



# Market Town Benchmarking

Measuring the performance of town centres

## Knaresborough Report

December 2012



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the social enterprise focusing on the needs of towns across Britain

## EXECUTIVE SUMMARY

### GENERAL

#### Independent Retail Offering

- Knaresborough is a town centre dominated by 'independent' A1 retailers. The 74% is higher than the National Small Towns figure of 65%. Within the National Small Towns figure 26% of A1 Shops in town centres are occupied by Multiple or Key Attractor retailers, in Knaresborough this figure drops to 18%.

#### High ratio of Drinking Establishments

- 50% of occupied units in Knaresborough Town Centre are A1 Shops, slightly lower than the National Small Towns average of 53%. 11% of the units are in the A2 classification, whilst 9% are A4 Drinking Establishments, which is more than double the National figure of 4%.

#### Short Stays

- The majority of Town Centre Users stayed for 'Less than 2 Hours' (79%) reflecting the National Small Towns trend (77%).
- Non Residents stayed in the town for longer, 43% for '2 or more hours' compared to 15% of Residents.

#### Average Spend Between £5.01 and £20.00

- 65% of Town Centre Users indicated that they would spend between £5.01 and £20.00, the most popular response £10.01-£20.00 (35%). The question concerning average spend has just been introduced to the Benchmarking System, however analysis of the 2012 data indicates that £10.01-£20.00 is also the most popular response Nationally (31%).

#### Car Parking

- 60% of car parking provision in Knaresborough was based in 'car parks' which is lower than the National Small Towns average of 88% and a large proportion of this is based in York Road.
- All of the On Street Car Parking is 'short stay' and overall, Knaresborough (65%) has a higher proportion of 'short stay' car parking provision than the National Small Towns average. (49%)

## **POSITIVE RESULTS**

### **Balanced retail offering**

- Knaresborough fits the pattern of the more successful towns in the Benchmarking System, with a majority (77%) of the A1 Shops being classed as selling 'comparison goods' which is 17% higher than the National Small Towns figure.

### **Low Vacancy Rates**

- Despite concerns about empty units being a key theme to emerge from both Business and Town Centre Users consultations, during the Retail Audit in September 2012 12 units in the defined town centre area were vacant providing a rate of 6%. This figure is lower than the figure of 9% for all National Small Towns who contributed to the Benchmarking system in 2011 and the 14.4% reported by The Local Data Company for all town centres in the UK in October 2012.

### **A Market with Impact**

- The market in Knaresborough offers a large number of traders (50) compared to the National Small Towns average. (23)
- Footfall within Knaresborough on a Market Day (373) was over three times higher than the National Small Towns (115) figure. Highlighting the importance of the market to the town centre, footfall dropped from 373 to 164 people per ten minutes on a Non Market Day. Footfall on the High Street on a Market Day from a Non Market Day also increased from 113 persons per 10 minutes to 209 persons per ten minutes.
- 78% of Town Centre Users reported that the Market was a positive aspect of Knaresborough.
- Only 5% of all car parking provision was recorded as vacant on the Market Day audit, noticeably lower than the National Small Towns (19%) figure and the lowest out of all Benchmarked towns. On a Non Market Day vacancy rates rise to 32% which is 5% lower than the National Small Towns average.
- Of the 17% of respondents who cited other reasons for visiting Knaresborough the 'Market' was the most common response.

### **High Footfall in Normal Trading Conditions**

- Footfall within Knaresborough on a Non Market Day (164) is nearly double that of the National Small Towns average. (83) It must also be noted that both footfall count

locations High Street and Market Square recorded average counts of 164 on a Non Market Day.

### **A Town for Locals and Tourists**

- Knaresborough benefits from a loyal customer base. 74% of Town Centre Users stated that they visited the town centre on a weekly or more frequent basis.
- ‘Potential local customers’ (75%) and ‘potential tourist customers (75%) emerged as the top two most positive aspects for businesses of operating in Knaresborough Town Centre. Highlighting the towns ‘tourism pull’, the average figure for ‘potential tourist customers’ in the National Small Towns category is 26%.
- 46% of Town Centre Post Codes gathered were from ‘Tourists’.
- Reflecting Knaresborough’s position as a town which attracts tourists and visitors, 25% of respondents to the question indicated that they visited the town for ‘Leisure’ 13% higher than the National Small Towns Average (12%).
- Interestingly when the Town Centre Users survey was cross tabulated between Residents and Non Residents, the latter cohort were more likely to rate the Physical Appearance and Shopping in Knaresborough more positively than the former.

### **A Clean Town Centre**

- 94% of respondents to the question on ‘Cleanliness’ rated the Town Centre as either ‘Good’ (73%) or ‘Very Good’ (21%), 11% higher than the National Small Towns Average of 83%.

### **Business Confidence**

- There is a level of ‘business confidence’ from the sample of traders (24) within Knaresborough who responded to the survey. 38% reporting that over the next 12 months ‘turnover’ will ‘increase’ and 46% of businesses stating that it will ‘stay the same.’ Augmenting the statement, the percentage of businesses in Knaresborough (45%) who stated ‘turnover’ had ‘increased’ over the last 12 months was noticeably higher than the National Small Towns average (28%) and 71% of businesses stated that ‘profitability’ had increased (38%) or ‘stayed the same’ (33%) over the last 12 months, 20% higher than the National Small Towns figure.

## **NEGATIVE RESULTS**

### **Users Not Shopping**

- Only 28% of Town Centre Users visited Knaresborough for 'Shopping', a 20% drop on the National Small Towns average. Noticeably 34% of Residents were 'Shopping' compared to only 11% of Non Residents.

### **Car Parking Issues**

- 65% of businesses felt that 'Car parking' was a negative aspect of Knaresborough Town Centre compared to 48% of Town Centre Users. When both sets of stakeholders were asked to make suggestions to improve Knaresborough 'Car Parking', specifically a larger provision and free parking was a key theme to emerge.

### **Charity Shops**

- Despite only 3% of occupied units in the Town Centre housing Charity Shops a large number of comments from Town Centre Users expressed a concern over the issue.

### **Business Rates and Retail Offering**

- Suggestions to improve the Town Centre from both Businesses and interestingly Town Centre Users highlighted the need to 'Reduce Business Rates', the latter identifying that this may create a better retail offering. It must be noted that using the figures on the Valuation Office Agency website the average Zone A rents figure was £24 per sq. ft compared to the National Small Towns figure of £31 per sq. A further analysis using local Commercial Agents is recommended. 'Improving the Retail Offering' was a key theme to emerge from qualitative analysis of Town Centre User comments and 45% of Town Centre Users rated 'Shopping' as a negative aspect of Knaresborough.

### **Traffic Issues**

- A theme to emerge from the qualitative analysis of Town Centre Users Surveys was that Knaresborough suffers from traffic issues and specifically the unloading of lorries at the Tesco superstore on the High Street.

### **Empty Stalls at the Market**

- Despite the large Market, 50 traders compared to a National average of 23, having a huge impact on footfall in Knaresborough the researcher did make a number of comments on the number of empty stalls detracting from both vibrancy and physical appearance.



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### **The Approach**

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

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

### **The System**

The Benchmarking system is divided into two sections:

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

Towns, depending on their size, contribute to either the Large or Small Town analysis. Knaresborough, with 199 occupied units and vacant in the Town Centre is classified as a Small Town.

The analysis can provide data on each KPI for the Benchmarked town individually and in a regional and national context where available.

- Regional figures are an amalgamation of the data for all the towns in a specific region. Unfortunately in 2011 no other town in the North East undertook Benchmarking so no data is available.
- The National figure is the average for all the towns which participated in Benchmarking during 2011 and this is broken down into Large and Small Towns.

Information on towns contributing to Benchmarking in 2011, whether they are part of the Large or Small Town cohort and Region can be found within the Appendix.

### **The Reports**

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

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

- Benchmark clusters of towns to ascertain high performers / under achievers
- complete PPS4, Planning for Sustainable Economic Growth, which requires the continued monitoring of the vitality and viability of centres in Policy EC9
- Understand their locality in a national context by measuring results against the overall figures for all Benchmarked towns.
- measure town centre performance year on year
- identify strengths, weaknesses, and opportunities for improvement
- measure the impact of initiatives and developments within the town centre
- act as an evidence base for funding applications

## METHODOLOGY

Each KPI within Knaresborough was collected in a standardized manner by Action for Market Towns in April and May 2012 as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
KPI 1: Total number of commercial units	Visual Survey
KPI 2: Retail by Comparison/Convenience	Visual Survey
KPI 3:Key attractors / multiple trader representation	Visual Survey
KPI 4: Number of vacant units	Visual Survey
KPI 5: Number of markets / traders	Visual Survey
KPI6: Zone A Rents	Valuation Office Agency
KPI 7: Footfall	Footfall Survey on Market and Non Market Days
KPI 8: Car Parking Availability and Usage	Footfall Survey on Market and Non Market Days
KPI 9: Business Confidence Survey	Postal Survey/ Hand Delivered and Face to Face
KPI 10: Town Centre Users Survey	On Line, Paper Based and Face to Face Survey
KPI 11: Shoppers Origin Survey	Shoppers Origin Postcode to Businesses with KPI8

Before any KPI data was collected the core commercial area of the town centre was defined. A full list of all the units and car parking (on street and off street) included in the study is available in the Appendix. The town centre area includes the core shopping streets and car parks attached or adjacent to these streets.

## KEY FINDINGS

### KPI 1: Total Number of Commercial Units

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

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

**Table of Use Classes**

Class	Type of Use	Class Includes:
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and professional services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafés	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot food takeaways	Sale of hot food for consumption off the premises
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.
B1	Business	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical

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

The following table provides a detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 187 units recorded as in use.

	Knaresborough %	National Small Towns %
<b>A1</b>	50	53
<b>A2</b>	11	14
<b>A3</b>	8	8
<b>A4</b>	9	4
<b>A5</b>	4	5
<b>B1</b>	4	3
<b>B2</b>	0	0
<b>B8</b>	0	0
<b>C1</b>	1	0
<b>C2</b>	0	0
<b>C2A</b>	0	1
<b>D1</b>	7	6
<b>D2</b>	2	1
<b>SG</b>	4	5
<b>Not Recorded</b>	n/a	0

50% of occupied units in Knaresborough Town Centre are A1 Shops, slightly lower than the National Small Towns average of 53%. 11% of the units are in the A2 classification, whilst 9% are A4 Drinking Establishments, which is more than double the National figure of 4%.

## **KPI 2: Retail by Comparison / Convenience**

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

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

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

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

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

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

	Knaresborough %	National Small Towns %
<b>Comparison</b>	77	60
<b>Convenience</b>	23	40

Despite there not being a 'one size fits all' gauge for what constitutes a successful retail offering, within the Benchmarking System traditionally a two thirds comparison one thirds convenience A1 retail offering has been prevalent in the town centres with the higher footfall counts, occupied units, occupied car parks and visitors staying in the town for longer. Knaresborough fits the pattern of the more successful towns in the Benchmarking System, with a majority (77%) of the A1 Shops being classed as selling 'comparison goods' which is 17% higher than the National Small Towns figure.

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### KPI 3: Key attractors / multiple trader representation

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

The following shops are considered Key attractors by Experian Goad.

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

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

	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>Key Attractor</b>	4	6
<b>Multiple</b>	14	20
<b>Regional</b>	7	10
<b>Independent</b>	74	65

Knaresborough is a town centre dominated by 'independent' A1 retailers. The 74% is higher than the National Small Towns figure of 65%. Within the National Small Towns figure 26% of A1 Shops in town centres are occupied by Multiple or Key Attractor retailers, in Knaresborough this figure drops to 18%.

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#### **KPI 4: Number of vacant units**

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

	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>Vacant Units</b>	6	9

During the Retail Audit in September 2012 12 units in the defined town centre area were vacant providing a rate of 6%, which is lower than the figure of 9% for all National Small Towns who contributed to the Benchmarking system in 2011 and noticeably lower than the 14.4% reported by The Local Data Company for all town centres in the UK in October 2012. The Business Unit Database in the Appendix provides a list of all the Units recorded as vacant, it must be noted that there were 3 Units in the High Street (78,80 and 82) at the time of the audit which were all empty. Despite the overall vacancy figure being low it is essential to the health and perception of the town centre that clusters of vacant units do not emerge. A report in the Guardian in 2009 indicated the detrimental impact of such clusters and described the High Streets of town centres as 'like a smile with teeth missing'.

