



**Fleet**

The place to **meet**  
The place to **greet**

## 2015 Town Benchmarking Report

July 2015

[www.fleetfuture.com](http://www.fleetfuture.com)

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# 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 1<sup>st</sup> January to 31<sup>st</sup> December in a systematic manner. All license holders are provided with a Town Benchmarking Handbook and associated data collection sheets to ensure standardization. Once the data has been collected it is sent to 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. **Fleet** with **242** units is classed as a **Small** Town. 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 1: Commercial Units; Use Class	Visual Survey
KPI 2: Commercial Units; Comparison/Convenience	Visual Survey
KPI 3: Commercial Units; Trader Type	Visual Survey
KPI 4: Commercial Units; Vacancy Rates	Visual Survey
KPI 5: Markets	Visual Survey
KPI 6 and 7: Zone A Retail Rents and Prime Retail Property Yields	Valuation Office Agency/ Local Commercial Agents
KPI 8: Footfall	Footfall Survey on a Busy/Market Day and a Quiet/ Non Market Day
KPI 9: Car Parking	Audit on a Busy/Market Day and a Quiet/ Non Market Day
KPI 10: Business Confidence Surveys	Postal Survey
KPI 11: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI 12: 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.

# Key Findings

## KPI 1: 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 220 occupied units recorded.

	National Small Towns %	South East Small Towns%	Fleet %	Typology 5 %
<b>A1</b>	51	45	57	50
<b>A2</b>	15	22	12	10
<b>A3</b>	8	9	10	12
<b>A4</b>	4	3	4	3
<b>A5</b>	5	5	4	2
<b>B1</b>	3	4	5	7
<b>B2</b>	1	0	3	2
<b>B8</b>	0	0	0	1
<b>C1</b>	1	0	0	2
<b>C2</b>	0	0	0	1
<b>C2A</b>	0	0	0	0
<b>D1</b>	6	4	1	6
<b>D2</b>	1	1	0	1
<b>SG</b>	5	5	4	5
<b>Not Recorded</b>	0	1	0	0



## KPI 2: 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.

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

	National Small Towns %	South East Small Towns %	Fleet %	Typology 5 %
<b>Comparison</b>	81	80	87	83
<b>Convenience</b>	19	20	13	17

### KPI3: 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.

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

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

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

	Nat. Small Towns %	South East Small Towns %	Fleet %	Typology 5 %
<b>Key Attractor</b>	4	2	11	10
<b>Multiple</b>	20	29	29	32
<b>Regional</b>	7	15	10	4
<b>Independent</b>	69	64	50	54

#### KPI4; 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 %	South East Small Towns %	Fleet %	Typology 5%
<b>Vacancy %</b>	7	8	9	7

## KPI5; 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	South East Small Towns	Fleet	Typology 5%
Average Number of Traders	21	10	n/a	34

## KPI 6 AND 7: ZONE A RETAIL RENTS AND PRIME RETAIL PROPERTY YIELDS

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

	National Small Towns	South East Small Towns	Fleet	Typology 5
Zone A	27	-	45	n/a
Yield	7	-	6	n/a

## KPI 8: 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.

	Nat. Small Towns	South East Small Towns	Fleet	Typology 5
Market Day	134	178	148	257
Non Market Day	98	163	128	210

## KPI 9: 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.

	Nat. Small Towns %	South East Small Towns%	Fleet %	Typology 5 %
<b>Car Park:</b>				
<b>Total Spaces:</b>	89	68	93	93
<b>Short Stay Spaces: (4 hours and under)</b>	48	19	0	32
<b>Long Stay Spaces: (Over 4 hours)</b>	46	75	67	65
<b>Disabled Spaces:</b>	4	6	4	3
<b>Not Registered</b>	2	0	29	0
<b>Vacant Spaces on a Market Day:</b>	28	25	47	40
<b>Vacant Spaces on a Non Market Day:</b>	39	43	40	42
<b>Illegal Spaces on a Market Day:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>Illegal Spaces on a Non Market Day:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>On Street:</b>				
<b>Total Spaces:</b>	11	32	7	7
<b>Short Stay Spaces: (4 hours and under)</b>	67	96	47	85
<b>Long Stay Spaces: (Over 4 hours)</b>	12	0	0	0
<b>Disabled Spaces:</b>	5	4	13	15
<b>Not Registered</b>	16	0	40	0
<b>Vacant Spaces on a Market Day:</b>	14	11	34	12
<b>Vacant Spaces on a Non Market Day:</b>	20	11	46	21
<b>Illegal Spaces on a Market Day:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>Illegal Spaces on a Non Market Day:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>

<b>Overall</b>				
<b>Total Spaces:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>Short Stay Spaces: (4 hours and under)</b>	50	44	3	36
<b>Long Stay Spaces: (Over 4 hours)</b>	42	51	62	60
<b>Disabled Spaces:</b>	5	5	5	4
<b>Not Registered</b>	3	0	30	0
<b>Vacant Spaces on a Market Day:</b>	26	20	46	38
<b>Vacant Spaces on a Non Market Day:</b>	37	33	40	41
<b>Illegal Spaces on a Market Day:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<b>Illegal Spaces on a Non Market Day:</b>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>



## KPI 10: 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 79 returned Business Confidence Surveys.

	National Small Towns %	South East Small Towns %	Fleet %	Typ. 5 %
<b>Nature of Business</b>				
Retail	61	77	71	74
Financial/ Professional Services	15	9	12	9
Public Sector	2	2	0	2
Food and Drink	12	10	10	9
Accommodation	-	-	0	-
Other	10	2	8	6
<b>Type of Business</b>				
Multiple Trader	13	15	29	15
Regional	6	8	15	8
Independent	81	77	56	77
<b>How long has your business been in the town</b>				
Less than a year	6	8	9	8
One to Five Years	22	29	18	29
Six to Ten Years	13	12	8	14
More than Ten Years	60	52	66	50
<b>Compared to last year has your turnover</b>				
Increased	39	43	39	43
Stayed the Same	34	28	30	26
Decreased	27	29	30	31

<b>Compared to last year has your profitability</b>				
Increased	35	41	35	41
Stayed the Same	36	29	33	27
Decreased	30	30	32	32
<b>Over the next 12 months do you think your turnover will</b>				
Increase	45	43	43	43
Stay the Same	40	37	38	34
Decreased	15	20	19	23
<b>What are the positive aspects of the Town Centre?</b>				
Physical appearance	44	60	46	64
Prosperity of the town	41	48	58	55
Labour Pool	-	-	9	-
Environment	23	33	25	30
Geographical location	51	51	53	55
Mix of Retail Offer	39	39	26	40
Potential tourist customers	43	33	3	47
Potential local customers	75	78	82	80
Affordable Housing	13	8	4	5
Transport Links	27	22	25	18
Car Parking	43	27	32	22
Rental Values/ Property Costs	20	21	11	16
Market (s)	24	33	13	33
Events/ Activities	30	23	28	28
Marketing/ Promotions	14	10	22	13
Local Partnerships/ Organisations	17	5	13	9
Other	3	2	0	3

<b>What are the negative aspects of the Town Centre?</b>				
<b>Physical appearance</b>	17	14	23	5
<b>Prosperity of the town</b>	22	14	18	5
<b>Labour Pool</b>	10	9	7	9
<b>Environment</b>	-	-	5	
<b>Geographical location</b>	6	8	3	4
<b>Mix of Retail Offer</b>	18	16	47	15
<b>Potential tourist customers</b>	6	8	21	5
<b>Potential local customers</b>	3	4	1	2
<b>Affordable Housing</b>	8	8	15	10
<b>Transport Links</b>	21	26	36	29
<b>Car Parking</b>	50	67	55	72
<b>Rental Values/ Property Costs</b>	27	39	51	46
<b>Market (s)</b>	8	11	8	11
<b>Local business competition</b>	16	19	26	17
<b>Competition from other localities</b>	21	27	25	25
<b>Competition from out of town shopping</b>	33	45	47	46
<b>Competition from the internet</b>	34	47	44	46
<b>Events/ Activities</b>	6	6	7	9
<b>Marketing/ Promotions</b>	6	6	7	7
<b>Local Partnerships/ Organisations</b>	3	3	1	5
<b>Other</b>	3	8	10	7

- "Low footfall in town centre"
- "Empty units in the centre"
- "Our footfall is very low we attribute this to the lack of variety in retail in Fleet, people shop elsewhere. Public transport is virtually non existent, contrary to popular belief, not everyone has a car. In such a prosperous town it is ridiculous that there are no quality retail outlets, other than Waitrose and our miniscule M and S"
- "The large number of traffic lights, roundabouts and road humps"
- "Fleet has become Farnborough"
- "Dependency on High St footfall"
- "too many restaurants and coffee shops in town"

<b>Has your business suffered from any crime over the last 12 months</b>				
<b>Yes</b>	24	26	24	28
<b>No</b>	76	74	76	72
<b>Type of Crime</b>				
<b>Theft</b>	69	81	68	78
<b>Abuse</b>	12	9	21	8
<b>Criminal Damage</b>	38	28	21	36
<b>Other</b>	4	6	15	6

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

- |  |
|--|
| <ul style="list-style-type: none"> <li>• "More shops in centre. Indoor market"</li> </ul>  |
| <ul style="list-style-type: none"> <li>• "Transport facilities. Links. Car parking"</li> </ul>   |
| <ul style="list-style-type: none"> <li>• "More businesses in the town. Less empty shops. Reduction in business rates"</li> </ul>   |
| <ul style="list-style-type: none"> <li>• "Need to attract greater variety of businesses to town to make Fleet a shopping destination. Need to have facilities in town to attract people in and then ....."</li> </ul>  |
| <ul style="list-style-type: none"> <li>• "Empty units must be filled. Car parking charges reduced. Free for 1 hour to entice shoppers into town"</li> </ul>  |
| <ul style="list-style-type: none"> <li>• "Shopping centre needs to be improved. Good mix of retailers. Better independent Department Store maybe"</li> </ul>   |
| <ul style="list-style-type: none"> <li>• "Affordable rent for commercial premises. Pedestrian friendly town centre. High St might be closed to traffic temp/ perm or certain day(s) of the week. Organising events around the town's natural resources."</li> </ul>                  |
| <ul style="list-style-type: none"> <li>• "Low/ free parking. Town advertising/ marketing"</li> </ul>   |
| <ul style="list-style-type: none"> <li>• "The centre units need to be filled. It's the only centre that has so many empty units compared to Camberley, Basingstoke, Reading etc. The centre also needs to be modernised. Up to date advertising for the Centre is needed"</li> </ul> |
| <ul style="list-style-type: none"> <li>• "Fill empty units in the centre. Less eating establishments. Less Hair Salons. More clothing shops. Bring in Wilco into the centre to drive footfall"</li> </ul>  |

