Bidford-on-Avon
2015 Benchmarking Report

February 2016

Executive Summary

General

- Replicating the National trend, nearly half (49%) of the ground floor units in the village centre are A1 Shops.
- 78% of the A1 Shops in the village centre mainly sell 'Comparison Goods'. Interestingly none of the village centre users interviewed visited the village for 'Comparison Shopping'.
- 39% of the village centre users visited the village for 'Convenience Shopping', similar to the National Small Towns average. (43%)
- 89% of the A1 Shops in the village centre are unique to Bidford-on-Avon, 20% higher than National Small Towns and 33% higher than the Typology averages.
- 79% of village centre users visited the village centre at least once a week, 5% lower than the National Small Towns average.
- 64% of those interviewed travelled to the village centre 'On Foot', almost double the National average.
- 41% of respondents stated that compared to last year their turnover had 'Stayed the Same' and 35% stated it had 'Increased'. Similarly, 39% of Businesses reported that their profitability had 'Stayed the Same' over the last year.
- **Visit Recommendation;** 81% of village centre users would recommend a visit to Bidford-on-Avon.
- **Geography;** 67% of traders felt that 'Geographical Location' was a positive aspect of running a business in the village and 44% 'Environment'. Both 'Geographical Location' and 'Environment' were markedly higher than the National averages.

Room to improve

- **Footfall;** 31% of Businesses reported that 'Footfall' was a negative aspect of the village. Augmenting the anecdotal information Quiet Day footfall in Bidford-on-Avon, 39 persons per ten minutes, was noticeably lower than the National (98), Regional (72) and Typology (143) figures. Average footfall only increased to 40 persons per ten minutes on the Busy Day, once again vastly lower than the National Small Towns figure of 134.
- **Length of Stay;** 57% of village centre users stayed in Bidford-on-Avon for 'Less than an hour', noticeably higher than the National (33%), Regional (22%) and Typology (19%) averages.
- **Lower Average Spend**; Overall, average spend in the village centre is lower than the National Small Towns average with 9% spending more than £20.01,

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

18% lower than the National figure. 36% of village users spent £5.01-£10.00 on a normal visit to Bidford-on-Avon.

- **Retail Offer**; 61% of village centre users rated 'Retail Offer' as a negative aspect of 'Bidford-on-Avon, higher than the National (41%), Regional (36%) and Typology (45%) figures. 'Improving the Retail Offer' was a key theme to emerge from the qualitative suggestions for village centre improvements.
- **Food and Drink Offer**; 'Improving the Food and Drink Offer' was a key theme to emerge from the qualitative suggestions for village centre improvements.
- **Business Confidence;** In regards to Business Confidence, 41% of Businesses expected their turnover to 'Stay the Same', however 35% expected this to 'Decrease', 20% higher than the National average.

Introduction

The Approach

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

People and Places Town Benchmarking licenses allow users to collect data on the 12 Key Performance Indicators from 1st January to 31st December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to People and Places 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 units
- Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small Town analysis. **Bidford-on-Avon** with **40** units is part of the **Small** Town analysis. The analysis provides data on each KPI for the Benchmarked town individually and in a Regional, National and where possible Typology context. Regional figures are an amalgamation of the data for all the towns in a specific region. The National figure is the average for all the towns which participated in Benchmarking during 2014.

Information on towns contributing to Benchmarking in 2014, whether they are part of the Large or Small Town cohort, Region and Typology can be found within the Appendix

The Reports

The People and Places Town Benchmarking report provides statistical analysis of each of the KPI's. Individual towns are encouraged to add their own commentary to the analysis, noting specific patterns or trends and using local knowledge to provide specific explanations. The reports are used by a variety of key stakeholders such as local authorities, town and parish councils, local partnerships and universities to;

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

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey
KPI: Commercial Units; Comparison/Convenience	Visual Survey
KPI: Commercial Units; Trader Type	Visual Survey
KPI: Commercial Units; Vacancy Rates	Visual Survey
KPI: Markets	Visual Survey
KPI: Footfall	Footfall Survey on a Bridge Closure/ Non Bridge Closure Day
KPI: Car Parking	Audit on a Bridge Closure/ Non Bridge Closure Day
KPI: Business Confidence Surveys	Hand Delivery/ Postal/ Online for Homeworkers Survey
KPI: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI: Shoppers Origin Surveys	Shoppers Origin Survey

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

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

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

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 Cafes	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
B1	Businesses	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	General Industrial
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 occupied units recorded.

	National Small Towns %	West Mid. Small Towns %	Typ. 4 %	Bidford %
A1	51	49	48	49
A2	15	12	17	11
A3	8	9	6	5
A4	4	5	4	8
A5	5	3	5	8
B1	3	2	2	5
B2	1	1	1	0
B8	0	0	0	0
C1	1	2	0	3
C2	0	0	0	0
C2A	0	0	0	0
D1	6	7	7	11
D2	1	1	1	0
SG	5	7	9	0
Not Recorded	0	0	1	0

Replicating the National trend, nearly half (49%) of the ground floor units in the village centre are A1 Shops.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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

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

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

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

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

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

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

	National Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidford %
Comparison	81	86	87	78
Convenience	19	14	13	22

78% of the A1 Shops in the village centre mainly sell 'Comparison Goods'.

KPI: COMMERCIAL UNITS; TRADER TYPES

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

The following shops are considered Key attractors by Experian Goad.

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

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

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality

	Nat. Small Towns %	West Mids. Small Towns%	Typ. 4 %	Bidford %
Key Attractor	4	4	9	0
Multiple	20	11	28	11
Regional	7	4	7	0
Independent	69	81	56	89

89% of the A1 Shops in the village centre are unique to Bidford-on-Avon, 20% higher than National Small Towns and 33% higher than the Typology averages.

