops (i.e. high street chains such as Boots etc)	44.4%	68 55.0%	22 22.5%	9 60.0%	24 39.4%
Lack of choice independent / specialist shops	38.6%	59 62.5%	25 27.5%	11 32.5%	13 30.3%
Quality of shops is inadequate	32.0%	49 60.0%	24 27.5%	11 20.0%	8 18.2%
Shops too small	5.2%	8 5.0%	2 5.0%	2 5.0%	2 6.1%
Lack of a larger supermarket	22.9%	35 27.5%	11 30.0%	12 17.5%	7 15.2%
Shops spread over too wide an area (i.e. not a compact centre)	3.3%	5 0.0%	0 0.0%	0 12.5%	5 0.0%
Specified shops absent	0.7%	1 2.5%	1 0.0%	0 0.0%	0 0.0%
Inadequate range of places to eat and drink	11.8%	18 15.0%	6 15.0%	6 5.0%	2 12.1%
Too many pubs / clubs	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%
Inadequate range of private services (banks, hairdressers, dry cleaners, etc)	4.6%	7 10.0%	4 0.0%	0 2.5%	1 6.1%
Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)	13.1%	20 12.5%	5 20.0%	8 10.0%	4 9.1%

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday					
Absence of play areas for children	5.2%	8	2.5%	1	12.5%	5	0.0%	0	6.1%	2
Lack of clean / secure toilets	5.2%	8	0.0%	0	10.0%	4	2.5%	1	9.1%	3
Other	6.5%	10	15.0%	6	0.0%	0	2.5%	1	9.1%	3
I dislike everything about Desborough town centre	5.2%	8	2.5%	1	12.5%	5	0.0%	0	6.1%	2
Boarded up shops / derelict buildings	21.6%	33	27.5%	11	0.0%	0	35.0%	14	24.2%	8
(No opinion)	2.0%	3	0.0%	0	2.5%	1	5.0%	2	0.0%	0
(Nothing in particular)	7.2%	11	5.0%	2	12.5%	5	0.0%	0	12.1%	4
(Don't know)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Base:	153		40		40		40		40	33

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q08 How satisfied are you with the overall range and quality of food shops in Desborough town centre ?

Very satisfied	3.3%	5	5.0%	2	2.5%	1	0.0%	0	6.1%	2
Satisfied	21.6%	33	27.5%	11	15.0%	6	17.5%	7	27.3%	9
Neutral	19.0%	29	17.5%	7	12.5%	5	22.5%	9	24.2%	8
Dissatisfied	32.0%	49	30.0%	12	27.5%	11	45.0%	18	24.2%	8
Very dissatisfied	21.6%	33	15.0%	6	40.0%	16	12.5%	5	18.2%	6
No opinion	1.3%	2	0.0%	0	2.5%	1	2.5%	1	0.0%	0
(Don't know)	1.3%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.48		-0.24		-0.90		-0.54		-0.21
Base:	153		40		40		40		40	33

Q09 In which town does your household undertake the main food shop?

Those who live in Postcode sector NN14 2

Desborough	16.3%	23	17.9%	7	39.5%	15	2.9%	1	0.0%	0
Rothwell	0.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Market Harborough	17.7%	25	20.5%	8	5.3%	2	25.7%	9	20.7%	6
Kettering	48.2%	68	46.2%	18	39.5%	15	51.4%	18	58.6%	17
Corby	12.8%	18	15.4%	6	5.3%	2	17.1%	6	13.8%	4
Other	2.1%	3	0.0%	0	2.6%	1	2.9%	1	3.4%	1
(Don't know)	2.1%	3	0.0%	0	5.3%	2	0.0%	0	3.4%	1
Base:	141		39		38		35		29	

Q10 How do you normally travel to the store when undertaking your main food shop ?

Those who live in Postcode sector NN14 2

Car / van driver	53.9%	76	51.3%	20	36.8%	14	71.4%	25	58.6%	17
Car / van passenger	19.9%	28	28.2%	11	26.3%	10	11.4%	4	10.3%	3
Bus	13.5%	19	7.7%	3	18.4%	7	11.4%	4	17.2%	5
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	7.8%	11	7.7%	3	18.4%	7	2.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel, goods delivered	2.8%	4	2.6%	1	0.0%	0	0.0%	0	10.3%	3
(Don't know)	2.1%	3	2.6%	1	0.0%	0	2.9%	1	3.4%	1
Base:	141		39		38		35		29	

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q11 How satisfied are you with the overall range and quality of non-food shops in Desborough town centre ?

Very satisfied	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Satisfied	9.8%	15	5.0%	2	12.5%	5	5.0%	2	18.2%	6
Neutral	15.0%	23	12.5%	5	27.5%	11	12.5%	5	6.1%	2
Dissatisfied	20.3%	31	17.5%	7	20.0%	8	22.5%	9	21.2%	7
Very dissatisfied	49.0%	75	60.0%	24	37.5%	15	55.0%	22	42.4%	14
No opinion	3.9%	6	2.5%	1	2.5%	1	2.5%	1	9.1%	3
(Don't know)	1.3%	2	2.5%	1	0.0%	0	2.5%	1	0.0%	0
Mean:		-1.13		-1.39		-0.85		-1.34		-0.90
Base:	153		40		40		40		40	33

Total Tuesday Wednesday Thursday Saturday

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q12 How satisfied are you with the overall range and quality of other services (such as banks, hairdressers, estate agents, etc) in Desborough town centre ?

Very satisfied	6.5%	10	7.5%	3	7.5%	3	5.0%	2	6.1%	2
Satisfied	41.2%	63	37.5%	15	47.5%	19	35.0%	14	45.5%	15
Neutral	22.2%	34	25.0%	10	17.5%	7	27.5%	11	18.2%	6
Dissatisfied	15.7%	24	20.0%	8	10.0%	4	20.0%	8	12.1%	4
Very dissatisfied	10.5%	16	5.0%	2	17.5%	7	2.5%	1	18.2%	6
No opinion (Don't know)	3.9%	6	5.0%	2	0.0%	0	7.5%	3	3.0%	1
	0.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
<i>Mean:</i>		<i>0.19</i>		<i>0.24</i>		<i>0.18</i>		<i>0.22</i>		<i>0.13</i>
<i>Base:</i>		153		40		40		40		33

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q13 How satisfied are you with the overall range and quality of bars, cafés and restaurants in Desborough town centre ?

Very satisfied	2.6%	4	0.0%	0	0.0%	0	0.0%	0	12.1%	4
Satisfied	11.8%	18	12.5%	5	10.0%	4	5.0%	2	21.2%	7
Neutral	15.0%	23	15.0%	6	10.0%	4	27.5%	11	6.1%	2
Dissatisfied	26.1%	40	30.0%	12	20.0%	8	27.5%	11	27.3%	9
Very dissatisfied	33.3%	51	27.5%	11	52.5%	21	22.5%	9	30.3%	10
No opinion (Don't know)	9.8%	15	12.5%	5	7.5%	3	15.0%	6	3.0%	1
	1.3%	2	2.5%	1	0.0%	0	2.5%	1	0.0%	0
<i>Mean:</i>		<i>-0.85</i>		<i>-0.85</i>		<i>-1.24</i>		<i>-0.82</i>		<i>-0.44</i>
<i>Base:</i>		153		40		40		40		33

Q14 How often do you visit Desborough town centre in the evenings?