<ul style="list-style-type: none"> <li>• "Cheaper car parking. Lower rent to ensure units are not empty. Higher number of competitors to drive footfall into town and shopping centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lower car parking charges. Fill all empty retail units, especially in the Hart Centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops of variation- there are a lot of empty units and we do not need any more coffee shops/ hairdressers or charity shops please! Also a little refurb the centre is looking a little dated"</li> </ul>
<ul style="list-style-type: none"> <li>• "Wider variety of shops. Update Hart Shopping Centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops in town, something to bring people into town e.g. cinema"</li> </ul>
<ul style="list-style-type: none"> <li>• "Incentives for tenants to attract more people. Fill the empty units to attract more people. Rent discounts, cheaper rates etc"</li> </ul>
<ul style="list-style-type: none"> <li>• "Greater financial incentives with rents in High Street and Hart Centre to appeal to different retail outlets. Too many are closing and I am sure the rent is not helping. Parking incentives from Council/ Hart Centre. Why would shoppers come here and pay for parking, when other parks (retail, supermarkets etc they allow free parking for a set period"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops- no more coffee shops or restaurants, House of Fraser, Debenhams for example. Free parking on Sundays in smaller car parks"</li> </ul>
<ul style="list-style-type: none"> <li>• "Shops that are not the average High Street....instead of competing against other towns e.g. Camberley, Farnborough and Basingstoke, why not be different. Aim to have stores that are not well known e.g. Tag 24, Sports retailers that are South East based e.g. Ind retailers we do not need any more food outlets"</li> </ul>
<ul style="list-style-type: none"> <li>• "A yearly fayre on the High St like Fleet Festivities but in the Summer. Late night shopping to maximise the restaurant trade"</li> </ul>
<ul style="list-style-type: none"> <li>• "Low rents on shopping centre units. Make units attractive to potential businesses. Improve appearance of the centre and car park. More local events"</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduce parking charges. Lower rent in town centre to encourage more retailers"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops, independent shops. Small department store"</li> </ul>
<ul style="list-style-type: none"> <li>• "The local council is not dynamic enough. If you look at surrounding towns, Farnborough, Farnham, Camberley, Basingstoke and Reading they have all had much more retail investment over the last 10 years, This town has been left behind in terms of retail offer, there is not enough to attract people into</li> </ul>

<p>the town bearing in mind how affluent the area is. Car parking fees especially evening. Fleet is a ghost town in the evening"</p>
<ul style="list-style-type: none"> <li>• "There are three; Parking, Property costs and Planning (out of town)"</li> </ul>
<ul style="list-style-type: none"> <li>• "Free car parking in Hart Multi Storey Car Park. Reduce rents for new businesses in Hart Shopping Centre. Cinema- do not need a new shopping centre need to invest in existing one! Why should our council tax go up anymore?"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill the empty units. More free parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "Try and get some nice small, but interesting shops that appeal to young folk. Also need someone to take on what used to be Woolworths, someone like Debenhams etc"</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduce rates to fill empty units"</li> </ul>
<ul style="list-style-type: none"> <li>• "Decrease the rents/ rates so there are less empty units. Free car parking at weekends"</li> </ul>
<ul style="list-style-type: none"> <li>• "Landlords of vacant units should lower their rates to entice a larger name retailer into Fleet. This should encourage more people to shop in the town. No more coffee shops, hairdressers and restaurants, we have enough! Reduce parking costs"</li> </ul>
<ul style="list-style-type: none"> <li>• "Bring more retail business to bring in more people. Town is dying! Free car parking on weekends. People are spending their money in Basingstoke, Camberley and Guildford. Nothing here to attract people in the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops in the hart Centre. Less shops closing down. More buses to the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Empty units in centre are spoiling the town. Use empty spaces. BID is a no brainer for the Fleet"</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduced car parking costs/ some free spaces. Affordable units to let-encourage more independent retailers"</li> </ul>
<ul style="list-style-type: none"> <li>• "Bus service to improve again please"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lower the rent to encourage more units to be filled. Improve parking with pay on exit rather than pay and display"</li> </ul>
<ul style="list-style-type: none"> <li>• "Much better bus service. Council has just cut subsidy for local bus from Farnborough. Now only one bus an hour and none on Sundays. Lots of customers no longer come into Fleet to shop. Council should provide free car parking for up to 1 hour. Having to pay puts lots of people off shopping here"</li> </ul>
<ul style="list-style-type: none"> <li>• "Free parking"</li> </ul>

<ul style="list-style-type: none"> <li>• "To bring more popular retailers in town. Variety of shops instead of having similar businesses"</li> </ul>
<ul style="list-style-type: none"> <li>• "Provide frequent buses from the station and other local towns with intelligent timetables. Introduce some mainstream stores, extend M and S, encourage lovely independent shops like Sugarplum. Two very food ones exist in a place as small as Hartley Witney, why not Fleet?"</li> </ul>
<ul style="list-style-type: none"> <li>• "More local shops. Cheaper rent/ rates, more individual shops/ businesses. Parking, cheaper, free on Sundays and evenings. More local events"</li> </ul>
<ul style="list-style-type: none"> <li>• "Provide more free parking. Lower costs of rents in the town. Lack of shops in the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper and more consistency in car parking. Cheaper of more reasonable rates for businesses"</li> </ul>
<ul style="list-style-type: none"> <li>• "We have just been through the worst economic recession in the past 10 years. Parking should be free for at least 2 hours and we should stop the persecution of customers and delivery crews by traffic wardens. Wardens were on the street at 845 on Saturday. Retail rates are a joke.....The Hart Centre is not the only game in town"</li> </ul>
<ul style="list-style-type: none"> <li>• "More affordable car parking."</li> </ul>
<ul style="list-style-type: none"> <li>• "To encourage more retailers particularly multiples as empty units in the centre and high street do not encourage shoppers into Fleet as they feel there is nothing here. Many of our customers have said this. Lower business rates to give businesses a better chance"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fleet parent Facebook proves that nobody wants anything unless it's almost given away. People have moved here for schools as housing is so expensive, they have no expendable income. 15 years ago it was a lovely middle class hub outside London. Now I see more anti social behaviors, more weirdoes on the street more single mums with push chairs. Our rents are crazy and so are our rates. On line shopping has killed footfall"</li> </ul>
<ul style="list-style-type: none"> <li>• "Improve the shopping centre. There are too many empty units"</li> </ul>
<ul style="list-style-type: none"> <li>• "Businesses working together. Extend variety of shops available"</li> </ul>
<ul style="list-style-type: none"> <li>• "Amend car parking charges. Late night openings at Christmas- heavily advertised"</li> </ul>
<ul style="list-style-type: none"> <li>• "Public parking- must be sorted out to make the town more attractive to the public at a much more economical cost"</li> </ul>
<ul style="list-style-type: none"> <li>• "More branded stores/ shops. Decrease in Rentals"</li> </ul>

<ul style="list-style-type: none"> <li>• "Appearance of stores, more vibrant and modern so it stands out to pedestrians. Different ranges of stores so people are drawn to Fleet to shop"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better mix of shops i.e. more children's/ men's clothing. Free parking for short stay visits"</li> </ul>
<ul style="list-style-type: none"> <li>• "The good people in the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper car parking. More public toilets"</li> </ul>
<ul style="list-style-type: none"> <li>• "Free 2 hour parking. Variety of shops opening"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better range of shops and more shops in Hart Centre, which would lead to higher footfall"</li> </ul>
<ul style="list-style-type: none"> <li>• "Sort out the parking situation in Fleet. My business offers the only free car park and is abused by customers of other businesses. Lower business rates so that there are less empty shops. Stop putting up retirement homes"</li> </ul>
<ul style="list-style-type: none"> <li>• "Shops- variety perhaps a department store. I think Fleet lacks any shops that would bring customers here over Camberley"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fewer empty shops, lower rents"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper free parking even if for 30 mins or an hour. Cheaper business rates to enable us to improve our cash flow and offer greater range of products"</li> </ul>
<ul style="list-style-type: none"> <li>• "Improve the running of buses through the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "East parking and cheaper. More of the empty shops filled"</li> </ul>
<ul style="list-style-type: none"> <li>• "Mix of retail units, too many service units. Better parking charges to bring more people into town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduce rent and rates to encourage new people to start up a retail business. More retail shops are needed to encourage people to browse and hopefully spend money. Change car parking to pay as you go rather than a fixed charge per hour"</li> </ul>
<ul style="list-style-type: none"> <li>• "A diversity of different shops like clothing, shoe shops etc...Not actually shops for the clients to feel like going out to Fleet to do their shopping instead going to other towns like Camberley, Basingstoke and Farnborough etc. More local activities to get local to expand the small local businesses."</li> </ul>



## KPI 11: TOWN 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 **809** completed Town Centre User Surveys.

	Nat. Small Towns %	South East Small Towns%	Fleet %	Typ. 5%
<b>Gender</b>				
Male	38	33	32	58
Female	62	67	68	42
<b>Age</b>				
16-25	5	6	10	10
26-35	12	8	12	16
36-45	17	9	27	17
46-55	18	16	21	26
56-65	22	25	12	19
Over 65	27	36	18	11
<b>What do you generally visit the Town Centre for?</b>				
Work	15	5	5	26
Convenience Shopping	43	45	49	4
Comparison Shopping	5	8	10	19
Access Services	17	3	15	19
Leisure	12	14	14	34
Other	9	25	7	14

