



Sandy

Town Benchmarking Report

March 2017



Executive Summary

General

Retail Offer

- ❖ 45% of the ground floor units in the defined town centre area are A1 Shops, which is 7% lower than the National Small Towns average. 14% are A2 Financial and Professional Services, which is identical to the National figure.
- ❖ 82% of the A1 Shops in the defined town centre area mainly sell Comparison Goods, which is identical to the National Small Towns figure.
- ❖ Nearly two thirds (61%) of the A1 Shops in the defined town centre area are unique to Sandy

Vacancy Rate

- ❖ 9% of the units in the defined town centre area were vacant at the time of the retail audit in January 2017, which is the same as the National Small Towns figure. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

Reason for Use

- ❖ In terms of the reason for visit, Sandy closely replicates the National Small Towns pattern with 40% of Town Centre Users visiting Sandy for Convenience Shopping and 27% for Accessing Services.

Regular Use

- ❖ Following the National Small Towns (79%) patterns, 81% of Town Centre Users visited Sandy at least once a week.

Short Length of Stay

- ❖ 61% of Town Centre Users stayed in Sandy for Less than an hour, 19% higher than the National Small Towns average.

Positive

Car Parking Vacancy Rates

- ❖ Overall 16% of car parking was vacant during the Busy Day audit which is noticeably lower than the National Small Towns averages of 24%. Similarly, the Quiet Day figure of 19% vacancy is 16% lower than the National Small Towns figure. To place the data in further context, The British Parking Association in February 2015 highlighted that a 15% vacancy rate is the benchmark for the correct level of policy and provision.

Local Customers

- ❖ Potential local customers (100%) was classed as the most positive aspect of the town centre by Businesses. Augmenting the Business viewpoint, 68% of Town Centre Users rated Convenience e.g. near where you live as a positive aspect of Sandy.
- ❖ 94% of Post Codes gathered were from those living within a 30 minute drive of Sandy.

Access to Services

- ❖ 63% of Town Centre Users rated Access to Services as a positive aspect of Sandy.

Room for Improvement

Visit Recommendation

- ❖ 54% of respondents indicated that they would not recommend a visit to the Town Centre, 19% higher than the National Small Towns figure.

Footfall

- ❖ The Footfall figures in Sandy are noticeably lower than the National, Regional and Typology averages. The busiest location provided 59 persons per ten minutes on the Busy Day which is 47% lower than the National Small Towns figure. Similarly, on the Quiet Day the Sandy average of 41 persons per ten minutes is considerably lower than the National (99) and Typology 4 (198) averages.

Customer Spend

- ❖ Overall, 39% of Town Centre Users spent more than £10.00 on a normal visit to Sandy, 20% lower than the National Small Towns average

Retail Offer

- ❖ Nearly two thirds (65%) of Town Centre Users classed Retail Offer as a negative aspect of Sandy, 11% higher than the National Small Towns average. 'Improving the Retail Offer' and developing the 'Market' were a key theme to emerge from the qualitative analysis of suggestions for enhancing the town centre.

Leisure and Cultural Offer

- ❖ 53% of Town Centre Users reported Leisure Facilities as a negative, 23% higher than the National average, whilst 46% felt Cultural Activities/ Events needed improving. 'Improving the Food and Drink Offer' was a key theme to emerge from the qualitative suggestions by town centre users.

Introduction

The Approach

The People and Places Insight Limited 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 up to 10 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.

The System

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 250 units
- National 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. The defined town centre area of **Sandy** consisted of **80** units and is thus 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, for Sandy this is the **South East Small Towns**, whilst the National figure is the average for all the Small Towns which participated in Benchmarking during 2015. In 2009, national charity Action for Market Towns commissioned Birkbeck University to classify small towns from across England into eight groups depending on certain demographic criteria. **Sandy** is classed as a **Typology 4** town, a description of which is highlighted below;

Group 4: Young Families, Administrative Jobs: 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.

The Reports

The People and Places Insight Limited Town Benchmarking report provides statistical analysis of each of the KPI's. 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

Case Studies of good practice in the use of Benchmarking data include;

Settle Area Regeneration Partnership; commissioned a Benchmarking exercise in 2012. Alongside providing a detached review of town centre performance, the Partnership wanted to understand the impact of HGV traffic flow on the town centre. Using the standardised questions within the Benchmarking system the quantitative and qualitative feedback from Business and Town Centre User Surveys identified the HGV traffic flow as being hugely negative to the visitor experience in the Settle, specifically first time visitors. Using the data as part of a wider economic assessment, Settle Area Regeneration Partnership were able to use the evidence to work with local transport companies and the Local Authority to install an out of town railhead and reduce HGV traffic flow by up to 40%.

Ourburystedmunds; Bury St Edmunds BID initially used Benchmarking to create a deliverable project plan for which the organisation could use for the first 12 months of inception. Subsequently the Key Performance Indicators have been measured each year to ascertain the impact of a wide range of projects and initiatives. Most noticeably the Town Centre User Surveys identified that a large number of visitors were unhappy over an increase in car parking fees throughout the locality. As a result the BID were able to present the information to their Local Authority and oversaw the introduction of a 'Free Parking After 3pm' policy. Data from the Business Confidence, Footfall and Town Centre Users Surveys was also used to improve signage for first time visitors throughout the town centre.

Southam First; Stratford on Avon District Council (SDC) used Section 106 money to commission a Benchmarking review of Southam town centre. Key points from the analysis included improving the business economy, marketing the locality, the creation of a calendar of events and festivals and the development of a Farmers Market. SDC used the data as a detached, evidence based tool to create a Town Centre Partnership consisting of a private and public mix to address the issues

raised from the Benchmarking Report. A public event both highlighted the findings of the report and asked for nominations for Board and Working Group members. Within 2 months 'Southam First' was a fully functioning organisation delivering actions on a project plan which was based on the Benchmarking Review. The evidence led approach allowed for Southam First to apply successfully for funding from a wide range of bodies to ensure sustainability.

Methodology

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: Commercial Units; Use Class	Visual Survey of ground floor units in defined town centre area. December 2016.
KPI: Commercial Units; Comparison/Convenience	Visual Survey of A1 ground floor units in defined town centre area. December 2016.
KPI: Commercial Units; Trader Type	Visual Survey of A1 ground floor units in defined town centre area. December 2016.
KPI: Commercial Units; Vacancy Rates	Visual Survey of A1 ground floor units in defined town centre area. December 2016.
KPI: Markets	n/a
KPI: Footfall	Footfall Survey in 4 key locations for 10 minute periods per hour on a Wednesday in February 2017 and a Friday in February 2017.
KPI: Car Parking	Audit of total number of spaces and vacancy rate on a on a Wednesday in February 2017 and a Friday in February 2017.
KPI : Business Confidence Surveys	People and Places Research Team hand delivered Business Confidence Surveys to all the Businesses included in the retail audit .
KPI: Town Centre Users Surveys	Online Surveys available throughout January and early February 2017.
KPI: Shoppers Origin Surveys	Distributed with KPI 10 to customer facing businesses. Businesses were asked to record the first 5 digits of a Post Code when a customer visited the unit over a 2 week period in January/ February.