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

KPI; COMMERCIAL UNITS VACANCY RATES

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.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	Nat. Small Towns %	West Mids. Small Towns%	Typ. 4 %	Bidford %
Vacancy %	7	4	6	7.5

7.5% of the ground floor units in the village centre were vacant at the time of the audit in September 2015, the same figure as the National Small Towns average. To place the data into further context, research organisation Springboard note that the current vacancy level is 10%.

KPI; MARKETS

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.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

	National Small Towns	West Mids. Small Towns	Typ. 4	Bidford
Average Number of Traders	*21*	*14*	*25*	*n/a*

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

KPI: FOOTFALL

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

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality, from the One Stop to the Old Bridge Inn on the High Street.

	Nat. Small Towns	West Mids. Small Towns	Typ. 4 %	Bidford
Busy Day	*134*	*110*	*212*	*40*
Quiet Day	*98*	*72*	*143*	*39*

Please note the Busy Day in Bidford-on-Avon refers to Thursday 11th February 2016 when the Bidford Bridge was operational. The Quiet Day refers to Wednesday 23rd September 2016 when the Bidford Bridge was closed for repair.

On the Quiet Day footfall in Bidford-on-Avon, 39 persons per ten minutes, was noticeably lower than the National (98), Regional (72) and Typology (143) figures. Average footfall only increased to 40 persons per ten minutes on the Busy Day, once again vastly lower than the National Small Towns figure of 134.

The following pictures and tables provide a breakdown of each individual footfall count.

Footfall Count; Crossroads High Street, One Stop to Old Bridge Inn

Footfall Count; High Street; Bidford Health Centre

Wednesday 23rd September 2015

Time	High Street; Bidford Health Centre	Time	High Street; One Stop to Old Bridge Inn
10.50-11.00	15	**10.50-11.00**	39
11.20-11.30	20	**11.20-11.30**	46
12.40-12.50	13	**12.40-12.50**	33
Total	**48**	**Total**	**118**
Average	***16***	***Average***	***39***

Thursday 11th February 2016

Time	High Street; Bidford Health Centre	Time	High Street; One Stop to Old Bridge Inn
10.50-11.00	21	**10.50-11.00**	35
11.20-11.30	22	**11.20-11.30**	49
12.40-12.50	26	**12.40-12.50**	37
Total	**69**	**Total**	**121**
Average	***23***	***Average***	***40***

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

KPI: CAR PARKING

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;

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

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

	Nat. Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidford %
Car Park:				
Total Spaces:	89	81	88	72
Short Stay Spaces: (4 hours and under)	48	30	51	0
Long Stay Spaces: (Over 4 hours)	46	54	43	73
Disabled Spaces:	4	4	4	3
Not Registered	2	11	2	0
Vacant Spaces on a Busy Day:	28	10	38	19
Vacant Spaces on a Quiet Day:	39	32	48	28
On Street:				
Total Spaces:	11	19	12	28
Short Stay Spaces: (4 hours and under)	67	51	82	93
Long Stay Spaces: (Over 4 hours)	12	13	7	0
Disabled Spaces:	5	4	9	7
Not Registered	16	32	2	0
Vacant Spaces on a Busy Day:	14	6	7	31
Vacant Spaces on a Quiet Day:	20	18	10	28

Overall				
Total Spaces:	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	50	34	55	26
Long Stay Spaces: (Over 4 hours)	42	47	39	70
Disabled Spaces:	5	4	5	4
Not Registered	3	15	2	0
Vacant Spaces on a Busy Day:	26	9	35	28
Vacant Spaces on a Quiet Day:	37	29	44	22

72% of all provision in the village centre is based in off street parking.

On the Busy Day, 28% of all car parking was vacant, 2% higher than the National figures. On the Quiet (Bridge Closure) Day car parking vacancy dropped to 22%, 15% lower than the National average.

KPI : BUSINESS CONFIDENCE SURVEY

In regards to the 'business confidence' by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the **19** returned Business Confidence Surveys from those based both in the town centre and running a business from home.

	National Small Towns %	West Mids. Small Towns%	Typ. 4%	Bidford. %
Nature of Business				
Retail	61	62	60	21
Financial/ Professional Services	15	11	13	42
Public Sector	2	4	2	0
Food and Drink	12	12	11	11
Accommodation	n/a	n/a	n/a	0
Other	10	12	13	26
Type of Business				
Multiple Trader	13	8	22	0
Regional	6	6	4	13
Independent	81	86	73	88
How long has your business been in the town				
Less than a year	6	9	7	0
One to Five Years	22	24	9	32
Six to Ten Years	13	14	22	26
More than Ten Years	60	54	62	42

68% of the respondents had run a business from the village for more than six years.

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

Compared to last year has your turnover	National Small Towns %	West Mids. Small Towns%	Typ. 4%	Bidford. %
Increased	39	38	43	35
Stayed the Same	34	38	31	41
Decreased	27	23	26	24
Compared to last year has your profitability				
Increased	35	36	38	33
Stayed the Same	36	39	33	39
Decreased	30	25	29	28
Over the next 12 months do you think your turnover will				
Increase	45	52	34	24
Stay the Same	40	38	54	41
Decrease	15	10	12	35

41% of respondents stated that compared to last year their turnover had 'Stayed the Same' and 35% stated it had 'Increased'. Similarly, 39% of Businesses reported that their profitability had 'Stayed the Same' over the last year. In regards to Business Confidence, 41% of Businesses expected their turnover to 'Stay the Same', however 35% expected this to 'Decrease', 20% higher than the National average.