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### KPI 5: Number of markets / traders

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

	<b>Knaresborough</b>	<b>National Small Towns</b>
<b>Number of market days during week</b>	1	2
<b>Number of traders on Market Day</b>	50	23

The market in Knaresborough offers a large number of traders (50), especially when compared to the National Small Towns average. (23)

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## KPI 6: Zone Retail Rents

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

Zone A rents are expressed as £ per sq. ft.

	<b>Knaresborough</b>	<b>National Small Towns</b>
<b>Zone A</b>	24	31

Zone A rents are expressed per sq. ft and information was taken from

- 5 Castlegate
- 15 Castlegate
- 43 High Street
- 65 High Street
- Unit 7 Castle Courtyard, Market Place

on the Valuation Office Agency website providing a figure of £24 per sq. ft compared to the National Small Towns figure of £31 per sq. ft.

## KPI 7: Footfall Counts

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

The following table below is based on the footfall counts conducted in the Market Square by recording people walking in either direction by the monument. Two footfall locations were used in Knaresborough but as Market Square recorded the highest aggregate figure it is this location which is entered into the Benchmarking System for comparative purposes. The figures for the Market Day and Non Market Day time are an average of the three ten minute counts in that specific location between 10.00am-11.00am, 11.00am-12.00pm and 12.00pm-13.00pm. Thus, the numbers displayed refer to the average footfall count over a 10 minute period on a Market and Non Market day.

	<b>Knaresborough</b>	<b>National Small Towns</b>
<b>Market Day</b>	373	115
<b>Non Market Day</b>	164	83

The table highlights that Footfall within Knaresborough on a Market Day (373) was over three times higher than the National Small Towns (115) figure. Highlighting the importance of the market to the Town Centre, footfall dropped from 373 to 164 people per ten minutes on a Non Market Day. It must be noted however that Footfall within Knaresborough on a Non Market Day (164) is nearly double that of the National Small Towns average. The only caveat on the data is that the Market Day Counts were conducted in October (counts are not conducted in August due to the summer months not always providing a valid figure) and schoolchildren were on half term. We would recommend that the Footfall figures are recorded in 2013 on three separate Market Day(s) to review any fluctuations;

- Market Day when there is no school break to ascertain the influence of schoolchildren.
- Market Day during a Half Term
- Market Day in Summer

The tables below provide a detailed breakdown of all the individual Footfall Counts in each location.

The highest recorded count was on the Market Day between 1050 and 1100 with 388 persons per ten minutes.

<b>Count Point Location: Market Square</b>			
<b>Time</b>	<b>Market Day Count</b>	<b>Time</b>	<b>Non Market Day</b>
1050-1100	388	1015-1025	136
1100-11.10	382	1115-1125	185
1225-1235	350	1215-1225	171
<b>TOTAL</b>	<b>1120</b>	<b>TOTAL</b>	<b>492</b>
<b>AVERAGE</b>	<b>373</b>	<b>AVERAGE</b>	<b>164</b>

<b>Count Point Location: Passing between the Traffic Lights (near Tesco) on the High St</b>			
<b>Time</b>	<b>Market Day Count</b>	<b>Time</b>	<b>Non Market Day</b>
1040-10.50	208	1000-1010	102
11.45-1155	196	1100-11.10	126
12.00-12.10	223	12.00-12.10	112
<b>TOTAL</b>	<b>627</b>	<b>TOTAL</b>	<b>340</b>
<b>AVERAGE</b>	<b>209</b>	<b>AVERAGE</b>	<b>113</b>

Footfall was lower on the High Street on both Market and Non Market Day as noted, however the average figures of 209 and 113 are noticeably higher than the National Figure for prime pitch locations in Benchmarked towns. (164 and 83)

## **KPI 8: Car Parking Availability and Usage**

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

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

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay and long stay in designated car parks
- Percentage of vacant spaces in designated car parks on a Market Day and on a Non Market Day. Vacant spaces are recorded by a visual survey between 11am and 2pm.
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay and long stay spaces
- Percentage of vacant on street spaces on a Market Day and on a Non Market Day. Vacant spaces are recorded by a visual survey between 11am and 2pm.
- Overall provision of car parking spaces
- Overall provision of total number of short stay and long stay spaces
- Overall percentage of vacant spaces on a Market Day and on a Non Market Day. Vacant spaces are recorded by a visual survey between 11am and 2pm.

	<b>Knaresborough No.</b>	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>Car Park:</b>			
<b>Total Spaces:</b>	250	60	88
<b>Short Stay Spaces: (4 hours and under)</b>	105	42	40
<b>Long Stay Spaces: (Over 4 hours)</b>	145	58	51
<b>Not Registered</b>	n/a	n/a	9
<b>Vacant Spaces on a Market Day:</b>	10	4	18
<b>Vacant Spaces on a Non Market Day:</b>	105	42	37

<b>On Street:</b>	<b>Knaresborough No.</b>	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>Total Spaces:</b>	165	40	12
<b>Short Stay Spaces: (4 hours and under)</b>	165	100	71
<b>Long Stay Spaces: (Over 4 hours)</b>	0	0	21
<b>Not Registered</b>	n/a	n/a	8
<b>Vacant Spaces on a Market Day:</b>	9	7	13
<b>Vacant Spaces on a Non Market Day:</b>	27	16	18

Overall	Knaresborough No.	Knaresborough %	National Small Towns %
<b>Total Spaces:</b>	415 (373 on a Market Day)	n/a	n/a
<b>Short Stay Spaces: (4 hours and under)</b>	270	65	44
<b>Long Stay Spaces: (Over 4 hours)</b>	145	35	49
<b>Not Registered</b>	n/a	n/a	6
<b>Vacant Spaces on a Market Day:</b>	19	5	19
<b>Vacant Spaces on a Non Market Day:</b>	132	32	37

60% of car parking provision in Knaresborough was based in 'car parks' which is lower than the National Small Towns average of 88% and a large proportion of this is based in York Road.

All of the On Street Car Parking is 'short stay' and overall, Knaresborough (65%) has a higher proportion of 'short stay' car parking provision than the National Small Towns average. (49%)

Only 5% of all car parking provision was recorded as vacant on the Market Day audit, noticeably lower than the National Small Towns (19%) figure and the lowest out of all Benchmarked towns. On a Non Market Day vacancy rates rise to 32% which is 5% lower than the National Small Towns average.

## KPI 9: Business Confidence Survey

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

The following table is based on the 24 responses from the 150 Business Confidence Surveys distributed in the town centre.

	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>What is the nature of your business?</b>		
<b>Retail</b>	75	66
<b>Commercial/Professional</b>	13	15
<b>Public Sector</b>	0	2
<b>Hospitality</b>	8	7
<b>Other</b>	4	9
<b>What type of business are you?</b>	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>Multiple Trader</b>	5	15
<b>Regional</b>	9	6
<b>Independent</b>	86	79

75% of the respondents worked in 'retail' and highlighting the makeup of the town centre 86% were 'independent'.

How long has your business been in the town?	Knaresborough %	National Small Towns %
less than one year	8	7
one to five years	25	25
six to ten years	25	15
more than ten years	42	53

42% of the respondents stated that their business had been operating in Knaresborough for 'more than 10 years' whilst half had been in the town between 'One to Ten Years'.

Compared to last year has your turnover.....?,	Knaresborough %	National Small Towns %
increased	45	28
stayed the same	27	29
decreased	27	43

The percentage of businesses in Knaresborough (45%) who stated 'turnover' had 'increased' over the last 12 months was noticeably higher than the National Small Towns average. (28%)

Compared to last year has your profitability.....?	Knaresborough %	National Small Towns %
increased	38	22
stayed the same	33	29
decreased	29	49

71% of businesses stated that 'profitability' had increased (38%) or 'stayed the same' (33%) over the last 12 months, 20% higher than the National Small Towns figure.

Over the next 12 months do you think your turnover will.....?	Knaresborough %	National Small Towns %
increase	38	32
stay the same	46	39
decrease	17	29

There is a level of ‘business confidence’ within Knaresborough, 38% reporting that over the next 12 months ‘turnover’ will ‘increase’ and 46% of businesses stating that it will ‘stay the same.’

What are the positive aspects of having a business located in the town? (Multiselect)	Knaresborough %	National Small Towns %
Prosperity of the town	33	38
Labour pool	0	9
Environment	46	20
Geographical location	46	43
Mix of retail offer	33	32
Potential tourist customers	75	26
Potential local customers	75	73
Affordable housing	0	9
Transport links	46	30
Car parking	21	31
Rental values/property costs	8	18
Market(s)	25	n/a
Other	0	3

‘Potential local customers’ (75%) and ‘potential tourist customers (75%) emerged as the top two most positive aspects for businesses of operating in Knaresborough Town Centre.

Highlighting the towns ‘tourism pull’, the average figure for ‘potential tourist customers’ in the National Small Towns category is 26%.

What are the negative aspects of having a business located in the town? (Multiselect)	Knaresborough %	National Small Towns %
Prosperity of the town	22	25
Labour pool	0	6
Environment	4	8
Geographical location	0	7
Mix of retail offer	13	25
Potential tourist customers	0	11
Potential local customers	9	4
Affordable housing	13	8
Transport links	9	10
Car parking	65	58
Rental values/property costs	30	32
Market(s)	13	n/a
Local business competition	17	20
Competition from other places	39	34
Competition from the Internet	39	30
Other	9	4

Replicating the National trend 65% of businesses felt that ‘Car parking’ was a negative aspect of Knaresborough Town Centre. 39% stated ‘Competition from the Internet’ and the same figure ‘Competition from other places’ as a negative.

Has your business suffered from any crime over the last 12 months?	Knaresborough %	National Small Towns %
Yes	26	31
No	74	69
What type of crime has your business suffered over the last 12 months (Multiselect)		
theft	100	63
abuse	0	15
criminal damage	50	46
other	0	5

74% of Business Confidence Survey respondents had not suffered any ‘crime’ over the last 12 months.

**What two suggestions would you make to improve the economic performance of the town?**

The three themes to emerge from the comments centred on ‘More and Free Car parking’, ‘Reducing Rates’ and filling ‘Empty Units’.

A full set of all the comments colour coded into categories is available in the Appendix.

## KPI 10: Town Centre Users Survey

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

The following tables are based on the 420 responses from the Town Centre Users Survey via a combination of online submissions, face to face interviews and paper based completions. The sample size provides a very robust analysis of the use of the Town Centre, and was the third highest received in the towns who Benchmarked in 2012.

What is the main purpose of your visit to the town centre?	Knarborough %	National Small Towns %
Work	11	14
Convenience Shopping - e.g. food	25	42
Comparison Shopping - e.g. clothes	3	6
Access services - e.g. Bank, Library	20	18
Leisure - e.g. eat, drink, go to the gym	25	12
Other	17	9

25% of Town Centre Users reported that they visit Knarborough for 'Convenience Shopping' which is lower than the National figure of 42%. Convenience retail describes merchandise that is purchased on a very frequent basis, is of relatively low value, and is often consumable in nature and examples include: Food and non alcoholic beverages, Tobacco, Alcoholic beverages (off trade), Newspapers and Magazines, Flowers and Non durable household goods (goods which last fewer than 3 years). Only 3% of Town Centre Users visited Knarborough for 'Comparison Shopping'.

Reflecting Knarborough's position as a town which attracts tourists and visitors, 25% of respondents to the question indicated that they visited the town for 'Leisure' 13% higher than the National Small Towns Average (12%).

Of the 17% of respondents who cited other reasons for visiting Knarborough the 'Market' was the most common response.

The following table breaks down the data further between the 295 locals who completed the survey and the 112 respondents who provided a non Knaresborough Post Code.

What do you generally visit the Town Centre for?	Residents	Non Residents
Work	7	19
Convenience Shopping	32	8
Comparison Shopping	2	3
Access Services	26	5
Leisure	20	38
Other	13	28

The data illustrates that only 8% of Non Residents travelled into Knaresborough for Convenience Shopping compared to 32% for Residents.

Non residents were more likely than Residents to visit for Leisure (38%) and Other (28%) activities.

How often do you visit the town centre?	Knaresborough %	National Small Towns %
Daily	17	27
More than once a week	38	42
Weekly	22	16
Fortnightly	4	5
More than once a Month	6	3
Once a month or less	11	7
First Visit	2	1

Responses to the question in terms of the regularity of visits to Knaresborough highlight that the town centre benefits from a loyal customer base. 74% of respondents stated that they visited the town centre on a weekly or more frequent basis.