Other

Online Surveys

- Voluntary work

<ul style="list-style-type: none"> <li>• Power shop! Go in, get what's needed, get out...</li> </ul>
<ul style="list-style-type: none"> <li>• Collect John Lewis online parcel from Waitrose</li> </ul>
<ul style="list-style-type: none"> <li>• Dental appointment</li> </ul>
<ul style="list-style-type: none"> <li>• I live here</li> </ul>
<ul style="list-style-type: none"> <li>• walk with a baby</li> </ul>
<ul style="list-style-type: none"> <li>• Family jeweler</li> </ul>
<ul style="list-style-type: none"> <li>• Everything! Buying gifts, food, browsing and the opticians</li> </ul>
<ul style="list-style-type: none"> <li>• Toiletries</li> </ul>
<ul style="list-style-type: none"> <li>• active monkeys</li> </ul>
<ul style="list-style-type: none"> <li>• Optician</li> </ul>
<ul style="list-style-type: none"> <li>• Gift shopping and school trip goodies for daughter</li> </ul>
<ul style="list-style-type: none"> <li>• Mix of all of the above</li> </ul>
<ul style="list-style-type: none"> <li>• Art supplies</li> </ul>
<ul style="list-style-type: none"> <li>• To book a show at the Harlington Centre</li> </ul>
<ul style="list-style-type: none"> <li>• Bday gifts</li> </ul>
<ul style="list-style-type: none"> <li>• Hairdressers and browse shops</li> </ul>
<ul style="list-style-type: none"> <li>• Bank, pick up M&amp;S order and food from Sainsburys</li> </ul>
<ul style="list-style-type: none"> <li>• To go to 'the works' shop</li> </ul>
<ul style="list-style-type: none"> <li>• All of the above apart from work</li> </ul>
<ul style="list-style-type: none"> <li>• General shopping</li> </ul>
<ul style="list-style-type: none"> <li>• collect dry cleaning</li> </ul>
<ul style="list-style-type: none"> <li>• Shopping for household items</li> </ul>

<ul style="list-style-type: none"> <li>• RVS office</li> </ul>
<ul style="list-style-type: none"> <li>• Pedal heaven</li> </ul>
<ul style="list-style-type: none"> <li>• Gift</li> </ul>
<ul style="list-style-type: none"> <li>• visit to council offices</li> </ul>
<ul style="list-style-type: none"> <li>• didn't go today</li> </ul>
<ul style="list-style-type: none"> <li>• I didn't go to the town centre today</li> </ul>

### Face to Face Surveys

<ul style="list-style-type: none"> <li>• "Collect something"</li> </ul>
<ul style="list-style-type: none"> <li>• "Family"</li> </ul>
<ul style="list-style-type: none"> <li>• "window shopping"</li> </ul>
<ul style="list-style-type: none"> <li>• "volunteer"</li> </ul>
<ul style="list-style-type: none"> <li>• "live locally"</li> </ul>
<ul style="list-style-type: none"> <li>• "meeting"</li> </ul>
<ul style="list-style-type: none"> <li>• "live here"</li> </ul>
<ul style="list-style-type: none"> <li>• "Betting shop"</li> </ul>
<ul style="list-style-type: none"> <li>• "Pedicure"</li> </ul>
<ul style="list-style-type: none"> <li>• "shopping and restaurant"</li> </ul>
<ul style="list-style-type: none"> <li>• "Meeting friends and shopping"</li> </ul>
<ul style="list-style-type: none"> <li>• "Prayer meeting"</li> </ul>
<ul style="list-style-type: none"> <li>• "Praying for people"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lunch"</li> </ul>

<b>How often do you visit the Town Centre</b>				
Daily	29	18	13	19
More than once a week	40	45	39	16
Weekly	15	21	25	6
Fortnightly	5	10	10	4
More than once a Month	4	3	3	6
Once a Month or Less	7	3	8	36
First Visit	1	1	1	13
<b>How do you normally travel into the Town Centre?</b>				
On Foot	34	34	27	13
Bicycle	2	1	3	3
Motorbike	0	0	0	2
Car	56	34	67	67
Bus	5	30	2	5
Train	1	0	1	7
Other	1	1	1	3

Other

Online Survey

<ul style="list-style-type: none"> <li>• didn't go today</li> </ul>
<ul style="list-style-type: none"> <li>• I didn't go to the town centre today</li> </ul>

<b>On average, on your normal visit to the Town Centre how much do you normally spend?</b>				
<b>Nothing</b>	4	1	1	3
<b>£0.01-£5.00</b>	15	18	5	13
<b>£5.01-£10.00</b>	25	23	17	13
<b>£10.01-£20.00</b>	30	34	35	19
<b>£20.01-£50.00</b>	21	16	31	27
<b>More than £50.00</b>	6	9	11	24

What are the positive aspects of the Town Centre?				
Physical appearance	56	34	57	56
Cleanliness	52	46	85	44
Retail Offer	35	44	22	39
Customer Service	44	63	77	11
Cafes/ Restaurants	51	75	84	54
Access to Services	69	73	91	25
Leisure Facilities	22	64	36	13
Cultural Activities/Events	28	50	43	43
Pubs/ Bars/ Nightclubs	35	20	65	19
Transport Links	34	66	30	6
Ease of walking around the town centre	71	80	90	42
Convenience e.g. near where you live	71	79	85	40
Safety	44	56	84	19
Car Parking	46	36	64	12
Markets	37	39	50	14
Other	4	1	2	5

## Other

### Face to Face Surveys

• "good for mums"
• "parking/ recreational facilities"
• "The lovely people"
• "Flowers and Trees"
• "gym"
• "very pleasant town"
• "great cycle park"
• "3 quality food stores. Lots of bike racks"
• "schools"
• "Flowers are good"
• "flowers, Christmas festival"
• "v nice small town feel"

What are the negative aspects of the Town Centre?				
Physical appearance	26	46	33	7
Cleanliness	24	43	11	10
Retail Offer	41	34	73	29
Customer Service	8	7	10	5
Cafes/ Restaurants	16	7	11	3
Access to Services	11	9	4	1
Leisure Facilities	32	3	46	6
Cultural Activities/Events	26	21	39	3
Pubs/ Bars/ Nightclubs	22	43	19	7
Transport Links	25	13	55	30
Ease of walking around the town centre	7	6	7	9
Convenience e.g. near where you live	7	4	9	2
Safety	12	19	7	3
Car Parking	37	37	28	65
Markets	22	49	29	5
Other	9	1	4	18

## Other

### Face to Face Surveys

• "More shops"
• "Overstock of late night pubs"
• "council car parking charges"
• "Empty shops"
• "No tourist attractions"
• "Scruffy"
• "No youth club"
• "empty shops in centre"
• "Rates too high"
• "Lack of buses"
• "Closed shops in Hart Centre. Sad! Sad!"
• "very poor transport links"
• "Empty Units"
• "More clothes shops"

• "public toilets"
• "too many empty shops in Hart Shopping Centre"
• "more shops"
• "Choice of shops"
• "Not really any mens shops"



How long do you stay in the Town Centre?				
Less than an hour	33	6	32	7
1-2 Hours	42	60	49	18
2-4 Hours	14	21	14	32
4-6 Hours	3	8	2	18
All Day	7	4	2	21
Other	1	1	1	4

Other

### Online Surveys

• Fleet
• I didn't go to the town centre today
• Fleet
• Choose online shopping as HATE Hart Shopping Centre
• Fleet

### Face to Face Surveys

• Live here
• Resident
• 2 Days

<b>Would you recommend a visit to the Town Centre?</b>				
<b>Yes</b>	80	71	62	91
<b>No</b>	20	29	39	9

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

### On Line Surveys

<ul style="list-style-type: none"> <li>• department store</li> </ul>
<ul style="list-style-type: none"> <li>• Less empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• encourage a sports shop to open</li> </ul>
<ul style="list-style-type: none"> <li>• more choice of shops</li> </ul>
<ul style="list-style-type: none"> <li>• Running Shop</li> </ul>
<ul style="list-style-type: none"> <li>• free car parking</li> </ul>
<ul style="list-style-type: none"> <li>• less pubs, eateries, charity shops, estate agents and hairdressers</li> </ul>
<ul style="list-style-type: none"> <li>• better variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops let in Hart Centre</li> </ul>
<ul style="list-style-type: none"> <li>• No more restaurants and coffee shops</li> </ul>
<ul style="list-style-type: none"> <li>• Fill empty units</li> </ul>
<ul style="list-style-type: none"> <li>• Make it look more enticing.</li> </ul>
<ul style="list-style-type: none"> <li>• Reduce parking</li> </ul>
<ul style="list-style-type: none"> <li>• Fill more empty shop units</li> </ul>
<ul style="list-style-type: none"> <li>• More retail shops</li> </ul>
<ul style="list-style-type: none"> <li>• More retail shops</li> </ul>

<ul style="list-style-type: none"> <li>• Cheaper car parking for evenings and permit holders</li> </ul>
<ul style="list-style-type: none"> <li>• More choice of shops so that I don't have to go elsewhere to buy undies, sports kit etc</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Better shopping</li> </ul>
<ul style="list-style-type: none"> <li>• Upgrade the shopping centre and attract new shops</li> </ul>
<ul style="list-style-type: none"> <li>• Close the shopping centre and enhance the high street</li> </ul>
<ul style="list-style-type: none"> <li>• Revamp Hart Centre</li> </ul>
<ul style="list-style-type: none"> <li>• Efforts to fill empty retail spaces</li> </ul>
<ul style="list-style-type: none"> <li>• Fill vacant units with quality retail shops i.eRiver Island</li> </ul>
<ul style="list-style-type: none"> <li>• Sort out the shopping centre</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes retail both adult and children's wear</li> </ul>
<ul style="list-style-type: none"> <li>• Bring more independents back</li> </ul>
<ul style="list-style-type: none"> <li>• To have a better quality of shopping for example fat face,white stuff, the people in fleet have money, with</li> </ul>
<ul style="list-style-type: none"> <li>• More retail outlets</li> </ul>
<ul style="list-style-type: none"> <li>• Rebuild the shopping centre</li> </ul>
<ul style="list-style-type: none"> <li>• fill vacant shop units</li> </ul>
<ul style="list-style-type: none"> <li>• non-Italian restaurants</li> </ul>
<ul style="list-style-type: none"> <li>• Improve market</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• More retail shops, stop putting the rent up, forcing the few shops we do have to close.</li> </ul>
<ul style="list-style-type: none"> <li>• offer empty shops at a lower rate to encourage up-take</li> </ul>
<ul style="list-style-type: none"> <li>• Fill the empty units in the Hart Center</li> </ul>