Everyday	3.9%	6	0.0%	0	0.0%	0	0.0%	0	18.2%	6
4 to 6 days a week	3.9%	6	7.5%	3	0.0%	0	0.0%	0	9.1%	3
2 to 3 days a week	8.5%	13	12.5%	5	7.5%	3	2.5%	1	12.1%	4
1 day a week	10.5%	16	12.5%	5	2.5%	1	10.0%	4	18.2%	6
Once every 2 weeks	3.3%	5	0.0%	0	0.0%	0	12.5%	5	0.0%	0
Once every month	5.9%	9	2.5%	1	2.5%	1	7.5%	3	12.1%	4
Once a quarter	2.0%	3	2.5%	1	2.5%	1	2.5%	1	0.0%	0
Less often than once a quarter	6.5%	10	5.0%	2	5.0%	2	12.5%	5	3.0%	1
Never (Don't know)	53.6%	82	57.5%	23	80.0%	32	47.5%	19	24.2%	8
	2.0%	3	0.0%	0	0.0%	0	5.0%	2	3.0%	1
<i>Base:</i>		153		40		40		40		33

Meanscore: [Very good = 2, Good = 1, Satisfactory = 0, Poor = -1, Very poor = -2]

Q15 Could you please provide your assessment of the environmental quality of Desborough town centre in terms of the following factors ?

Cleanliness of shopping streets

Very good	5.9%	9	10.0%	4	5.0%	2	2.5%	1	6.1%	2
Good	34.0%	52	32.5%	13	37.5%	15	30.0%	12	36.4%	12
Satisfactory	35.3%	54	37.5%	15	27.5%	11	42.5%	17	33.3%	11
Poor	19.0%	29	20.0%	8	20.0%	8	22.5%	9	12.1%	4
Very poor (Don't know)	4.6%	7	0.0%	0	10.0%	4	2.5%	1	6.1%	2
	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2
<i>Mean:</i>		<i>0.18</i>		<i>0.33</i>		<i>0.08</i>		<i>0.08</i>		<i>0.26</i>
<i>Base:</i>		153		40		40		40		33

Personal safety / lighting /policing issues

Very good	3.3%	5	0.0%	0	2.5%	1	2.5%	1	9.1%	3
Good	32.7%	50	30.0%	12	52.5%	21	25.0%	10	21.2%	7
Satisfactory	38.6%	59	45.0%	18	27.5%	11	50.0%	20	30.3%	10
Poor	13.7%	21	15.0%	6	7.5%	3	12.5%	5	21.2%	7
Very poor (Don't know)	7.8%	12	2.5%	1	7.5%	3	10.0%	4	12.1%	4
	3.9%	6	7.5%	3	2.5%	1	0.0%	0	6.1%	2
<i>Mean:</i>		<i>0.10</i>		<i>0.11</i>		<i>0.36</i>		<i>-0.03</i>		<i>-0.06</i>
<i>Base:</i>		153		40		40		40		33

	Total	Tuesday	Wednesday	Thursday	Saturday					
Quality of buildings / townscape										
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Good	11.8%	18	12.5%	5	5.0%	2	2.5%	1	30.3%	10
Satisfactory	15.0%	23	20.0%	8	20.0%	8	5.0%	2	15.2%	5
Poor	26.8%	41	32.5%	13	32.5%	13	25.0%	10	15.2%	5
Very poor	43.8%	67	32.5%	13	42.5%	17	65.0%	26	33.3%	11
(Don't know)	2.6%	4	2.5%	1	0.0%	0	2.5%	1	6.1%	2
Mean:	-1.05		-0.87		-1.13		-1.56		-0.55	
Base:	153		40		40		40		33	

Shelter from weather										
Very good	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Good	4.6%	7	0.0%	0	2.5%	1	0.0%	0	18.2%	6
Satisfactory	7.2%	11	7.5%	3	12.5%	5	5.0%	2	3.0%	1
Poor	42.5%	65	47.5%	19	42.5%	17	47.5%	19	30.3%	10
Very poor	37.3%	57	45.0%	18	37.5%	15	37.5%	15	27.3%	9
(Don't know)	7.8%	12	0.0%	0	5.0%	2	10.0%	4	18.2%	6
Mean:	-1.21		-1.38		-1.21		-1.36		-0.74	
Base:	153		40		40		40		33	

Pedestrian / Vehicular safety issues										
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	17.0%	26	15.0%	6	15.0%	6	7.5%	3	33.3%	11
Satisfactory	33.3%	51	47.5%	19	27.5%	11	35.0%	14	21.2%	7
Poor	28.1%	43	17.5%	7	25.0%	10	47.5%	19	21.2%	7
Very poor	11.8%	18	15.0%	6	15.0%	6	7.5%	3	9.1%	3
(Don't know)	9.8%	15	5.0%	2	17.5%	7	2.5%	1	15.2%	5
Mean:	-0.38		-0.34		-0.48		-0.56		-0.07	
Base:	153		40		40		40		33	

Quality of open space and street furniture (benches, litter bins, etc)										
Very good	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Good	26.8%	41	32.5%	13	17.5%	7	25.0%	10	33.3%	11
Satisfactory	44.4%	68	40.0%	16	42.5%	17	60.0%	24	33.3%	11
Poor	18.3%	28	22.5%	9	22.5%	9	10.0%	4	18.2%	6
Very poor	4.6%	7	5.0%	2	10.0%	4	0.0%	0	3.0%	1
(Don't know)	4.6%	7	0.0%	0	7.5%	3	5.0%	2	6.1%	2
Mean:	0.02		0.00		-0.27		0.16		0.23	
Base:	153		40		40		40		33	

Meanscore: [Very good = 2, Good = 1, Satisfactory = 0, Poor = -1, Very poor = -2]

Q16 Could you please provide your assessment of the ease of access to Desborough town centre in terms of the following factors ?

Location of car parks

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	15.0%	23	10.0%	4	12.5%	5	10.0%	4	30.3%	10
Satisfactory	28.1%	43	22.5%	9	37.5%	15	40.0%	16	9.1%	3
Poor	29.4%	45	40.0%	16	27.5%	11	27.5%	11	21.2%	7
Very poor	7.8%	12	2.5%	1	5.0%	2	5.0%	2	21.2%	7
(Don't know)	19.6%	30	25.0%	10	17.5%	7	17.5%	7	18.2%	6
Mean:	-0.37		-0.47		-0.30		-0.33		-0.41	
Base:	153		40		40		40		33	

Security of car parks

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	15.0%	23	7.5%	3	15.0%	6	12.5%	5	27.3%	9
Satisfactory	30.1%	46	15.0%	6	42.5%	17	45.0%	18	15.2%	5
Poor	23.5%	36	40.0%	16	15.0%	6	20.0%	8	18.2%	6
Very poor	5.9%	9	5.0%	2	5.0%	2	2.5%	1	12.1%	4
(Don't know)	25.5%	39	32.5%	13	22.5%	9	20.0%	8	27.3%	9
Mean:	-0.27		-0.63		-0.13		-0.16		-0.21	
Base:	153		40		40		40		33	

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday
Location of bus stops / interchanges					
Very good	4.6%	7 12.5%	5 0.0%	0 2.5%	1 3.0%
Good	39.2%	60 35.0%	14 47.5%	19 15.0%	6 63.6%
Satisfactory	34.0%	52 35.0%	14 25.0%	10 62.5%	25 9.1%
Poor	3.9%	6 0.0%	0 12.5%	5 0.0%	0 3.0%
Very poor	2.0%	3 0.0%	0 5.0%	2 0.0%	0 3.0%
(Don't know)	16.3%	25 17.5%	7 10.0%	4 20.0%	8 18.2%
Mean:	0.48	0.73	0.28	0.25	0.74
Base:	153	40	40	40	33