How do you travel into the town centre?	Knaresborough %	National Small Towns %
On Foot	39	36
Bicycle	0	3
Motorbike	0	0
Car	52	51
Bus	7	8
Train	1	1
Other	1	1

The figures from those who responded to the question on how they travel into the town centre mirror the National picture with 52% stating 'Car' and 39% 'Foot'.

How do you rate the physical appearance of the town centre?	Knaresborough %	National Small Towns %
Very Good	14	18
Good	62	56
Poor	23	21
Very Poor	1	5

76% of respondents recorded that the 'Physical Appearance' of Knaresborough town centre was either 'Good' (62%) or 'Very Good' (14%) which is 3% higher than the National Small Towns average of 74%.

How do you rate the physical appearance of the town centre?	Residents	Non Residents
Very Good	11	20
Good	61	67
Poor	27	12
Very Poor	1	0

Breaking down the data further, Residents were more likely to rate the 'Physical Appearance' of the town as 'Poor' (27%) than 'Non Residents'.

How do you rate the cleanliness of the town centre?	Knareborough %	National Small Towns %
Very Good	21	19
Good	73	64
Poor	6	15
Very Poor	0	3

94% of respondents to the question on 'Cleanliness' rated the Town Centre as either 'Good' (73%) or 'Very Good' (21%), 11% higher than the National Small Towns Average of 83%.

How do you rate the variety of shops in the town centre?	Knareborough %	National Small Towns %
Very Good	5	6
Good	46	43
Poor	43	41
Very Poor	6	11

A clear decision was not made by Knareborough Town Centre Users in terms of the 'Variety of Shops' as 47% stated they were 'Good' and 43% 'Poor'.

How do you rate the variety of shops in the town centre?	Residents	Non Residents
Very Good	3	10
Good	41	60
Poor	49	27
Very Poor	7	3

As with 'Physical Appearance' Residents were more likely to rate the 'Variety of Shops' as 'Poor' (49%) rather than Non Residents. (27%)

How do you rate the leisure and cultural activities in the town centre?	Knaresborough %	National Small Towns %
Very Good	8	7
Good	59	47
Poor	31	36
Very Poor	2	11

67% recorded that 'Leisure and Cultural' activities within Knaresborough Town Centre were 'Good' (59%) or 'Very Good' (8%), once again higher than the National Small Towns figure of 54%.

How do you rate the leisure and cultural offering in the town centre?	Residents	Non Residents
Very Good	7	10
Good	56	68
Poor	35	20
Very Poor	2	2

78% of Non Residents rated the 'Leisure and Cultural Offering' as either 'Good' or 'Very Good' compared to 63% of Residents.

What are the positive aspects of the town centre?	Knaresborough %	National Small Towns %
Physical appearance	65	30
Shopping	50	31
Restaurants	50	29
Access to Services - e.g. banks, Post Office, Library	80	54
Leisure facilities	24	15
Cultural activities	35	8
Pubs/Bars/Nightclubs	51	22
Transport links	59	32
Ease of walking around the town centre	89	61
Convenience - e.g. near where you live	73	56
Safety	48	27
Car Parking	36	n/a
Market(s)	78	n/a
Other	4	6

The top four aspects of Knaresborough Town Centre were recorded as ‘Ease of Walking’ (89%), ‘Access to Services’(80%), ‘Markets’ (78%) and Convenience e.g. near to where you live (73%). Mirroring the National trends, ‘Market(s), was not included in the 2011 Surveys, all these were the most popular choices in the 2011 Benchmarking System.

<b>What are the positive aspects of the Town Centre?</b>	<b>Residents</b>	<b>Non Residents</b>	<b>% Diff</b>
<b>Physical appearance</b>	61	77	+16
<b>Shops</b>	46	59	+13
<b>Restaurants</b>	49	51	+2
<b>Access to Services</b>	83	71	+8
<b>Leisure Facilities</b>	22	29	+7
<b>Cultural Facilities</b>	35	37	+2
<b>Pubs/ Bars/ Nightclubs</b>	50	51	+1
<b>Transport</b>	60	57	-3
<b>Ease of walking around the town centre</b>	89	88	-1
<b>Convenience e.g. near where you live</b>	79	58	-21
<b>Safety</b>	46	53	+7
<b>Car Parking</b>	35	41	+6
<b>Markets</b>	77	79	+2
<b>Other</b>	4	4	-

The table above highlights that Non Residents rated the 'Physical Appearance' (+16%) and 'Shops' (+13%) in Knaresborough Town Centre higher than Residents.

What are the negative aspects of the town centre?	Knaresborough %
Physical appearance	26
Shopping	45
Restaurants	25
Access to Services - e.g. banks, Post Office, Library	5
Leisure facilities	36
Cultural activities	25
Pubs/Bars/Nightclubs	21
Transport links	7
Ease of walking around the town centre	5
Convenience - e.g. near where you live	7
Safety	10
Car Parking	48
Market(s)	5
Other	7

The question on negative aspects was not asked in 2011 hence there is no National data. In Knaresborough 48% of Town Centre Users were unhappy with 'Car Parking' and 45% 'Shopping'.

What are the negative aspects of the Town Centre?	Residents	Non Residents	% Diff
Physical appearance	30	13	-17
Shops	50	26	-24
Restaurants	24	25	+1
Access to Services	5	8	+3
Leisure Facilities	37	28	-11
Cultural Facilities	26	23	-5
Pubs/ Bars/ Nightclubs	19	26	+7
Transport	7	5	-2
Ease of walking around the town centre	5	5	-
Convenience e.g. near where you live	4	15	+11
Safety	11	8	-3
Car Parking	47	49	+2
Markets	5	4	-1
Other	6	10	+4

The table above reflects the pattern that Non Residents were less likely to rate 'Physical Appearance' and 'Shops' in a negative manner than Residents. Similarly, 37% of Residents stated 'Leisure Facilities' were a negative aspect of the town centre, 11% higher than the Non Resident figure.

26% of Non Residents rated the 'Pubs, Bars and Nightclubs as negative compared to 19% of residents.

How long do you intend to stay on this visit to the town centre?	Knareborough %	National Small Towns %
Less than an hour	30	34
1 - 2 hours	47	43
2 - 4 hours	14	12
4 - 6 hours	2	3
All day	6	7
Other	1	1

The majority of Town Centre Users stayed for 'Less than 2 Hours' (79%) reflecting the National Small Towns trend (77%).

How long do you stay in the Town Centre?	Residents	Non Residents
Less than an hour	35	18
1-2 Hours	49	39
2-4 Hours	9	28
4-6 Hours	2	2
All Day	3	12
Other	1	1

The table above highlights that 39% of Non Residents stayed in Knaresborough for '1-2 Hours' and 28% for '2-4 Hours'. Non Residents stayed in the town for longer, 43% for '2 or more hours' compared to 15% of Residents.

On average on a normal visit to the Town Centre, how much money would you spend?	Knaresborough
Nothing	2
£0.01-£5.00	13
£5.01-£10.00	30
£10.01-£20.00	35
£20.01-£50.00	17
More than £50.00	3

The question on 'Average Spend' has been introduced to the AMT Benchmarking System in 2012, thus there is no 'National' data. 65% of respondents to the question indicated that they would spend between £5.01 and £20.00, the most popular response £10.01-£20.00 (35%).

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

Two key themes emerged from the qualitative analysis of the open ended question concerning what improvements respondents wanted to see made to Knaresborough Town Centre. Firstly, improvements to the 'Retail Offer' with examples including;

- "A better range of shops are needed, we keep getting more of the same i.e. card shops, charity shops and hairdressers. There are quite a few fairly basic things that can no longer be bought in Knaresborough since Woolworths and Yorkshire Trader went. Compare what is available in Wetherby which is a lovely place to shop nowhere to buy fresh herbs, aubergines etc., very poor for a market town."
- "We need more higher end retail clothes shops. We need a big Marks & Spencer's Food Store to help attract other businesses."
- "Try and get some more ""quality"" independent traders in the town, probably need financial incentives."
- "Ensure no more fast food outlets open, 4 pizza shops in a small market town is more than enough."
- "Need to attract better quality shops through rental/rates offers."
- "More specialist food shops e.g. when I moved here there were 3 greengrocers now only one. Fewer useless gift shops - they only go out of business!"
- "Get a wider variety of shops, too many charity shops and gift shops."
- "Attract a wider variety of businesses - too many charity shops & hairdressers."
- "A good coffee shop - independent, not a chain - something a bit more modern and upmarket than the old fashioned/touristy tea rooms."
- "Encourage brand retailers to come to Knaresborough instead of letting to card/gift type shops, we have too many."
- "Higher calibre of independent shops (e.g. like Cooking Fantastic) Kash 4 Klothos is a good example of what NOT to bring in - makes the High Street seem shabby. Better choice of restaurants"
- "Better variety of clothes shops. Too many hairdressers"
- "Regeneration of shopping, more shops"
- "More shops - home bargain shops like in Ripon More local shops Gave up Yorkshire Trade in and was very popular"
- "Greater variety of shops"
- "More independent shops."
- "More clothes shops available for larger person"

The second key theme centred on 'Car Parking', specifically a larger provision and at no/ or a reduced charge. Comments included;

- "Free parking for an hour this would encourage locals to use."
- "Improve parking, I just do the free 20 min parking and go home."
- "Please improve the car parking situation. You cannot just pop into Knaresborough in your car to use the local shops because YOU CAN NEVER PARK YOUR CAR. You only have to look at a similar sized town (Syston in Leicestershire comes to mind)

where there is plenty of parking to see how much of a difference this makes to a town and it's local community."

- "Free car parking."
- "Encourage use of York Place Car Park"
- "Improve car parking facilities so that those who live in town can have decent on-street parking (I am only allowed one parking permit to park on Station Road, my partner has to take pot luck on finding a space)."
- "cheaper parking"
- "Increase the car parking"
- "no time restrictions on parking and more of it"
- "More car parking."
- "Reduce the amount of parking in the market square - make it a space for people to spend time in."

'Filling/ using the empty units' was commonly cited;

- "Empty shops in the High Street kill the town - and those we have are hugely unattractive to inhabitants and visitors alike."
- "Be more open to non-retail uses, or do something with rents, to ensure that there are no, or less, empty units. For example, an NHS Dentist was refused permission, which means many people now travel into Harrogate for these services. And yet empty units still exist! Activity doesn't have to be retail to be good for the town and its people."
- "The market square is lovely, the high street less so, there are a lot of empty shops towards bottom of high street, if these are not viable as shops would rather see them given back to housing so that the buildings are in use which would improve the kerb appeal of the high street as this is the first view visitors get of Knaresborough"
- "Empty business premises in the town could have some lively, window displays. Something with impact - local photographers, artists, sculptors, etc. could surely be given free exhibition space."
- "Take a look at providing incentives for small businesses to occupy the empty premises in the town centre."
- "Encourage pop up shops in the vacant shop units."
- "Use one of the empty shop premises for serial FREE displays of art/ photographs/ sculptures relating to Knaresborough or local artists."
- "Help with small shop keepers to maintain their presence. There are too many shops spending their hard earned money to set up only to find they cannot sustain it."
- "Incentivise retailers to move into to empty units"
- "Less closed shops, reduce rates for ""new"" shops for say 6months."
- "Reduce business rates so that there are less empty shops."
- "Fill the empty shops at bottom of high street"
- "Do something about empty shop windows - maybe use artwork from local schools - display it."
- "Try to get the shops filled in the lower end of the high street"
- "Reopen closed shops"

- "Fill the empty shops."