What are the positive aspects of the Village Centre?	National Small Towns %	West Mids. Small Towns%	Typ. 4%	Bidford %
Physical appearance	44	47	31	28
Prosperity of the town	41	46	31	6
Labour Pool	n/a	n/a	n/a	0
Environment	23	34	17	44
Geographical location	51	53	52	67
Mix of Retail Offer	39	43	40	11
Potential tourist customers	43	52	40	6
Potential local customers	75	77	57	56
Affordable Housing	13	14	10	11
Transport Links	27	17	55	17
Car Parking	43	43	33	39
Footfall	-	-	-	0
Rental Values/ Property Costs	20	22	10	28
Market (s)	24	20	31	0
Events/ Activities	30	43	38	17
Marketing/ Promotions	14	14	24	17
Local Partnerships/ Organisations	17	17	24	6
Other	3	4	2	0

67% of traders felt that ‘Geographical Location’ was a positive aspect of running a business in the village, with 56% stating ‘Potential Local Customers’ and 44% ‘Environment’. Both ‘Geographical Location’ and ‘Environment’ were markedly higher than the National averages.

What are the negative aspects of the Village Centre?	National Small Towns %	West Mids. Small Towns%	Typ. 4%	Bidford. %
Physical appearance	17	12	29	23
Prosperity of the town	22	17	22	23
Labour Pool	10	10	7	8
Environment	n/a	n/a	n/a	17
Geographical location	6	6	5	8
Mix of Retail Offer	18	20	24	15
Potential tourist customers	6	5	5	23
Potential local customers	3	3	2	8
Affordable Housing	8	7	10	0
Transport Links	21	32	5	15
Car Parking	50	46	46	8
Footfall	-	-	-	31
Rental Values/ Property Costs	27	22	29	15
Market (s)	8	3	32	8
Local business competition	16	20	5	15
Competition from other localities	21	21	7	31
Competition from out of town shopping	33	34	22	23
Competition from the internet	34	32	24	23
Events/ Activities	6	5	10	0
Marketing/ Promotions	6	6	12	0
Local Partnerships/ Organisations	3	4	2	0
Other	3	7	12	15

31% of Businesses reported that ‘Footfall’ was a negative aspect of the village.

Has your business suffered from any crime over the last 12 months	National Small Towns %	West Mids. Small Towns%	Typ. 4%	Bidford. %
Yes	24	22	34	0
No	76	78	66	100
Type of Crime				
Theft	69	63	79	0
Abuse	12	12	21	0
Criminal Damage	38	39	36	0
Other	4	2	0	0

None of the Businesses reported that they had suffered any business crime over the last 12 months.

What additional services would you benefit your business?

Please note this question was only asked to those with a business based at home

The main theme to emerge for the Homeworkers was an 'Improvement in Broadband Speed'.

- A high street work place I could afford.
- Faster broadband Local networking opportunities
- Faster broadband. Better mobile signals.
- An improved telecoms network - something reliable and sufficiently fast for a modern business
- The existing services of a garage and bank are essential. The only other service that would be useful would be somewhere to buy supplies, tools etc.
- Better Broadband
- Government not giving children free spaces just through nurseries
- Difficult to say but I think to get my product into other local retail outlets actually in the village would be a big plus point. My product sells itself and is wanted by the locals that know it.
- Faster broadband Affordable office/studio spaces for rent

What two suggestions would you make to improve the villages economic performance?

The key theme to emerge from the suggestions was the need to 'Improve Promotions and Events' in the village;

- "A new bridge designed to take heavy traffic. The old bridge was closed for 5 months and our business has halved and it could happen again."
- "Encourage small businesses and take High St premises."
- "Boosting the tourist potential of the village by installing brown tourist signs to make people aware of the Saxon Bridges, Riverside Walks etc. People drive through the village on the bypass and have no idea that Bidford is a pretty waterside village. Trying to entice new businesses onto the High St to fill the empty retail units. I have no idea how this can be achieved."
- "Better signage about what the High Street has to offer e.g. Tourist signs. Brown ones."
- "More work for local people so the village isn't only a place for sleeping. New ideas for retail outlets- charity shops might be useful in vacant premises."
- "Bidford is a beautiful village and steeped with history. I think that it's nice to have individual shops and not High St Shops. Because nothing is being done to improve Bidford and put it on the map, I would firstly start with the island that is a central point of the village. When coming into the village the Island is a mess with unkept trees, if it were to be tidied up and a 'Welcome to Bidford' sign even a representation of some kind would be nice. Flowers or hanging baskets all the way down the street that joins the tow ends together as shops .....feel separated, There are a few empty shops available to rent and as a business owner and have been in the village for 7 years I have contemplated on putting another business in but because the local people are not coming into the village (and mainly after researching, people don't know that this village exists!! Once a month a market would go down well, when it's Christmas it looks lovely so this could happen all year round with the effort that happens then. You only have to look atm Alcester town. It has improved tenfold, with just more appealing shops, the core of the village i.e. flowers, plants and welcome sign. Please do something!!! Also we do not need a Traffic Warden and especially when Bidford Bridge was being repaired. You would not believe how many people were furious when there was disruption Stratford Council Parish Council to come together to spend money on the village. Listen to shop owners and the public to do what is required. Then there will be more shops and people will spend."

- Revive the High Street. Doctors surgery IN the village! NB: I have moved out of Bidford this year but still come in to clients as a mobile therapist.
- Preserve village for the sake of the tourist trade ie stop building houses and ruining the village plus do not allow a quarry to ruin the local environment. Regenerate the high street
- 1 Proper broadband throughout the village 2 Improving signals so mobiles work and do not auto-divert to voicemail.
- 1. Maintenance and expansion of infrastructure/services in line with levels of new house building. 2. Increase in awareness of people living in surrounding areas as to what services and facilities are available in Bidford.
- Events that bring people together. Keep the newly formed Chamber of Commerce going as it has lots of enthusiastic people who want to generate events that will help local businesses.
- The Bidford bash that just took place was a great way of bringing the village together. Upping the profile of what's available I guess but people will not make the effort to visit the place if they do not want to.
- Bidford needs some kind of unique hook to get people to come. At present, many people can get more choice elsewhere
- Encourage business/shops/visitors to the High Street and have shops open at the weekends when visitors are in the area. Encourage more business events/meetings/networking in Bidford Promote Bidford as a destination for business and leisure. Have an attraction, small museum/TIC, cycle/walkways, town focal point.
- Revitalise and increase footfall in the High Street and ensure key businesses such as the bank, the pharmacy remain. Improve a cycling and walking links and make them more attractive to use, and consider other ways of reducing traffic in and around the village.