Quality and security of bus stops/ interchanges					
Very good	4.6%	7 12.5%	5 0.0%	0 2.5%	1 3.0%
Good	37.3%	57 32.5%	13 47.5%	19 15.0%	6 57.6%
Satisfactory	35.3%	54 32.5%	13 27.5%	11 62.5%	25 15.2%
Poor	3.9%	6 5.0%	2 5.0%	2 0.0%	0 6.1%
Very poor	2.6%	4 0.0%	0 5.0%	2 2.5%	1 3.0%
(Don't know)	16.3%	25 17.5%	7 15.0%	6 17.5%	7 15.2%
Mean:	0.45	0.64	0.38	0.18	0.61
Base:	153	40	40	40	33

Ease of cycling access					
Very good	1.3%	2 0.0%	0 2.5%	1 0.0%	0 3.0%
Good	17.0%	26 25.0%	10 12.5%	5 7.5%	3 24.2%
Satisfactory	17.0%	26 7.5%	3 25.0%	10 27.5%	11 6.1%
Poor	10.5%	16 15.0%	6 10.0%	4 10.0%	4 6.1%
Very poor	4.6%	7 2.5%	1 5.0%	2 2.5%	1 9.1%
(Don't know)	49.7%	76 50.0%	20 45.0%	18 52.5%	21 51.5%
Mean:	0.00	0.10	-0.05	-0.16	0.13
Base:	153	40	40	40	33

Ease of movement around the centre on foot					
Very good	5.2%	8 7.5%	3 7.5%	3 0.0%	0 6.1%
Good	46.4%	71 55.0%	22 47.5%	19 17.5%	7 69.7%
Satisfactory	34.6%	53 35.0%	14 25.0%	10 62.5%	25 12.1%
Poor	5.2%	8 2.5%	1 10.0%	4 7.5%	3 0.0%
Very poor	2.0%	3 0.0%	0 5.0%	2 0.0%	0 3.0%
(Don't know)	6.5%	10 0.0%	0 5.0%	2 12.5%	5 9.1%
Mean:	0.51	0.68	0.45	0.11	0.83
Base:	153	40	40	40	33

Access for people with mobility / hearing / sighting disability					
Very good	2.6%	4 5.0%	2 5.0%	2 0.0%	0 0.0%
Good	22.2%	34 27.5%	11 40.0%	16 2.5%	1 18.2%
Satisfactory	24.8%	38 27.5%	11 15.0%	6 47.5%	19 6.1%
Poor	7.8%	12 10.0%	4 5.0%	2 12.5%	5 3.0%
Very poor	2.6%	4 5.0%	2 2.5%	1 0.0%	0 3.0%
(Don't know)	39.9%	61 25.0%	10 32.5%	13 37.5%	15 69.7%
Mean:	0.24	0.23	0.59	-0.16	0.30
Base:	153	40	40	40	33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday					
Q17 How could Desborough town centre best be improved ?										
Specified new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	68.0%	104	80.0%	32	57.5%	23	65.0%	26	69.7%	23
Better quality shops	35.3%	54	60.0%	24	40.0%	16	17.5%	7	21.2%	7
More / better eating places	21.6%	33	17.5%	7	32.5%	13	7.5%	3	30.3%	10
More / better pubs / night-life	13.7%	21	17.5%	7	17.5%	7	0.0%	0	21.2%	7
More national multiple (high street chain) retailers	14.4%	22	17.5%	7	2.5%	1	22.5%	9	15.2%	5
More independent shops	11.8%	18	17.5%	7	15.0%	6	7.5%	3	6.1%	2
Bigger / better supermarket	29.4%	45	27.5%	11	47.5%	19	17.5%	7	24.2%	8
Improvement to the market	0.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Fewer bars / nightclubs	0.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
More priority for pedestrians	2.6%	4	2.5%	1	0.0%	0	5.0%	2	3.0%	1
Improved access for wheelchair and pushchair users	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve security measures / more CCTV / more police	2.6%	4	2.5%	1	2.5%	1	5.0%	2	0.0%	0
More control on alcohol / drinkers / drug users	8.5%	13	10.0%	4	0.0%	0	5.0%	2	21.2%	7
More control of anti-social behaviour (begging, soliciting, etc)	7.8%	12	7.5%	3	0.0%	0	2.5%	1	24.2%	8
Improve appearance / environment of centre	20.9%	32	25.0%	10	0.0%	0	35.0%	14	24.2%	8
Cleaner streets / removal of litter	3.9%	6	2.5%	1	0.0%	0	5.0%	2	9.1%	3
More parking	6.5%	10	7.5%	3	10.0%	4	7.5%	3	0.0%	0
More secure parking	0.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
New / relocated bus stops	0.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
More accessible car parking	3.9%	6	7.5%	3	5.0%	2	2.5%	1	0.0%	0
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	2.0%	3	0.0%	0	2.5%	1	2.5%	1	3.0%	1
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	1.3%	2	0.0%	0	2.5%	1	0.0%	0	3.0%	1
More green spaces / areas	2.6%	4	0.0%	0	5.0%	2	0.0%	0	6.1%	2
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	7.8%	12	5.0%	2	10.0%	4	10.0%	4	6.1%	2
More secure children's play areas	7.2%	11	7.5%	3	12.5%	5	5.0%	2	3.0%	1
Better creche facilities	2.0%	3	0.0%	0	0.0%	0	0.0%	0	9.1%	3
More family oriented facilities	13.1%	20	7.5%	3	10.0%	4	12.5%	5	24.2%	8
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand university	0.7%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
More / better leisure facilities	13.1%	20	12.5%	5	20.0%	8	7.5%	3	12.1%	4
More family oriented facilities	11.1%	17	15.0%	6	20.0%	8	5.0%	2	3.0%	1
Other	11.8%	18	17.5%	7	2.5%	1	17.5%	7	9.1%	3
Improved public transport generally	1.3%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0
More youth activities	4.6%	7	0.0%	0	0.0%	0	2.5%	1	18.2%	6
(Don't know)	7.2%	11	0.0%	0	7.5%	3	7.5%	3	15.2%	5
Base:		153		40		40		40		33

Q18 Do you work in Desborough town centre?