Fitting into the improvement of the retail offer and reduction or re use of empty shops were a large number of comments on reducing business rates and prohibiting any more charity shops from locating in the town centre;

- "lower the rent so some of our more individual shops can return instead of lots of charity shops"
- For goodness sake persuade Harrogate Council to reduce the rates shops have to pay before the council ruins our lovely town."
- "Lower rates"
- "Reduce rents and rates to encourage new shops."
- "Reduce the cost of rent/rates to encourage small/medium businesses to set up and survive!"
- "Reduce business rates"
- "Cheaper business rates for rent so shops can open"
- "Reduce rent charge of shops to allow them to continue to operate"
- "less charity shops"

Another problem within Knaresborough to emerge from the qualitative analysis was the issue of 'Traffic Congestion' and most noticeably large vehicles unloading on the High Street:

- "Traffic jams in our small town are frequently caused by large lorries unloading. Limit delivery times to before 8am or after 7pm"
- "Remove or significantly reduce traffic from the High Street. It's killing the shops on the eastern side of the High Street, especially at the lower end. It detaches the good bit of the town (Market Place) from the eastern side and just acts as a barrier to activity"
- "Try to restrict the number of heavy goods vehicles that use the High Street, especially those that block the road (i.e. Tesco deliveries during peak times)."
- "Stop the major retailers from unloading lorries on the High Street and blocking the road causing horrendous traffic jams."
- "Congestion: have restrictions on times when loading is not allowed - 9am-5pm, as there is always congestion because of Lorries on the main road, and sort out the junction at the top of the high street - the traffic lights need more filters and / or just let one direction go at once instead of 2. Currently, there is no way to continue moving through the junction if the car in front wants to turn right (there's always cars coming from the other direction blocking the turn)."
- "Make high street one way so we don't get gridlock when there's delivery Lorries, buses and cars all trying to get around. Better still close Tesco's!"
- "To stop all the large delivery Lorries blocking up the high street especially the Tesco deliveries."
- "Sort out traffic congestion caused by Tesco loading"
- "Tesco to stop parking when loading up & causing congestion"

A full set of all the comments, colour coded into themes is available in the Appendix.

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## KPI11: Shoppers Origin

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

The postcodes have been split into 3 categories to be able to compare with other towns. The categories are:

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

The following table is based on the 562 Post Codes gathered by a range of Businesses in Knaresborough Town Centre and from the Face to Face and Paper Based Town Centre Users Surveys.

	<b>Knaresborough %</b>	<b>National Small Towns %</b>
<b>Locals</b>	37	57
<b>Visitors</b>	18	28
<b>Tourists</b>	46	16

Highlighting that Knaresborough Town Centre is well used by both 'Tourists' and 'Locals', 46% of the Post Codes gathered were from Tourists and 37% from Locals. It must be noted that for validity a greater sample of Post Codes would be needed, but the report is reliant on the Businesses participating in the process. Another caveat is that during the analysis a pattern emerged where large amounts of the Post Codes were from just over a 30 minutes drive away.

## RECCOMENDATIONS

### **Car Parking**

#### **Signage**

As a first time visitor into Knaresborough the AMT Researcher drove past the York Road Car Park, later recording that the signage for the Long Stay provision was easily missed. The researcher subsequently briefly parked in the town centre where on Market Day it was extremely difficult to find a space and all the provision was 'short stay' whilst they obviously required 'longer stay'.

#### **Short Stay/ Long Stay Split**

It must be noted that it can be advantageous to have a separation between 'short stay' and 'long stay' as in Knaresborough. (As a new visitor to the town I felt the long stay car park was in relative close proximity to the main shopping area) For example, some towns on the Benchmarking System have noted issues where there is long stay provision in the town centre and shop workers/ commuters park their cars in these locations and leave them for the day resulting in a lack of turnover. Subsequently those requiring a short stay have to park further from the town centre. In Bookham, Surrey a small parade of shops suffers from all their immediate car parking spaces being taken by commuters, meaning it is difficult for consumers to briefly park outside their store.

#### **Further Research for Action**

On a Market Day only 5% of all car parking provision was recorded as vacant, noticeably lower than the National Small Towns (19%) figure and the lowest out of all Benchmarked towns highlighting that car parking was at near full capacity. However, it is difficult to argue for increased provision as per the Town Centre Users Surveys when on a Non Market Day vacancy rates rise to 32%.

Car Parking is one of the two key issues which has emerged every year in the Benchmarking System from qualitative comments by both Businesses and Town Centre Users and in respect to the latter Knaresborough is no different. In regards to the provision of spaces, or perceived lack, due to the 'Long Stay' and Short Stay' geographical split, I think the local Town Team need to replicate the Benchmarking exercise on a Monthly basis throughout the year. The data could then be used to highlight if it is just on Market Day that the town centre car parks are at near capacity, or does this also happen at other times? If a pattern emerges that car parks are regularly at near capacity a solution needs to be sought.

Parking charges were also mentioned in qualitative comments as an area for improvement. Once again further research would be needed on this, ascertaining what parking costs in a

sample of similar towns from across the country, AMT can provide examples and help facilitate a research network. AMT also have examples of specific car parking charge surveys that we are happy to share. Mike King recently completed work in 3 local centres for Broxbourne Borough Council. Bid4Bury in Bury St Edmunds are currently using the evidence gathered in their Benchmarking exercise to approach their local authority in regards to reducing car parking fees.

**York Road**

The Researcher also recorded that the York Road Car Park had a poor physical appearance which was viewed as a negative aspect of the town for a first time visitor.

**Footfall**

Benchmarking identifies the busiest parts of town for Footfall Counts; it would be interesting to conduct the exercise in up to 6 locations in the Town Centre to ascertain which areas suffer from a lack of pedestrian traffic. Now that baseline figures have been established, it is imperative that the Footfall exercise is conducted on Key Calendar Dates to understand the impact of events and initiatives. Similarly it would be useful to conduct Footfall Counts over the weekend to understand trends.

**Impact on Business**

The market has an obvious impact on footfall in Knaresborough. It would be useful to ascertain whether businesses benefit from increased consumer spend on a Market Day. As part of the Business Confidence Survey in 2013 traders could be asked to both record their busiest day generally for trade, then over the course of a week provide some figures on takings. To cater for the sensitivity of this information the following question could be adopted:

Please provide details on your takings over the next week

	<b>Mon</b>	<b>Tues</b>	<b>Wed</b>	<b>Thus</b>	<b>Fri</b>
<b>£0-£10</b>					
<b>£10-£50</b>					
<b>£51-£100</b>					
<b>£101-£200</b>					
<b>£201-£300</b>					
<b>£301-£500</b>					

<b>More than £500</b>					
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### **Retail Mix**

As with the national trends, quantitative and qualitative feedback, especially from residents expressed concerns over the retail offering and shopping experience in Knaresborough. (It must be noted the data has highlighted that Non Residents rate the retail offer and shopping in a more positive light.)

In order to review the retail mix the Town Team could drill down into the Business Unit Database Information further, looking at what goods each of the A1 Units sells. A guide to help with this can be supplied by AMT. Only by doing this will any perception of a high number of certain types of shops be highlighted or disproved.

The development of a Neighbourhood Plan would help identify the type of retail developments stakeholders would like to see in the future. For example, Wiltshire Council have been undertaken the Benchmarking process for the last two years to identify how they want their town centre's to look in regards to use class balance over the next 10 years. AMT can facilitate an exchange between the Town Team and relevant local authority with Wiltshire Council to learn from this example of best practice. A huge array of information on Neighbourhood Planning is available on the AMT website and National Policy Manager Alison Eardley can be contacted on [alison.eardley@towns.org.uk](mailto:alison.eardley@towns.org.uk)

### **Traffic Congestion**

The issue of traffic congestion in Knaresborough was raised in the qualitative comments from the Town Centre Users surveys. AMT undertook the Benchmarking exercise in Settle in 2012 to help a local partnership lobby for Heavy Goods Vehicles to be re routed from their town centre. AMT can supply a copy of the report which was completed with England and Lyle for review as well as the details of the Settle Area Regeneration Partnership. (StART).

### **Continued Benchmarking**

AMT would like the Town Team to continue Benchmarking for the next 5 years. The evidence base will subsequently provide a longitudinal analysis of the success or failure of any regeneration projects and initiatives.

### **Town Team Development**

In order to keep the regeneration momentum moving forward, AMT recommend that the Town Team is officially formed and recognized. The partnership should be driven forward by an Executive Board consisting of local traders, local residents, local government officials and representatives from key local organizations and led by an inspirational figurehead. Underneath the Executive Board, Sub Groups, concentrating on specific regeneration initiatives and populated by Board Members, local representatives and volunteers will deliver identified projects. The partnership should not 'reinvent the wheel' and adopt the work of organizations already in operation in the town, but should act as an umbrella organization in which all relevant parties work alongside. The Town Team will have clear aims and objectives and be driven forward by a sustainable Action Plan, informed by both the Benchmarking exercise and a Neighbourhood Plan. AMT are happy to facilitate a network with other newly formed Town Teams in the county and offer a structure of Governance.

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## APPENDIX

<b>Towns contributing to Large Town Benchmarking</b>	
Crewe	North West
Macclesfield	North West
Nantwich	North West
Wilmslow	North West
Hemel Hempstead	South East
Hitchin	South East
St Albans	South East
Melton Mowbray	East Midlands
Market Harborough	East Midlands
Beeston	East Midlands
Loughborough	East Midlands
St. Ives	East of England
Trowbridge	South West
Wrexham	North Wales

<b>Towns contributing to Small Town Benchmarking</b>	
Alsager	North West
Audlem	North West
Alderley Edge	North West
Bollington	North West
Congleton	North West
Disley	North West
Handforth	North West
Knutsford	North West
Middlewich	North West
Poynton	North West
Holmes Chapel	North West
Sandbach	North West
Baldock	South East
Hoddesdon	South East
Harpenden	South East
Ware	South East
Leatherhead	South East
Lutterworth	East Midlands
Earl Shilton	East Midlands
Ashby	East Midlands
Coalville	East Midlands
South Wigston	East Midlands

Newark	East Midlands
Kimberley	East Midlands
Eastwood	East Midlands
Stapleford	East Midlands
Hinckley	East Midlands
Arnold	East Midlands
Huntingdon	East of England
St Neots	East of England
Ramsey	East of England
Amesbury	South West
Bradford Upon Avon	South West
Warminster	South West
Holyhead	North Wales
Shotton	North Wales
Queensferry	North Wales
Saltney	North Wales
Buckley	North Wales
Connahs Quay	North Wales
Flint	North Wales
Holywell	North Wales
Mold	North Wales
Southam	West Midlands

## BUSINESS DATABASE

Street	No	Name	Use Class	Type	Type	Notes
High Street	15	Hirsts Bakery	A1	Convenience	Independent	
High Street	17	Bravo	A5	n/a	n/a	
High Street	19-21	Wild Orchid	A1	Comparison	Independent	
High Street	25	Corinne Hide	A1	Comparison	Independent	
High Street	25a	Scope	A1	Comparison	Multiple	CHARITY
High Street	27	Jasmine	n/a	n/a	n/a	VACANT
High Street	27b	Mantra	A1	Comparison	Independent	
High Street	29	Swish	SG	n/a	n/a	
High Street	29b	Hays Travel	A1	Comparison	Multiple	
High Street	31	Picalilli	A1	Convenience	Independent	
		Mobile Connexions	A1	Comparison	Independent	
High Street	35	Zig Zag	A1	Comparison	Independent	
High Street	37	Barclays	A2	n/a	n/a	
High Street	39	J B Wilkinson	A1	Convenience	Regional	
High Street		Next to JB Wilkinson	n/a	n/a	n/a	VACANT
High Street	41	Cooking Fantastic	A1	Comparison	Independent	
High Street	43	Superdrug	A1	Convenience	Key Attractor	
High Street	45	Sasparilla	A1	Comparison	Independent	
High Street	47a	Kash 4 Klothes	A1	Comparison	Independent	
High Street	47	Bridgfords	A2	n/a	n/a	
High Street	49	Greybear	A1	Comparison	Independent	
High Street	51	McQueens	A3	n/a	n/a	
High Street	53	Eyre	A1	Comparison	Independent	
High Street	55	The Hair Asylum	A1	Comparison	Independent	
High Street	57	Aakash Balti	A5	n/a	n/a	
High Street	59-61	Homeworks	A1	Comparison	Independent	
High Street	63	Fitzmaurice Lettings Ltd	A2	n/a	n/a	
High Street	65	Studio 65	A1	Comparison	Independent	
High Street	67	Horners	A1	Convenience	Independent	
High Street	69	Post Office	A1	Convenience	Multiple	
High Street	71-75	The Crown	A4	n/a	n/a	