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

KPI 11: VILLAGE CENTRE USERS SURVEY

The aim of the Town Centre Users 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 can be very different to someone who has never been to the place before.

The following percentage figures are based upon the **88** completed Village Centre User Surveys.

	Nat. Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidf. %
Gender				
Male	38	41	47	42
Female	62	59	53	58
Prefer not to answer	-	-	-	0
Age				
16-25	5	6	2	2
26-35	12	8	19	5
36-45	17	16	11	17
46-55	18	17	18	19
56-65	22	21	28	24
Over 65	27	32	21	30
Prefer not to answer	-	-	-	2
What do you generally visit the Village Centre for?				
Work	15	21	29	1
Convenience Shopping	43	56	31	39
Comparison Shopping	5	5	6	0
Access Services	17	9	6	25
Leisure	12	18	15	20
Other	9	16	13	15

39% of the village centre users visited the village for 'Convenience Shopping', similar to the National Small Towns average. (43%) None of the respondents visited the village for 'Comparison Shopping'.

How often do you visit the Village Centre	Nat. Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidf. %
Daily	29	28	49	16
More than once a week	40	48	22	32
Weekly	15	10	16	31
Fortnightly	5	4	1	5
More than once a Month	4	17	2	4
Once a Month or Less	7	13	9	11
First Visit	1	3	2	1
How do you normally travel into the Village Centre?				
On Foot	34	37	30	64
Bicycle	2	2	3	1
Motorbike	0	1	2	0
Car	56	54	54	33
Bus	5	4	7	0
Train	1	0	2	0
Other	1	2	2	1
On average, on your normal visit to the Village Centre how much do you normally spend?				
Nothing	4	4	4	6
£0.01-£5.00	15	10	15	19
£5.01-£10.00	25	24	33	36
£10.01-£20.00	30	29	27	30
£20.01-£50.00	21	24	16	9
More than £50.00	6	9	4	0

79% of village centre users visited the village centre at least once a week, 5% lower than the National Small Towns average.

64% of those interviewed travelled to the village centre 'On Foot', almost double the National average.

Overall, average spend in the village centre is lower than the National Small Towns average with 9% spending more than £20.01, 18% lower than the National figure. 36% of village users spent £5.01-£10.00 on a normal visit to Bidford-on-Avon.

What are the positive aspects of the Village Centre?	Nat. Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidf. %
Physical appearance	56	80	28	60
Cleanliness	52	67	50	51
Retail Offer	35	51	25	15
Customer Service	44	71	49	23
Cafes/ Restaurants	51	66	50	17
Access to Services	69	72	46	51
Leisure Facilities	22	42	28	16
Cultural Activities/Events	28	48	13	10
Pubs/ Bars/ Nightclubs	35	55	24	19
Transport Links	34	38	71	22
Ease of walking around the town centre	71	82	81	53
Convenience e.g. near where you live	71	71	53	79
Safety	44	66	71	30
Car Parking	46	51	59	42
Markets	37	38	16	0
Other	4	2	1	9

79% of village centre users rated 'Convenience' as a positive aspect of Bidford-on-Avon. 60% felt that 'Physical Appearance' was a positive aspect of the village centre, 4% higher than the National Small Towns average and 32% higher than the Typology figure. 'Ease of walking around' (53%), 'Cleanliness' (51%) and 'Access to Services' (51%) were also classed as positive aspects of Bidford-on-Avon.

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

What are the negative aspects of the Village Centre?	Nat. Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidf. %
Physical appearance	26	12	47	16
Cleanliness	24	25	31	3
Retail Offer	41	36	45	61
Customer Service	8	7	16	0
Cafes/ Restaurants	16	17	29	24
Access to Services	11	14	20	27
Leisure Facilities	32	33	47	42
Cultural Activities/Events	26	32	55	28
Pubs/ Bars/ Nightclubs	22	20	53	18
Transport Links	25	37	4	8
Ease of walking around the town centre	7	5	8	9
Convenience e.g. near where you live	7	11	33	5
Safety	12	17	4	1
Car Parking	37	38	22	16
Markets	22	38	65	20
Other	9	8	2	15

61% of village centre users rated ‘Retail Offer’ as a negative aspect of Bidford-on-Avon, higher than the National (41%), Regional (36%) and Typology (45%) figures. Leisure Facilities (42%) were also classed as a negative aspect.

How long do you stay in the VIllage Centre?	Nat. Small Towns %	West Mids. Small Towns %	Typ. 4 %	Bidf. %
Less than an hour	33	22	19	57
1-2 Hours	42	49	28	33
2-4 Hours	14	17	23	9
4-6 Hours	3	3	6	0
All Day	7	8	25	0
Other	1	1	0	1
Would you recommend a visit to the Village Centre?				
Yes	80	94	92	81
No	20	6	8	19

57% of village centre users stayed in Bidford-on-Avon for 'Less than an hour', noticeably higher than the National (33%), Regional (22%) and Typology (19%) averages.

81% of village centre users would recommend a visit, 1% higher than the National Small Towns average.

What two suggestions would you make to improve the performance of the village centre?