Yes	13.7%	21	10.0%	4	17.5%	7	2.5%	1	27.3%	9
No	81.7%	125	90.0%	36	80.0%	32	90.0%	36	63.6%	21
(Refused)	4.6%	7	0.0%	0	2.5%	1	7.5%	3	9.1%	3
Base:		153		40		40		40		33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday	
GEN Gender:						
Male	35.9%	55 35.0%	14 27.5%	11 35.0%	14 48.5%	16
Female	64.1%	98 65.0%	26 72.5%	29 65.0%	26 51.5%	17
Base:		153	40	40	40	33
AGE age:						
16 - 17 years	3.9%	6 0.0%	0 2.5%	1 7.5%	3 6.1%	2
18 - 24 years	7.2%	11 7.5%	3 5.0%	2 5.0%	2 12.1%	4
25 - 34 years	32.7%	50 35.0%	14 42.5%	17 27.5%	11 24.2%	8
35 - 49 years	14.4%	22 20.0%	8 2.5%	1 12.5%	5 24.2%	8
50 - 59 years	19.6%	30 25.0%	10 17.5%	7 20.0%	8 15.2%	5
60 - 69 years	7.2%	11 5.0%	2 12.5%	5 7.5%	3 3.0%	1
70 - 79 years	3.3%	5 2.5%	1 5.0%	2 2.5%	1 3.0%	1
80+ years	11.8%	18 5.0%	2 12.5%	5 17.5%	7 12.1%	4
Base:		153	40	40	40	33
DIS Do you have any long standing illness, disability or infirmity that impairs your ability to move around the built environment (i.e. effects mobility, sight or hearing) ?						
Yes	13.1%	20 20.0%	8 12.5%	5 10.0%	4 9.1%	3
No	83.7%	128 77.5%	31 80.0%	32 90.0%	36 87.9%	29
(Refused)	3.3%	5 2.5%	1 7.5%	3 0.0%	0 3.0%	1
Base:		153	40	40	40	33
ADU Number of adults (incl. resp.):						
None	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
1	25.5%	39 27.5%	11 27.5%	11 17.5%	7 30.3%	10
2	62.7%	96 65.0%	26 57.5%	23 67.5%	27 60.6%	20
3+	11.1%	17 7.5%	3 12.5%	5 15.0%	6 9.1%	3
(Refused)	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%	0
Base:		153	40	40	40	33
CHI No. of children 15 years and under:						
None	58.8%	90 62.5%	25 60.0%	24 47.5%	19 66.7%	22
1	15.7%	24 2.5%	1 20.0%	8 27.5%	11 12.1%	4
2	20.3%	31 25.0%	10 17.5%	7 22.5%	9 15.2%	5
3+	4.6%	7 10.0%	4 0.0%	0 2.5%	1 6.1%	2
(Refused)	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%	0
Base:		153	40	40	40	33
CAR Number of cars in Household:						
None	29.4%	45 25.0%	10 42.5%	17 22.5%	9 27.3%	9
1	42.5%	65 62.5%	25 37.5%	15 32.5%	13 36.4%	12
2	22.2%	34 12.5%	5 10.0%	4 40.0%	16 27.3%	9
3+	5.2%	8 0.0%	0 7.5%	3 5.0%	2 9.1%	3
(Refused)	0.7%	1 0.0%	0 2.5%	1 0.0%	0 0.0%	0
Base:		153	40	40	40	33
DAY Day of interview:						
Monday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tuesday	26.1%	40 100.0%	40 0.0%	0 0.0%	0 0.0%	0
Wednesday	26.1%	40 0.0%	0 100.0%	40 0.0%	0 0.0%	0
Thursday	26.1%	40 0.0%	0 0.0%	0 100.0%	40 0.0%	0
Friday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Saturday	21.6%	33 0.0%	0 0.0%	0 0.0%	0 100.0%	33
Base:		153	40	40	40	33

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	Tuesday	Wednesday	Thursday	Saturday	
LOC Location of Interview:						
Co-op Pharmacy, 3 High Street, face Library	20.9%	32 22.5%	9 22.5%	9 7.5%	3 33.3%	11
Barclays Bank, 17/19 Station Road	27.5%	42 15.0%	6 30.0%	12 42.5%	17 21.2%	7
Desborough Opticians, 60 Station Road	29.4%	45 42.5%	17 32.5%	13 27.5%	11 12.1%	4
Entrance of Co-op, Station Road	22.2%	34 20.0%	8 15.0%	6 22.5%	9 33.3%	11
Base:		153	40	40	40	33
SEG Socioeconomic Grading						
AB	9.8%	15 17.5%	7 12.5%	5 7.5%	3 0.0%	0
C1	20.3%	31 20.0%	8 15.0%	6 32.5%	13 12.1%	4
C2	28.8%	44 32.5%	13 22.5%	9 22.5%	9 39.4%	13
DE	40.5%	62 30.0%	12 50.0%	20 35.0%	14 48.5%	16
(Refused)	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%	0
Base:		153	40	40	40	33

Total 9am - 2:30pm 2:30pm - 8pm

Q01 How did you travel to Desborough town centre today ?

Car - driver	26.8%	41	27.8%	20	25.9%	21
Car - passenger	0.7%	1	0.0%	0	1.2%	1
Bus	1.3%	2	2.8%	2	0.0%	0
Bicycle	2.0%	3	4.2%	3	0.0%	0
Motorcycle	0.7%	1	1.4%	1	0.0%	0
Rail	0.0%	0	0.0%	0	0.0%	0
Taxi	0.7%	1	0.0%	0	1.2%	1
On foot	67.3%	103	62.5%	45	71.6%	58
Other	0.7%	1	1.4%	1	0.0%	0
Base:		153		72		81

Meanscore: [Visits per week]

Q02 How often do you do the following in Desborough town centre (including Sunday)?**Food & Groceries Shopping**

Everyday	19.0%	29	8.3%	6	28.4%	23
4 to 6 days a week	14.4%	22	22.2%	16	7.4%	6
2 to 3 days a week	38.6%	59	38.9%	28	38.3%	31
1 day a week	15.7%	24	18.1%	13	13.6%	11
Once every 2 weeks	1.3%	2	1.4%	1	1.2%	1
Once every month	1.3%	2	1.4%	1	1.2%	1
Once a quarter	0.7%	1	0.0%	0	1.2%	1
Less often than once a quarter	1.3%	2	1.4%	1	1.2%	1
First time today	0.7%	1	0.0%	0	1.2%	1
Never	7.2%	11	8.3%	6	6.2%	5
Mean:		3.45		3.12		3.74
Base:		153		72		81

Non-food Shopping (ie Clothes, shoes Electrical Goods etc)

Everyday	1.3%	2	0.0%	0	2.5%	2
4 to 6 days a week	0.7%	1	0.0%	0	1.2%	1
2 to 3 days a week	3.3%	5	2.8%	2	3.7%	3
1 day a week	4.6%	7	5.6%	4	3.7%	3
Once every 2 weeks	1.3%	2	2.8%	2	0.0%	0
Once every month	11.1%	17	12.5%	9	9.9%	8
Once a quarter	1.3%	2	0.0%	0	2.5%	2
Less often than once a quarter	9.2%	14	9.7%	7	8.6%	7
First time today	0.0%	0	0.0%	0	0.0%	0
Never	66.7%	102	65.3%	47	67.9%	55
(Don't know)	0.7%	1	1.4%	1	0.0%	0
Mean:		0.90		0.53		1.23
Base:		153		72		81

Drinking /Eating Out

Everyday	3.9%	6	0.0%	0	7.4%	6
4 to 6 days a week	3.3%	5	1.4%	1	4.9%	4
2 to 3 days a week	7.8%	12	1.4%	1	13.6%	11
1 day a week	13.7%	21	13.9%	10	13.6%	11
Once every 2 weeks	3.3%	5	2.8%	2	3.7%	3
Once every month	7.2%	11	8.3%	6	6.2%	5
Once a quarter	6.5%	10	4.2%	3	8.6%	7
Less often than once a quarter	5.2%	8	8.3%	6	2.5%	2
First time today	0.0%	0	0.0%	0	0.0%	0
Never	49.0%	75	59.7%	43	39.5%	32
Mean:		1.60		0.71		2.13
Base:		153		72		81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total 9am - 2:30pm 2:30pm - 8pm

Private & Public Services (Bank/Solicitor/Council Offices/Library, etc)