Before any of KPI data was collected the boundaries of the town centre were defined by representatives of Sandy Town Council. Thus, the retail audit element of the Benchmarking process refers to the core commercial area of the town and details on each of the units included can be found in the Appendix.



Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

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

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

Class	Type of Use	Class Includes
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs)
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area
B2	General Industrial	General Industrial
B8	Storage and Distribution	Warehouses, includes open air storage
C1	Hotels	Hotels, boarding and guest houses where

		no significant element of care is provided (excludes hostels)
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

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 73 occupied units recorded.

		National Small Towns %	South East Small Towns %	Typ 4. %	Sandy %
A1	Shops	52	48	48	45
A2	Financial and Professional Services	14	18	16	14
A3	Restaurants and Cafes	8	9	8	10
A4	Drinking Establishments	4	4	5	3
A5	Hot Food Takeaways	5	5	4	5
B1	Businesses	3	4	3	4
B2	General Industrial	1	1	0	0
B8	Storage and Distribution	0	0	0	1
C1	Hotels	1	1	1	0
C2	Residential Institutions	0	0	0	0
C2A	Secure Residential Institution	0	0	0	0
D1	Non Residential Institutions	6	3	8	10
D2	Assembly and Leisure	1	1	0	0
SG	Sui Generis ("unique" establishments)	6	6	7	8
N/R	Not recorded	0	0	0	0

45% of the ground floor units in the defined town centre area are A1 Shops, which is 7% lower than the National Small Towns average. 14% are A2 Financial and Professional Services, which is identical to the National figure.

KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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

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

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

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

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

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

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

	National Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Comparison	82	83	88	82
Convenience	18	17	12	18

82% of the A1 Shops in the defined town centre area mainly sell Comparison Goods, which is identical to the National Small Towns figure.

KPI: COMMERCIAL UNITS; TRADER TYPES

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

The following shops are considered Key attractors by Experian Goad.

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

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

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%	Typ. 4%	Sandy %
Key Attractor	5	7	13	0
Multiple	22	33	37	27
Regional	7	9	4	12
Independent	66	51	46	61

Nearly two thirds (61%) of the A1 Shops in the defined town centre area are unique to Sandy, 5% lower than the National Small Towns average. 27% of the A1 Shops are part of a nationwide chain, which is 5% higher than the National Small Towns average. It must be noted that Charity Shops are included within the Multiple Trader total.

KPI; COMMERCIAL UNITS VACANCY RATES

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

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

	Nat. Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Vacancy %	9	8	7	9

9% of the units in the defined town centre area were vacant at the time of the retail audit in January 2017, which is the same as the National Small Towns figure. To place the data in further context, in October 2016, The Local Data Company reported that throughout all town centres in Great Britain the vacancy rate was 11%.

KPI; MARKETS

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

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

	National Small Towns	South East	Typ. 4	Sandy
Average Number of Traders	14	34	12	n/a

A regular weekday market does not take place in Sandy.

KPI: FOOTFALL

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

Benchmarking footfall is conducted in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g. an imaginary line across the road) for a precise ten minutes in every hour (e.g. 10.00–10.10am, 11.20am-11.30am, 12.40pm-12.50pm). Aside from the above basic rules are applied to the process;

- *An accurate stopwatch and a hand operated mechanical counter are used*
- *If a person walks passed more than once they are included in the count each time they pass through the 'line'*
- *Children under 12 are not included in the count*

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality on the relevant days recorded. (Gunns Bakery across Market Square)

	Nat. Small Towns	South East Small Towns	Typ. 4	Sandy
Busy Day/ Market Day	111	109	205	59
Quiet Day/Non Market Day	99	92	198	41

The Footfall figures in Sandy are noticeably lower than the National, Regional and Typology averages. The busiest location provided 59 persons per ten minutes on the Busy Day which is 47% lower than the National Small Towns figure. Similarly, on the Quiet Day the Sandy average of 41 persons per ten minutes is considerably lower than the National (99) and Typology 4 (198) averages.

The tables below provide the detail of each the individual counts.

Zebra Crossing, High Street			
Friday 24th February 2017		Wednesday 8th February 2017	
10.30-10.40	18	10.30-10.40	38
11.30-11.40	13	11.30-11.40	53
12.30-12.40	32	12.30-12.40	53
TOTAL	63	TOTAL	144
AVERAGE	21	AVERAGE	48

Co Op			
Friday 24th February 2017		Wednesday 8th February 2017	
10.40-10.50	34	10.40-10.50	48
11.40-11.50	34	11.40-11.50	53
12.40-12.50	39	12.40-12.50	45
TOTAL	107	TOTAL	146
AVERAGE	36	AVERAGE	49

Gunns Bakery			
Friday 24th February 2017		Wednesday 8th February 2017	
10.50-11.00	39	10.50-11.00	53
11.50-12.00	52	11.50-12.00	67
12.50-13.00	32	12.50-13.00	57
TOTAL	123	TOTAL	177
AVERAGE	41	AVERAGE	59

Interestingly, Friday was perceived to be the busier day in Sandy town centre, however footfall on the Wednesday was heavier with 467 persons recorded during the counts compared to 293 on the Friday. It must be noted that the weather on the Friday count was colder than the Wednesday thus it would be good practice for the footfall exercise to be replicated throughout the year to ascertain patterns and trends. The figures in the Benchmarking process should now be used as a baseline figure and the impact of key calendar dates of footfall can be ascertained.

KPI: CAR PARKING

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

Within Sandy on street and off parking within the core commercial offering were identified as being integral to the study. Details on each of the car parking areas can be found in the Appendix. After the total number of spaces had been identified the People and Places Research Team visited each car park on a Friday and Wednesday once between the 11am and 1pm time frame and recorded the number of vacant spaces.

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

- ❖ Percentage number of spaces in the 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 Wednesday and a Friday
- ❖ 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 Wednesday and a Friday
- ❖ Overall percentage of short stay, long stay and disabled spaces
- ❖ Overall percentage of vacant spaces on a Wednesday and a Friday

*Please note that the Wednesday with the highest footfall is classed as the Busy Day thus is compared against the National, Regional and Typology Market/ Busy Day cohort.

	Nat. Small Towns %	South East Small Towns %	Typ. 4 %	LB %
Car Park:				
Total Spaces:	79	88	93	75
Short Stay Spaces: (4 hours and under)	38	29	58	33
Long Stay Spaces: (Over 4 hours)	51	54	18	64
Disabled Spaces:	5	4	4	2
Not Registered	6	13	20	0
Vacant Spaces on a Weds. (Busy Day):	26	30	7	16
Vacant Spaces on a Frid. (Quiet Day):	39	32	10	16
On Street:				
Total Spaces:	21	12	7	25
Short Stay Spaces: (4 hours and under)	70	70	76	88
Long Stay Spaces: (Over 4 hours)	22	15	16	5
Disabled Spaces:	5	6	8	7
Not Registered	3	10	0	0
Vacant Spaces on a Weds. (Busy Day):	14	15	22	16
Vacant Spaces on a Frid. (Quiet Day):	21	19	29	28

Overall	Nat. Small Towns %	South East Small Towns %	Typ. 4	Sandy %
Total Spaces:	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	45	34	59	47
Long Stay Spaces: (Over 4 hours)	45	50	18	50
Disabled Spaces:	5	4	5	3
Not Registered	5	12	18	0
Vacant Spaces on a Weds. (Busy Day):	24	29	8	16
Vacant Spaces on a Frid. (Quiet Day):	35	31	11	19

Overall 16% of car parking was vacant during the Busy Day audit which is noticeably lower than the National Small Towns averages of 24%. Similarly, the Quiet Day figure of 19% vacancy is 16% lower than the National Small Towns figure. To place the data in further context, The British Parking Association in February 2015 highlighted that a 15% vacancy rate is the benchmark for the correct level of policy and provision.