High Street	77	Browns of Knaresborough	A1	Comparison	Independent	
High Street	81-83	Windsor Court	A2	n/a	n/a	
High Street	85	Stephensons	A2	n/a	n/a	
High Street	87-89	Carriages	A4	n/a	n/a	
High Street	97	Dacre, Son and Hartley	A2	n/a	n/a	
High Street		County Council	D1	n/a	n/a	
High Street		Knaresborough House	B1	n/a	n/a	
High Street	104-106	Lister Haigh	A2	n/a	n/a	
High Street	Stead's Yard	Knaresborough Glass	B1	n/a	n/a	
High Street	Units 11 & 15 Stead's Yard	Inglish Design Ltd	B1	n/a	n/a	
High Street	The Old Chapel	Woodwards	A1	Comparison	Independent	
High Street	94-96	Knaresborough Kitchens	A1	Comparison	Regional	
High Street	92	Tico Tico	A5	n/a	n/a	
High Street	90	Greenwoods Solicitors	A2	n/a	n/a	
High Street	88	88	B1	n/a	n/a	
High Street	86	Serenity	D1	n/a	n/a	
High Street	84	Darryl Taylor	A1	Comparison	Independent	
High Street	82	n/a	n/a	n/a	n/a	VACANT
High Street	80	n/a	n/a	n/a	n/a	VACANT
High Street	78	n/a	n/a	n/a	n/a	VACANT
High Street	76	Ming Fai	A5	n/a	n/a	
High Street	74	Chiropady by Louise	D1	n/a	n/a	
High Street	72	Anna Maria	SG	n/a	n/a	
High Street	64-70	Borough Bailiff	A4	n/a	n/a	
High Street		One Stop Promotion Shop	B1	n/a	n/a	

High Street	Beech House, 62	HMCA	B1	n/a	n/a	
High Street	Commercial yard, 62	Car Sales Direct	B1	n/a	n/a	
High Street	Unit 2, 60	Knaresborough Photo Centre	A1	Comparison	Independent	
High Street	58	HSBC	A2	n/a	n/a	
High Street	54	Thomas Cook	A1	Comparison	Multiple	
High Street	52	Gloss	A1	Comparison	Independent	
High Street		Rainbow End	A1	Comparison	Independent	
High Street	46	n/a	n/a	n/a	n/a	VACANT
High Street	44	Just Beautiful	D1	n/a	n/a	
High Street	42	NatWest	A2	n/a	n/a	
High Street	40	M and Co	A1	Comparison	Multiple	
High Street	38	Watkins Wright	A1	Comparison	Regional	
High Street	36	Zolsha	A3	n/a	n/a	
High Street		Frazer Theatre	D2	n/a	n/a	
High Street	36	Tesco Express	A1	Convenience	Key Attractor	
High Street	34	Lloyds	A1	Comparison	Multiple	
High Street	32	Fulton Foods	A1	Convenience	Multiple	
High Street	30b	Yeomans Outdoor Leisure	A1	Comparison	Multiple	
High Street	30	Yorkshire Building Society	A2	n/a	n/a	
Park Place	2	Kingston White Opticians	A1	Comparison	Independent	
Park Place	3	Park Place Social Club	A4	n/a	n/a	
High Street	28	Jade Garden	A5	n/a	n/a	
		Nidd House	A1	Comparison	Independent	
High Street	24	Pear	A1	Comparison	Independent	
Kirkgate	6	Gigis	A1	Comparison	Independent	
High Street	22	Claro	A1	Comparison	Independent	
High Street		Next to Claro	A1	Comparison	Independent	

High Street	16	Paragon	A5	n/a	n/a	
High Street	Flat 1, 14a	Sheer Bliss	A1	Comparison	Independent	
High Street	12a	Flaithulach	A1	Comparison	Independent	
High Street	12	Print Zone	B1	n/a	n/a	
High Street	10	Stellas	A1	Comparison	Independent	
York Place	3	Conservative Club	A4	n/a	n/a	
York Place	5-7	Newton House	C1	n/a	n/a	
Iles Lane	York House, 2	Ingleton and Co	A2	n/a	n/a	
York Place	18	Ebor Mount	C1	n/a	n/a	
York Place	12	RMB	A2	n/a	n/a	
York Place	8	Roberts Associates	A2	n/a	n/a	
York Place	8	Darnborough and Co	A2	n/a	n/a	
High Street	3	Board Inn	A4	n/a	n/a	
Gracious Street	1	Knaresborough Fire Station	D1	n/a	n/a	
Gracious Street		Gracious Street Centre	D1	n/a	n/a	
High Street	12	Chris Jones Tae Kwon Do Kickboxing School	D2	n/a	n/a	
High Street	Winterton House	Sainsbury's	A1	Convenience	Key Attractor	
Silver Street	1	So	A3	n/a	n/a	
Silver Street	3-5	Drakes	A5	n/a	n/a	
Silver Street	9	Prudames	A3	n/a	n/a	
Fisher Street	13	KD Carpets	A1	Comparison	Regional	
Castlegate	8	Zip Inn	A1	Comparison	Independent	
Market Place	7	Old Royal Oak	A4	n/a	n/a	
Chapel Street	3	Broadbank and Empson	A1	Comparison	Regional	
Castlegate	12	The Market Tavern	A4	n/a	n/a	

Castlegate	10	Ye Old Hannahs House	A3	n/a	n/a	
Castlegate	8	Kelly Teggin Hairdressing	A1	Comparison	Independent	
Castlegate	8	Knarborough and District Age Uk	A1	Comparison	Regional	CHARITY
		Jill Long	A1	Comparison	Independent	
Green Dragon Yard	2	Inner Calm	D1	n/a	n/a	
Green Dragon Yard		The Loft Tea Rooms	A3	n/a	n/a	
Green Dragon Yard		Art in the Mill	A1	Comparison	Independent	
		Alteration	A1	Comparison	Independent	
Castlegate	2a	Spirals	A1	Comparison	Independent	
Cheapside	26-28	Vollans	A1	Comparison	Independent	
Briggate/Garcious Street		Holy Trinity Church	D1	n/a	n/a	
Gracious Street	36	Steel and Co	A2	n/a	n/a	
Cheapside	2	Thompsons Laundrette	SG	n/a	n/a	
Cheapside	2	Give it a Whirl	SG	n/a	n/a	
Cheapside	9	JLB	A1	Comparison	Independent	
Cheapside		The Cross Keys	A4	n/a	n/a	
Cheapside	19	(Blue)	n/a	n/a	n/a	VACANT
Cheapside	19	Castle Dental	D1	n/a	n/a	
Castle Precinct		Castle Clinic	D1	n/a	n/a	
Castle Yard	3	The Moat Buttery	A3	n/a	n/a	
Castlegate	1	Brymor	A1	Convenience	Independent	
Castlegate	1a	Sue Ryder	A1	Comparison	Multiple	CHARITY
Castlegate	3	Dream Sweets	A1	Convenience	Independent	
Castlegate	3b	Castlegate Shoes	A1	Comparison	Independent	
Castlegate	5	Eminence	SG	n/a	n/a	
Castlegate		Huttons	A1	Convenience	Independent	

Castlegate	11	Mungo Deli	A1	Convenience	Independent	
Castlegate	11a	Castlegate Hardware	A1	Comparison	Independent	
Castlegate	13	Café Crema	A3	n/a	n/a	
Castlegate	15	Bluebird Gallery and Gifts	A1	Comparison	Independent	
Castlegate	17	Wild Style Tattoos	SG	n/a	n/a	
Castlegate	23	Castle Vaults	A4	n/a	n/a	
Castlegate	25	Beckets	A3	n/a	n/a	
Kirkgate	3	Kirkgate Cutting Room	A1	Comparison	Independent	
Kirkgate	5	Sew and Save	A1	Convenience	Independent	
Kirkgate	15	Bathroom and Tiles of Distinction	A1	Comparison	Independent	
Kirkgate	25	Knaresborough WMC	A4	n/a	n/a	
Kirkgate	10-12	Floral Décor	A1	Convenience	Independent	
Kirkgate	8a	The Old Glasshouse Gallery	A1	Comparison	Independent	
Kirkgate	8	Blossom Gallery and Gift Shop	A1	Comparison	Independent	
Market Place	46	Robinsons	A1	Convenience	Independent	
Market Place	44	Raj	A3	n/a	n/a	
Market Place		Pharmacy and Parfumery	A1	Comparison	Independent	
Market Place		Library	D1	n/a	n/a	
Market Place		Bet Fred	A2	n/a	n/a	
Market Place	36	Yorkshire Bank	A2	n/a	n/a	
Market Place	34	Saint Michaels	A1	Comparison	Regional	CHARITY
Market Place	30	The Groves	A4	n/a	n/a	
Market Place	22-28	Boots Pharmacy	A1	Convenience	Key Attractor	
Market Place	31	The Clock	SG	n/a	n/a	

Market Place	35	Knitting Pretty	A1	Comparison	Independent	
n/a	n/a	Next to Knitting Pretty	n/a	n/a	n/a	VACANT
Castle Courtyard	9	Tourist Information Centre	D1	n/a	n/a	
n/a	n/a	Next to Castle Courtyard	n/a	n/a	n/a	VACANT
Castle Courtyard	10	Bonneys in the Courtyard	A1	Convenience	Independent	
Castle Courtyard	5	Shake Em	A3	n/a	n/a	
Castle Courtyard	14	n/a	n/a	n/a	n/a	VACANT
Castle Court	11	Affinity	A1	Comparison	Independent	
Castle Courtyard	12	Global Crafts	A1	Comparison	Independent	
Castle Gate	14-16	Spice Merchant	A3	n/a	n/a	
Market Place	Unit 3, 13	Castlegate Books	A1	Comparison	Independent	
Market Place	13	Samantha Parker	A1	Comparison	Independent	
Market Place	13	David Audsley	A1	Comparison	Independent	
Market Place	15	Halifax	A2	n/a	n/a	
Market Place	19	Blind Jacks	A4	n/a	n/a	
n/a	n/a	Next to Blind Jacks	n/a	n/a	n/a	VACANT
Market Place	21	Giraffe	A1	Comparison	Independent	
lles Lane	York House, 2	Knaresborough Old Peoples Welfare Association	D1	n/a	n/a	
Castle Court	1-2	The Toy Shop	A1	Comparison	Independent	
Castle Court	3-4	Subway	A1	Convenience	Multiple	
Market Place	20	Bojangles	A1	Comparison	Independent	
Market Place	18	The Wine Shop	A1	Convenience	Independent	

Market Place	16	Lavender Tea Room	A3	n/a	n/a	
Market Place	14	Oxfam	A1	Comparison	Multiple	CHARITY
Market Place	12	Thomas the Baker	A1	Convenience	Independent	
n/a	n/a	Clintons	n/a	n/a	n/a	VACANT
High Street	47a	Nottingham Jewellers	A1	Comparison	Independent	
Market Place	4	Natural Choice	SG	n/a	n/a	
Market Place	2	Harlow Pet Food Supplies	A1	Convenience	Independent	
Silver Street	4	Hart Bar	A4	n/a	n/a	
Silver Street	3-5	Drakes	A5	n/a	n/a	
Market Place	1	Santander	A2	n/a	n/a	
Market Place	3a	Beks	A1	Comparison	Independent	
Market Place	3	The Farm Dairy	A1	Convenience	Independent	
Market Place	5	William Hill	A2	n/a	n/a	
Market Place	7	Cancer Research	A1	Comparison	Multiple	CHARITY
Market Place	9	Maynews	A1	Convenience	Multiple	
Market Place	11	Harrietts	A3	n/a	n/a	
Briggate	23	Wellington Inn	A4	n/a	n/a	
Briggate	9	George and Dragon	A4	n/a	n/a	
High Street		Knareborough Bowling Club	D2	n/a	n/a	

### CAR PARKING DATABASE

<b>Name:</b>	Briggate
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	8
<b>Short Stay Spaces: (4 hours and under)</b>	8
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	1
<b>Vacant Spaces on a Non Market Day:</b>	1

<b>Name:</b>	Chapel Street
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	56
<b>Short Stay Spaces: (4 hours and under)</b>	56
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	0
<b>Vacant Spaces on a Non Market Day:</b>	9

<b>Name:</b>	Fisher Street
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	49
<b>Short Stay Spaces: (4 hours and under)</b>	49
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	0
<b>Vacant Spaces on a Non Market Day:</b>	6

<b>Name:</b>	York Road
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	145
<b>Short Stay Spaces: (4 hours and under)</b>	0
<b>Long Stay Spaces: (Over 4 hours)</b>	145
<b>Vacant Spaces on a Market Day:</b>	10
<b>Vacant Spaces on a Non Market Day:</b>	90

<b>Name:</b>	Cheapside
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	10
<b>Short Stay Spaces: (4 hours and under)</b>	10
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	1
<b>Vacant Spaces on a Non Market Day:</b>	0

<b>Name:</b>	Castle Gate
<b>On Street/ Car Park:</b>	Car Park
<b>Total Spaces:</b>	70
<b>Short Stay Spaces: (4 hours and under)</b>	70
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	1
<b>Vacant Spaces on a Non Market Day:</b>	8