Everyday	0.0%	0	0.0%	0	0.0%	0
4 to 6 days a week	1.3%	2	0.0%	0	2.5%	2
2 to 3 days a week	11.8%	18	12.5%	9	11.1%	9
1 day a week	22.9%	35	23.6%	17	22.2%	18
Once every 2 weeks	15.0%	23	12.5%	9	17.3%	14
Once every month	18.3%	28	19.4%	14	17.3%	14
Once a quarter	2.0%	3	2.8%	2	1.2%	1
Less often than once a quarter	4.6%	7	4.2%	3	4.9%	4
First time today	1.3%	2	1.4%	1	1.2%	1
Never	21.6%	33	22.2%	16	21.0%	17
(Don't know)	1.3%	2	1.4%	1	1.2%	1
Mean:		0.95		0.90		1.00
Base:		153		72		81

Commercial Leisure Facilities (Casino/ Gym/Bingo, etc)

Everyday	0.7%	1	0.0%	0	1.2%	1
4 to 6 days a week	2.0%	3	2.8%	2	1.2%	1
2 to 3 days a week	2.0%	3	0.0%	0	3.7%	3
1 day a week	8.5%	13	8.3%	6	8.6%	7
Once every 2 weeks	1.3%	2	1.4%	1	1.2%	1
Once every month	4.6%	7	4.2%	3	4.9%	4
Once a quarter	0.7%	1	0.0%	0	1.2%	1
Less often than once a quarter	5.2%	8	5.6%	4	4.9%	4
First time today	0.7%	1	0.0%	0	1.2%	1
Never	72.5%	111	75.0%	54	70.4%	57
(Don't know)	2.0%	3	2.8%	2	1.2%	1
Mean:		1.20		1.09		1.29
Base:		153		72		81

Q03 What is the main reason for your visit here today?

To buy food and grocery items (not take-away / café / restaurant/ pub/ bar)	23.5%	36	30.6%	22	17.3%	14
To buy non-food goods (e.g. shoes, clothes, jewellery)	3.3%	5	1.4%	1	4.9%	4
To visit the market	1.3%	2	2.8%	2	0.0%	0
For personal services (e.g. bank, hairdressers, solicitor, etc)	15.0%	23	15.3%	11	14.8%	12
As a day visitor to Desborough	0.0%	0	0.0%	0	0.0%	0
As a staying visitor to Desborough	0.0%	0	0.0%	0	0.0%	0
Eat out / drinking (e.g. restaurant / pub / bar)	5.2%	8	1.4%	1	8.6%	7
Work	2.6%	4	2.8%	2	2.5%	2
To meet someone	11.8%	18	6.9%	5	16.0%	13
Other public services (library, museum, doctor, dentist, etc)	13.1%	20	18.1%	13	8.6%	7
Other	5.9%	9	5.6%	4	6.2%	5
Outdoor activity (Walking, bowls etc)	5.2%	8	5.6%	4	4.9%	4
Parental duties (Collecting child from school, activities etc)	7.2%	11	4.2%	3	9.9%	8
(No particular reason)	5.9%	9	5.6%	4	6.2%	5
Base:		153		72		81

Total 9am - 2:30pm 2:30pm - 8pm

Q04 Do you also visit other shops in Desborough town centre when you undertake your food / grocery shopping?

Those who said food and grocery shopping at Q03

Yes – other food shops	27.8%	10	22.7%	5	35.7%	5
Yes – non-food shops	19.4%	7	22.7%	5	14.3%	2
No	52.8%	19	54.5%	12	50.0%	7
Base:		36		22		14

Meanscore: [Hours]

Q05 How long will you stay in Desborough town centre on this visit?

Less than 1 hour	65.4%	100	62.5%	45	67.9%	55
Between 1 and 2 hours	20.9%	32	25.0%	18	17.3%	14
Between 2 and 3 hours	7.8%	12	9.7%	7	6.2%	5
Over 3 hours	3.3%	5	1.4%	1	4.9%	4
Varies	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	4	1.4%	1	3.7%	3
Mean:		1.01		1.01		1.01
Base:		153		72		81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total 9am - 2:30pm 2:30pm - 8pm

Q06 What are the main things that you LIKE about Desborough town centre ?

Near / convenient	36.6%	56	23.6%	17	48.1%	39
Close to work	10.5%	16	9.7%	7	11.1%	9
Good public transport links generally	4.6%	7	2.8%	2	6.2%	5
Parking is easy	4.6%	7	8.3%	6	1.2%	1
Parking is free	2.0%	3	1.4%	1	2.5%	2
Lack of congestion on roads	2.6%	4	4.2%	3	1.2%	1
Pedestrianised streets	0.7%	1	0.0%	0	1.2%	1
Little traffic-pedestrian conflict	2.0%	3	2.8%	2	1.2%	1
Good directional signs to Centre	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses	0.7%	1	1.4%	1	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	3.9%	6	4.2%	3	3.7%	3
Well signposted route ways within centre	0.7%	1	1.4%	1	0.0%	0
Other access / transport factor	0.7%	1	0.0%	0	1.2%	1
General cleanliness of shopping streets	3.3%	5	4.2%	3	2.5%	2
Feels safe / absence of threatening individuals / groups	7.2%	11	6.9%	5	7.4%	6
Presence of police / other security measures (e.g. CCTV)	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	1.3%	2	0.0%	0	2.5%	2
Green space / area	5.9%	9	4.2%	3	7.4%	6
Nice busy feel	2.0%	3	2.8%	2	1.2%	1
Not too crowded	13.7%	21	16.7%	12	11.1%	9
Not too noisy	14.4%	22	18.1%	13	11.1%	9
Character / atmosphere	17.6%	27	20.8%	15	14.8%	12
Historic buildings	2.0%	3	1.4%	1	2.5%	2
Other environmental factor	0.7%	1	0.0%	0	1.2%	1
Selection / choice of independent / specialist shops	7.2%	11	6.9%	5	7.4%	6
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	0.0%	0	0.0%	0	0.0%	0
Quality of supermarket(s)	0.0%	0	0.0%	0	0.0%	0
The Market	5.9%	9	6.9%	5	4.9%	4
Quality of the shops in general	2.0%	3	2.8%	2	1.2%	1
Compact centre (i.e. shops close together)	2.0%	3	4.2%	3	0.0%	0
Specified shops	0.7%	1	0.0%	0	1.2%	1
Prices are competitive in shops compared to other town / district centres	0.0%	0	0.0%	0	0.0%	0
Play area for children	1.3%	2	0.0%	0	2.5%	2
Range of places to eat	1.3%	2	1.4%	1	1.2%	1
Range of pubs / bars	3.3%	5	1.4%	1	4.9%	4
Range of private services (banks, hairdressers, solicitors, etc)	3.3%	5	1.4%	1	4.9%	4
Range of public services (Council, library, health services, etc)	5.2%	8	1.4%	1	8.6%	7
Range of leisure facilities	1.3%	2	1.4%	1	1.2%	1
Other points on shops / attractions	2.6%	4	2.8%	2	2.5%	2
I like everything about Desborough Town Centre	6.5%	10	11.1%	8	2.5%	2
I like the people	7.2%	11	5.6%	4	8.6%	7
(No opinion)	7.2%	11	12.5%	9	2.5%	2
(Nothing in particular)	14.4%	22	15.3%	11	13.6%	11
(Don't know)	1.3%	2	1.4%	1	1.2%	1

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	9am - 2:30pm	2:30pm - 8pm
Base:	153	72	81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total 9am - 2:30pm 2:30pm - 8pm

Q07 What are the main things you DISLIKE about Desborough town centre?

