

Priorities :	No	Performance Indicator Categories	Whitechapel	Brick Lane	Bethnal Green	Roman Road East	Chrisp Street	Watney Market	Roman Road West	Crossharbour	Bromley by Bow	Canary Wharf	Middlesex Street	Columbia Road	
1. Improve the retail offer	1	Retail offer	Opportunity for Improvement	Good	Very Good	Good	Good	Good	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Good	Opportunity for Improvement	Opportunity for Improvement	
	2	Vacant units	Good	Good	Very Good	Good	Very Good	Good	Needs Attention	Very Good	Very Good	Very Good	Opportunity for Improvement	Good	
	3	Culture and Leisure	Good	Good	Good	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Needs Attention	Needs Attention	Good	Opportunity for Improvement	Opportunity for Improvement	
	4	Unhealthy businesses	Needs Attention	Good	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Very Good	Good	Good	Good
	5	Visitors satisfaction with the retail offer	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Very Good	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Good	Good	Good	Needs Attention	Good
	6	Retail Sales	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Good	Good	Needs Attention	Opportunity for Improvement	Very Good	Very Good	Good	Good	Opportunity for Improvement	Good
	7	Business confidence	Good	Good	Good	Good	Good	Good	Good	Opportunity for Improvement	Good	Good	Very Good	Opportunity for Improvement	Good
2. Develop and support local Partnerships	8	Community Spirit	Good	Good	Good	Very Good	Very Good	Good	Opportunity for Improvement	Good	Very Good	Good	Opportunity for Improvement	Good	
	9	Partnership working	Opportunity for Improvement	Good	Opportunity for Improvement	Very Good	Opportunity for Improvement	Needs Attention	Opportunity for Improvement	Needs Attention	Needs Attention	Very good	Opportunity for Improvement	Good	
	10	Events	Good	Good	Good	Good	Good	Needs Attention	Opportunity for Improvement	Needs Attention	Needs Attention	Very Good	Needs Attention	Good	
3. Improve the management of the public realm	11	Footfall	Very Good	Good	Very Good	Very Good	Opportunity for Improvement	Very Good	Needs Attention	Opportunity for Improvement	Opportunity for Improvement	Good	Opportunity for Improvement	Good	
	12	Geographical Catchment	Very Good	Good	Very Good	Very Good	Very Good	Very Good	Good	Very Good	Very Good	Very Good	Very Good	Good	
	13	Access	Very Good	Very Good	Very Good	Good	Very Good	Very Good	Very Good	Very Good	Very Good	Very Good	Very Good	Good	
	14	Car parking	Needs Attention	Very Good	Very Good	Good	Very Good	Needs Attention	Very Good	Very Good	Very Good	Good	Good	Good	
	15	Visitors experience satisfaction	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Good	Good	Opportunity for Improvement	Needs Attention	Opportunity for Improvement	Opportunity for Improvement	Good	Needs Attention	Good	
	16	Attractiveness	Needs Attention	Good	Good	Good	Good	Opportunity for Improvement	Needs Attention	Good	Opportunity for Improvement	Very Good	Good	Good	
4. Improve street market management	17	Street Markets	Needs Attention	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Needs Attention	Not applicable	Not applicable	Not applicable	Needs Attention	Good	
5. Reduce Anti-Social Behaviour	18	Reported Crime	Needs Attention	Needs Attention	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Needs Attention	Needs Attention	Good	Good	Good	Needs Attention	Opportunity for Improvement	
	19	Crime and safety perception	Needs Attention	Needs Attention	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Needs Attention	Needs Attention	Good	Good	Very Good	Opportunity for Improvement	Opportunity for Improvement	
	20	Night Time Economy (NTE)	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Opportunity for Improvement	Not applicable	Not applicable	Very Good	Opportunity for Improvement	Good	