<ul style="list-style-type: none"> <li>• Fill empty retail units</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Close one armed gambling machine shop</li> </ul>
<ul style="list-style-type: none"> <li>• better choice of shops, especially clothing</li> </ul>
<ul style="list-style-type: none"> <li>• Needs free car parking, to extend the catchment area to larger population</li> </ul>
<ul style="list-style-type: none"> <li>• Fill empty shops with local businesses on a temporary /low rent basis</li> </ul>
<ul style="list-style-type: none"> <li>• Less closed shops</li> </ul>
<ul style="list-style-type: none"> <li>• No free parking</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Decent bus service</li> </ul>
<ul style="list-style-type: none"> <li>• Wider range of retail</li> </ul>
<ul style="list-style-type: none"> <li>• No more restaurants or charity shops new area of pop up shops like in old woolworths area</li> </ul>
<ul style="list-style-type: none"> <li>• Find tenants for empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• Re-Energise Hart Shopping Centre - seems they want it to fail!</li> </ul>
<ul style="list-style-type: none"> <li>• More retailers in Hart Centre</li> </ul>
<ul style="list-style-type: none"> <li>• Better shops - more choice</li> </ul>
<ul style="list-style-type: none"> <li>• more shops in the centre</li> </ul>
<ul style="list-style-type: none"> <li>• Council take over the hart centre and fill the units up</li> </ul>
<ul style="list-style-type: none"> <li>• get more shops, people like independents but quality chains are good too</li> </ul>
<ul style="list-style-type: none"> <li>• Free, easy accessible parking</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops for all ages</li> </ul>

<ul style="list-style-type: none"> <li>• Better bus service</li> </ul>
<ul style="list-style-type: none"> <li>• free parking esp. On the high street and in the evenings!</li> </ul>
<ul style="list-style-type: none"> <li>• To see the empty shops open again. Then the town won't look so tired.</li> </ul>
<ul style="list-style-type: none"> <li>• Wider choice of shops</li> </ul>
<ul style="list-style-type: none"> <li>• Shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• indoor market &amp; pop up shops</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• More short stay parking</li> </ul>
<ul style="list-style-type: none"> <li>• Less empty units in centre-looks kinda sad at times</li> </ul>
<ul style="list-style-type: none"> <li>• Larger Chain stores i.e. M&amp;S</li> </ul>
<ul style="list-style-type: none"> <li>• more variety of shops and not so many empty shops inside</li> </ul>
<ul style="list-style-type: none"> <li>• Fill retail units</li> </ul>
<ul style="list-style-type: none"> <li>• More practical shops for. Loathes shopping and bring back sports shop</li> </ul>
<ul style="list-style-type: none"> <li>• child friendly cafe</li> </ul>
<ul style="list-style-type: none"> <li>• more high street name retail shops</li> </ul>
<ul style="list-style-type: none"> <li>• Better retail shops</li> </ul>
<ul style="list-style-type: none"> <li>• Encourage wider range of retailers. Shopping for anything other than essentials is impossible, fruitless, boring.</li> </ul>
<ul style="list-style-type: none"> <li>• Get shops into the Hart Centre</li> </ul>
<ul style="list-style-type: none"> <li>• Variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• Big store to invest I.e Debenhams</li> </ul>
<ul style="list-style-type: none"> <li>• Improved toddler park like Crondall</li> </ul>

<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• more variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• better store variety</li> </ul>
<ul style="list-style-type: none"> <li>• No empty premises</li> </ul>
<ul style="list-style-type: none"> <li>• free parking</li> </ul>
<ul style="list-style-type: none"> <li>• More variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• more shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops and less empty units</li> </ul>
<ul style="list-style-type: none"> <li>• Free half hour parking</li> </ul>
<ul style="list-style-type: none"> <li>• better retail stores</li> </ul>
<ul style="list-style-type: none"> <li>• Cheaper parking</li> </ul>
<ul style="list-style-type: none"> <li>• More variety shops</li> </ul>
<ul style="list-style-type: none"> <li>• Empty shops make town look unloved. Owners should be encouraged to either let them out for community markets/ classes or at least improve frontage appearance.</li> </ul>
<ul style="list-style-type: none"> <li>• Wider choice of shops</li> </ul>
<ul style="list-style-type: none"> <li>• less empty shops, especially in hart centre</li> </ul>
<ul style="list-style-type: none"> <li>• Better retail options</li> </ul>
<ul style="list-style-type: none"> <li>• Pedestrianised area</li> </ul>
<ul style="list-style-type: none"> <li>• Less cafés</li> </ul>
<ul style="list-style-type: none"> <li>• Free parking will make more people use the town centre. 20p for half hour or 80p for 1 hour so i rush around in 30 mins &amp; do not have time to browse &amp; spend more money.</li> </ul>

<ul style="list-style-type: none"> <li>• Cheaper parking for working in town centre</li> </ul>
<ul style="list-style-type: none"> <li>• Lower the rents and FILL mall with decent shops</li> </ul>
<ul style="list-style-type: none"> <li>• free parking</li> </ul>
<ul style="list-style-type: none"> <li>• Let the empty property's to new business on affordable rents</li> </ul>
<ul style="list-style-type: none"> <li>• children's clothes shop</li> </ul>
<ul style="list-style-type: none"> <li>• Reduce rents to improve occupancy</li> </ul>
<ul style="list-style-type: none"> <li>• More Independant shops</li> </ul>
<ul style="list-style-type: none"> <li>• less empty units i.e shops</li> </ul>
<ul style="list-style-type: none"> <li>• less charity shops</li> </ul>
<ul style="list-style-type: none"> <li>• car parking prices</li> </ul>
<ul style="list-style-type: none"> <li>• Decent shops</li> </ul>
<ul style="list-style-type: none"> <li>• Free car parking in the evening</li> </ul>
<ul style="list-style-type: none"> <li>• better retail options to make the town worth visiting</li> </ul>
<ul style="list-style-type: none"> <li>• Pedestrianised high street</li> </ul>
<ul style="list-style-type: none"> <li>• More big name shops</li> </ul>
<ul style="list-style-type: none"> <li>• Try and fill empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• Allow busking like guildford</li> </ul>
<ul style="list-style-type: none"> <li>• More retail choice like Farnham and Guildford where I shop more often</li> </ul>
<ul style="list-style-type: none"> <li>• More shops in empty retail units</li> </ul>
<ul style="list-style-type: none"> <li>• Bring in clothing brand names Fat Face, Monsoon</li> </ul>
<ul style="list-style-type: none"> <li>• More shops in the hart centre.</li> </ul>
<ul style="list-style-type: none"> <li>• More range of shops</li> </ul>

<ul style="list-style-type: none"> <li>• Free parking</li> </ul>
<ul style="list-style-type: none"> <li>• try to fill empty units</li> </ul>
<ul style="list-style-type: none"> <li>• fill the hart centre with quality retailers</li> </ul>
<ul style="list-style-type: none"> <li>• fill more of the hart centre units, depressing to see so many empty</li> </ul>
<ul style="list-style-type: none"> <li>• Attract more retailers, as opposed to services.</li> </ul>
<ul style="list-style-type: none"> <li>• Free parking short stay</li> </ul>
<ul style="list-style-type: none"> <li>• More shops which attract more people to spend money. Aimed at the younger/middle aged and not the older generation. Not food/coffee shops etc</li> </ul>
<ul style="list-style-type: none"> <li>• Empty shops in shopping centre let the town down</li> </ul>
<ul style="list-style-type: none"> <li>• Stop pay &amp; display</li> </ul>
<ul style="list-style-type: none"> <li>• sports shop</li> </ul>
<ul style="list-style-type: none"> <li>• Too many empty units now, ask owners to reduce rents to tempt others inot our town</li> </ul>
<ul style="list-style-type: none"> <li>• Department store</li> </ul>
<ul style="list-style-type: none"> <li>• Tk maxx Better fashion stores</li> </ul>
<ul style="list-style-type: none"> <li>• Fill empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• Better bus service</li> </ul>
<ul style="list-style-type: none"> <li>• Shops that people need</li> </ul>
<ul style="list-style-type: none"> <li>• investment in better shopping centre / facilities</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• Clean pavements particularly the roads around Jaxx</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• New Harlington Theatre</li> </ul>



<ul style="list-style-type: none"> <li>• More retailers need to find Fleet a profitable place to trade</li> </ul>
<ul style="list-style-type: none"> <li>• more clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• More high end shops like fat face, white stuff, Joules, Laura Ashley. We are a middle class affluent town. They would fit in well and are never that big. I spend my life driving to Farnham.</li> </ul>
<ul style="list-style-type: none"> <li>• Encourage more independent retailers</li> </ul>
<ul style="list-style-type: none"> <li>• A better balance of retail shops</li> </ul>
<ul style="list-style-type: none"> <li>• More variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shop</li> </ul>
<ul style="list-style-type: none"> <li>• Free parking</li> </ul>
<ul style="list-style-type: none"> <li>• Keep local shops open</li> </ul>
<ul style="list-style-type: none"> <li>• More individual clothes Retail for men, women and children</li> </ul>
<ul style="list-style-type: none"> <li>• less litter</li> </ul>
<ul style="list-style-type: none"> <li>• More independents</li> </ul>
<ul style="list-style-type: none"> <li>• Another food retailer</li> </ul>
<ul style="list-style-type: none"> <li>• Hart Centre needs modernising. Retail units are very dark and dingy e.g WHSmiths and New Look</li> </ul>
<ul style="list-style-type: none"> <li>• more shops</li> </ul>
<ul style="list-style-type: none"> <li>• Better retail facilities</li> </ul>
<ul style="list-style-type: none"> <li>• Less empty units</li> </ul>
<ul style="list-style-type: none"> <li>• Utilise the large empty units with a daily market</li> </ul>
<ul style="list-style-type: none"> <li>• more public transport</li> </ul>
<ul style="list-style-type: none"> <li>• Cheaper car parks</li> </ul>
<ul style="list-style-type: none"> <li>• More clothing shops</li> </ul>