KPI: BUSINESS CONFIDENCE SURVEY

In regards to the ‘business confidence’ by establishing the trading conditions of town centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues. The following percentage figures are based on the 9 returned Business Confidence Surveys.

	National Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Nature of Business				
Retail	61	n/a	31	62
Financial/ Professional Services	16	n/a	17	13
Public Sector	3	n/a	7	0
Food and Drink	12	n/a	21	13
Other	8	n/a	24	12
Type of Business				
Multiple Trader	13	n/a	0	11
Regional	11	n/a	7	11
Independent	76	n/a	93	78
How long has your business been in the town				
Less than a year	6	n/a	7	22
One to Five Years	24	n/a	22	11
Six to Ten Years	14	n/a	10	22
More than Ten Years	55	n/a	55	44

62% of Businesses respondents are based in the Retail sector. 87% are Independent traders and just under half based in the town for More than Ten Years (44%).

Compared to last year has your turnover	National Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Increased	36	n/a	48	39
Stayed the Same	33	n/a	24	43
Decreased	32	n/a	48	29
Compared to last year has your profitability				
Increased	31	n/a	46	29
Stayed the Same	36	n/a	38	43
Decreased	34	n/a	15	29
Over the next 12 months do you think your turnover will				
Increase	37	n/a	36	43
Stay the Same	43	n/a	46	43
Decreased	20	n/a	18	14

43% of Businesses reported that compared to last year Turnover had Stayed the Same, whilst 39% stated that it had Increased. In terms of Profitability, 43% reported that this had also Stayed the Same over the last 12 months.

Businesses indicated confidence in trading, 43% noted that they expected turnover to Increase in the next 12 months, 6% higher than the National Small Towns figure, whilst 43% expected turnover to Stay the Same.

What are the positive aspects of the Town Centre?	National Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Physical appearance	37	n/a	21	44
Prosperity of the town	36	n/a	18	44
Labour Pool	8	n/a	4	22
Geographical location	45	n/a	43	56
Mix of Retail Offer	30	n/a	7	0
Potential tourist customers	26	n/a	14	22
Potential local customers	75	n/a	75	100
Affordable Housing	13	n/a	11	11
Transport Links	29	n/a	18	44
Footfall	n/a	n/a	n/a	11
Car Parking	38	n/a	61	33
Rental values/ Property costs	23	n/a	21	22
Events/ Activities	16	n/a	0	11
Marketing/ Promotions	11	n/a	4	0
Local Partnerships/ Organisations	14	n/a	0	0
Other	2	n/a	0	0

Potential local customers (100%) was classed as the most positive aspect of the town centre by Businesses, followed by Geographical location. (56%)

What are the negative aspects of the Town Centre?	National Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Physical appearance	26	n/a	33	13
Prosperity of the town	28	n/a	24	38
Labour Pool	9	n/a	10	0
Geographical location	6	n/a	0	25
Mix of Retail Offer	29	n/a	29	38
Number of Vacant Units	n/a	n/a	n/a	50
Potential tourist customers	13	n/a	24	0
Potential local customers	5	n/a	5	0
Affordable Housing	9	n/a	19	0
Transport Links	18	n/a	29	0
Footfall	n/a	n/a	n/a	38
Car Parking	54	n/a	14	75
Rental values/ Property Costs	28	n/a	29	25
Local business competition	20	n/a	24	0
Competition from other localities	20	n/a	19	13
Competition from out of town shopping	35	n/a	38	63
Competition from the internet	33	n/a	29	63
Events/ Activities	7	n/a	5	0
Marketing/ Promotions	11	n/a	5	0
Local Partnerships/ Organisations	4	n/a	5	0
Other	9	n/a	10	13

75% of Businesses reported that Car parking was a negative aspect of the town centre. 63% of Businesses reported that Competition from out of town shopping and Competition from the internet' were negative aspects of trading in Sandy whilst 50% stated Number of vacant units.

Has your business suffered from any crime over the last 12 months	National Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Yes	26	n/a	n/a	22
No	74	n/a	n/a	78
Type of Crime				
Theft	69	n/a	n/a	100
Abuse	18	n/a	n/a	0
Criminal Damage	38	n/a	n/a	0
Other	6	n/a	n/a	0

78% of Businesses had not suffered crime over the last 12 months.

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

**Please note all qualitative comments are copied directly and include grammatical errors.*

- ❖ More car parking spaces especially free for first 2 hour period. Attract wider range of retail to the town i.e. affordable clothing/ shoes etc.
- ❖ More Parking. People use the Market Square to park all day we need an inspector to visit more often. As for the Council parking, more spaces could be made available by stopping commuters using it when travelling on the train. The station car park is big enough to use but the prices need to be reduced. Make the town look more appealing and less run down. The town looks old and tired. The shop owners/ tenants can only go so far and the council needs to step in and maintain where its needed. The pavements are uneven in places, the streets look dirty. Disabled access is virtually impossible to most shops for the wheelchair and motorchair users. Criminal damage by youngsters congregating in the Square or outside the Co Op every evening needs to be controlled.
- ❖ Parking outside shops, yellow lines. 7.5 weight limit through High Street, too many lorries.
- ❖ Lower shop rents. More retail shops.
- ❖ Offer free rent periods to new businesses. Create a mentoring scheme for businesses. Have a town centre manager. Invite a chain restaurant to have a place in the town.
- ❖ More town activities like concert, markets, jazz festivals or anything else that can bring people together. Fireworks night, Xmas Lights switch on are great for the community and for business.
- ❖ Investment. Regeneration.
- ❖ Better free parking. More banking.

KPI: 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. In total **180** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	Nat. Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Gender				
Male	37	31	38	34
Female	63	69	62	64
Prefer not to answer	n/a	n/a	n/a	3
Age				
Under 16	n/a	n/a	n/a	1
16-25	7	9	8	5
26-35	11	12	10	12
36-45	20	27	16	26
46-55	20	22	19	21
56-65	18	14	20	15
Over 65	23	16	27	18
Prefer not to answer	n/a	n/a	n/a	2
What do you generally visit the Town Centre for?				
Work	10	6	10	9
Convenience Shopping	40	47	31	40
Comparison Shopping	6	7	3	5
Access Services	22	14	34	27
Leisure	12	11	13	10
Other	9	7	9	9

In terms of the reason for visit, Sandy closely replicates the National Small Towns pattern with 40% of Town Centre Users visiting Sandy for Convenience Shopping and 27% for Accessing Services.