Unsafe for pedestrians / traffic conflict	5.9%	9	2.8%	2	8.6%	7
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0
Shortage of parking spaces for visitors	5.2%	8	4.2%	3	6.2%	5
Shortage of parking for residents	4.6%	7	4.2%	3	4.9%	4
Parking is not secure / car break-ins	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	1.3%	2	2.8%	2	0.0%	0
Road congestion/ too much traffic	5.2%	8	1.4%	1	8.6%	7
Poor directional signs to centre	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.7%	1	1.4%	1	0.0%	0
No rail station	3.3%	5	6.9%	5	0.0%	0
Inconvenient location of bus stops	0.7%	1	1.4%	1	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0
Other transport / access factor	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets / litter	5.2%	8	2.8%	2	7.4%	6
Feels unsafe / presence of threatening individuals / groups / gangs	9.2%	14	2.8%	2	14.8%	12
Mere presence of "undesirable" individuals (i.e. beggars, "down & outs", etc)	1.3%	2	0.0%	0	2.5%	2
Soliciting of prostitutes	0.0%	0	0.0%	0	0.0%	0
Drunken / drug-related / anti-social behavior	5.2%	8	2.8%	2	7.4%	6
Lack of police presence / other security measures(e.g. CCTV)	5.2%	8	0.0%	0	9.9%	8
Lack of street furniture / floral displays	0.7%	1	1.4%	1	0.0%	0
Not busy enough	2.6%	4	2.8%	2	2.5%	2
Over-crowded	2.0%	3	1.4%	1	2.5%	2
Too noisy	0.7%	1	0.0%	0	1.2%	1
Lack of character / atmosphere	9.8%	15	13.9%	10	6.2%	5
Vandalism	3.3%	5	0.0%	0	6.2%	5
Insufficient or poor quality open space and green areas	1.3%	2	2.8%	2	0.0%	0
Other environmental factor	1.3%	2	2.8%	2	0.0%	0
Lack of choice of multiple shops (i.e. high street chains such as Boots etc)	44.4%	68	33.3%	24	54.3%	44
Lack of choice independent / specialist shops	38.6%	59	30.6%	22	45.7%	37
Quality of shops is inadequate	32.0%	49	27.8%	20	35.8%	29
Shops too small	5.2%	8	9.7%	7	1.2%	1
Lack of a larger supermarket	22.9%	35	13.9%	10	30.9%	25
Shops spread over too wide an area (i.e. not a compact centre)	3.3%	5	0.0%	0	6.2%	5
Specified shops absent	0.7%	1	1.4%	1	0.0%	0
Inadequate range of places to eat and drink	11.8%	18	13.9%	10	9.9%	8
Too many pubs / clubs	0.7%	1	0.0%	0	1.2%	1
Inadequate range of private services (banks, hairdressers, dry cleaners, etc)	4.6%	7	1.4%	1	7.4%	6
Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)	13.1%	20	2.8%	2	22.2%	18

Column %ges.

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	9am - 2:30pm 2:30pm - 8pm				
Absence of play areas for children	5.2%	8	2.8%	2	7.4%	6
Lack of clean / secure toilets	5.2%	8	4.2%	3	6.2%	5
Other	6.5%	10	5.6%	4	7.4%	6
I dislike everything about Desborough town centre	5.2%	8	9.7%	7	1.2%	1
Boarded up shops / derelict buildings	21.6%	33	20.8%	15	22.2%	18
(No opinion)	2.0%	3	2.8%	2	1.2%	1
(Nothing in particular)	7.2%	11	9.7%	7	4.9%	4
(Don't know)	0.7%	1	1.4%	1	0.0%	0
Base:		153		72		81

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q08 How satisfied are you with the overall range and quality of food shops in Desborough town centre ?

Very satisfied	3.3%	5	4.2%	3	2.5%	2
Satisfied	21.6%	33	31.9%	23	12.3%	10
Neutral	19.0%	29	20.8%	15	17.3%	14
Dissatisfied	32.0%	49	25.0%	18	38.3%	31
Very dissatisfied	21.6%	33	18.1%	13	24.7%	20
No opinion	1.3%	2	0.0%	0	2.5%	2
(Don't know)	1.3%	2	0.0%	0	2.5%	2
Mean:		-0.48		-0.21		-0.74
Base:		153		72		81

Q09 In which town does your household undertake the main food shop?

Those who live in Postcode sector NN14 2

Desborough	16.3%	23	28.1%	18	6.5%	5
Rothwell	0.7%	1	1.6%	1	0.0%	0
Market Harborough	17.7%	25	18.8%	12	16.9%	13
Kettering	48.2%	68	37.5%	24	57.1%	44
Corby	12.8%	18	9.4%	6	15.6%	12
Other	2.1%	3	1.6%	1	2.6%	2
(Don't know)	2.1%	3	3.1%	2	1.3%	1
Base:		141		64		77

Q10 How do you normally travel to the store when undertaking your main food shop ?

Those who live in Postcode sector NN14 2

Car / van driver	53.9%	76	45.3%	29	61.0%	47
Car / van passenger	19.9%	28	32.8%	21	9.1%	7
Bus	13.5%	19	6.3%	4	19.5%	15
Bicycle	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0
On foot	7.8%	11	12.5%	8	3.9%	3
Other	0.0%	0	0.0%	0	0.0%	0
Don't travel, goods delivered	2.8%	4	1.6%	1	3.9%	3
(Don't know)	2.1%	3	1.6%	1	2.6%	2
Base:		141		64		77

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q11 How satisfied are you with the overall range and quality of non-food shops in Desborough town centre ?

Very satisfied	0.7%	1	1.4%	1	0.0%	0
Satisfied	9.8%	15	16.7%	12	3.7%	3
Neutral	15.0%	23	22.2%	16	8.6%	7
Dissatisfied	20.3%	31	13.9%	10	25.9%	21
Very dissatisfied	49.0%	75	43.1%	31	54.3%	44
No opinion	3.9%	6	2.8%	2	4.9%	4
(Don't know)	1.3%	2	0.0%	0	2.5%	2
Mean:		-1.13		-0.83		-1.41
Base:		153		72		81

Total 9am - 2:30pm 2:30pm - 8pm

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q12 How satisfied are you with the overall range and quality of other services (such as banks, hairdressers, estate agents, etc) in Desborough town centre ?

Very satisfied	6.5%	10	11.1%	8	2.5%	2
Satisfied	41.2%	63	50.0%	36	33.3%	27
Neutral	22.2%	34	25.0%	18	19.8%	16
Dissatisfied	15.7%	24	5.6%	4	24.7%	20
Very dissatisfied	10.5%	16	4.2%	3	16.0%	13
No opinion (Don't know)	3.9%	6	4.2%	3	3.7%	3
	0.7%	1	0.0%	0	1.2%	1
<i>Mean:</i>		<i>0.19</i>		<i>0.61</i>		<i>-0.18</i>
<i>Base:</i>		153		72		81

Meanscore: [Very satisfied = 2, Satisfied = 1, Neutral = 0, Dissatisfied = -1, Very dissatisfied = -2]

Q13 How satisfied are you with the overall range and quality of bars, cafés and restaurants in Desborough town centre ?

Very satisfied	2.6%	4	5.6%	4	0.0%	0
Satisfied	11.8%	18	12.5%	9	11.1%	9
Neutral	15.0%	23	15.3%	11	14.8%	12
Dissatisfied	26.1%	40	16.7%	12	34.6%	28
Very dissatisfied	33.3%	51	33.3%	24	33.3%	27
No opinion (Don't know)	9.8%	15	16.7%	12	3.7%	3
	1.3%	2	0.0%	0	2.5%	2
<i>Mean:</i>		<i>-0.85</i>		<i>-0.72</i>		<i>-0.96</i>
<i>Base:</i>		153		72		81

Q14 How often do you visit Desborough town centre in the evenings?