Priority	Category	Very good	Good	Opportunity for Improvement	Needs Attention
1. Improve the retail offer	<b>Retail offer</b>	Strong retail offer with a wide variety of day-to-day goods, restaurants, cafes and leisure services offered and meeting the needs of a diverse customer base and attracting people from beyond the area.	Good retail offer with a variety of goods, leisure services and restaurants offered, creating a good demand for services and meeting the needs of a wide-customer base.	Good retail offer with a variety of goods, leisure services and food offered and meeting a mainly local customer base.	A limited retail offer, with gaps in the range of goods, leisure services and food offered and meeting the needs of some of the mainly local customer base.
	<b>Vacant Units</b>	0% vacant units in the centre.	1-5% vacant units is under national average of 11.17% and units vacant for up to 3 months.	6-10% of vacant units at national average of 11.17% and units vacant for up to 6 months.	10-15% of vacant units higher than national average of 11.17% and units vacant for up to 1 year.
	<b>Culture and Leisure</b>	A good choice of theatres, cinemas and other entertainment services offered that appeal to a wide section of community and attracts people from outside the area.	A choice of theatres, cinemas and other entertainment services that appeal to a wide section of community and attract some people from out of the area.	Some theatres, cinemas and other entertainment services that appeal to some of the community and people from outside the area.	Limited number of theatres, cinemas and/ or other entertainment services that appeal to a mainly local/narrow customer base.
	<b>Unhealthy Businesses</b>	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 including fast food takeaways, betting shops and amusement arcades.	Over 15% of unhealthy businesses in the town centre including fast food takeaways, betting shops and amusement arcades.
	<b>Visitors satisfaction with Retail Offer (inc street markets)</b>	High level of satisfaction expressed by visitors with good choice of food & drink and goods etc., high standard of customer service experienced and keen to come back and recommend the location to others. Well curated market meeting high level of customer needs with very good reviews and feedback.	Good level of satisfaction expressed by most visitors with: the choice of food & drink and goods etc., standard of customer service experienced and keen to come back and recommend the location to others. Well curated market meeting good level of customer needs with mainly good reviews and feedback.	Good level of satisfaction expressed by visitors with: the choice of food & drink and goods etc. and the standard of customer service, but highlighting improvements needed to retail and street market offer.	Low level of satisfaction expressed by visitors with: the choice of food & drink and goods etc. and the standard of customer service and highlighting weaknesses and concerns about the retail offer and market.
	<b>Retail Sales</b>	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.
	<b>Business confidence</b>	High business confidence with a variety of new businesses opening and most business owners expecting business growth.	Good level of business confidence, some new businesses opening with some business owners expecting business growth.	Good level of business confidence, some new businesses opening with business owners not expecting business growth.	Low level of business confidence, few or no businesses opening with business owners not expecting business growth.
2. Develop and support local partnerships	<b>Community Spirit</b>	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 positive messages expressed by residents, businesses and customers about their pride and loyalty to their centre, but lacks commitment to promote their 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.
	<b>Partnership Working</b>	Effective partnership structure in place with representation from businesses, market traders and residents and active joint working with the Council and others to support place promotion, 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 active joint working with the Council and others to support place promotion, marketing & promotion and management of the town centre.	A partnership structure in place with some representation from businesses, market traders and residents and limited joint working with the Council and others to support place promotion, marketing & promotion and management of the town centre.	No formal partnership structure in place and limited joint working with the Council and others to support place promotion, marketing & promotion and management of the town centre.
	<b>Events</b>	More than 1 licensed/ other events held in the centre throughout the year and annually.	1 licensed/ other event held in the centre annually.	1+ licensed/ other event held in the town centre, but not regularly.	0 unlicensed events only in the centre, but not regularly.

Priority	Category	Very good	Good	Opportunity for Improvement	Needs Attention
3. Improve the management of the public realm	<b>Footfall</b>	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.
	<b>Geographical Catchment</b>	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.
	<b>Access</b>	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 transport options include: 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.	Transport options include: 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.
	<b>Car parking</b>	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 numbers of public and residential parking spaces available to local residents and customers using the centre. with restrictions on time limits for parking of up to 2 hours and high demand for spaces most of the day.
	<b>Visitors experience satisfaction with the centre (including markets)</b>	High satisfaction expressed by visitors about the centre (ex retail) including: information about what's on, ease with finding their way around the centre and the sense of atmosphere/character they experienced and consistently high satisfaction expressed.	Good level of satisfaction expressed by visitors about the centre (ex retail) including how they found information about what's on, ease with finding their way around and the sense of atmosphere/character they experienced, with most expressing high satisfaction.	Good level of satisfaction overall with some visitors highlighting weaknesses about the centre (ex retail) including how they found information about what's on, ease with finding their way around and the sense of atmosphere/character they experienced.	Good level of satisfaction expressed by some visitors and many highlighting weaknesses about the centre (ex retail) including how they found information about what's on, ease with finding their way around and the sense of atmosphere/character they experienced.
	<b>Attractiveness Public realm (including markets)</b>	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 and visitors appreciating the standard of maintenance and quality of materials in the centre and only minor concerns expressed.	Okay perception of public realm in the town centre with businesses and visitors appreciating the standard of maintenance and quality of materials in the centre and some significant concerns expressed.	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.
4. Improve the management of street markets	<b>Street Markets</b>	The Street Market has 100% occupancy with attractive stalls and canopies in place and the offer is well curated, attracts a broad range of customers, with goods sold meeting their needs and quality requirements.	The Street Market has at least 80% occupancy rate with attractive stalls and canopies in place and the offer is well curated, attracts a good range of customers, with goods sold meeting most of their needs and quality requirements.	The Street Market has 50-80% occupancy with attractive stalls and canopies in place, with goods sold by traders meeting most customer needs but with a need to improve the curating of the offer to appeal to more customers.	The Street Market has <50% occupancy with improving the attractiveness of stalls and canopies, with goods sold by traders meeting a narrow range of customer needs and a need to improve the curating of the offer to appeal to more customers.
5. Reduce Anti-Social Behaviour	<b>Reported Crime</b>	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 categories shown as low. Reporting of crime is active and a good indicator of actual situation.	Moderate numbers in some Reported Crime categories with more categories shown as high. Reporting is reasonable but may be below actual situation.	Some high numbers in most Reported Crime categories with more categories consistently high. Reporting is below actual situation.
	<b>Crime and safety perception</b>	Town Centre is perceived by businesses and visitors as safe 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 some recurring issues that impact on their experience.	Perception of safety in the town centre is OK with businesses and visitors expressing concerns about a range of recurring issues that impact on their experience.
	<b>Night Time Economy (NTE)</b>	Businesses play active role working in partnership with the public sector 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 working in partnership with the public sector 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.	Most NTE businesses play an active role in supporting the effective management of the NTE with <50% with BBN or other pro-active business management practices in place to prevent issues arising on their premises.	Some businesses play an active role working in partnership with the public sector to support the effective management of the NTE with no pro-active business management practices in place to prevent issues arising in their premises.