'Improving the Retail Offer' was the key theme to emerge from the qualitative suggestions for improving the town centre. Comments included;

- *The question is not just about 'what' but a concerted effort to create an atmosphere around decent shops that aren't closed at times when people can visit them. Twice I've made the effort to buy bread at the bakers instead of budgens and both times it was shut.*
- *Another supermarket as Budgens has a monopoly thus charging too high prices*
- *Encourage a greater variety of retail stores (and bring the Post Office back from the supermarket!)*
- *Better offerings at the local shops. Lack of local quality/diversity of produce you'd expect in a rural village setting that people would make a specific trip for.*

‘Improving the Food and Drink Offer’ was another theme to emerge from the qualitative suggestions;

- *A more welcoming Cafe e.g. Longer opening times, that serves the village visitors and villagers, not just the owners.*
- *Pubs/restaurants seem to be dying on their feet, despite the massive expansion of the number of village households. Should be aimed at families to encourage more of a village feel.*
- *Perhaps a nice café or ice cream parlour would encourage users of the Big Meadow to venture into village/ I often walk through village on my way to the Big Meadow, or whilst on a dog walk or to visit friends, but rarely stop.*

‘Traffic Management’, ‘Car Parking’ and ‘Reinstating Doctors and Post Office’ were sub themes to emerge from the data.

A full list of colour coded comments is provided below. Please note that respondents comments have not been corrected so there are grammatical errors.

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

What two suggestions would you make to improve the performance of the village centre?

Key
Improving Retail Offer
Improving Food and Drink Offer
Car Parking
Reinstating Doctors and Post Office
Traffic Management

- New big supermarket, Budgens is very busy. So many new houses but no Supermarket!
- The question is not just about 'what' but a concerted effort to create an atmosphere around decent shops that aren't closed at times when people Can visit them. Twice I've made the effort to buy bread at the bakers instead of budgens and both times it was shut.
- Increased parking facilities A bus shelter
- More retail shops. Needs maintenance
- Decent restaurant. Another supermarket as Budgens has a monopoly thus charging too high prices
- A more welcoming Cafe e.g. Longer opening times, that serves the village visitors and villagers, not just the owners. Ask the existing shop landlords to make their shop fronts more welcoming/attractive. Not just the quick fix paint jobs and posters that exist at the moment.
- Stop parking restrictions. Bring back the late night bus.
- There is far to much dog poo--every-where you go in the village....
- Open up the closed end of the high street and make the traffic one way. This would make the cul de sac end of the street more viable. Subsidise the business rates for retail outlets to encourage new business.
- more retail more commercial events on big meadow
- Bring back a post office. Ensure owners clear up after their dogs
- Build a new road bridge and make the existing one pedestrian only.
- Open the access to the main streets up more/differently - the traffic lights can be an issue as very busy at times. The no through road causes congestion with parked cars blocking the road so another car park may be needed that side or parking for disabled. Encouraging more shops to set up so it's not neccassery to go to other towns/villages such as a type of pound shop, another bank
- Shops. Access to the Meadow
- Make traffic one way Increase width of pavements, with more access ramps
- More types of shops.

- Larger choice of shops On street parking
- Broader range of shops Better parking (including prevention of parking on the double yellow lines opposite the bakery and by the Balti Hut, which causes traffic congestion)
- A market - perhaps once a month Greengrocers
- leisure centre/facility café/tea shop
- Encourage a greater variety of retail stores (and bring the Post Office back from the supermarket!) Discourage gangs of teenagers from congregating by the bridge/One-Stop
- It is now just a quiet residential area. Am not sure the buses should squeeze through there any longer.
- It would be good to encourage traffic flow into and through the village. Currently, most traffic enters the village centre (the traffic lights are a barrier), gets to the square, bumbles about trying to park, then leaves by the same route - coming into conflict with other traffic entering.
- More retail units. Pedestrianise the bridge
- Better promotion and marketing locally. Review parking restrictions following departure of Dr surgery
- Better offerings at the local shops. Lack of local quality/diversity of produce you'd expect in a rural village setting that people would make a specific trip for. 2) Pubs/restaurants seem to be dying on their feet, despite the massive expansion of the number of village households. Should be aimed at families to ecourage more of a village feel.
- occasional police presence on foot! 2return of post office to village centre
- More shops and make it more a tourist destination.
- Supermarket would bring more people into the village . A charity shop.
- Greater diversity of shops. More facilities for the youth of the village.
- Enhance the interaction with the River Avon wherever possible 2. Better publicity for opportunities for walks (centred on the village, and preferably circular) around the area, to encourage walkers. Who may then want to spend money in cafes, pubs etc ...
- Dropped curbs. This needs addressing throughout the village and I am putting together a detailed report of where this needs addressing most to provide to the council. I also feel that the bridge is unsafe for someone such as myself in a wheelchair and this could be improved.
- Better management of traffic over the bridge. Ban all vehicles over 7 tonnes, except single deck buses from using the bridge. Reduce the number of pubs.
- We need more shops. Re-opening the Doctor's surgery as an off-shoot of the main premises would help the footfall in the High Street which would help the small businesses there