Everyday	3.9%	6	0.0%	0	7.4%	6
4 to 6 days a week	3.9%	6	0.0%	0	7.4%	6
2 to 3 days a week	8.5%	13	4.2%	3	12.3%	10
1 day a week	10.5%	16	13.9%	10	7.4%	6
Once every 2 weeks	3.3%	5	0.0%	0	6.2%	5
Once every month	5.9%	9	4.2%	3	7.4%	6
Once a quarter	2.0%	3	1.4%	1	2.5%	2
Less often than once a quarter	6.5%	10	5.6%	4	7.4%	6
Never (Don't know)	53.6%	82	70.8%	51	38.3%	31
	2.0%	3	0.0%	0	3.7%	3
<i>Base:</i>		153		72		81

Meanscore: [Very good = 2, Good = 1, Satisfactory = 0, Poor = -1, Very poor = -2]

Q15 Could you please provide your assessment of the environmental quality of Desborough town centre in terms of the following factors ?

Cleanliness of shopping streets

Very good	5.9%	9	9.7%	7	2.5%	2
Good	34.0%	52	20.8%	15	45.7%	37
Satisfactory	35.3%	54	41.7%	30	29.6%	24
Poor	19.0%	29	18.1%	13	19.8%	16
Very poor (Don't know)	4.6%	7	6.9%	5	2.5%	2
	1.3%	2	2.8%	2	0.0%	0
<i>Mean:</i>		<i>0.18</i>		<i>0.09</i>		<i>0.26</i>
<i>Base:</i>		153		72		81

Personal safety / lighting /policing issues

Very good	3.3%	5	2.8%	2	3.7%	3
Good	32.7%	50	29.2%	21	35.8%	29
Satisfactory	38.6%	59	48.6%	35	29.6%	24
Poor	13.7%	21	8.3%	6	18.5%	15
Very poor (Don't know)	7.8%	12	5.6%	4	9.9%	8
	3.9%	6	5.6%	4	2.5%	2
<i>Mean:</i>		<i>0.10</i>		<i>0.16</i>		<i>0.05</i>
<i>Base:</i>		153		72		81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total 9am - 2:30pm 2:30pm - 8pm

Quality of buildings / townscape

Very good	0.0%	0	0.0%	0	0.0%	0
Good	11.8%	18	22.2%	16	2.5%	2
Satisfactory	15.0%	23	13.9%	10	16.0%	13
Poor	26.8%	41	34.7%	25	19.8%	16
Very poor	43.8%	67	25.0%	18	60.5%	49
(Don't know)	2.6%	4	4.2%	3	1.2%	1
Mean:		-1.05		-0.65		-1.40
Base:		153		72		81

Shelter from weather

Very good	0.7%	1	1.4%	1	0.0%	0
Good	4.6%	7	9.7%	7	0.0%	0
Satisfactory	7.2%	11	11.1%	8	3.7%	3
Poor	42.5%	65	48.6%	35	37.0%	30
Very poor	37.3%	57	19.4%	14	53.1%	43
(Don't know)	7.8%	12	9.7%	7	6.2%	5
Mean:		-1.21		-0.83		-1.53
Base:		153		72		81

Pedestrian / Vehicular safety issues

Very good	0.0%	0	0.0%	0	0.0%	0
Good	17.0%	26	23.6%	17	11.1%	9
Satisfactory	33.3%	51	34.7%	25	32.1%	26
Poor	28.1%	43	22.2%	16	33.3%	27
Very poor	11.8%	18	6.9%	5	16.0%	13
(Don't know)	9.8%	15	12.5%	9	7.4%	6
Mean:		-0.38		-0.14		-0.59
Base:		153		72		81

Quality of open space and street furniture (benches, litter bins, etc)

Very good	1.3%	2	0.0%	0	2.5%	2
Good	26.8%	41	23.6%	17	29.6%	24
Satisfactory	44.4%	68	40.3%	29	48.1%	39
Poor	18.3%	28	20.8%	15	16.0%	13
Very poor	4.6%	7	6.9%	5	2.5%	2
(Don't know)	4.6%	7	8.3%	6	1.2%	1
Mean:		0.02		-0.12		0.14
Base:		153		72		81

Meanscore: [Very good = 2, Good = 1, Satisfactory = 0, Poor = -1, Very poor = -2]

Q16 Could you please provide your assessment of the ease of access to Desborough town centre in terms of the following factors ?

Location of car parks

Very good	0.0%	0	0.0%	0	0.0%	0
Good	15.0%	23	18.1%	13	12.3%	10
Satisfactory	28.1%	43	31.9%	23	24.7%	20
Poor	29.4%	45	19.4%	14	38.3%	31
Very poor	7.8%	12	4.2%	3	11.1%	9
(Don't know)	19.6%	30	26.4%	19	13.6%	11
Mean:		-0.37		-0.13		-0.56
Base:		153		72		81

Security of car parks

Very good	0.0%	0	0.0%	0	0.0%	0
Good	15.0%	23	15.3%	11	14.8%	12
Satisfactory	30.1%	46	36.1%	26	24.7%	20
Poor	23.5%	36	18.1%	13	28.4%	23
Very poor	5.9%	9	4.2%	3	7.4%	6
(Don't know)	25.5%	39	26.4%	19	24.7%	20
Mean:		-0.27		-0.15		-0.38
Base:		153		72		81

Total 9am - 2:30pm 2:30pm - 8pm

Location of bus stops / interchanges

Very good	4.6%	7	6.9%	5	2.5%	2
Good	39.2%	60	20.8%	15	55.6%	45
Satisfactory	34.0%	52	43.1%	31	25.9%	21
Poor	3.9%	6	6.9%	5	1.2%	1
Very poor	2.0%	3	4.2%	3	0.0%	0
(Don't know)	16.3%	25	18.1%	13	14.8%	12
Mean:		0.48		0.24		0.70
Base:		153		72		81

Quality and security of bus stops/ interchanges

Very good	4.6%	7	5.6%	4	3.7%	3
Good	37.3%	57	22.2%	16	50.6%	41
Satisfactory	35.3%	54	43.1%	31	28.4%	23
Poor	3.9%	6	4.2%	3	3.7%	3
Very poor	2.6%	4	4.2%	3	1.2%	1
(Don't know)	16.3%	25	20.8%	15	12.3%	10
Mean:		0.45		0.26		0.59
Base:		153		72		81

Ease of cycling access

Very good	1.3%	2	1.4%	1	1.2%	1
Good	17.0%	26	20.8%	15	13.6%	11
Satisfactory	17.0%	26	19.4%	14	14.8%	12
Poor	10.5%	16	8.3%	6	12.3%	10
Very poor	4.6%	7	4.2%	3	4.9%	4
(Don't know)	49.7%	76	45.8%	33	53.1%	43
Mean:		0.00		0.13		-0.13
Base:		153		72		81

Ease of movement around the centre on foot

Very good	5.2%	8	5.6%	4	4.9%	4
Good	46.4%	71	26.4%	19	64.2%	52
Satisfactory	34.6%	53	45.8%	33	24.7%	20
Poor	5.2%	8	11.1%	8	0.0%	0
Very poor	2.0%	3	4.2%	3	0.0%	0
(Don't know)	6.5%	10	6.9%	5	6.2%	5
Mean:		0.51		0.19		0.79
Base:		153		72		81

Access for people with mobility / hearing / sighting disability

Very good	2.6%	4	2.8%	2	2.5%	2
Good	22.2%	34	16.7%	12	27.2%	22
Satisfactory	24.8%	38	34.7%	25	16.0%	13
Poor	7.8%	12	5.6%	4	9.9%	8
Very poor	2.6%	4	4.2%	3	1.2%	1
(Don't know)	39.9%	61	36.1%	26	43.2%	35
Mean:		0.24		0.13		0.35
Base:		153		72		81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total 9am - 2:30pm 2:30pm - 8pm

Q17 How could Desborough town centre best be improved ?