How often do you visit the Town Centre	Nat. Small Towns %	South East Small Towns %	Typ. 4%	Sandy %
Daily	20	12	27	24
More than once a week	38	37	39	36
Weekly	21	25	20	21
Fortnightly	7	11	5	6
More than once a Month	4	5	3	7
Once a Month or Less	10	11	6	7
			1	
How do you normally travel into the Town Centre?				
On Foot	34	25	47	39
Bicycle	2	3	1	1
Motorbike	1	0	0	0
Car	57	70	48	57
Bus	4	2	2	1
Train	1	0	0	0
Other	1	0	1	2
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	2	4	2
£0.01-£5.00	13	7	25	23
£5.01-£10.00	25	17	32	36
£10.01-£20.00	32	33	26	27
£20.01-£50.00	21	30	10	11
More than £50.00	6	11	2	1

Following the National Small Towns (79%) patterns, 81% of Town Centre Users visited Sandy at least once a week. 57% of those surveyed travelled into the Town Centre by Car.

36% of Town Centre Users spent £5.01-£10.00 on a normal visit to the Town Centre. Overall, 39% spent more than £10.00 on a normal visit to Sandy, 20% lower than the National Small Towns average.

What are the positive aspects of the Town Centre?	Nat. Small Towns %	South East Small Towns %	Typ. 4 %	Sandy %
Physical appearance	45	43	40	19
Cleanliness	52	66	47	36
Retail Offer	27	20	19	6
Customer Service	43	61	31	14
Cafes/ Restaurants	52	66	31	24
Access to Services	63	83	68	60
Leisure Facilities	20	27	17	2
Cultural Activities/Events	23	31	12	2
Pubs/ Bars/ Nightclubs	35	50	25	11
Transport Links	28	26	29	24
Ease of walking around the town centre	67	73	62	54
Convenience e.g. near where you live	71	82	71	68
Safety	43	63	33	10
Car Parking	39	54	50	35
Markets	27	37	21	18
Other	5	4	6	5

Following the National, Regional and Typology trends and perhaps unsurprisingly, Convenience e.g. near where you live (68%), Access to Services (63%) and Ease of Walking around the town centre (54%) were the classed as the most positive aspects of Sandy.

What are the negative aspects of the Town Centre?	Nat. Small Towns %	South East Small Towns%	Typ. 4 %	Sandy %
Physical appearance	34	42	28	30
Cleanliness	19	12	17	13
Retail Offer	54	67	54	65
Customer Service	9	9	6	14
Cafes/ Restaurants	15	16	23	27
Access to Services	13	5	12	17
Leisure Facilities	30	43	28	53
Cultural Activities/Events	28	37	31	46
Pubs/ Bars/ Nightclubs	18	19	20	29
Transport Links	23	43	12	11
Ease of walking around the town centre	7	9	6	4
Convenience e.g. near where you live	6	7	4	3
Safety	9	8	6	12
Car Parking	43	37	26	24
Markets	25	27	24	22
Other	10	7	7	15

Nearly two thirds (65%) of Town Centre Users classed Retail Offer as a negative aspect of Sandy, 11% higher than the National Small Towns average. 53% reported Leisure Facilities as a negative, 23% higher than the National average, whilst 46% felt Cultural Activities/ Events needed improving.

How long do you stay in the Town Centre?	Nat. Small Towns %	South East Small Towns%	Typ. 4 %	Sandy %
Less than an hour	42	39	52	61
1-2 Hours	38	44	30	28
2-4 Hours	12	11	9	4
4-6 Hours	2	1	2	4
All Day	5	3	7	3
Other	1	1	1	1
Would you recommend a visit to the Town Centre?				
Yes	65	55	66	46
No	35	45	34	54

61% of Town Centre Users stayed in Sandy for Less than an hour, 19% higher than the National Small Towns average.

54% of respondents indicated that they would not recommend a visit to the Town Centre, 19% higher than the National Small Towns figure. When questioned to provide a reason for their answer the key theme to emerge from those who would not recommend a visit was the 'Lack of Retail Offer', examples include:

- ❖ *There is not enough selection in sandy apart from fast food outlets hairdressers or charity shops. Sandy could do with something to do with kids clothing shoes etc something to get visitors to the town rather that sandy people have to travel out of town to get things that are needed.*
- ❖ *there are only 2 shops that might be usefull ,gilbys ironmongers and four seasons ladies dress shop. all the rest are obtainable anywhere. reminds you of a ghost town after 2 pm any day of the week.*
- ❖ *THERE ARE A LACK OF SHOPS, OTHER THAN CHARITY SHOPS AND HAIRDRESSERS*
- ❖ *Town centre is fine if you want a hair appointment, nails done or fast food otherwise there's little point. Too many of the same shops*
- ❖ *Very few shops make a casual visit pointless.*
- ❖ *Nothing to recommend all the same, takeaways hairdressers and charity shops*
- ❖ *LACK OF VARIETY OF SHOPS*
- ❖ *Not enough choice*
- ❖ *I live here and do not drive so it is necessary for me to visit the town. If anyone needs shopping then I recommend going to Biggleswade or Bedford to shop for clothes, shopping, anything really. Sandy lacks a good clothing*

store. It would benefit from a discount store like Poundland.

- ❖ Sandy has everything you need for your essentials, it does need more variety of shops less hairdressers and more daytime cafes/ restaurants (only 1 cafe in town I would want to visit that doesn't sell chips!)
- ❖ There's need to be a greater choice of retail options
- ❖ Not much there. No bank now and few shops
- ❖ Not enough variety in town centre
- ❖ Too many of same shops
- ❖ Nothing there but charity shops, fast food places and nail bars no proper clothes shops
- ❖ Sandy town centre has a poor retail offering, especially in terms of variety. Clothing and footwear are particularly under-represented and the cuisines available are limited.
- ❖ For a small town has too many charity shops. Could do with a fresh greengrocer

A full list of comments is available in the Appendix.

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

'Improving the Retail Offer' was one of the key themes to emerge with comments including;

- ❖ *Less hairdressers, less charity shops, less cafes*
- ❖ *More shops what people want, like Stead and Simpson which was very popular. Shops where you can buy children's, women's and men's clothing and shoes at a reasonable price and a shop where you can get gifts/presents.*
- ❖ *Less charity shop*
- ❖ *Greater choice of retail*
- ❖ *Bigger names offering a wider spectrum of goods, fewer charity shops and cafes. My family shopping is done out of town.*
- ❖ *1. A wider range of retail shops, of all types*
- ❖ *Better variety of shops which suit the budget of ordinary local people.*
- ❖ *Need to fill the empty shops ideally with a shop you can get home basics and also a shoe shop. Would also be nice to have a family restaurant that serves normal English food, we have too many takeaways, charity shops and hairdressers*
- ❖ *More shops*
- ❖ *Different shops ie clothes shoes etc possibly a pound shop*
- ❖ *Get more retail shops that we need we don't need so many charity shops cafes estate agents curry shops there is nothing in the town that would bring people into it*
- ❖ *More retail shops*
- ❖ *We need better clothing shops like new look or river island*
- ❖ *Greengrocer*
- ❖ *Sandy town needs more variety of shops & restaurants to encourage residents to shop locally and attract visitors from out of town.*

Issues surrounding 'Traffic Flow' were also cited:

- ❖ *Take through traffic out of the High Street and improve signage for HGV's on the A1 so they do not end up lost using the town centre to perform u-turns at either end to retrace their route.*
- ❖ *traffic flow. 3 crossings which are independent which should be connected together. Also to have lorries unloading at peak time is disruptive to the traffic flow.*
- ❖ *reduction in volume of traffic in High Street*
- ❖ *Restrict HGV movements through the town centre.*
- ❖ *Less traffic*
- ❖ *Traffic movement in the morning and evening, is intolerable, with 2 schools in close proximity to town centre, does not help. I don't know how you overcome the parents taking their children to and from school in cars, especially when they can walk.*

- ❖ Improvements to Road infrastructure, stopping lorries /hgv driving through the town, stopping traffic coming into town via A1 at peak times.