- 1 Reduce business rates to encourage new business. 2 Make sure that all the new estates in the village are aware of the village centre and do not just turn left to Stratford or left to Evesham. Most people are unaware of the village centre.
- Revitalise village centre with better destination shops, cafe etc to increase footfall and dwell time. Ensure key businesses such as bank and pharmacy remain.
- It would be good to be able to sit and look at the river-What is happening to the old Health Centre-could the riverside section (i.e. a bit of the car park) be used for this. Perhaps a little leaflet with a circular walk and some of the history be made available.
- Keep the village shops open as shops if any businesses close down. Limit the weight and widith of vehicles over the ancient Bridge to prevent further damage and disruption
- Bring back doctors.
- Cafe/coffee shop. Encourage more shops
- Would love to see more of a 'cafe culture' promoted along the High Street. An occasional street market would be great.
- Bidford Pound scheme 2. A Bidford Loyalty scheme across all retail, leisure & services, particularly to encourage first time customers to become repeat customers
- encourage more shops or businesses with a wider range of services/products. Improve the pubs.
- A more up market cafe. Shops.
- No parking in the High Street opposite the pub carpark
- Cleaning more thoroughly and more places to sit in shelter if it rains.
- Better retail offer Cafe(river fronted!)
- Now that the Health Centre and Post Office have moved away from the surgery, there is little to entice a visit to the village centre. Perhaps a nice café or ice cream parlour would encourage users of the Big Meadow to venture into village/ I often walk through village on my way to the Big Meadow, or whilst on a dog walk or to visit friends, but rarely stop.
- One Way traffic route along top end of High Street and Icknield Street. Replacement of former health centre with a low-rent complex of small retail units
- Retailers making better use of advertising opportunities. Bidford promoting itself better to encourage more visitors
- Probably a market, or event like have been started by chamber of commers
- Increase variety of shops Weekly market

- Improvement to the physical appearance of the buildings near to the traffic lights and crossroads by the bridge. A seat outside the Bull's Head area for people waiting for the bus.
- A more upmarket cafe. 2. A reason to visit. The Post office in no longer in the village centre The Health Centre in no longer in the village centre
- More shops
- Have more traders near chemist /bring back post office near to bank, and have another modest cafe with pavement seating in that area too ie use old surgery building.
- Ensure the former Saxonhead pub is used as a viable business. Tidy up the former British Legion club as it looks tatty
- Police station Pubs could be friendlier and more welcoming/inviting
- Provide an indoor leisure centre Longer bank hours (and keep the bank)
- More variety of shops, I.e Greengrocers, etc 2. Bring it up to date.
- A bus shelter in each direction. short stay parking at the pharmacy - NHS rules dictate that repeat prescriptions must be repeated monthly. We have a high proportion of elderly people and therefore monthly visitors to the pharmacy. Some may not be able to walk very far.
- Cafe, more special events, market, more leisure facilities. Fix the bridge!
- More shops and restaurants please!
- Better quality stores - butchers and baker could attract far more people with a wider and higher quality offering. Incentives for local producers to be able to sell in the village. Better pub offering. Bell in Welford is a good example of what can be done.
- More choice of retail shops. Road access - it should be a one way system to the east of the traffic lights as the High Street is too narrow to accommodate two way traffic

KPI : SHOPPERS ORIGIN SURVEY

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 **730** postcodes gathered from businesses are 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

	National Small Towns%	West Mids. Small Towns %	Typ. 4 %	Bidford %
Locals	54	54	66	n/a
Visitors	29	29	22	n/a
Tourists	16	18	12	n/a

Businesses in the village centre failed to provide Post Codes of customers.

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

Moving Forward

The Benchmarking Reports are detached evidence based research exercises on which action planning for moving localities forward can be firmly based. Alongside the hard evidence it is also interesting to know how first time visitors view the locality. The People and Places Research team were extremely complimentary about the physical appearance and local environment of Bidford-on-Avon recording that the locality was a 'picturesque and charming riverside village which lends itself to both residents and visitors.'

The following points have been identified by People and Places Partnership as potential actions to help Bidford-on-Avon to continuously improve;

- Action 1; It is imperative that there is one overarching Plan which is developed for the village and that all of the relevant organizations sign up to contribute to the documents. The Action Plan should be used as an organic document which can bring stakeholders together with one overarching aim and mission statement. Too often in localities there are different organizations working to different plans and targets. In these instances opportunities to work together and combine resources as a whole town or village are largely missed. An Action Plan for Bidford-on-Avon needs to be developed, based on the Benchmarking Report and other evidence based activities. One methodology could be for a meeting of key stakeholders to take place to ascertain how differing organizations operating in the village can work together to deliver the Action Plan. A second meeting would then finalize realistic and achievable objectives with designated timelines and assign project leads to each of these objectives. The basis for any organization or multi organization to deliver an Action Plan successfully are the Form; e.g. ensuring the structure of the organization can both deliver and perform decision making; the Function; e.g. objectives are clearly defined and measured and Folk; e.g. a passionate hard working collective of people who are keen to deliver.
- Action 2; Footfall needs to be increased in the village centre. Despite the counts highlighting that the Bridge Closure had no impact on footfall, it is important to get more spending customers into the village. Findings highlight that 79% of Centre Users travelled to the village at least once a week and the majority on foot so a core local trade is evident. However, as previously noted, Bidford-on-Avon lends itself to attracting visitors through events and activities utilizing the uniqueness of the proximity of the river

and open space to the core shopping area. In terms of increasing regular footfall the village is a great location for attracting 'walkers and ramblers'. Currently there are places to stop and eat or pick up take away food however qualitative suggestions highlight a room for improvement to the present offer. Advertising on relevant websites and in publications is often the first step in attracting such a cohort. Similar sized riverside towns such as Stony Stratford have developed music and food festivals, using the natural environment and open spaces to attract visitors. Farmers or Christmas Markets, if well run, have also historically helped develop trade. The Farmers Market in Deddington, Oxfordshire provides an excellent blueprint of a well run event and People and Places have arranged study tours to visit both the market and the key players in previous years.

More information on Deddington Farmers Market can be accessed on http://www.deddingtonfarmersmarket.co.uk/

It is also important that the market compliments the current village centre offering to ensure trade is not taken away from existing traders and as the report identifies there is room for improvement in regards to both Business Confidence and average Customer Spend. A key decision in Bidford would be to work out a suitable location for the market and the local planning authority will need to be included in any discussions. Christmas Markets can also offer a unique experience to both locals and tourists. Hythe in Hampshire has run a particularly successful event and research indicated that first time visitors at the market returned to the town during normal trading conditions which is the ultimate aim.