Specified new shop	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	68.0%	104	54.2%	39	80.2%	65
Better quality shops	35.3%	54	29.2%	21	40.7%	33
More / better eating places	21.6%	33	22.2%	16	21.0%	17
More / better pubs / night-life	13.7%	21	8.3%	6	18.5%	15
More national multiple (high street chain) retailers	14.4%	22	13.9%	10	14.8%	12
More independent shops	11.8%	18	8.3%	6	14.8%	12
Bigger / better supermarket	29.4%	45	23.6%	17	34.6%	28
Improvement to the market	0.7%	1	0.0%	0	1.2%	1
Fewer bars / nightclubs	0.7%	1	0.0%	0	1.2%	1
More priority for pedestrians	2.6%	4	0.0%	0	4.9%	4
Improved access for wheelchair and pushchair users	0.7%	1	0.0%	0	1.2%	1
Improve security measures / more CCTV / more police	2.6%	4	0.0%	0	4.9%	4
More control on alcohol / drinkers / drug users	8.5%	13	1.4%	1	14.8%	12
More control of anti-social behaviour (begging, soliciting, etc)	7.8%	12	1.4%	1	13.6%	11
Improve appearance / environment of centre	20.9%	32	19.4%	14	22.2%	18
Cleaner streets / removal of litter	3.9%	6	2.8%	2	4.9%	4
More parking	6.5%	10	6.9%	5	6.2%	5
More secure parking	0.7%	1	0.0%	0	1.2%	1
New / relocated bus stops	0.7%	1	1.4%	1	0.0%	0
More accessible car parking	3.9%	6	0.0%	0	7.4%	6
Better bus services to the centre	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	2.0%	3	1.4%	1	2.5%	2
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	1.3%	2	2.8%	2	0.0%	0
More green spaces / areas	2.6%	4	5.6%	4	0.0%	0
Better signposting within the Centre	0.0%	0	0.0%	0	0.0%	0
More / better eating places	7.8%	12	1.4%	1	13.6%	11
More secure children's play areas	7.2%	11	5.6%	4	8.6%	7
Better creche facilities	2.0%	3	1.4%	1	2.5%	2
More family oriented facilities	13.1%	20	5.6%	4	19.8%	16
Provision of more residential accomodation	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand university	0.7%	1	1.4%	1	0.0%	0
More / better leisure facilities	13.1%	20	4.2%	3	21.0%	17
More family oriented facilities	11.1%	17	15.3%	11	7.4%	6
Other	11.8%	18	16.7%	12	7.4%	6
Improved public transport generally	1.3%	2	2.8%	2	0.0%	0
More youth activities	4.6%	7	4.2%	3	4.9%	4
(Don't know)	7.2%	11	12.5%	9	2.5%	2
Base:		153		72		81

Q18 Do you work in Desborough town centre?

Yes	13.7%	21	16.7%	12	11.1%	9
No	81.7%	125	81.9%	59	81.5%	66
(Refused)	4.6%	7	1.4%	1	7.4%	6
Base:		153		72		81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

	Total	9am - 2:30pm		2:30pm - 8pm	
GEN Gender:					
Male	35.9%	55	29.2%	21	42.0%
Female	64.1%	98	70.8%	51	58.0%
Base:		153		72	81

AGE age:

16 - 17 years	3.9%	6	2.8%	2	4.9%	4
18 - 24 years	7.2%	11	8.3%	6	6.2%	5
25 - 34 years	32.7%	50	33.3%	24	32.1%	26
35 - 49 years	14.4%	22	13.9%	10	14.8%	12
50 - 59 years	19.6%	30	20.8%	15	18.5%	15
60 - 69 years	7.2%	11	9.7%	7	4.9%	4
70 - 79 years	3.3%	5	2.8%	2	3.7%	3
80+ years	11.8%	18	8.3%	6	14.8%	12
Base:		153		72		81

DIS Do you have any long standing illness, disability or infirmity that impairs your ability to move around the built environment (i.e. effects mobility, sight or hearing) ?

Yes	13.1%	20	18.1%	13	8.6%	7
No	83.7%	128	76.4%	55	90.1%	73
(Refused)	3.3%	5	5.6%	4	1.2%	1
Base:		153		72		81

ADU Number of adults (incl. resp.):

None	0.0%	0	0.0%	0	0.0%	0
1	25.5%	39	22.2%	16	28.4%	23
2	62.7%	96	69.4%	50	56.8%	46
3+	11.1%	17	8.3%	6	13.6%	11
(Refused)	0.7%	1	0.0%	0	1.2%	1
Base:		153		72		81

CHI No. of children 15 years and under:

None	58.8%	90	61.1%	44	56.8%	46
1	15.7%	24	20.8%	15	11.1%	9
2	20.3%	31	15.3%	11	24.7%	20
3+	4.6%	7	2.8%	2	6.2%	5
(Refused)	0.7%	1	0.0%	0	1.2%	1
Base:		153		72		81

CAR Number of cars in Household:

None	29.4%	45	30.6%	22	28.4%	23
1	42.5%	65	47.2%	34	38.3%	31
2	22.2%	34	16.7%	12	27.2%	22
3+	5.2%	8	5.6%	4	4.9%	4
(Refused)	0.7%	1	0.0%	0	1.2%	1
Base:		153		72		81

DAY Day of interview:

Monday	0.0%	0	0.0%	0	0.0%	0
Tuesday	26.1%	40	27.8%	20	24.7%	20
Wednesday	26.1%	40	27.8%	20	24.7%	20
Thursday	26.1%	40	27.8%	20	24.7%	20
Friday	0.0%	0	0.0%	0	0.0%	0
Saturday	21.6%	33	16.7%	12	25.9%	21
Base:		153		72		81

Desborough Town Centre - Visitors Survey for Roger Tym and Partners

Total 9am - 2:30pm 2:30pm - 8pm

LOC Location of Interview:

	Total	9am - 2:30pm	2:30pm - 8pm		
Co-op Pharmacy, 3 High Street, face Library	20.9%	32 22.2%	16 19.8%	16	
Barclays Bank, 17/19 Station Road	27.5%	42 29.2%	21 25.9%	21	
Desborough Opticians, 60 Station Road	29.4%	45 25.0%	18 33.3%	27	
Entrance of Co-op, Station Road	22.2%	34 23.6%	17 21.0%	17	
Base:		153	72	81	

SEG Socioeconomic Grading

	Total	9am - 2:30pm	2:30pm - 8pm		
AB	9.8%	15 11.1%	8 8.6%	7	
C1	20.3%	31 16.7%	12 23.5%	19	
C2	28.8%	44 27.8%	20 29.6%	24	
DE	40.5%	62 43.1%	31 38.3%	31	
(Refused)	0.7%	1 1.4%	1 0.0%	0	
Base:		153	72	81	