‘Car parking’ was another theme to emerge, comments included;

- ❖ Car parking- I would suggest time limits on car parking as I always find it a struggle to find a parking space. I do not believe it would be good for the town if visitors were to be charged for parking but by implementing time restrictions to the main car park I think would help free up some of the spaces available as I am aware that this car park is being used by commuters.
- ❖ Make more parking areas short stay to encourage casual visitors to use the town centre facilities.
- ❖ Better free parking facilities.
- ❖ More car parking and more car parking!!!!
- ❖ More parking
- ❖ Remove parking from Market Square we have a large free car park nearby. Pedestrianise the area. The bays in Cambridge Road outside the chemists & chip shop to be retained as disabled parking only.
- ❖ Deter commuter parking in the town car park by introducing a charge between 2pm - 4pm.
- ❖ better allocated parking that didn't mean parking down residential streets

‘Improved food and drink offer’ was often cited as an improvement for the town centre;

- ❖ Encourage a European Restaurant in to the town, Gaffneys before it closed was lovely to walk down to after a days work or a lazy Sunday for a bite to eat in pleasant surroundings.
- ❖ A decent friendly and modern bar/pub would be great. Especially if it did nice meals throughout the day including coffees etc. I liked Will Bs but obviously it wasn't in the town centre.
- ❖ Write to some chain restaurants to see if they would come to town which in turn would bring people to town.
- ❖ The needs to be a better food and beverage offering in the town. There is currently no where really for residents to spend there money and keep it in the community. A good example is Potton where residents have a similar basic market square but the business's are held in higher esteem.
- ❖ Improve cafes/variety of restaurants.
- ❖ Little Italian place moving to empty restaurant in square
- ❖ Town centre pub which does decent pub food/ home cooking - eg roasts, pies etc
- ❖ A family restaurant is needed.
- ❖ A pub or restaurant serving good quality traditional British food or even Italian, French etc. Something different from Chinese, Indian or greasy "fast" food.

- ❖ *Maybe a smart coffee shop in the centre of town*
- ❖ *Somewhere serving proper pub grub/carvery food.*
- ❖ *Large, up-market restaurant(s)*

A number of comments centred on the 'Market.'

- ❖ *Have a regular market again to bring folk to the town.*
- ❖ *It could also be an idea to run a farmers market or themed market on the weekends in the summer. If advertised correctly it would residents from surrounding area.*
- ❖ *maybe antiques market or similar or an indoor market*
- ❖ *2 Reintroduce the market into Market Place, not hidden away.*
- ❖ *Perhaps re-visiting the idea of whether or not a regular market would be of interest to residents/visitors?*
- ❖ *2 Local weekly market in the town centre not in the car park where it use to be.*
- ❖ *Bring back a decent sized market/farmers market*
- ❖ *get the market moved to a Saturday*
- ❖ *get someone who knows how to run a market which is not the council as they have killed it*

KPI: SHOPPERS ORIGIN SURVEY

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

The **179** 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 %	Typ. 4 %	Sandy %
Locals	58	50	66	40
Visitors	33	41	21	54
Tourists	9	9	13	6

94% of Post Codes gathered were from those living within a 30 minute drive of Sandy.

Appendix

Business Unit Database

Street Name	No	Business Name	Use Class	A1 Type	A1 Type	Notes
High Street	SWCR	St Withuns Church Rooms	D1	n/a	n/a	
High Street	SWCR	St Withuns Church	D1	n/a	n/a	
High Street		Gilbys of Sandy	A1	Comparison	Independent	
High Street		Top Spot	A1	Comparison	Independent	
High Street	49	Trim and Proper	A1	Comparison	Independent	
High Street	47	G and H Seamer	A1	Comparison	Independent	
High Street	39a	The Town Fryer	A5	n/a	n/a	
High Street	39	Sir William Peel	A4	n/a	n/a	
High Street	37	The Ghandi	A3	n/a	n/a	
Belfry Court	1	Estilo	A1	Comparison	Independent	
Belfry Court	2	Sarah Louise Beauty	SG	n/a	n/a	
Belfry Court	3	Ivel Funeral Service	A1	Comparison	Regional	
Belfry Court	8 to 9	Offices	B1	n/a	n/a	
High Street	31	Coutts Vets	SG	n/a	n/a	
High Street	29	IMC	A1	Comparison	Independent	
High Street	27	FF Nails	SG	n/a	n/a	
High Street	25	Wine Ville	A1	Convenience	Independent	
High Street	PP	Prepared to Party	A1	Comparison	Independent	
High Street	B	Bostons	n/a	n/a	n/a	Vacant
Shannon Court	3	Taylor's	A2	n/a	n/a	
Shannon Court	V1	n/a	n/a	n/a	n/a	Vacant
Shannon Court	A	Aims	A2	n/a	n/a	
Shannon Court	V2	n/a	n/a	n/a	n/a	Vacant
Shannon Court	1	Wood Green Charity Shop	A1	Comparison	Multiple	
High Street	11	Lane and Brown	A2	n/a	n/a	
High Street	9	Chunkys	A3	n/a	n/a	
High Street	7	n/a	n/a	n/a	n/a	Vacant
High Street	5	Stewpots	A1	Convenience	Independent	
High Street	3	USA	A5	n/a	n/a	
High Street	1	Ladbrokes	A2	n/a	n/a	
Market	1	Friends	A1	Comparison	Independent	

Square						
Market Square	MAH	Sue Ryder	A1	Comparison	Multiple	
Market Square	3	Keech	A1	Comparison	Regional	
Cambridge Road	2 to 4	Queens Head	A4	n/a	n/a	
Cambridge Road	10	Sandy Town Council	B1	n/a	n/a	
Cambridge Road	1	Grove	A2	n/a	n/a	
Market Square	L1	Lloyds	A1	Comparison	Multiple	
Market Square	4A	The Chippy	A5	n/a	n/a	
Market Square	L1	Lloyds	A1	Comparison	Multiple	
Market Square	6	McColls	A1	Convenience	Multiple	
Market Square	8	Gunns Bakery	A1	Convenience	Regional	
Market Square	SDC	Sandy Dental Care	D1	n/a	n/a	
Market Square	12	Coral	A2	n/a	n/a	
Market Square	12	Pecoro	A3	n/a	n/a	
Market Square	13	Post Office	A1	Convenience	Multiple	
Market Square	14	Sandy Greetings and Stationary	A1	Comparison	Independent	
Market Square	15	Tans	A3	n/a	n/a	
Market Square	16	China Express	A3	n/a	n/a	
Market Square	17	Kennedy and Co	A2	n/a	n/a	
St Neots Road	7	Lounge India	A3	n/a	n/a	
Bedford Road	6	Woodfines	A2	n/a	n/a	
Bedford Road	RC	The Roundabout Club	SG	n/a	n/a	
Bedford Road	SBCH	Sandy Baptist Church Hall	D1	n/a	n/a	
Bedford Road	SBC	Sandy Baptist Church	D1	n/a	n/a	
Market Square	19	The Lion Press	B1	n/a	n/a	
Market Square	SL	Sandy Library	D1	n/a	n/a	