- Action 3; It is essential to gauge the performance of any existing events and festivals and their impact on the village centre. The Benchmarking provides a methodology and baseline in terms of footfall, car parking and customer spend and these data gathering activities should be replicated during an event. Reviewing the economic impact on traders is also important and can be easily produced by asking traders to record 'ball park' takings on a 'normal' trading day and during the 'key calendar' dates.

Appendix

Participating towns in 2014

The following towns all contributed to the Benchmarking System in 2014.

TOWN NAME	REGION	TYPOLOGY
Cowbridge	South West	n/a
Llantwit Major	South West	n/a
Abergavenny	South West	n/a
Blaenavon	South West	n/a
Corsham	South West	2
Devizes (L)	South West	2
Frome	South West	2
Okehampton	South West	2
Ludgershall	South West	4
Marlborough	South West	2
Melksham	South West	2
Tavistock	South West	2
Trowbridge (L)	South West	2
Warminster	South West	2
Westbury	South West	2
Wilton	South West	2
Basingstoke (Top of Town)	South East	n/a
Bletchley	South East	n/a
Stansted	South East	5
Great Dunmow	South East	5
Saffron Waldon	South East	5
Stratford upon Avon (L)	West Midlands	5
Alcester	West Midlands	2
Great Malvern	West Midlands	2
Tenbury Wells	West Midlands	2
Newport	West Midlands	8
Southam	West Midlands	4
Rhayadar	West Midlands	n/a
Upton upon Severn	West Midlands	3
Ross on Wye (L)	West Midlands	2
Loughborough (L)	East Midlands	n/a
Melton (L)	East Midlands	2
Hucknall (L)	East Midlands	n/a
Retford (L)	East Midlands	2

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

Worksop (L)	East Midlands	6
Westdale Lane	East Midlands	n/a
Bury St Edmunds (L)	East of England	2
Wymondham	East of England	2
Loddon	East of England	2
Huntingdon	East of England	4
St Ives	East of England	4
Harleston	East of England	2
Neston	North West	1
Alston	North West	n/a
Appleby	North West	2
Buckley	North West	n/a
Colwyn Bay (L)	North West	n/a
Connahs Quay	North West	n/a
Flint	North West	n/a
Holywell	North West	n/a
Kirkby Stephen	North West	2
Llangefni	North West	n/a
Holyhead	North West	n/a
Mold	North West	n/a
Penrith (L)	North West	2
Queensferry	North West	n/a
Saltney	North West	n/a
Shotton	North West	n/a
Leyburn	North East	3
Hexham (L)	North East	5
Morpeth	North East	1
Ponteland	North East	1
Ballinasloe	Republic of Ireland	n/a

(L) denotes Large Town

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

Typology Information

Group 1 : Middle Aged, Managerial Jobs
236 places (14.7%)
This group is characterized by relatively high values on young/middle age groups (25–44), intermediate and managerial occupations, people working in public administration, education and defence, detached housing, households with adult children and a high proportion of carers. It has low numbers of residents with no qualifications. Geographically the group is found on the outskirts of the big cities and towns outside London and along the south coast from Essex and Kent and into Devon and Cornwall.

Group 2 : Single Persons, Routine Jobs
261 places (16.3%)
Places in this group are particularly characterized by persons living alone (separated/divorced and pensioners), as well as people in routine and lower supervisory and managerial occupations and people living in rented accommodation. Car ownership is low whilst travel to work by public transport is relatively high. Geographically this group is well scattered across the rural areas of the country but particularly in the East of England (Norfolk and Suffolk), in the South West (Wiltshire, Cornwall and Devon). There are few examples of this type of place around the main population centres.

Group 3 : Older Persons, Leisure Jobs
123 places (7.7%)
This group is characterized by older persons, single pensioners, workers in hotels and restaurants, and part time workers, especially among men. It also has high numbers of people working from home and of second homes. This group of places is found overwhelmingly in coastal areas (for example, on the Isle of Wight and in Devon and Norfolk) and in attractive rural areas(e.g. Hampshire, Gloucestershire and North Yorkshire).

Group 4 : Young Families, Administrative Jobs
129 places (8%)
The group is typified by high proportions of people in the 25 – 44 age groups and women looking after the home. Occupations tend to be in the higher managerial and professional groups and in public administration (including defence, teaching and social security).Most places in this group are located in what geographers have called the 'Golden Belt' a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an 'offshoot' in Berkshire. This area grew rapidly in the period 1981-2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

Group 5 : Professionals, Commuting
188 places (11.7%)
This group is characterized by high proportions of professional and higher managerial workers and by people employed in intermediate managerial occupations. There are high proportions of people in financial service occupations and people who commute over 20 kilometers to work. Use of public transport is also proportionately high. There comparatively high proportions of Asian/British Asian households relative to the other groups of settlements. As might be expected from its social and occupational description, this group of rural places is predominantly located within commuting belt around Great London and particularly along the major rail routes into London. There are, however, examples of these types of places around other cities, especially Leeds/Bradford and Greater Manchester.

Group 6 : Disadvantages, Routine Employment
181 places (11.2%)
This group includes high proportions of census measures that have been used to identify social and economic disadvantages of various kinds. These include: routine and low skill occupations, lack of qualifications, unemployment, long term illness, lone parents, lack of a car and the presence of social housing. The geography of most of the members of this group is overwhelmingly that of the former coalfield areas, namely, Notts/Derby, South and West Yorkshire and Northumberland/Durham. Other, smaller, geographical clusters of places in this group are the Cumbrian coast, Teesside and east Lancashire. Places not in such clusters include Hayle (Cornwall), New Addington (Greater London) and Withernsea (East Riding of Yorkshire).

