

	Very good	Good	Opportunity for Improvement	Needs Attention
Footfall	High footfall throughout the day with increase at peak commuter times.	High footfall at peak times, inc commuter times, with lower figures at other times.	High footfall at commuter times only and lower figures at other times.	Low footfall throughout the day including at commuter times.
Geographical Catchment	Strong catchment area with wide customer base including: local residents, visitors including international visitors, workers and people from outside the area and frequency is typically several times a week.	A good catchment area with wide customer base, including: local residents, workers and a range of visitors from outside the area and frequency is typically a few times a week.	A good catchment area with limited customer base, attracting mainly local residents with some visitors/workers from outside the area and frequency is typically once a week.	A weak catchment area with a limited customer base attracting mainly local residents and some visitors/workers into the area and frequency is typically less than once a week.
Access	Good transport options, with tube service within the centre, good access by car and by foot, range of and frequent bus services with <5mins waiting times, high number of cycles for hire and cycle storage.	Good transport options with tube service within the centre, good access by car and by foot, frequent bus service with <5 mins waiting times, good number of cycles for hire and cycle storage.	Good access by car and by foot, tube in or near the centre, frequent bus services with <8mins waiting times, some cycles for hire and limited cycle storage.	Good access by car and by foot, tube service in or near the centre, frequent bus services with <10mins waiting times, no cycles for hire and limited or no cycle storage.
Car parking	High number of car parking spaces available to local residents and customers using the centre, with restrictions and time limits for parking of up to 2 hours and good range of times of the day when parking is available.	Good number of car parking spaces available to local residents and customers using the centre, with restrictions and time limits for parking of up to 2 hours and range of times of the day when parking is available.	Reasonable number of car parking spaces available to local residents and customers using the centre, with restrictions and time limits of up to 2 hours and with demand for spaces at most times.	Low number of public & residential parking spaces available with restrictions on time limits for parking of up to 2 hours and high demand for spaces most of the day.
Community Spirit	Very positive messages expressed by residents, businesses and customers about their pride and loyalty and commitment to promote the town centre, with joint working and investment in social cohesion in evidence.	Positive messages expressed by residents, businesses and customers about their pride and loyalty and commitment to promote the town centre, with aspirations to work together and promote social cohesion.	Some +vie messages from residents, businesses and customers about their pride and loyalty to the centre, but lacks commitment to promote the centre and invest in social cohesion.	Community spirit is low with a negative perception expressed, showing a lack of pride and loyalty to the centre and little commitment to work together or promote social cohesion.
Retail offer	Strong retail offer with a wide variety of goods and services offered, meeting the needs of a diverse customer base, attracting people from outside the area and with potential for growth.	Good retail offer with a variety of goods and services offered, meeting the needs of a wide-customer base and with some potential for growth.	Good range of goods and services offered and meeting the needs of most of the customer base, but with room for improvement.	Limited retail offer, with gaps in the range of goods and services offered, meeting the needs of only some of the customer base with significant room for improvement.
Culture and Leisure	A good choice of theatres, cinemas and other entertainment services offered that appeal to a wide section of community.	Choice of theatres, cinemas and other entertainment services that appeal to a wide section of community, attracting some people from out of the area.	Some theatres, cinemas and other entertainment services that appeal to a some of the local community and some people from outside the area.	Limited number of theatres, cinemas and/ or other entertainment services that appeal to a mainly local/narrow customer base.
Events	More than 1 licensed/ other events held in the centre on an annual basis.	1 licensed/ other event held in the centre on an annual basis.	1 licensed/ other event held in the town centre, but not regularly.	0 events only in the center.
Reported Crime	Very low numbers in most Reported Crime categories, and categories consistently low. Reporting of crime is active and a good indicator of actual situation.	Low numbers in some Reported Crime categories, with most shown as low. Reporting of crime is active and a good indicator of actual situation.	Moderate numbers in some Reported Crime categories with more shown as high. Reporting thought to be below actual figures	Some high numbers in most Reported Crime categories with more consistently high. Reporting thought to be below actual figures
Street Markets	Street Market has 100% occupancy with effective management and governance practices in place and the offer is well curated, attracts a broad range of customers, with goods sold meeting their needs and quality requirements.	Street Market 80+% occupancy rate with good management and governance practices in place, the offer is well curated and attracts a good range of customers with goods sold meeting customer requirements.	Street Market 50-80% occupancy rate with good management and governance practices in place, with opportunity to attract more traders, improve the mix and balance of the offer.	Street Market has <50% occupancy with improving management and governance practices, with goods meeting only some customer needs and need to improve the offer.