<b>Name:</b>	Station Road
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	12
<b>Short Stay Spaces: (4 hours and under)</b>	12
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	5
<b>Vacant Spaces on a Non Market Day:</b>	9

<b>Name:</b>	High Street
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	23
<b>Short Stay Spaces: (4 hours and under)</b>	23
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	1
<b>Vacant Spaces on a Non Market Day:</b>	5

<b>Name:</b>	Market Place
<b>On Street/ Car Park:</b>	On Street
<b>Total Spaces:</b>	42
<b>Short Stay Spaces: (4 hours and under)</b>	42
<b>Long Stay Spaces: (Over 4 hours)</b>	0
<b>Vacant Spaces on a Market Day:</b>	n/a
<b>Vacant Spaces on a Non Market Day:</b>	4

## BUSINESS CONFIDENCE SURVEYS

### What TWO suggestions would you make to improve the Town Centre?

#### Key

#### Reduce Rates

#### Car Parking

#### Empty Units

- "1 Market- less empty stands and more food."
- "1 Stop traffic wardens giving tickets at 8.30am even on a Sunday. 2 Move market to Castle Grounds."
- "1 Harrogate is a little too close and many go there instead of Knaresborough. 2 Rates are very high as we get classed the same as Harrogate- this needs redressing. 3 Free parking on a Sunday would encourage more shops to open."
- "1 High rates are unaffordable for small businesses and not enough time to make business viable."
- "1 Too many empty retail outlets. 2 More car parking. 3 Better opportunities for new businesses to take over empty shops and outlets."
- "1 Reduce rent/ rates/ car parking fees."
- "1 If the locals got to know the business owners they might feel more inclined to patronise their business and support the town. 2 Take a good look at publicity material promoting the town- make sure websites/ tourist info/ local services information is joined up- including signage leading into the town. 3 Have an out of season, town is open for business day where shops invite locals in and say how much they appreciate their all year round custom with a little thank you e.g. a discount or a free cup of tea or a have a go experience like painting a picture or dying someone's hair or painting nails- something to engage the locals and raise the business profiles and customer familiarity."
- "1 Improve car parking. 2 Lower business rates."
- "1 An out of town supermarket as no one is able to do a full weekly grocery shop here. Everyone gets in their cars, pollutes environment and has to drive to Harrogate for their shopping top ups. Ridiculous their isn't a supermarket for a town of this size."
- "1 Cheaper car parking. 2 Lower rents/ rates."
- "1 Cheaper parking. 2 Try and fill empty retail units."
- "1 Lower rates."
- "1 Improve loads of buildings on the High St."
- "1 Improve the parking, more and affordable. 2 Reduce business rates."
- "1 Cheaper parking. 2 Fewer empty shops."
- "1 More parking. 2 Reduce Tesco Express Deliveries which block the High Street Hourly."
- "1 Cheaper rents to encourage new businesses."
- "1 Rents reduced. 2 Car Parking."

- "1 Too many empty shops. 2 Car Parking. 3 Condense retail outlets to main town area."
  - "1 Car Parking in the old Cattle Market. 2 Lower rents to encourage more shops."
  - "1 Cheap or free parking. 2 Lower business rates. 3 Government incentives to fill empty premises with pop up shops."
-

## TOWN CENTRE USERS SURVEY

### Key

Retail Offer

Car Parking

Empty Units

Traffic

Reduce Rates

Charity Shops

### What TWO suggestions would you make to improve the Town Centre?

- "Better parking near to the Town Centre. Reduce number of charity shops and increase the variety of shops"
- "Attract more shops. Provide more car parking."
- "Invest more money into businesses in the town centre so more variety of shops available to locals. Invest in a cable car system from the castle top to the waterside to encourage tourist visitors to visit the town centre"
- "Improve traffic flow through town. Set new standards in road traffic signage to direct visitors to long stay car parks."
- "Take over empty shops and tidy them up. They are a disgrace. Use them for pop up tea shops (please: no more charity shops). Tidy up York Place car park. The bottom end is offputting (muddy, potholes, no parking bay marks). Looks like a temporary car park."
- "Improve car parking and encourage unique shops to come into the town."
- "1) do something about the drunks hanging about outside the hart until midnight and 2.00am sat & fri 2)do something about the violent teenage gangsters that hang about outside Sainsburys"
- "Cheaper rentals would attract more business to fill up the empty shops. More parking is needed. It's desperate on market day!"
- "Too many stores closed on high street, for people driving through it doesn't look very nice. Inexpensive Long stay parking too far from town."
- "To somehow make it easier and more attractive for new shops to move into empty premises - perhaps with a financial incentive. Also the landlords of the scruffy premises should be made to tidy up their buildings so that they are more attractive to businesses."
- "More free parking, and a wider variety of shops, these could be encouraged by cheaper rents on commercial property"
- "lower shop rates to encourage new businesses into the town and shop sites refurbished to give a more attractive appearance"
- "Nicer shops. More interactive sinage"
- "Improve car park signs for the long stay car parking for visitors to free up short term parking for residents. Get HBC to pollard the trees in and around the Castle Grounds so you can actually see the Castle again."

- "Free parking at least on Sundays"
- "More convenient car parking and get rid of the plethora of **charity shops**"
- "Cattle market turned into a car park. Stop **charity shops** selling brand new equipment the same as other shops whilst getting rate relief"
- "**Less charity shops and gift shops and more shops selling essentials to cater for residents rather than tourists.** More thorough street cleaning."
- "**Better shops, more variety,**"
- "Keep the car parking prices low. I'm priced out of visiting Harrogate. I avoid shopping there because of the huge fees. More cheap short stay parking please in Knaresborough."
- "More/free parking **more independent traders**"
- "Pedestrianise Chapel Street. **Rent/Rate incentives to encourage independent shops.**"
- "**A better RANGE of shops.** One big central car park."
- "Make all shops look the same i.e. same colour used for each shop front like the Victoria Quarter in Leeds or Boston Spa. **Display something in the window of empty shops so they don't look quite so scruffy and obviously empty.**"
- "Better parking"
- "More free parking. No truck parking on high street eg tesco"
- "Widen the pavements on the High Street. Link between the high part of town and the river side."
- "It needs a family friendly restaurant where you could go and spend about £50 and feed all the family in a fun atmosphere. **It could also do with a bike shop.**"
- "brighten up the shops - paint frontage for example as town always looks better at FEVA time **lower the rent so some of our more individual shops can return** instead of lots of **charity shops**"
- "**Fewer empty shops.** Lower parking prices"
- "**Fill empty shops, probably have to lower rents to encourage people**"
- "**cheaper parking for residents....more variety of shops**"
- "**Tidy up the empty shops.** Improve the pubs and facilities for sitting outside."
- "Changes to shop signage many look terrible ie paragon, Fulton foods and many more. More good quality restaurants."
- "Find shops to fill the empty shops. **Decrease the number of charity shops**"
- "A bit more parking might be very helpful in creating more business traffic. Encouraging business owners to 'smarten up' their exteriors would encourage more foot traffic shopping, and all shop owners would benefit."
- "Car parking and updating of high street as shops etc are in very poor condition"
- "**Tidy up empty shops with window displays or posters. More seating**"
- "**Fill all empty shops with quality independents.** Clean up dog poo."
- "Pedestrianise the shared use Silver Street. There's no need to have it open to traffic. Have more shops and cafes open on Sundays."
- "**letting of empty shops -especially in the Market Square.** Better range of restaurants"
- "Decent restaurant. **Reduce through traffic**"

- "Lower rates so that more shops would come into the town. Parking on the Market Square ( opposite Boots) the bays to be re marked due to the size of the cars using the spaces"
- "I think that we should not be charging for parking on a Sunday. Strangers visiting Knaresborough are appalled they have to pay on a Sunday and sometimes are caught out and therefore they dont return. Although we now have a new resturant called Becketts we could do with a main chain Italian so all the family could eat out together may be a Pizza express or Zizzis."
- "1/In an ideal world I would close Tesco down as its lorries block up the town constantly. It is completely inappropriately located and an unnecessary additional multinational retailer that is out competing local shops. Or it should at least be forced to deliver in transit sized vans that are more in keeping with the supply chain every other shop uses. 2/Local shops run by sole traders should not have to pay the same tax rates as multiple shop owners like Sainburys, Tesco, etc."
- "Improve the high street where so many empty shops which very depressing. Stop daytime deliveries to shops on high street which causes traffic hold ups."
- "Free car parking would aid business in the town and encourage a better range of shops Make the High street one way East to West allow more on street parking as a result clear parking from the Market Square and use this space for special events and more markets.The traffic going West to East would use Borobridge Road, Stockwell and round to the Conservative Club to complete the system."
- "Try and make more bigger shops in the town and make the shops which are closed down look nice e.g pictures in the windows."
- "Encourage better mix of restaurants and pubs. Too many low end pubs and not enough decent restaurants, especially veggie friendly ones. Improve the physical appearance of the high street. Looks uncared for and shabby."
- "Fill empty shops. Provide entertainment for visitors."
- "Reduce rents to fill empty shops on the high street. Free parking would attract lots more people - its free to park in Boroughbridge!"
- "Stop all parking & traffic in the Market Square, to provide an attractive & relaxing pedestrian experience. Remove the railings barriers at the traffic lights near the bus station, so as to allow pedestrians to cross diagonally as at Oxford Circus. The 'pedestrian pause' of four simultaneous red lights allows this safely."
- "Sort the car parking on the High Street and stop large lorries from unloading. Better parking when meeting people at the train station - difficult to know how this could be done though!"
- "Signage and one way system and the traffic arrangements at the bus station"
- "More car parking near to town clean up empty shop fronts and make into living accoadation"
- "More car parking. Try and improve the selection of shops and do something to improve the look of the empty shops which detracts from what would otherwise is a beautiful market town."
- "More cheap shops. More fashion clothes shops"

- "Less empty shops the centre looks dismal. Need to encourage new business. If shops cannot be filled use for residential purposes, empty shops and too many charity shops do not make the town look as if it is thriving"
- "I am generally happy with our town centre - it offers pretty much all that is needed plus excellent transport links - and it has an attractive market place."
- "More parking. Specialist shops"
- "Encourage more local/artisan producers into town centre shops by offering deals on rates and shared showroom/sales space. Provide multi-storey car parking in one place and create more pedestrian only space in the historic areas. Also create one way traffic system on the High Street to allow more relaxed pedestrian shopping."
- "Improved parking facilities. Central notice board, highlighting whats great about the town and include images/photos of the castle, wonderful views over viaduct etc. also news of current and up and coming events and advertising for local businesses/special offers/promotions etc"
- "Private car park behind Fraser Theatre is a disgrace. The No Parking notices are not clearly in evidence and charges are horrendous. A rip off. Encourage greater use of the buses. Service between Harrogate and Knaresborough is generally good and would be better if roads were not so congested. High Street and Market Square would both benefit."
- "1.Covered market place. 2. More variety of shops"
- "1. Encourage a discount business such as Home Bargains or Wilkinsons to take a position in the town centre whilst discouraging so many gift shops which only cater for the visitors. 2. Reduce or eliminate parking fees for visitors in order to encourage shopping in the town centre."
- "1.Improve the general appearance of the High Street. 2.Aim to fill empty shops and provide accommodation above where applicable."
- "Shops for local people - not just tourists: clothes, shoes, electronics, music. Traffic calming on high street to make it safer and more enjoyable to walk around."
- "Attempt to find a solution to the eyesore of empty shops. Re-route HGV traffic."
- "I think the centre is fine but the high street looks run down and dismal"
- "More clothes."
- "Get landlords to lower rents to encourage new and varied shops to fill the empty premises and improve the general look of the area to bring more visitors in"
- "TIDY UP EMPTY SHOPS IF THEY CANNOT BE LET/SOLD. STOP LARGE LORRIES SUCH AS TESCO DELIVERIES BLOCKING THE HIGH STREET"
- "Fill empty shops. Reduce traffic in market square"
- "Make it a safe, pleasant place to walk through on Friday & Saturday nights.It's highly unpleasant at present.Demolish the police station. It's the most hideous building in town."
- "Active shopfronts/no empty units. Better visibility of the market square - you dont know its there"
- "Make it more pedestrian friendly."
- "Prevent lorries delivering to Tesco etc between 8.30am and 6pm. A better range of shops are needed, we keep getting more of the same i.e card shops, charity shops and hairdressers. There are quite a few fairly basic things that can no longer be

bought in Knaresborough since Woolworths and Yorkshire Trader went. Compare what is available in Wetherby which is a lovely place to shop No where to buy fresh herbs, aubergines etc, very poor for a market town."