Group 7 : Routine Jobs, Agriculture/Manufacturing
209 places (13%)
This group is similar to Group 6 in that it is characterized by routine and low skill occupations and lack of qualifications. However, this also typified by high percentages of people working in agricultural and manufacturing occupations and in the wholesale trades. Unemployment (in April 2001) was low. As might be expected this group maps onto two main types of area: rural areas and generally those with labour intensive agricultural production of various kinds (e.g. Norfolk, the Fens, mid Somerset and Lincolnshire/North Lincolnshire) and around the major manufacturing centres of the West and West Midlands, West Yorkshire and Humberside.

Group 8 : Age Mix, Professional Jobs

290 places (18%)

This, the largest single group in the typology, is also typified by professional and managerial workers and high levels of educational qualifications but is distinguished from Group 1 by a broader age range (relatively high numbers of young people, but also of middle aged and older people) and from Group 6 by lower levels of longer distance commuting. Also unlike either of these groups there are high proportions of households in detached houses and very low levels of public transport use. The geography of this group is similar to Group 4 in that it is mostly concentrated within the 'Golden Belt' of Middle England. However, it is nationally more widespread than Group 4 and includes locations on the outskirts of all the major urban centres outside London with the notable exception of Tyneside where only Castle Morpeth and Coxhoe (both somewhat distant from the conurbation), are of this type.

Business Unit Database

No.	Street name	Business Name	Use Class	Comp/ Conv	Type	Notes
1	Bank Square	Rose Hamson Flowers	a1	comp	ind	
	Chapel Close	Methodist Church	d1	n/a	n/a	
11	Church St	Bidford Dental Practice	d1	n/a	n/a	
	Church St	Parish Church of St Laurence	d1	n/a	n/a	
4	High Street	Fosbroke Guest House	c1	n/a	n/a	
11	High Street	Peter Dickenson	a2	n/a	n/a	
15	High Street	Richard Fantom	a1	comp	ind	
17	High Street	Bidford Pharmacy	a1	comp	ind	
18	High Street	Hall Reynolds Solicitors	a2	n/a	n/a	
28	High Street	Goodwishes	a1	comp	ind	
30	High Street	The Old Post Office	n/a	n/a	n/a	Vacant
36	High Street	The Bulls Head	a4	n/a	n/a	
44	High Street	Bidford Computers	a1	comp	ind	
55	High Street	The Bridge	a3	n/a	n/a	
65	High Street	The Frog	a4	n/a	n/a	
67	High Street	Astwood	b1	n/a	n/a	
70	High Street	Meadow Lane Bakery	a1	conv	ind	
76	High Street	One Stop	a1	conv	mult	
80	High Street	Balti Hut	a3	n/a	n/a	
82	High Street	Avonside	a5	n/a	n/a	
84	High Street	Seafoods	a5	n/a	n/a	
84	High Street	Bidford Hardware	a1	comp	ind	
86	High Street	Billy Shears	a1	comp	mult	
92	High Street	George Harborne House	b1	n/a	n/a	
94	High Street	The Gift Box	a1	comp	ind	
98	High Street	David Baker Funeral Directors	a1	comp	ind	
44 to 48	High Street	Lloyds Bank	a2	n/a	n/a	
67a	High Street	Anandos	a5	n/a	n/a	
67b	High Street	Adara Diva	a1	comp	ind	
70 to 72	High Street	n/a	n/a	n/a	n/a	Vacant
92a	High Street	Sacred Life	a1	comp	ind	
92b	High Street	Riverside Florist	a1	comp	ind	
Saxon Court	High Street	Gordons	a1	conv	ind	
Saxon Court	High Street	Between Gordons and Kelly Homes	n/a	n/a	n/a	Vacant
Saxon Court	High Street	Kelly Homes	a2	n/a	n/a	
	High Street	Bidford Health Centre	d1	n/a	n/a	
	High Street	Finishing Touch	a1	comp	ind	

	High Street	Bidford News	a1	conv	ind	
	High Street	Studio 44	a1	comp	ind	
		Royal Inn Pub	a4	n/a	n/a	

Car Parking Database

Name:	Outside Old Beams House, High Street
On Street/ Car Park:	On Street
Total Spaces:	1
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Bridge Closure Day:	0
Vacant Spaces on a Non Bridge Closure Day:	0

Name:	Outside The Bulls Head, High Street
On Street/ Car Park:	On Street
Total Spaces:	15
Short Stay Spaces: (4 hours and under)	15
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Bridge Closure Day:	3
Vacant Spaces on a Non Bridge Closure Day:	2

Name:	Outside Bidford Pharmacy, High Street
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Bridge Closure Day:	1
Vacant Spaces on a Non Bridge Closure Day:	1

Name:	Outside Billy Shears
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Bridge Closure Day:	0
Vacant Spaces on a Non Bridge Closure Day:	1

Name:	Outside The Frog
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Bridge Closure Day:	4
Vacant Spaces on a Non Bridge Closure Day:	4

Name:	Outside Bidford Dental Practice
On Street/ Car Park:	On Street
Total Spaces:	1
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Bridge Closure Day:	1
Vacant Spaces on a Non Bridge Closure Day:	0

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

Name:	Meadow Car Park
On Street/ Car Park:	Car Park
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	0
Vacant Spaces on Bridge Closure Day:	Not available during closure
Vacant Spaces on a Non Bridge Closure Day:	11

*Meadow Car Park not included in analysis

Name:	Saxon Fields Car Park
On Street/ Car Park:	Car Park
Total Spaces:	57
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	55
Disabled Spaces:	2
Vacant Spaces on Bridge Closure Day:	13
Vacant Spaces on a Non Bridge Closure Day:	19

Name:	Bidford Health Centre
On Street/ Car Park:	Car Park
Total Spaces:	18
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	0
Vacant Spaces on Bridge Closure Day:	1
Vacant Spaces on a Non Bridge Closure Day:	2