<ul style="list-style-type: none"> <li>• cinema, bowling, shops</li> </ul>
<ul style="list-style-type: none"> <li>• more shops and cinema</li> </ul>
<ul style="list-style-type: none"> <li>• fewer empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• Pedestrianisation</li> </ul>
<ul style="list-style-type: none"> <li>• Bring back short term free parking</li> </ul>
<ul style="list-style-type: none"> <li>• More variety of shops opening not empty shops !!!</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Occupied shops</li> </ul>
<ul style="list-style-type: none"> <li>• More variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• Pedestrianise Fleet Rd from Victoria Rd to Church Rd at weekends</li> </ul>
<ul style="list-style-type: none"> <li>• More shops in the centre which will stay. It always looks so empty</li> </ul>
<ul style="list-style-type: none"> <li>• Encourage more shops</li> </ul>
<ul style="list-style-type: none"> <li>• department store - miss Woolworths</li> </ul>
<ul style="list-style-type: none"> <li>• a variety of cinema offers</li> </ul>
<ul style="list-style-type: none"> <li>• more free parking spaces</li> </ul>
<ul style="list-style-type: none"> <li>• better shop variety</li> </ul>
<ul style="list-style-type: none"> <li>• More shops in hart centre - especially children clothes</li> </ul>
<ul style="list-style-type: none"> <li>• shops worth going in .</li> </ul>
<ul style="list-style-type: none"> <li>• Have a market more than once a week</li> </ul>
<ul style="list-style-type: none"> <li>• stop charging for parking after 6 pm</li> </ul>
<ul style="list-style-type: none"> <li>• Remove the soulless shopping centre</li> </ul>

<ul style="list-style-type: none"> <li>• Childrens clothing stores</li> </ul>
<ul style="list-style-type: none"> <li>• More small businesses in the vacant shops..lower rent</li> </ul>
<ul style="list-style-type: none"> <li>• free parking</li> </ul>
<ul style="list-style-type: none"> <li>• Pedestrian phase on traffic lights at Oatsheaf crossroad junction</li> </ul>
<ul style="list-style-type: none"> <li>• Greater retail variety</li> </ul>
<ul style="list-style-type: none"> <li>• Children's clothes shop</li> </ul>
<ul style="list-style-type: none"> <li>• free parking</li> </ul>
<ul style="list-style-type: none"> <li>• more retail outlets</li> </ul>
<ul style="list-style-type: none"> <li>• pedestrian fleet road on sat</li> </ul>
<ul style="list-style-type: none"> <li>• Less empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• More variety in retail units</li> </ul>
<ul style="list-style-type: none"> <li>• wider range of shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shop choices</li> </ul>
<ul style="list-style-type: none"> <li>• Lower the rent to promote bussineses</li> </ul>
<ul style="list-style-type: none"> <li>• Fill the empty retail units</li> </ul>
<ul style="list-style-type: none"> <li>• More high end retail units, department store, house of Fraser</li> </ul>
<ul style="list-style-type: none"> <li>• More Shops in centre</li> </ul>
<ul style="list-style-type: none"> <li>• Reduce rent in Hart centre to encourage more units to be let</li> </ul>
<ul style="list-style-type: none"> <li>• More retail units to be filled - lower rent</li> </ul>
<ul style="list-style-type: none"> <li>• Pay on foot car parks</li> </ul>
<ul style="list-style-type: none"> <li>• More independent shops</li> </ul>
<ul style="list-style-type: none"> <li>• Support local and national businesses to stay in fleet instead of forcing them</li> </ul>

away
<ul style="list-style-type: none"> <li>Needs more individual shops</li> </ul>
<ul style="list-style-type: none"> <li>more actual shops!</li> </ul>
<ul style="list-style-type: none"> <li>Either support the Hart Centre and have a full shopping centre or close it down and reinvigorate the high Street</li> </ul>
<ul style="list-style-type: none"> <li>Increase diversity of shops - more independents</li> </ul>
<ul style="list-style-type: none"> <li>More retail shops for children clothes</li> </ul>
<ul style="list-style-type: none"> <li>more variety of shops not just places to eat!</li> </ul>
<ul style="list-style-type: none"> <li>Cheaper parking</li> </ul>
<ul style="list-style-type: none"> <li>more shops</li> </ul>
<ul style="list-style-type: none"> <li>Free parking after 6</li> </ul>
<ul style="list-style-type: none"> <li>better clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>Pop-up stores (until somebody can use space permanently)</li> </ul>
<ul style="list-style-type: none"> <li>More Clothing shops</li> </ul>
<ul style="list-style-type: none"> <li>more variety of restaurants</li> </ul>
<ul style="list-style-type: none"> <li>More free parking for longer period of time</li> </ul>
<ul style="list-style-type: none"> <li>Free parking after 6pm/Sundays</li> </ul>
<ul style="list-style-type: none"> <li>More shops other than cafes/hairdressers/charity shops</li> </ul>
<ul style="list-style-type: none"> <li>A sport shop</li> </ul>
<ul style="list-style-type: none"> <li>option of 30 mins paid parking after 6. Not just £1</li> </ul>
<ul style="list-style-type: none"> <li>More free short stay parking</li> </ul>
<ul style="list-style-type: none"> <li>bring back the free parking or lower the cost of car parking</li> </ul>
<ul style="list-style-type: none"> <li>better range of high quality retail</li> </ul>

<ul style="list-style-type: none"> <li>• Free parking</li> </ul>
<ul style="list-style-type: none"> <li>• More boutique shops &amp; less empty shops!</li> </ul>
<ul style="list-style-type: none"> <li>• more clothes shops, (national chains)</li> </ul>
<ul style="list-style-type: none"> <li>• Farmers market in the centre of town</li> </ul>
<ul style="list-style-type: none"> <li>• Better choice of shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Bring back 30 min free parking spaces</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops less empty units</li> </ul>
<ul style="list-style-type: none"> <li>• more clothes shops for all ages</li> </ul>
<ul style="list-style-type: none"> <li>• More independents</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops, ie primark</li> </ul>
<ul style="list-style-type: none"> <li>• Demolish the Hart Shopping Centre</li> </ul>
<ul style="list-style-type: none"> <li>• The Hart centre needs sorting out. Attract better retail.</li> </ul>
<ul style="list-style-type: none"> <li>• A Central safe point to meet up outside like the lion and Lamb in Farnham somewhere for groups to sit</li> </ul>
<ul style="list-style-type: none"> <li>• More retail outlets</li> </ul>
<ul style="list-style-type: none"> <li>• Free parking in the evenings</li> </ul>
<ul style="list-style-type: none"> <li>• Free easy parking</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• More chain shops</li> </ul>
<ul style="list-style-type: none"> <li>• More clothing retailers</li> </ul>

<ul style="list-style-type: none"> <li>• Fill empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• no parking charges Sunday</li> </ul>
<ul style="list-style-type: none"> <li>• Needs a wider range of retail shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops for child and baby good alike a mothercare</li> </ul>
<ul style="list-style-type: none"> <li>• Pedestrianise the high street</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Flowers</li> </ul>
<ul style="list-style-type: none"> <li>• Not to have too many coffee shops in the town.</li> </ul>
<ul style="list-style-type: none"> <li>• Stop/restrict chain stores from being able to open, lower rent and encourage independent/family run businesses to open up.</li> </ul>
<ul style="list-style-type: none"> <li>• Shops that are needed, eg shoe shops</li> </ul>
<ul style="list-style-type: none"> <li>• More shops</li> </ul>
<ul style="list-style-type: none"> <li>• Filling the empty shop units</li> </ul>
<ul style="list-style-type: none"> <li>• Fill empty shops with Wilko's / £1 shops, with affordable rents!</li> </ul>
<ul style="list-style-type: none"> <li>• sports shop</li> </ul>
<ul style="list-style-type: none"> <li>• More clothes shops</li> </ul>
<ul style="list-style-type: none"> <li>• Fewer empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• Free parking for short trips</li> </ul>
<ul style="list-style-type: none"> <li>• Lower rent to attract more businesses (local shops not big names)</li> </ul>
<ul style="list-style-type: none"> <li>• pedestrianisation of roads</li> </ul>
<ul style="list-style-type: none"> <li>• decent shops</li> </ul>
<ul style="list-style-type: none"> <li>• easier free parking</li> </ul>

<ul style="list-style-type: none"> <li>• Change 6 o'clock parking, free parking evening and Sunday's</li> </ul>
<ul style="list-style-type: none"> <li>• Cheaper parking</li> </ul>
<ul style="list-style-type: none"> <li>• More variety of shops</li> </ul>
<ul style="list-style-type: none"> <li>• Encourage diversity of shops</li> </ul>
<ul style="list-style-type: none"> <li>• Fill the empty units</li> </ul>
<ul style="list-style-type: none"> <li>• more independent shops</li> </ul>
<ul style="list-style-type: none"> <li>• fewer empty shops</li> </ul>
<ul style="list-style-type: none"> <li>• Wider range of shops - Farnham does it why can't we?</li> </ul>
<ul style="list-style-type: none"> <li>• Smarten up the town centre</li> </ul>
<ul style="list-style-type: none"> <li>• new playground at The Views / improve Views in general including more obvious connection to Fleet Rd</li> </ul>
<ul style="list-style-type: none"> <li>• Childrenswear shop</li> </ul>
<ul style="list-style-type: none"> <li>• put le giardino space (and old Woolworths) to good use in the Hart Centre instead of leaving empty</li> </ul>
<ul style="list-style-type: none"> <li>• Get retail shops open again</li> </ul>
<ul style="list-style-type: none"> <li>• More businesses in empty shops.</li> </ul>
<ul style="list-style-type: none"> <li>• Free parking in evening</li> </ul>
<ul style="list-style-type: none"> <li>• Attract more retail chains</li> </ul>
<ul style="list-style-type: none"> <li>• Rebuild 70s shops</li> </ul>
<ul style="list-style-type: none"> <li>• Cycle routes</li> </ul>
<ul style="list-style-type: none"> <li>• improve image of buildings</li> </ul>
<ul style="list-style-type: none"> <li>• Need something to fill old Woolworths space, suggest something like a Primark or TK Maxx.</li> </ul>
<ul style="list-style-type: none"> <li>• Get more proper shops</li> </ul>