Business confidence	High business confidence with new businesses opening and most business owners expecting growth.	Good level of business confidence, some new businesses opening with some business owners expecting growth.	Good level of business confidence, some new businesses opening with business owners not expecting growth.	Low level of business confidence, few or no businesses opening and business owners not expecting growth.
Visitors satisfaction with Retail Offer (including markets)	High level of satisfaction expressed by visitors with: choice of food & drink and goods etc., standard of customer service and they are keen to come back and recommend the centre and market and mainly good reviews.	Good level of satisfaction expressed by most visitors with: choice of food & drink and goods etc., standard of customer service and keen to come back and recommend the centre and market and mainly good reviews.	Good level of satisfaction expressed by visitors with: choice food & drink and goods etc., the standard of customer service, but highlighting improvements needed to retail and street market offer.	Low level of satisfaction expressed by visitors with: choice food & drink and goods etc., the standard of customer service and highlighting weaknesses and concerns about the retail and market offer.
Visitors experience satisfaction with the centre (including markets)	High satisfaction expressed by most visitors about the centre (ex retail) inc: information about what's on, ease with finding their way around, the sense of atmosphere/ character of the place and most expressing high satisfaction expressed.	High level of satisfaction expressed by most visitors about the centre with some comments highlighting areas for improvement(ex retail) inc: information about what's on, ease with finding their way around, the sense of atmosphere/character.	Good level of satisfaction expressed by visitors about the centre with comments highlighting areas for improvement (ex retail) inc: information about what's on, ease with finding their way around and the sense of atmosphere/character.	Good level of satisfaction expressed by some visitors with many comments highlighting areas for improvement (ex retail) inc: information about what's on, ease with finding their way around and the sense of atmosphere/character.
Attractiveness Public realm (including markets)	Very good perception of public realm in the town centre with businesses and visitors appreciating the standard of maintenance and quality of materials in the centre with no concerns expressed.	Good perception of public realm in the town centre with businesses & visitors appreciating the standard of maintenance and quality of materials in the centre and minor concerns expressed.	Fair perception of public realm in the town centre with businesses and visitors expressing some significant concerns that need to be improved.	Poor perception of public realm in the town centre among businesses and visitors, with significant concerns expressed about cleanliness and quality or maintenance of assets.
Crime and safety perception	Town Centre is perceived by businesses and visitors as a safe place with no major issues expressed.	Perception of safety in the town centre is good among businesses and visitors with some concerns expressed.	Perception of safety in the town centre is good but businesses & visitors express concerns about recurring issues.	Perception of safety in the town centre is poor with businesses and visitors expressing concerns about a range of recurring issues.
Retail Sales	Over 75% of businesses in the town centre reported turnover had increased on previous years figures.	60-75% of businesses in the town centre reported turnover had increased on previous years figures.	50-60% of businesses in the town centre reported turnover had increased on previous years figures.	40-50% of businesses in the town centre reported turnover had increased on previous years figures.
Partnership Working	Effective partnership structure is in place with representation from businesses, market traders and residents and active joint working with the Council /others to support place marketing & promotion and management of the town centre.	A partnership structure in place with representation from some businesses, market traders and residents and good level of joint working with Council/others to support place marketing & promotion and management of the town centre.	Informal partnership structure in place with some representation from businesses, market traders & residents and some joint working with the Council / others to support place marketing & promotion and management of the centre.	No formal partnership structure in place and limited joint working with the Council / others to support place marketing & promotion and management of the town centre.
Unhealthy Businesses	0% of unhealthy businesses in the town centre including fast food takeaways, betting shops and amusement arcades.	1-7% of unhealthy businesses in the town centre including fast food takeaways, betting shops and amusement arcades.	Under 8-15% of unhealthy businesses in the town centre inc fast food takeaways, betting shops and amusement arcades.	Over 15% of unhealthy businesses in the town centre inc food takeaways, betting shops and amusement arcades.
Vacant Units	0% vacant units in the centre.	1-5% vacant units in the centre (below UK average of 11.17%) and vacant units taken up within about 3 months.	6-10% of vacant units at national average of 11.17% and/or vacant units are on the market for up to 6 months.	11+% of vacant units higher than national average of 11.17% and/or vacant units on market for up to 1 year.
Night Time Economy (NTE)	Businesses play active role to support the effective management of the night time economy with all NTE businesses with pro-active business management practices in place Best Bar None (BBN) or other to help prevent issues arising on their premises.	Businesses play active role to support the effective management of the NTE and >50% of businesses with BBN or other pro-active business management practices in place to prevent issues arising on their premises.	Some NTE businesses play an active role in supporting the effective management of the NTE with <50% with BBN /other pro-active business management practices in place.	NTE businesses not active in the management of the NTE and with lack of involvement in BBN /other pro-active business management practices in place.