Market Square	28	Cloves	D1	n/a	n/a	
Market Square	27	The Flower Room	A1	Comparison	Independent	
Market Square	JC	JC Carpets	A1	Comparison	Independent	
Market Square	24	Lloyds	n/a	n/a	n/a	Vacant
Market Square	23	Martins	A1	Convenience	Multiple	
Market Square	B	Barnardos	A1	Comparison	Multiple	
Market Square	30	Co Op	A1	Convenience	Multiple	
Market Square		Alders	A1	Comparison	Regional	
Market Square		Maharajah Fusion	n/a	n/a	n/a	Vacant
Park Road	2	Royal Mail	B8	n/a	n/a	
Park Road	4	Inskip and Davie	A2	n/a	n/a	
Park Road	6	Urban Kutz	A1	Comparison	Independent	
Park Road	6B	Jagged Edge	A1	Comparison	Independent	
Park Road	8	Sandy Pizza and kebab	A5	n/a	n/a	
High Street	2	Barclays	A2	n/a	n/a	
High Street	8	Brights	n/a	n/a	n/a	Vacant
High Street	10	Old Red	A1	Comparison	Independent	
High Street	12	High Street Crafts	A1	Comparison	Independent	
High Street	14	All Seasons	A1	Comparison	Independent	
High Street	16a	Tommy Lees Tattoo Studio	SG	n/a	n/a	
High Street	16	The Bedfordshire Clockmaking Studio	A1	Comparison	Independent	
High Street	S	Sandras	A1	Comparison	Independent	
High Street	26b	Kellys Tan and Nail Bar	SG	n/a	n/a	
High Street	28a	Mammas	A3	n/a	n/a	

Car Parking Database

Name:	Main Car Park
On Street/ Car Park:	Car Park
Total Spaces:	146
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	143
Disabled Spaces:	3
Vacant Spaces on a Busy Day:	9
Vacant Spaces on a Quiet Day:	7

Name:	Co Op Car Park
On Street/ Car Park:	Car Park
Total Spaces:	76
Short Stay Spaces: (4 hours and under)	74
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Busy Day:	27
Vacant Spaces on a Quiet Day:	28

Name:	Outside The Flower Room, Market Square
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Busy Day:	3
Vacant Spaces on a Quiet Day:	2

Name:	Outside China Express, Market Square
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	6
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	2

Name:	Market Square
On Street/ Car Park:	On Street
Total Spaces:	32
Short Stay Spaces: (4 hours and under)	29
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on a Busy Day:	2
Vacant Spaces on a Quiet Day:	5

Name:	Park Road
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	6
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	0

Name:	From St Withuns Church, High Street
On Street/ Car Park:	On Street
Total Spaces:	16
Short Stay Spaces: (4 hours and under)	16
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	6
Vacant Spaces on a Quiet Day:	12

Name:	Outside Friends, Market Square
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	4
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	0
Vacant Spaces on a Quiet Day:	0

Name:	Outside Sandy Town Council, Cambridge Road
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	4
Disabled Spaces:	0
Vacant Spaces on a Busy Day:	1
Vacant Spaces on a Quiet Day:	0

Town Centre Users Comments

Please tell us the reason for your answer. (Recommend a visit or not)

Lack of Retail Offer

- ❖ The more people we get to use Sandy town centre, hopefully the better the facilities will become.
- ❖ it's convenient, and has what we need day to day. We mainly go to Gunns in the morning after the school run, and the library in the afternoon, after school (St Swithuns).
- ❖ To promote local business
- ❖ To keep it busy
- ❖ The town centre hasn't got a lot to offer the shop all seem to be the same type of shop selling the same stuff at different prices there are about 4 cafe selling the same type of food oh and the like 4 hairdressers and Barbara so if you want a crappy breakfast and a hair cut then sandy is the place for you however it would be nice I don't no if there was a clothes shop please for the love of god we need a clothes shop seen as we have 4 charity shop to shop for clothes now I like to do my part for charity but I think I might like to buy some new clothes
- ❖ Not enough on offer
- ❖ I don't see the need to go to another town if they have what you need in Sandy
- ❖ It's a small nice place to visit
- ❖ very limited shops mainly hairdressers cafes and charity shops. I usually go to the bank or the library and thats ii
- ❖ There isn't much in town that's worth recommending a visit for.
- ❖ Nothing to recommend get in the car and go to Biggleswade or MK
- ❖ Yes if I knew there was a shop suitable for the person I was recommending to!
- ❖ Friendly people
- ❖ Not a great deal wrong except there is a very limited selection of shops and no market. But nothing to recommend it
- ❖ There is not enough selection in sandy apart from fast food outlets hairdressers or charity shops. Sandy could do with something to do with kids clothing shoes etc something to get visitors to the town rather that sandy people have to travel out of town to get things that are needed.
- ❖ there are only 2 shops that might be usefull ,gilbys ironmongers and four seasons ladies dress shop. all the rest are obtainable anywhere. reminds you of a ghost town after 2 pm any day of the week.
- ❖ THERE ARE A LACK OF SHOPS, OTHER THAN CHARITY SHOPS AND HAIRDRESSERS
- ❖ There are still some interesting shops. Parking is free.
- ❖ Sandy has a few shops/services but could be enhanced as doesn't look

particularly attractive. More flowers/plants, posts/railings/benches painted. Straighten sign posts. Better car parking, stop all day parking/commuter parking in the town car park.

- ❖ Friendly town centre
- ❖ It has nothing to offer apart from charity shops or hairdressers, lack of choice and empty shops. I would unfortunately prefer to go to another town or the larger supermarkets for cheaper items.
- ❖ There's no reason to come especially. If you want a salon, Indian or charity shop then yes but if not then you will find nothing else worth a visit.
- ❖ There's nothing cultural.
- ❖ There's not enough variety in shops and lacks a great food serving pub to draw people to the town centre. It's clean enough, but could be really pretty with a little more thought. Certainly you can buy 'essentials' but no more than that.
- ❖ It's ok but needs a lot of improvement and more variety of shops
- ❖ The town has no heart whilst the China Express and whilst it was open The Marjahra gave Resturant's of some quality there is a need for something with more everyday menu but with the same sort of environment. I couldn't buy a gift in Sandy the farmers market is a joke. You can't get a taxi unless you book weeks in advance , if you want to place a bet , rent a house and get a takeaway the place is brilliant but I find that except for Gunns and the Beauty Spot there is not much to recommend
- ❖ Too many of the same shop... how many cafes, hairdressers, nail bar, pubs and charity shops do you need?
- ❖ Convenient on foot
- ❖ I go for necessity for doctors or post office. Sometimes I will look in the charity shops or pop into the co op. There is only one decent coffee shop (mamas) and no decent pubs to meet for a drink (all local and mainly scruffy). I tend to meet friends and family elsewhere as there is more to do and more places to go.
- ❖ The two pubs in town are nice and friendly places, one or two nice places to eat, it offers bank and post office facilities and chemist which is useful
- ❖ With kids, start with a bison to the library and the great activities they put on for children. Then brunch in Chunkies, buy craft stuff and don't forget the milk. Enjoy spending pennies in the charity shops and run riot in the park. Make use of the many local groups, such as astronomy or breastfeeding support or history
- ❖ Without increased footfall in our town more shops will close, the town will die.
- ❖ Town centre is fine if you want a hair appointment, nails done or fast food otherwise there's little point. Too many of the same shops
- ❖ Very few shops make a casual visit pointless.
- ❖ THERE IS NOTHING TO DRAW PEOPLE INTO THE TOWN. WE HAD MORE