<ul style="list-style-type: none"> <li>• Dept store please</li> </ul>
<ul style="list-style-type: none"> <li>• Better crossings</li> </ul>
<ul style="list-style-type: none"> <li>• Better facilities for teenagers</li> </ul>
<ul style="list-style-type: none"> <li>• A few retail clothes shops medium price range</li> </ul>
<ul style="list-style-type: none"> <li>• More and better cafes/restaurants</li> </ul>
<ul style="list-style-type: none"> <li>• More short term parking (30mins)</li> </ul>
<ul style="list-style-type: none"> <li>• Better variance of shops</li> </ul>
<ul style="list-style-type: none"> <li>• More cultural activities and events</li> </ul>
<ul style="list-style-type: none"> <li>• free parking after 6pm</li> </ul>
<ul style="list-style-type: none"> <li>• Cinema, or weekly films at Harlington</li> </ul>
<ul style="list-style-type: none"> <li>• Redevelop shops and offices for mixed use</li> </ul>
<ul style="list-style-type: none"> <li>• More shops. No empty retail units.</li> </ul>
<ul style="list-style-type: none"> <li>• More local speciality shops to fill spaces</li> </ul>
<ul style="list-style-type: none"> <li>• Better parking</li> </ul>
<ul style="list-style-type: none"> <li>• more shops in Hart Centre</li> </ul>
<ul style="list-style-type: none"> <li>• diversity</li> </ul>
<ul style="list-style-type: none"> <li>• empty units filled</li> </ul>
<ul style="list-style-type: none"> <li>• shops</li> </ul>
<ul style="list-style-type: none"> <li>• Needs to grow into a bigger town with more variety to offer</li> </ul>
<ul style="list-style-type: none"> <li>• to ensure that we keep the Hart Centre, particularly Waitrose. The town would die without Waitrose, it is a draw.</li> </ul>
<ul style="list-style-type: none"> <li>• Better mix of retail.</li> </ul>
<ul style="list-style-type: none"> <li>• more and better shops</li> </ul>



<ul style="list-style-type: none"> <li>• Better frontage to the shops on the high street (brick etc)</li> </ul>
<ul style="list-style-type: none"> <li>• more independent shops</li> </ul>
<ul style="list-style-type: none"> <li>• Make it less linear (e.g. new side street shopping (such as Harlington idea).</li> </ul>
<ul style="list-style-type: none"> <li>• Better parking options</li> </ul>
<ul style="list-style-type: none"> <li>• No more restaurants and coffee shops</li> </ul>
<ul style="list-style-type: none"> <li>• Fewer coffee shops/cafes/restaurants</li> </ul>

### Face to Face Paper Based Surveys

<ul style="list-style-type: none"> <li>• "Get rid of derelict properties at North End of Town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill empty shops. More variety of shops."</li> </ul>
<ul style="list-style-type: none"> <li>• "Holister. Primark"</li> </ul>
<ul style="list-style-type: none"> <li>• "Hollister. Primark"</li> </ul>
<ul style="list-style-type: none"> <li>• "Free off road parking at weekends"</li> </ul>
<ul style="list-style-type: none"> <li>• "More children's clothing shops. Present/ gift shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops in shopping arcade."</li> </ul>
<ul style="list-style-type: none"> <li>• "Better variety of shops. Improve the centre, too many empty units. More Sunday opening."</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Bus Link."</li> </ul>
<ul style="list-style-type: none"> <li>• "Useful shops. Too many hairdressers, coffee shops and charity shops!"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops i.e. sports clothing, music instead of too many coffee bars, hairdressers, charity, mobile phone. Toilet facilities, free car parking for short visits."</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops. Town fairs."</li> </ul>
<ul style="list-style-type: none"> <li>• "More clothing/ kids clothes shops."</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill the empty units. More variety of shops."</li> </ul>
<ul style="list-style-type: none"> <li>• "Car parking, shopping precinct."</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduce traffic on High Street. Add a department store."</li> </ul>
<ul style="list-style-type: none"> <li>• "More gardens/ green spaces. Department store, John Lewis"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Lower rents. Transport."</li> </ul>
<ul style="list-style-type: none"> <li>• "Get empty shops filled. Maybe rents need to be reduced."</li> </ul>

• "Bus to outside Fleet area, there is none"
• "Less hairdressers. More interesting shops."
• "Less greeting card shops and coffee shops. More actual shops."
• "Bigger variety of retail shops. Free parking, Greater control of night club."
• "Less traffic on High Street"
• "More clothes shops. Not just coffee shops. Make every staff worker take a manners course."
• "More empty shops filled. Less cafes and more retail"
• "Bring the rent down in the centre so shops stay open instead of closing. There are some private shops but for a man's shirt £79! Not everybody can afford this. Now Burtons are closing as .....I expect Dorothy Perkins will be next."
• "Better retail i.e. Boutiques and home stores. Not enough shops to attract customers, especially young families."
• "Better retail offering. Better cafe."
• "Happy with it, I would however modernise the shopping centre."
• "Cinema. More popular up to date restaurants."
• "More shops"
• "Game shops to not be too expensive"
• "Better retail offer, more varied. Improved leisure facilities."
• "Greater choice of retail outlets, particularly clothes shops. Greater choice of leisure facilities."
• "Better range of shops. More entertainment for children/ teenagers."
• "Number of empty shops- need to attract more businesses"
• "More diverse shops"
• "Better street furniture. Imaginative retailers"
• "More shopping- variety of small businesses. More direction of parks- availability for visitors to Fleet and upgrade some of the shop fronts"
• "Cafes for lunches, especially with kids. Bigger Sainsbury's"
• "More clothes shops for kids. Places to eat for small/ quick meals e.g. sandwiches, light lunch. There is plenty of restaurants. Need a bigger Sainsbury's"
• "More shops that sell music practice books"
• "More retail shops, less estate agents and charity shops. More shops occupied in the centre."

<ul style="list-style-type: none"> <li>• "The rents should be reduced to encouraged businesses to grow. Part of the town could be pedestrian only."</li> </ul>
<ul style="list-style-type: none"> <li>• "Free parking, wider range of shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less closed shops. Pedestrianise Main Street."</li> </ul>
<ul style="list-style-type: none"> <li>• "Less charity shops and reduce rates to ensure shops are not vacant"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper car parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "The approach to Fleet from Aldershot at Kings Road- the Tyre Company looks awful. Help small retailers to set up, avoids empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better bus service too many restaurants and pubs. 20mph a waste of time, it can't be enforced."</li> </ul>
<ul style="list-style-type: none"> <li>• "Renovate the Hart Centre. Attract more retailers to fill the empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More soft play in the town centre for younger children. More shops and a cafe with a play area."</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill the empty shops. Specialist shops to attract trade"</li> </ul>
<ul style="list-style-type: none"> <li>• "Too many cafes"</li> </ul>
<ul style="list-style-type: none"> <li>• "Missed the chance, relief road should have been built and High St become pedestrianised."</li> </ul>
<ul style="list-style-type: none"> <li>• "Better retail mix- children's/ women's. Clothes stores. More regular bus service."</li> </ul>
<ul style="list-style-type: none"> <li>• "Better retail outlets. Better/ bigger parking spaces."</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill units in shopping centre. Reduce cost of car parking."</li> </ul>
<ul style="list-style-type: none"> <li>• "Free parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Individual boutiques"</li> </ul>
<ul style="list-style-type: none"> <li>• "More individual shops, including bespoke cafes instead of chains. Public transport is appalling, no buses on Sunday even to the nearest hospital."</li> </ul>
<ul style="list-style-type: none"> <li>• "Wider variety of shops to give a reason to come to Fleet as all the surrounding towns have far more to offer. Increase options for leisure activities- bowling alley etc to encourage people to come here."</li> </ul>
<ul style="list-style-type: none"> <li>• "More free parking for residents. Cinema/ Theatre."</li> </ul>
<ul style="list-style-type: none"> <li>• "Less empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less traffic esp on Saturday! Some pedestrian zones"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less traffic- more ped. Continue and expand shop window coordination"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better transport"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. More stuff to do for kids"</li> </ul>
<ul style="list-style-type: none"> <li>• "Being able to re let some of the many empty shops."</li> </ul>

• "Empty shops"
• "More shops, clothes, children's, women's"
• "More shops"
• "Less empty shops"
• "A dvd shop. Less empty shops."
• "Variety of shops (no more coffee shops) Events like fashion show. This is a pleasant mall but it needs to draw people in"
• "Fill in empty shops. Help make business cases to attract big brands"
• "More shops. A vue"
• "A department store. A children's clothes shop"
• "More shops"
• "Greenery, flowers. More frequent bus"
• "More individual shops. A decent department store e.g. John Lewis"
• "Fill the empty shops. Free parking after 6pm"
• "Cut down no pubs, cafes, estate agents and charity shops and chuggers. More community events. Free parking."
• "Fill up empty shops"
• "Please we need more shops and less restaurants and take aways. Fleet is full of ladies who would like to shop for clothes."
• "Improvements to Saturday market, Market type stalls in Shopping Mall."
• "Needs an anchor/ mainstream store"
• "More frequent bus service from Cove and better shop signage"
• "Green area with seats"
• "More quality retail. More entertainment"
• "Hart Centre needs updating and shops"
• "More shops please"
• "Improved retail offer occupancy (Hart Centre) Better quality retailers. e.g. major chains, independent"
• "More shops open. Perhaps leases too expensive"
• "Incentives for shops to reopen. Cinema."
• "Amazed at empty shops since last visit and disappointed"
• "Put the flower baskets out earlier. Make Fleet Road a precinct"
• "Lower rates for shops so the centre attracts better shops. Reduce the nightlife along High Street"

<ul style="list-style-type: none"> <li>• "Better bus service. The town must be suffering from the lack of transport for people who live in the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Change the Sunday £1 Parking charge- Church Road"</li> </ul>
<ul style="list-style-type: none"> <li>• "Too many boards outside shops. Market too small"</li> </ul>
<ul style="list-style-type: none"> <li>• "Car parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops. Butchers and Greengrocers, Ice Cream Shop/ Desert"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops. Too many cafes etc"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops, fun"</li> </ul>
<ul style="list-style-type: none"> <li>• "More brand shops. More family entertainment."</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduce council business rates to allow smaller businesses to flourish. Mall floor is too slippery for business shoes"</li> </ul>
<ul style="list-style-type: none"> <li>• "Dirty Streets, food waste after weekend. Frimley Park bus required."</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Few more benches. Public toilets"</li> </ul>
<ul style="list-style-type: none"> <li>• "Great improvement for cyclists"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "I suggest to bring a lot of people into Fleet would be to encourage ALDI to open up in the old Woolworths"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lower the shop rents. Too many shops closing. Hart Centre a disgrace"</li> </ul>
<ul style="list-style-type: none"> <li>• "Shops aimed at young adults"</li> </ul>
<ul style="list-style-type: none"> <li>• "Attract more retail"</li> </ul>
<ul style="list-style-type: none"> <li>• "Dirty pavements outside takeaways. Buses"</li> </ul>
<ul style="list-style-type: none"> <li>• "More retail in centre. More transport to and from other towns"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lower the rents in the High Street, too many empty shops. Also far too cluttered in the main throughfare, presumably because the rents are less. Remove the very annoying 20mph limits. I live on Albany Road and find it irritating and widely ignored."</li> </ul>
<ul style="list-style-type: none"> <li>• "More varied shops. More leisure activities, e.g. Leisure"</li> </ul>
<ul style="list-style-type: none"> <li>• "More individual shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Nandos. It would be nice for the centre to have some more shops and less empty units so it feels less like a ghost town"</li> </ul>