- "Reduce the amount of traffic in the town. More leisure facilities."
- "1) Make ALL the market square free parking for 20 minutes 2) Improve the appearance of empty units"
- "Better variety of shops, cheaper or free parking in the town centre for longer. Help for smaller shops with rent so they can stay open"
- "Better parking. More theme days"
- "Before allowing stores to open on the high street they be made to have off road delivery services."
- "Increase number of stalls on farmers market days. More shops open on a Sunday, it is the only day some people get to shop."
- "More sign posts eg to direct them to the castle/high street"
- "More shops for teenagers and younger people. More things to get the kids of the streets on a Friday/ Saturday night etc."
- "reduce rents and rates to encourage new shops. More emphasis on historical places we have worth a visit."
- "More sign posts around town Clearer road markings"
- "Keep the ginnels clean (from Jockey Lane to Market Place and Fisher Street to Market Place) Improve Kirkgate"
- "Improved diversity of shops, restaurants etc. Lower parking charges."
- "Get businesses to understand they are there to serve customers and not just to suit themselves. Get them to support the Town's activities and to participate in them."
- "Wider range of shops at a reasonable rent. Free car parking on a Sunday morning for church goers."
- "Encouraging more small independent businesses to take up some of the empty premises - though, if possible, not by encouraging national chains to move into empty premises (i.e. not encouraging the likes of whichever coffee chain is applying for change of use, i.e. as is happening with the Clinton Cards business. However, presumably allowing this 'Change of Use' would be better than leaving the site to fall into a state of disrepair. I'm aware that I'm contradicting myself, but I'm also aware that my preference for premises to be occupied by independent businesses may not be realistic! Tidying up the appearance of empty shops. Improving the appearance of the empty shops."
- "Improved parking - and more of it!"
- "Need to fill the empty high street shop. Improve the welcoming feel of the high street and the entrance from Harrogate... Bit shabby"
- "There are too many empty shops and I appreciate that they are individually owned but - consolidate shops into and around the Market Place and use others for offices/accomm."
- "Change use of empty shops. Open all pathways around the castle"
- "A greater variety of shops. More greenery, hanging baskets and flowers"
- "Free parking for residents. More variety of shops"

- "Improve the look of the High Street. Visitors passing through do not see the beautiful market square, just the run down traffic clogged A59."
- "Restrict parking on High Street."
- "1. Empty shops in the High Street kill the town - and those we have are hugely unattractive to inhabitants and visitors alike 2.Traffic jams in our small town are frequently caused by large Lorries unloading. Limit delivery times to before 8am or after 7pm"
- "1. Remove or significantly reduce traffic from the High Street. It's killing the shops on the eastern side of the High Street, especially at the lower end. It detaches the good bit of the town (Market Place) from the eastern side and just acts as a barrier to activity 2. Be more open to non-retail uses, or do something with rents, to ensure that there are no or less, empty units. For example, an NHS Dentist was refused permission, which means many people now travel into Harrogate for these services. And yet empty units still exist! Activity doesn't have to be retail to be good for the town and its people."
- "The market square is lovely, the high street less so, there are a lot of empty shops towards bottom of high street, if these are not viable as shops would rather see them given back to housing so that the buildings are in use which would improve the kerb appeal of the high street as this is the first view visitors get of Knaresborough"
- "Get the heavy lorries and delivery vehicles out of the high street during shopping hours. More visible policing during evenings."
- "Stop lorries delivering to shops at peak traffic times"
- "Fully Pedestrianised Market Place. Less Empty shops"
- "Better signage to sites e.g. Castle. Many visitors do not know it exists as not obvious due to modern buildings. Post office!"
- "ore events on market place"
- "Relax Planning allowing empty premises to easily have alternate uses."
- "We need more higher end retail clothes shops. We need a big Marks & Spencer's Food Store to help attract other businesses."
- "Sort out the shops! Its a shocker. Provide training and skills for existing shop keepers to enable them to get up-to-date and maximise their businesses and encourage new shops into town- proper, practical shops which are useful and will develop trade and be sustainable...a really good fruit and veg shop, a healthy fish monger.... And go mad with flowers...really decorate the town centre with flowers and plants during the appropriate months. And one more thing...where pubs are empty (The Station and The Yorkshire Lass) for goodness take a view on what would be a positive development for the town instead of prevaricating while Knaresborough crumbles before our eyes. Make a proper job of the farmers market...its soooo sad. Can't we get professional help to really make that work? And of course- parking! Enable residents to park in their home town- better still encourage them"
- "Get rid of the bothersome chuggers (charity muggers) in the Market Place. Don't switch the Xmas lights on until December"
- "Pedestrianise the market place Turn all empty premises on the lower part of the high street to living accommodation. More crossings. Turn the cattle market into

long term parking. Provide more leisure facilities (how about a gym and better adult swimming times at the pool)"

- "Market square is surrounded by beautiful buildings but you don't know that from the Knaresborough Road approach which is awful. A real hidden gem which needs un-hiding! Make more of buildings - get people to stop and look up - but how is another matter..."
- "1.Free car parking in car parks. 2. Get rid of the pigeons"
- "Car parking. Too many drunks/loud people coming out of and going into the pubs. Too much litter. The traffic through Knaresborough is absolutely dreadful now that the massive Tesco trucks park and unload during the day. It is so bad now that I try to actively avoid Knaresborough as it is just too much hassle getting there thru the traffic, parking, and then rough people from the pubs. Knaresborough is not like it used to be."
- "Starbucks/Costa coffee shop would be very welcome."
- "More flowers. More seating"
- "Buy now collect later partnership with shops. Buy now local delivery partnership with shops. More events to attract tourists. Sort out the Yorkshire Lass i.e. force the owners to make it look good while it is up for sale and ensure it is set at a reasonable price to sell. But do not allow this to be housing. It is a high profile building on the way into the town it is an eyesore!"
- "More attractive and better quality small retailers. Encourage people to live in town-flats above shops etc etc. What about enabling pop-up shops and businesses...making the most of the empty shops and being entrepreneurial? Lower rentals and encouragement"
- "Better/more shops, or even less empty shop units."
- "Aid the letting of empty shops. Stop heavy lorries using high street and parking for deliveries between 8.30am & 5.30pm"
- "This is tricky. Car parking is a problem, but there isn't really a solution. It's too close to Harrogate, nothing you can do about that either. Market day seems to be busy, so keep that going and work a bit more on tourism, especially during the summer months. Perhaps some outdoor performances at the castle. You could do a package day out with lunch and town tour etc. in conjunction with the railway and bus companies and advertise in the region. Also: no more charity shops, there are too many already!!!"
- "1/ Improve road/highway signage particularly in one way scenarios. 2/ More facilities for young people to get them away from Pubs"
- "Fewer of the same types of shop - gift and/or charity shops and getting all of the empty shops filled. More choice of restaurants/ bars"
- "Improve range of shops and facilities for young children"
- "More parking. Police to move on kids that hang around the bus station/toilets"
- "Costa coffee. Pedestrianise the Market Square"
- "1. Encourage new businesses to start up and take over the empty shops. 2. Stop out of town development and stop more supermarkets from opening up in the town or nearby taking footfall and trade from the town"
- "Lovely as it is!"

- "Better parking. Fewer empty shops"
- "Reduce the cost of rent/rates to encourage small/medium businesses to set up and survive! Introduce a parking permit for local residents which will then encourage them to use the shops on a regular basis for everyday items instead of forcing them out to the supermarkets"
- "Reduce traffic pressure on High St. Fewer empty shops."
- "I love Knaresborough just as it is. We are so lucky to live so near to such a lovely town."
- "1. There aren't many restaurants to choose from, but I don't know how increasing the number could be achieved?! 2. Ban the scare-mongering religious preachers who clog up the pavements on a regular basis."
- "Not sure that The Yorkshire Lass building comes into the town centre area, but it certainly has a poor visual impact on entering/exiting the town. I believe planning for housing was rejected recently, but the owner/s surely must take some responsibility for caring for the structure and not allowing it to crumble away. Empty business premises in the town could have some lively, window displays. Something with impact - local photographers, artists, sculptors, etc. could surely be given free exhibition space."
- "Fill empty shop fronts with anything. Clearer signing to make it clear that Silver Street isn't solely for pedestrians."
- "Longer opening hours at weekends. More parking"
- "better car parking better selection of places to sit and have a break e.g. coffee shop etc"
- "More Traffic restrictions for HGVs. More individual everyday shops not just for the tourists!"
- "Encourage more independent shops/small businesses. Restrict large vehicles delivering on the High Street"
- "Try and get some more ""quality"" independent traders in the town, probably need financial incentives. Keep the shops that are empty looking good / promoting the town"
- "Reduce the shop rental prices to allow new businesses to open. The town centre is suffering visually by having a number of empty shop fronts. This gives the impression the town is run down and in recession. Some rent must be better than no rent. Ensure no more fast food outlets open, 4 pizza shops in a small market town is more than enough."
- "Reduce parking on the High Street or make it one way to allow parking on one side"
- "Need to attract better quality shops through rental/rates offers. Car parking is a nightmare - improve on-street parking."
- "Reduce business rates to support local businesses and fill the rising number of empty shops. Increase policing at night to tackle anti-social behaviour in the town centre."
- "Better pubs, niche beer houses, gourmet restaurants, more farmer markets, cultural festivals"

- "More specialist food shops e.g. when I moved here there were 3 greengrocers now only one. Fewer useless gift shops - they only go out of business!"
- "More of a tourist trap...sell the town! Fill the High Street with quality retail outlets...."
- "The High Street is a mess and really let the town. Car parking should be free on Sunday, especially in the disk zones."
- "car parking,"
- "Being able to park at a reasonable cost. Bypass the town for traffic"
- "Get shops to open later and respond better to modern tastes. A better choice of restaurants would be welcome."
- "Improve the Parking. Reduce the business rate for shops to get more shops to open in the town"
- "1. Less signage - makes it ugly rather than historically beautiful 2. More open on a Sunday and Summer evenings for visitors"
- "Better selection of specialist shops. Fill the empty shops"
- "More variety of shops, there is no shoe shop or general retailer since Woolworths went."
- "Increase the variety of shops and restaurants available there are too many empty, unsightly shops. Try to restrict the number of heavy goods vehicles that use the High Street, especially those that block the road (i.e. Tesco deliveries during peak times). Increase the number of free parking spaces available (20 minutes free) and standardise parking fees £1 up to 2 hours £2 up to 4 hours etc. Add more crossing points to the High Street so it is safer to cross the road."
- "Do something about the very poor High Street - shops are either closed or it's just a mix of charity shops. Charging lower rates may encourage more shops to open - have spoken to some retailers who closed due to the high rates and rents. Better range of regular small cultural events - music, street fayres etc."
- "More weekend markets. More flowers to dress the market space"
- "Greater variety of shops, too many charity shops"
- "Stop the major retailers from unloading lorries on the High Street and blocking the road causing horrendous traffic jams. Take a look at providing incentives for small businesses to occupy the empty premises in the town centre."
- "More car parking. Better range of shops"
- "Encourage pop up shops in the vacant shop units. Connect the visitor attractions"
- "Weight Restriction on traffic using High Street. Restrict unloading/loading hours."
- "Less congestion and improved car parking."
- "Car parking. Greater variety of shops, not charity or gift shops"
- "Stop large wagons from blocking the high street during business hours. Improve the car parking."
- "1 Restaurants and public houses are limited in terms of variety and ""quality"". My partner and I would like to spend more time in the evening in Knaresborough if there were improvement here. 2 Use one of the empty shop premises for serial FREE displays of art/ photographs/ sculptures relating to Knaresborough or local artists."
- "Move bus station to reduce High St congestion. More pelican crossings on High St."
- "More shops. less charity shops, less empty shops"