AMENITIES AND SHOPS 40 YEARS AGO. SANDY HAS BEEN IGNORED FOR YEARS AND NO-ONE SEEMS TO CARE. ITS DEPRESSING AND HAS LOST ITS HEART AND COMMUNITY

- ❖ For access to physical amenities in the Sandy area, yes, I would recommend a visit. Also, its having some good independent shops (as opposed to just chains/ franchises) counts a lot for me. For recreational purposes however, no, there's very little.
- ❖ I do not understand the question or to whom I would be recommending it. I would recommend it for what it has to offer. I would not recommend it as a destination.
- ❖ nothing to do or see, **no real choice since Tesco opened**
- ❖ Nice friendly and has lots of historic buildings
- ❖ China express
- ❖ To visit All Seasons Boutique in the high street
- ❖ The town centre is in a dire situation. There needs to be more inward investment. Currently there is nothing to attract businesses to want to trade here. There is potential for more homes in sandy which would drive desirability of businesses to be here and yet some of the community take the not in my back yard approach.
- ❖ The more visitors, the more popular it becomes. Also, the more visitors, the more shops, restaurants, etc are encouraged
- ❖ It's gone really downhill over last 20 years. **Too many charity shops, cafes and hairdressers.** Gangs of kids around causing trouble. Awful public toilets.
- ❖ **Not enough variety of shops, too many hairdressers.**
- ❖ there is not enough there to recommend
- ❖ We must support our town or it will die.
- ❖ We need to support our local shops and businesses. Good for the economy and environment.
- ❖ Only come to Sandy to work and nothing currently draws me back at any other time
- ❖ **Not enough shops** or facilities
- ❖ Handy for bits and pieces, food, hardware, hairdressers, etc.
- ❖ Unattractive, minimal variety
- ❖ Easy to get there and always plenty of parking. The free parking on the market square is good.
- ❖ **Nothing to recommend all the same, takeaways hairdresses and charity shop**
- ❖ **Most every day items can be sourced in town ,but lack of choice is a problem.**
- ❖ But only to visit the people, not much to do or show in sandy...not even a 5 min drive through, no Interest in stopping
- ❖ **LACK OF VARIETY OF SHOPS**
- ❖ **Not enough choice**
- ❖ **I live here and do not drive so it is necessary for me to visit the town. If**

anyone needs shopping then I recommend going to Biggleswade or Bedford to shop for clothes, shopping, anything really. Sandy lacks a good clothing store. It would benefit from a discount store like Poundland. Also a fast food restaurant would be much appreciated by many people.

- ❖ It has too many hairdressers, charity shops and betting shops. Needs more character in keeping with age of town.
- ❖ Range of facilities within walking distance eg shops, doctors, dentist, post office, library
- ❖ lack of decent shops
- ❖ I would recommend if convenient. There aren't enough good restaurants to recommend to people who live outside of Sandy.
- ❖ Very poor range of shops
- ❖ nothing to hold my interest
- ❖ Good range of eating places and services.
- ❖ Aside from the post office and chemist there's little to encourage me to stay. Plus parking is an issue. It's a shame there are not more nice places for coffee or food.
- ❖ Good based for a country walk. My home town.
- ❖ LOCAL BUSINESS, CHEMIST, FLORIST
- ❖ Shops are too basic and too many charity shops and similar shops. No variety.
- ❖ I would qualify my answer by saying that there are too many of the businesses that are inconsistent in their opening times. I was staggered to find on moving here that Sandy virtually closes on Saturday afternoons.
- ❖ It's a nice enough town centre if you can get parked
- ❖ To visit a particular retailer.
- ❖ It's all right as a local centre near where I live but there's nothing that makes me feel like it has a "wow" factor and that I'd *want* to visit it if I didn't have to get a specific thing or make use of a particular service. I just wish there was more going on there that would encourage local residents to make better use of the place.
- ❖ My home town
- ❖ Sandy needs more visitors or it will die as a town
- ❖ Sandy has everything you need for your essentials, it does need more variety of shops less hairdressers and more daytime cafes/ restaurants (only 1 cafe in town I would want to visit that doesn't sell chips!)
- ❖ There's need to be a greater choice of retail options
- ❖ Very little offering
- ❖ If it serves a need - more likely to be visits by residents than casual or even planned visitors
- ❖ Limited choice of retail outlets and nowhere open on Saturday afternoons!
- ❖ More interest required and reasons for people to visit and socialise.

- ❖ Some useful facilities. Easy to walk around thanks to pedestrian crossing placement.
- ❖ No shops of any interest to buy anything from. Too many hairdressers - not enough shops to buy decent clothing or homewares.
- ❖ It's a **** hole
- ❖ There is nothing wrong with Sandy town centre. But it is a small town with nothing in particular to recommend !
- ❖ Not a lot here anymore
- ❖ Not enough variety of things to do. Too expensive.
- ❖ We have a good bakery and a great library
- ❖ Nothing in the town
- ❖ Plenty of cafès to meet up in, a fab flower shop, good library and food stores
- ❖ It would be great to see more variety of shops & restaurants/cafes than is currently available
- ❖ There has been a decline of the high street with less and less being offered. The congestion of the high street due to the number of crossings makes it time consuming to get into the town
- ❖ good if in the area, otherwise no
- ❖ Not much there. No bank now and few shops
- ❖ Not enough variety in town centre
- ❖ Too many of same shops
- ❖ There is nothing there
- ❖ Nothing in the town apart from charity shops and cafes
- ❖ Not enough shops, cafes, restaurants
- ❖ The cafes in sandy are OK
- ❖ Handy for my needs, food, papers, chemist, library, would like more shops, but Sandy people would not use.
- ❖ Lack of independent shops & choice of shops
- ❖ Need to preserve local facilities
- ❖ Nothing there but charity shops, fast food places and nail bars no proper clothes shops
- ❖ There's nothing to do in town
- ❖ But mainly to local people
- ❖ Very limited shops, too many hairdresser's and estate agents. Weekly market sold off to big company that destroyed the market. very poor transport links and they are very expensive. I moved out of the town because of the extensive building to the north of the town at fallow fields, without any extra doctors, pubs, or lesiure facilities to accommodate the influx of new people.
- ❖ The town centre has nothing to offer the casual visitor and is empty by 2pm.
- ❖ It's got a lot of nature on its doorstep.
- ❖ Sandy town centre has a poor retail offering, especially in terms of variety. Clothing and footwear are particularly under-represented and the

cuisines available are limited. The amount of empty business properties makes the town centre look drab and unkempt.