<ul style="list-style-type: none"> <li>• "A better variety of shops, less eating and drinking shops. How many do we need?"</li> </ul>
<ul style="list-style-type: none"> <li>• "Friendly service in cafes and shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More leisure facilities e.g. Cinema. Reduce special rates for retail premises so empty shops are filled"</li> </ul>
<ul style="list-style-type: none"> <li>• "Bigger mainstream shops for men and children"</li> </ul>
<ul style="list-style-type: none"> <li>• "Make Fleet High St a walking zone. More disabled parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill the empty shops. Some kind of market"</li> </ul>
<ul style="list-style-type: none"> <li>• "Some more shops, not cafes, pubs or estate agents"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better shops in centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "Road directions. Parking signs"</li> </ul>
<ul style="list-style-type: none"> <li>• "More independent small shops- like Bakers. Restructure town traffic to include pedestrian zone in town centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "Improve overall appearance of the town. Get rid of parking charges, make parking easier for shoppers. Reduce business rates to attract more independent retailers to the town"</li> </ul>
<ul style="list-style-type: none"> <li>• "Market days, themed market, themed event at least once a month"</li> </ul>
<ul style="list-style-type: none"> <li>• "Needs a bookshop (a proper one not the Works). Better bus links to other places, trains don't get you anywhere"</li> </ul>
<ul style="list-style-type: none"> <li>• "Public toilets. Traffic Lights at cross roads of Church Road"</li> </ul>
<ul style="list-style-type: none"> <li>• "Greater choice in retail stores. Freshen the appearance of the shopping centre. The High St is fine"</li> </ul>
<ul style="list-style-type: none"> <li>• "More clothes shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Bring the £1 shop back"</li> </ul>
<ul style="list-style-type: none"> <li>• "I suggest to improve the town centre is to have a bus to more destinations (i.e. Hartley Witney, Yateley). Bring more variety of clothes shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill in empty shop spaces"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Free parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "More specialist shops. Better variety of restaurants"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops/ choice"</li> </ul>
<ul style="list-style-type: none"> <li>• "More choice of shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More free parking, More shops, bigger area"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lack of variety of shops. Too many hairdressers, bookmakers. We need a sports shop"</li> </ul>
<ul style="list-style-type: none"> <li>• "No shops. Pedestrianised"</li> </ul>

<ul style="list-style-type: none"> <li>• "More high end shops. More places to eat e.g. Nandos"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cinema. Ladies clothes outlet. Children's shop. Small Dept Store. More variety of supermarket, Lidl-Aldo"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better variety of shops. Fill shopping centre spaces,"</li> </ul>
<ul style="list-style-type: none"> <li>• "Good quality shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better market"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Make the main road traffic free,"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Reduce rents and rates to reduce empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Make the approach into the town more presentable, Lower the rentals and encourage people to shop more in Fleet, more shops etc"</li> </ul>
<ul style="list-style-type: none"> <li>• "More free parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "g"</li> </ul>
<ul style="list-style-type: none"> <li>• "A bus from Elvertham Heath to the town centre direct"</li> </ul>
<ul style="list-style-type: none"> <li>• "Need to attract more well established shops to the town centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "Consistent planning for buildings. Car parking incentives"</li> </ul>
<ul style="list-style-type: none"> <li>• "Encourage more people to come. Lower rent/ rates to get more shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better parking. Available bus"</li> </ul>
<ul style="list-style-type: none"> <li>• "Dirty. Attractions"</li> </ul>
<ul style="list-style-type: none"> <li>• "Build more shops beyond the High St. Second floor shops on the Shopping Centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "More trees"</li> </ul>
<ul style="list-style-type: none"> <li>• "More independent shops. Pedestrianise the town centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "Rents in Hart Centre lower so empty shops can be rented. It would be more lively"</li> </ul>
<ul style="list-style-type: none"> <li>• "Attract more businesses"</li> </ul>
<ul style="list-style-type: none"> <li>• "More retail shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops and more activities"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lower the rents to fill the shopping centre with shops again. Proper leisure facilities not just a pub crawl"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better bookshops. Cinema"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill up shops in Hart Centre. Improve bus routes"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better bus service"</li> </ul>
<ul style="list-style-type: none"> <li>• "More independent stores inside and outside. More free parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "Improved crossings. Better range of shops. More independent"</li> </ul>

• "Free short term parking. Refurbish Hart Centre"
• "Less Italian restaurants and more retail shops"
• "More shops"
• "More shops, too many closed down premises"
• "Close the road to traffic, add greenery and sitting area. Less charity shops, encourage small independent retailers (e.g. veg/ grocery shop)"
• "More leafy areas/ trees. Artistic installations even Paddington Bear and Ballet Shoe Tree"
• "Ensuring parking metres are maintained. More parking."
• "Possibly a larger shopping centre which would attract more people. Cinema"
• "More shops, particularly clothing. Better transport i.e. buses"
• "Stop building senior living houses. More families please."
• "HMV"
• "Free car parking. Traffic calming, pedestrian sharing High St"
• "Better play facilities for young children. An indoor market in the old Woolworths"
• "Empty shops. Free parking"
• "More shops inside the Centre"
• "Cleaner. More shops"
• "Cheaper car parking, More small independent shops"
• "More variety of shops other than food shops e.g. clothing, primark, game shop"
• "Free parking. More events"
• "Cinema. Primark"
• "Move it closer to the train station"
• "More shops in centre. Cycle lanes"
• "Free car parking. Better public transport and on Sundays"
• "More shops for guys clothing. nandos"
• "Better bus service. More decent shops"
• "Find ways to cut down on crime. Nandos"
• "Too many coffee shops. Cultural desert"
• "Hart Centre- efforts to get more businesses involved. Organized children's activities at weekends"
• "More green areas"



• "Buses not good"
• "More shops and choice"
• "Train jams"
• "Variety of offering"
• "More food stores. More gaming stores."
• "Improve shopping centre. Less coffee bars. More variety"
• "Free parking. More independent retail shops."
• "Lower business rates. Free parking"
• "Prettier"
• "Improve the look of the buildings. Reduce rates for shop owners so we can have less empty shops"
• "More shops. More flowers"
• "Better shopping centre. Better mix of retail"
• "More clothes shops"
• "Make it easier to park. Pedestrianise"
• "Buses. Decent shops"
• "More up to date modern shops. More communal sitting areas"
• "Cinema. Theatre"
• "High St Shops. Cinema"
• "Better variety of shops. Help to struggling and starter shops"
• "More high street shops"
• "Needs some more colour"
• "Improve the car park surface behind Sainsbury"
• "More night clubs"
• "More to do. Boring town. Go karting"
• "A big shop to replace Woolworths. Lack of men's clothes shops and no sports shops"
• "Fill up closed shops"
• "Free parking. Sports Centre"
• "More popular shops e.g. Primark, Creams, More effort to clean rubbish"
• "More variety of shops"
• "Fill up closed shops"
• "Allow parking in spaces in front of shops. Remove disabled spaces. Encourage new shops, lower rents"

<ul style="list-style-type: none"> <li>• "Improved toilet provision. Cheaper parking."</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops- turning into a centre of pubs, restaurants and cafes and charity shops, more competitive parking, Bring back free parking."</li> </ul>
<ul style="list-style-type: none"> <li>• "Always smarten front of empty shops- disguise or sell large advertising and promotional material or use art, Maintain high standards friends love coming to Fleet to shop, browse, stroll"</li> </ul>
<ul style="list-style-type: none"> <li>• "Try to attract commercial uses to empty premises, Pay as you leave car parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "More varied markets, French, farmers. Permanent Cinema"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fleet High St to be pedestrianised"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less disabled spaces as misused. More 10 mins on road parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Face lift of empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Open more shops even if only on short term leases; it's not nice having more and more empty shops. Keep the shops which have closed maintained i.e. the old KFC is looking very tired, As are the office blocks down towards the station"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops- sports, burger king"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cinema"</li> </ul>
<ul style="list-style-type: none"> <li>• "Too many food shops and charity shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better restaurants. More spaces on High Street"</li> </ul>
<ul style="list-style-type: none"> <li>• "Bring in more businesses/ shops. Better transport"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops and variety in places to eat would be beneficial"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Better transport"</li> </ul>
<ul style="list-style-type: none"> <li>• "Stores for clothing"</li> </ul>
<ul style="list-style-type: none"> <li>• "Parking!! Loopy to charge overnight for short evening visit"</li> </ul>
<ul style="list-style-type: none"> <li>• "More places to sit"</li> </ul>
<ul style="list-style-type: none"> <li>• "More seating. Cleaner place"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cleaned more. Rose bushes"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper trains. Cheaper places"</li> </ul>
<ul style="list-style-type: none"> <li>• "More activities for kids"</li> </ul>
<ul style="list-style-type: none"> <li>• "More open shops in the shopping centre. More bus connections"</li> </ul>
<ul style="list-style-type: none"> <li>• "gu52"</li> </ul>
<ul style="list-style-type: none"> <li>• "More play parks. Improve the one at the Views. Free parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less charity"</li> </ul>
<ul style="list-style-type: none"> <li>• "Game. Sports Direct"</li> </ul>