- "Get a wider variety of shops, too many charity shops and gift shops."
- "More markets e.g. Antique / Flea market"
- "Better quality shops. Discourage excessive drinking which seems to be a problem during evenings"
- "A by-pass or at least reducing traffic on the shopping road. Aside from the river / Mother Shipton, I'm not really sure why I should visit Knaresborough more often - need to have a clearer purpose and reason to visit"
- "Improve car parking. Reduce business rates"
- "No parking in the market place use the old cattle market for parking"
- "Cheaper car parking. More performance venues"
- "More 'individual' shops, less multiples"
- "Fill the empty shops"
- "Selection of shops other than Charity - e.g. Shoe shop. Parking can be a problem and cost if just popping in to get something e.g loaf of bread for tea. especially between 5-6pm"
- "Better shops. Better parking"
- "Attract a wider variety of businesses - too many charity shops & hairdressers. Attract new visitors, beyond West Yorkshire & the caravan 'society'."
- "Make it viable for all the shops to be occupied. Do not allow any more large supermarkets to have premises with the resultant traffic chaos"
- "More free short term parking. No large vehicle stopping during 'office' hours"
- "More interesting shops. Cafes to stay open into the evening."
- "Cheaper car parking fees, more shops"
- "Help with small shop keepers to maintain their presence. There are too many shops spending their hard earned money to set up only to find they cannot sustain it."
- "Remove confusing/conflicting signage. Incentivise retailers to move into to empty units"
- "More variety of shops"
- "Less closed shops, reduce rates for ""new"" shops for say 6months. Free parking for an hour this would encourage locals to use."
- "Improve parking, I just do the free 20 min parking and go home. More shops which sell a range of items"
- "Please improve the car parking situation. You cannot just pop into Knaresborough in your car to use the local shops because YOU CAN NEVER PARK YOUR CAR. You only have to look at a similar sized town (Syston in Leicestershire comes to mind) where there is plenty of parking to see how much of a difference this makes to a town and it's local community. For goodness sake persuade Harrogate Council to reduce the rates shops have to pay before the council ruins our lovely town."
- "Improve the High St. it is very drab and too many empty shops. Coffee shop!"
- "A lot more flowers could be put in the town centre to brighten it up a bit. More varied shops maybe a nice clothes shop in town"
- "Better visible police presence at night. More free parking"
- "Reduce the amount of traffic in the town. More leisure facilities."
- "More events on market place"

- "1. Attract better retailers. 2. Fill empty shops"
- "More free parking. Less empty shops"
- "More quality restaurants. Wider range of shops"
- "Improve the appearance of the High Street Celebrate the independent retailers Celebrate the arts throughout the year"
- "local shopper scheme"
- "More Police presence especially at weekends"
- "MORE FREE PARKING. A BETTER SELECTION OF SHOPS"
- "Ensure that property owners and the Council keep up to maintenance of buildings and facilities and make sure signage is up to date and information about the history and development of the town is easy to find."
- "Provision of a covered performance space in the Castle grounds. Further use of ""Knaresborough scenes"" screens in the windows of empty shops in the High Street."
- "Better shops more variety"
- "A good coffee shop - independent, not a chain - something a bit more modern and upmarket than the old fashioned/touristy tea rooms. A Saturday market - it's really frustrating that the main market is on a Wednesday when we're at work. We want to buy locally but it's not made easy!"
- "The area around the bus station could do with improving."
- "Pay attention to some of the minor graffiti in the town - e.g. at public conveniences at Bond end Fill some of the empty shops, esp. on Market square"
- "encourage more variety of shops - cheaper rents for interesting businesses, or restriction or higher rents on shops of certain types(e.g. there are plenty of charity shops, gift / trinket shops) Congestion: have restrictions on times when loading is not allowed - 9am-5pm, as there is always congestion because of lorries on the main road, and sort out the junction at the top of the high street - the traffic lights need more filters and / or just let one direction go at once instead of 2. Currently, there is no way to continue moving through the junction if the car in front wants to turn right (there's always cars coming from the other direction blocking the turn)."
- "Parking. Choices of shops to improve"
- "Do something with empty shops - anything! Maybe move all shops to top end of high street and convert bottom end to housing. Make high street one way so we don't get gridlock when there's delivery Lorries, buses and cars all trying to get around. Better still close Tesco's!"
- "The High Street could be improved by more attractive shop frontage. To stop all the large delivery Lorries blocking up the high street especially the Tesco deliveries."
- "Consolidate shopping area to minimise the straggle of empty shops down the High Street. Attract two or three 'niche' retailers who would draw in people with specialised interests from wider afield."
- "A public transport link between the train and the bus- it is nearly impossible for an unfit person to get up the hill with shopping or cases. Get some discount shops instead of all the empty shops and gift shops. I miss 'yorkshire trading'!!"

- "Put the tourist information office where Hallmark cards used to be and make it into a community hub as well as a centre for visitors. Give the bottom of the High Street a face lift - as has been done with the flats right down at the Bond End end."
- "Reduce business rates so that there are less empty shops. Build a skate park for the kids"
- "Free car parking. Not letting lorries park on the high street to unload"
- "Upgrade High Street shopping. Encourage use of York Place Car Park"
- "Improve car parking facilities so that those who live in town can have decent on-street parking (I am only allowed one parking permit to park on Station Road, my partner has to take pot luck on finding a space). Encourage brand retailers to come to Knaresborough instead of letting to card/gift type shops, we have too many."
- "Fill empty shop premises possibly by lowering rents/rates. Easing planning constraints to enable change of use of premises and encourage more investment in the town"
- "Higher calibre of independent shops (e.g. like Cooking Fantastic) Kash 4 Klothes is a good example of what NOT to bring in - makes the High Street seem shabby. Better choice of restaurants"
- "More markets"
- "More cultural activities - particular focus on the castle & St Robert Cave"
- "get empty shops filled"
- "more parking & more seating in the market area/town centre"
- "chewing gum bins & cheaper business rates for rent so shops can open"
- "more variety of shops"
- "more shops"
- "more shops & job opportunities"
- "General store like - Woolworths"
- "Larger pedestrian area"
- "Few more police on the ground for visible effect"
- "More variety of shops. More money from Harrogate council to spend on Knaresborough"
- "Good paint job - tarting up"
- "Better bars"
- "Start filling shops with stuff people want"
- "Larger car park that is landscaped so it blends with its surroundings"
- "Fill the empty shops at bottom of high street"
- "Leave it as it is"
- "more variety of shops/decent quality"
- "Keep shop fronts tidy. More gluten free cafes."
- "Keep buildings maintained and up to date"
- "More variety in shops. More activities for kids"
- "Do something about empty shop windows - maybe use artwork from local schools - display it."
- "Less empty shops. Sort out traffic congestion caused by Tesco loading"
- "Try to get the shops filled in the lower end of the high street"

- "Less charity shops"
- "More shops More car parking"
- "Cinema More leisure facilities"
- "Reinstate the Band Stand"
- "Keep traffic out on market days"
- "cheaper parking"
- "More parking. Community stuff - people helping people round the town centre - directions etc"
- "More parking. Tidy it up"
- "more variety of shops"
- "Increase the car parking"
- "car parking - more Better signage"
- "More safety - traffics & kerbs"
- "Better variety of clothes shops. Too many hairdressers"
- "More parking - for long term stay. Something to be done about empty shops"
- "left as is"
- "fine as is"
- "Bigger shops (names)"
- "more cultural activities"
- "more parking"
- "market more often"
- "different types of markets - themed markets bit of music on the streets to lift it up"
- "more shops - reopen closed shops"
- "tidy up paint of buildings"
- "Reduce rent charge of shops to allow them to continue to operate"
- "cleaner"
- "fill the empty shops"
- "extend the market"
- "Fresher veg on market. More parking"
- "no time restrictions on parking and more of it"
- "less charity shops try and fill other shops"
- "slow the traffic down"
- "better signage - more of it (castle, etc)"
- "get some councillors in that know what they are doing"
- "More car parking. More variety of shops"
- "Less charity shops. More variety shops"
- "tidying up less charity shops"
- "Liven up town centre - flowers/water feature"
- "more cloths shops"
- "more seating in town centre"
- "fill the empty shops like the flower displays"
- "regeneration of shopping more shops"
- "Empty shops opening"
- "more leisure facilities for kids"

- "more variety of shops"
- "more shops - home bargain shops like in Ripon More local shops Gave up Yorkshire Trade in and was very popular"
- "Better parking"
- "Tidy up the post office. Fill the empty shops. Good thing - putting the gym equipment down at Starbec/Knaresborough House"
- "Needs a face lift - bit of money injected into it. Greater variety of shops"
- "More money allocated to Knaresborough from Harrogate. Large supermarket in town"
- "Less dogs. Divert A59 away from Knaresborough as it causes too much congestion & road damage with lorries going down the road"
- "Improve bottom end of the main street - revitalise"
- "Reduce the amount of parking in the market square - make it a space for people to spend time in. Restore the character of Knaresborough - buildings"
- "Tesco to stop parking when loading up & causing congestion"
- "Drop prices in shops"
- "More independent shops. Create an art centre in the old gallery - for workshops + generate an identity for visual arts (Gordon Reiss Gallery) Honor mention for town cleaner"
- "Too many wagons coming through the town centre due to the use of sat navs - diversions round town. Too much traffic"
- "Better restaurants & pubs change in retail - better quality"
- "more clothes shops available for larger person"
- "Better footpaths. More parking for disabled in market area esp on Wednesdays."
- "Wider variety of nigh-time activities. Restrict under age parties."
- "Less hair dressers. Restrict and control under age parties at the night club"
- "Less charity shops. More general Stores"
- "Could we have a new notice board for the market place please, or tidy up the one we have. It does not hold many notices. More parking. Empty shops should be let on a short lease. Shops need painting everywhere needs a good tidy up. More variety of shops, a better veg one & wet fish."
- "1. No parking along the high street 2. Lower rents for shop premises to encourage more variety of shops to open."
- "Car parking - cost (permit for residents) Fill empty shops (put down rates).
- "More variety of shops. More youth based activity"
- "Pedestrianise the whole market square and silver street. Encourage traders to open in K/Boro in all empty shops. More variety in shops so it attracts people to visit. More car parks. Re-route A59."
- "Less charity shops. Better choice of shops"
- "1. Allow free car parking for Knaresborough residents for 1 hr (as per Ripon market)  
2. Reduce traffic congestion on High Street by limiting deliveries to Tesco and Fulton to early mornings (before 8am) or suspend parking opposite shops for an agreed period with the shops eg 9am - to 11am to allow ease of traffic movement."
- "Get landlords and property owners to maintain their properties and renovate sympothetically. Ask shopkeepers to look at their opening times - closing days. Only

open 9-5 generally. Not late evenings for those who work so no access to butchers etc. Some shops close by Monday, some Thursday, some Sunday."

- "Improve the footpaths for wheelchair users."
- "Appoint a town Centre Manager."
- "Make it easier for new businesses to take up all empty shop premises."
- "Central post office Male oriented shops"
- "Better quality shops & more variety. Remove Bet Fred this one is not in keeping with a Historical market Place.
- "Cheaper car parking or free at weekends which hopefully would bring more visitors to the town."
- "Extra parking"
- "1) A face lift for the high street 2) A central car park with FREE parking on the Cattle Market Site would keep visitors in town to spend money at shops and cafes. The variety of shops is too limited and there are only a few USEFUL shops. Too many gift type shops. We need more quality food shops, hardware, grocers. Too many bad cafes - not one quality cafe.
- "Tidy up the high street retail units. Demolish the Yorkshire Lass Pub & tidy that area!"
- "Make better shops for teenagers. Provide more seating areas"
- "The High Street looks very scruffy. Smarten entire road. Fill shops, empty ones are a bad sign to tourists."
- "Fill the empty shops eg rates holiday"
- "Better transport <illegible word> from York (buses)."
- "Better bus service to York. Small art house cinema/art gallery"
- "1) Stop creation of young abusive kids in town centre and Snimmins Road area of town 2) As above it needs sorting out."
- "Improve the range of shops not just hair dressers or empty ones. Make use of space ie make the empty swimming pool a play area or climbing frame something that will be used!"
- "Put displays in empty shops - Cinema - Better Variety of shops"
- "1.Prevent the extension & building of any additional business parks west of the town. Existing industrial units pull heavy industrial transportation through the already congested High St. All future industrial development should be east of the town A1 side; thereby preventing any further traffic impact on the town, Note:- 'when the Bond End traffic lights fail; traffic runs free in all directions - no jams no queues! 2) Introduce more comprehensive sports & leisure facilities with parking, 'not elitest hotel based facilities'."
- "1. Tidy up unoccupied properties"
- "1. Car parks (more) 2. Restaurants (more) 3. Less congestion 4. Less card shops 5. No more coffee shops"
- "We would like to see the empty shops taken up. Improved car parking"
- "1. More variety of shops eg shoes and florist 2. More evening activities for all ages"
- "Brighten up the Hight Street painting etc"