• "Game Shop. Sports Shop"
• "Make a basketball court in the park"
• "More retail shops. More units occupied"
• "Less traffic. More clothes shops"
• "Cinema"
• "Better general stores e.g. John Lewis/ Woolworth too. Less empty shops"
• "More variety of shops. No more cafes"
• "Lidl. Aldi. Wilkinson's. Large M and S and Poundland"
• "Nandos. HMV"
• "Investment in Shopping Mall. Encouragement/ enticement for new retailers into Mall"
• "Too many eateries"
• "Entice more fashion/ shoe shops for adults and children. Sports store, shop"
• "Concentrate of developing and improving High Street. Pedestrianise?"
• "More clothes shops. Fill up empty shops"
• "A cinema or more parks"
• "Burger King. Another Nightclub"
• "Clothes shops"
• "Department Store. Young people activities"
• "Encourage more shops into Hart Centre"
• "More fairs/ festivals. More things to get involved in like a town picnic or market"
• "More shops. Speed limit in High St"
• "New shops. New variety. Better restaurants- more choice- no more Italian/ Indian etc"
• "Buses need more clothes shops"
• "More shops in Hart Centre, less charity shops on High Street. More clothes shops. Drop in parking spaces,"
• "Too many restaurants, nail bars, no longer have a craft shop. Better street cleaning, especially after the weekend. Few more independent retailers"
• "Get rid of half the cafe/ restaurants"
• "Post Office. Punctuality of buses"
• "More shops"
• "More free parking, obviously. More shopping variety- not just coffee shops and charity"

• "Better market. More shops"
• "More for families e.g. Cinema"
• "More shops- so many closing down"
• "Cinema. Burger King"
• "Bus seating at stops. Fill the Hart Centre with more shops, not charity shops"
• "Pedestrianise centre"
• "More variety of shops e.g. sports clothing, department store, and independent store. Bring back 30 min free bays in Council Car Parks"
• "Knock down shopping centre and start again. Align look and feel to income and demographic of people"
• "Clean it up, wash pavements"
• "Cheaper and more sensible parking- especially short term overnight"
• "Better variety of shops"
• "Would like to see different shops come into town. Already empty units filled"
• "More variety of shops. Less empty shop units"
• "Need a park in the area. Cheaper shops like £1 shop. More to so in the Hart Centre. More shops"
• "More events to do, cinema or activity places. Park somewhere to sit. Relax that is local in Fleet shopping centre. Need Poundland, Gap Shop"
• "More retail shops"
• "More clothes shops. Other chains. More variety."
• "Less vacant shops/ units. Attract more retailers. More street events e.g. Farmers Markets"
• "Better variety of well known stores. Indoor bowling"
• "Get a tenant for the coffee area in the shopping centre. More High St clothes shops- Gap, River Island etc"
• "More for children/ families. Baby Shop"
• "Free 1 hour parking, Get more retailers in, not just coffee shops"
• "More advertising. Better clothes shops"
• "Fill empty retail units, why are they empty. Are there other uses for them."
• "Encourage more shops, is it due to high rental that so many have closed and so many shops are empty. Better public transport"

<ul style="list-style-type: none"> <li>• "Better variety of shops. More disabled parking, explanation of rules. Electric shock from metal strips in centre when pushing a wheelchair- it hurts"</li> </ul>
<ul style="list-style-type: none"> <li>• "Parking too expensive for short stay. Wider variety of shops. Bus services"</li> </ul>
<ul style="list-style-type: none"> <li>• "Leisure centre nearer to town centre. Cheaper car parking"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. Better parking and transport."</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper parking in FTC car parks, too expensive, cheaper rates, larger stores. Stop building OAP Flats need more 2/3 bed houses for families. Reduced rents, empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cheaper parking to encourage larger shopping. Better advertising of local shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More suitable shops, Larger range."</li> </ul>
<ul style="list-style-type: none"> <li>• "Greater variety in retail offer. Pedestrianise part of the High St"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More men's shops. Bowling alley"</li> </ul>
<ul style="list-style-type: none"> <li>• "A shop for children's clothing- jo jo maman bebe. Occupy old Woolworths store"</li> </ul>
<ul style="list-style-type: none"> <li>• "Parking is painful, lots of empty shops. Lower rent incentives"</li> </ul>
<ul style="list-style-type: none"> <li>• "More men's clothes shop. Bowling alley"</li> </ul>
<ul style="list-style-type: none"> <li>• "Fill empty shops! No more new houses- bigger pressure on all services"</li> </ul>
<ul style="list-style-type: none"> <li>• "Improve the retail offer by filling empty shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "More choice of shops""More shops, fill vacated"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Public gardens or public seating in pleasant environment"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less empty shops in Hart Shopping Centre in particular, Cinema"</li> </ul>
<ul style="list-style-type: none"> <li>• "Big Debenhams"</li> </ul>
<ul style="list-style-type: none"> <li>• "Less eating places. More big clothing stores"</li> </ul>
<ul style="list-style-type: none"> <li>• "More ladies shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Open more shops. Parks"</li> </ul>
<ul style="list-style-type: none"> <li>• "Another public toilet. Attractions, greater use of empty properties and ways of getting new trade"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lower rents of rental units to attract new shops. Shopping centre, fast becoming a ghost town. Something for teens to do, bowling, cinema perhaps"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops for example Top Shop. Something to do for teenagers"</li> </ul>
<ul style="list-style-type: none"> <li>• "More facilities"</li> </ul>

• "Diversity of Shop. Brand for Fleet Shop i.e. like Fat Face in Farnham"
• "I miss Bon Marche"
• "More shops. Different ones, a selection"
• "Variety of shops. Free parking, short stay"
• "Make it no cars. More shops please"
• "More places for 16-18 to go at night"
• "More shops in the centre. Less phone shops. More toy shops. Clothes shops for children's"
• "DVD Shops. Less empty shops"
• "More clothes shops for teenagers especially GAP. Larger New Look; Next"
• "Mother and baby parking"
• "More variety. More shops....."
• "Satisfactory"
• "Too many charity shops. Too many empty shops. Need more clothing shops. Car parking charges too high for a quick stop, to pick up a KFC for instance) I'd pay 20 p for 20 mins but not 80p for 30 mins. Park on yellow lines instead"
• "Bigger retail shop as a draw e.g. Debenhams. Pedestrianise"
• "More shops. Cinema/ Bowling"
• "More shops, cinema, bowling."
• "More shops that are not empty. I.e. Wilkinson's/ Woolworths. Better parking, short stay 30 mins free"
• "Too many charity shops. Too many empty shops. Lower rates to shop owners. More clothing shops for all. Male / Female Children"
• "Bigger/ better shops men and women. More seating areas"
• "Due to hearing shops in centre closing soon. Desperately need to think about why"
• "Cinema, Sports Shops"
• "Need more shops and better quality shops"
• "Cinema. Sports Shops."
• "Help fill empty shops, Bring back the bus"
• "More services such as gyms that are teen friendly. A better bus service"
• "Improved retail choice"
• "Clothes shops. Sports shops"
• "Departmental shop needed"

<ul style="list-style-type: none"> <li>• "More clothing shops. Value stores e.g. Poundshops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Protect the shopping centre. No flats. Better quality shops. Get the buses back"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. More well known names. Lower rents"</li> </ul>
<ul style="list-style-type: none"> <li>• "More retail shops of quality. Offer shorter leases, the craft shop authors and artists is going because man who runs shop does not want another 10 year old lease. I will miss this shop"</li> </ul>
<ul style="list-style-type: none"> <li>• "Need a major draw shop. Pedestrianisation of High St"</li> </ul>
<ul style="list-style-type: none"> <li>• "More retail outlets in Hart Centre. This is turning into a white elephant. Hearing Next is moving out is disappointing"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cafe rouge. More retailers"</li> </ul>
<ul style="list-style-type: none"> <li>• "More retail outlets. Friendlier service in shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better shops"</li> </ul>
<ul style="list-style-type: none"> <li>• "Let empty shops, used to be thriving"</li> </ul>
<ul style="list-style-type: none"> <li>• "Street cleaning due to aftermath of nightlife"</li> </ul>
<ul style="list-style-type: none"> <li>• "More clothing shops e.g. primark. Poundshop more value stores"</li> </ul>
<ul style="list-style-type: none"> <li>• "More cycle paths"</li> </ul>
<ul style="list-style-type: none"> <li>• "More shops. No parking. Less parking fees"</li> </ul>
<ul style="list-style-type: none"> <li>• "Saturday market stays open longer (i.e. all day) More specialist food shops e.g. butchers, fishmongers, cheese shop"</li> </ul>
<ul style="list-style-type: none"> <li>• "We need more mainstream shops- children's clothes, ladies fashions"</li> </ul>
<ul style="list-style-type: none"> <li>• "More variety of shops. More Sunday opening"</li> </ul>
<ul style="list-style-type: none"> <li>• "Better crossings for shoppers. More buses"</li> </ul>
<ul style="list-style-type: none"> <li>• "Buses. Improve the paths"</li> </ul>
<ul style="list-style-type: none"> <li>• "Clear up."</li> </ul>
<ul style="list-style-type: none"> <li>• "More kids events e.g. craft inside Hart centre"</li> </ul>
<ul style="list-style-type: none"> <li>• "Cinema. French restaurant"</li> </ul>
<ul style="list-style-type: none"> <li>• "Help with crossing side roads"</li> </ul>
<ul style="list-style-type: none"> <li>• "Art gallery. Greater range of shops. Smaller individual outlets"</li> </ul>
<ul style="list-style-type: none"> <li>• "Lots of parking for disabled people. More access to Fleet pond"</li> </ul>
<ul style="list-style-type: none"> <li>• "Free parking. Fleet Road turned into pedestrian area"</li> </ul>
<ul style="list-style-type: none"> <li>• "More varied shops. Fill empty outlets"</li> </ul>





## KPI 12: 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 **1109** 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%	South East Small Towns %	Fleet %	
<b>Locals</b>	54	92	72	<i>n/a</i>
<b>Visitors</b>	29	6	19	<i>n/a</i>
<b>Tourists</b>	16	2	9	<i>n/a</i>

# Appendix

## Participating towns in 2013

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

TOWN NAME	REGION	TPOLOGY
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
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	n/a
Hexham (L)	North East	5
Morpeth	North East	1
Ponteland	North East	1
Ballinasloe	Republic of Ireland	n/a

(L) denotes Large Town

## 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 are 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 is 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.