- ❖ **Not much to do, limited shops,** very few nice places to eat. Prefer to go elsewhere
- ❖ **For a small town has too many charity shops. Could do with a fresh greengrocer**
- ❖ **The variety of shops is very poor** and the town does not have a real focal point to attract
- ❖ There's nothing unique.

What two suggestions would you make to improve the Town Centre?

Improve Retail Offer

Traffic Flow

Improved Car Parking

Improved Food and Drink Offer

Market

- ❖ Re-open the premises that used to be the Maharajah as a wine bar/tapas bar style place. At the moment it's a blot right in the centre of the town and has been closed for too long.
- ❖ Replace the ugly "scaffold pole" style railings in front of the parade containing the Flower Room and the library with something a bit more aesthetic.
- ❖ Reduce the traffic, particularly HGVs. Find a way of filling the empty shops.
- ❖ Re paint shop fronts and notice boards, general tidy up. Encourage further food premises that aren't curry houses.
- ❖ 1. More effort needed to provide a market 2. Some shops have a staff training need
- ❖ Maybe add a couple of leisure facilities within the town centre or close to the town centre?
- ❖ A clothes and to get rid of a few shops that are the same and replace them
- ❖ High street shop
- ❖ Homeward shop
- ❖ Cafe/bar/bistro for lunch
- ❖ Less duplicating of retail outlets and more different types of shops, ie Greengrocers, Wet fish shop, pet shop shoe shop
- ❖ Sandy is a market town so bring back the market but make the pitch fees much cheaper than they were. That would bring people into Sandy or keep the ones who live in Sandy here.
- ❖ More facilities
- ❖ Better parking to prevent parking down residential streets
- ❖ Not really sure what can be done I used to go to the market and I do miss that but apart from that there is nothing to draw people to the town centre
- ❖ Get more variety of shops.
- ❖ Easier parking
- ❖ Car parking! - the large town car park is awful, you can hardly ever get a space as it is always full! Possibly parking from those using the train station but can't be bothered to pay! Maybe a collect ticket on entry and pay at machine then put ticket in at exit barrier! 1st hour free then 50p per hour after that!? Or have cameras like Tesco so that you can stay for up to 2-3 hours for free and then if you stay longer you'll have to pay!?
- ❖ Parking will likely get worse if the doctors surgery is moving in!
- ❖ Parking and banning of lorries through the town centre

- ❖ More interesting selection of shops (less curry houses and hairdressers)
- ❖ Public toilets are horrible
- ❖ More selection
- ❖ WORKING CCTV
- ❖ lower the cost of council tax/rates. get owners to drop rent prices for first 6 months. to encourage people to open new shops.
- ❖ Car parking- I would suggest time limits on car parking as I always find it a struggle to find a parking space. I do not believe it would be good for the town if visitors were to be charged for parking but by implementing time restrictions to the main car park I think would help free up some of the spaces available as I am aware that this car park is being used by commuters.
- ❖ A GREATER RANGE OF SHOPS
- ❖ Retailers, especially independent ones, open at least 6 full days. It's no good saying it isn't worth it, there are bound to be quiet times. Follow the example of Biggleswade shops.
- ❖ More flowers/plants planting to encourage more people to sit out and enjoy the surrounding
- ❖ Improve car parking
- ❖ More variety of Restaurants (family centered)
- ❖ Cinema or swimming pool.
- ❖ A little wine bar and some more retail shops
- ❖ Increase the range of shops instead of having so many hairdressers/barbers.
- ❖ Sort out the issue of dog fouling (although this problem applies to the whole of sandy, not just the town centre)
- ❖ Stop HGV vehicles using the main high street as a rat run to the A1. If this is not possible put time or weight restrictions on the high street for large vehicles i.e. Congestion charge them if over the size of a small van
- ❖ Lower shop rental etc so more choice can come to town for shopping,
- ❖ Bring a good farmers market to the town every now and then - not the 2 stalls by Gunns.
- ❖ Modernise the town by making the shops more inviting and parking
- ❖ More cafe and charity shop
- ❖ 1.I would love to see and use a good market with fresh produce and local handmade goods in enough variety to shop there.
- ❖ 2.A community centre with broad uses such as community cafes, support groups, workshops, sales, youth clubs, community entertainment etc.
- ❖ More fashion shops
- ❖ Music venue
- ❖ Work to diversify and create variety shops.
- ❖ A compelling community pub.
- ❖ More parking and we need local banks here
- ❖ Fill the empty shops with something we haven't got already.
- ❖ Encourage a European Restaurant in to the town, Gaffneys before it closed was lovely to walk down to after a days work or a lazy Sunday for a bite to

- ❖ eat in pleasant surroundings.
- ❖ Ensure the shop rents are feasible for start-up businesses so there is more variety.
- ❖ Something is needed for teenagers to do too
- ❖ A larger variety of restaurants/ bars.
- ❖ Lack of banks
- ❖ Empty shops
- ❖ A decent friendly and modern bar/pub would be great. Especially if it did nice meals throughout the day including coffees etc. I liked Will Bs but obviously it wasn't in the town centre.
- ❖ I don't think many shops would survive and I often shop online now anyway.
- ❖ Reduce business rates, there are many people that would like to set up in business but it is made impossible by the ever increasing business rates, it doesn't make sense as the shops remain empty and also the variety shops are limited
- ❖ We desperately need better transport to the villages
- ❖ shoe shop / children's clothes
- ❖ Better mix of good retail outlets and more parking facilities.
- ❖ Diversity
- ❖ Make units more financially attractive for retailers and discourage even more restaurants and non- retail uses.
- ❖ Reintroduce the market but into a visible place, i.e. the market square, which will attract passing trade.
- ❖ I support the idea of a 'residents arcade's shop unit, where stalls can be rented on a daily basis. This will bring more interest and variety to the town.
- ❖ Ideally the volume of through traffic should be reduced, but this is an impractical suggestion.
- ❖ Improve congestion at school run times
- ❖ Better public transport links
- ❖ GIVE PEOPLE SOMETHING TO WANT TO GO INTO THE TOWN, BETTER SHOPS, GOOD EATING, A GOOD ENGLISH RESTAURANT, NOT JUST COFFEE SHOPS, HAIRDRESSERS AND NAIL BARS. THERE NEEDS TO BE SOMETHING FOR ALL AGES AND ACTIVITIES FOR YOUNG AND OLD.
- ❖ i) A more visible police presence - there is crime here, and the perpetrators know the response time will be longer since the police have to come from Bedford.
- ❖ And ii) investigation in to why local bus companies have to charge so much just to stay afloat. The train is actually cheaper; I can see why everyone here drives if it's an option, when public transport can be so prohibitively expensive. So: possible subsidies for public transport. I'm aware both of the above are increasingly tough to implement in this period of cuts to local authorities and governmental organisations, but they would still be on my wish list as priorities.
- ❖ More shops

- ❖ Take through traffic out of the High Street and improve signage for HGV's on the A1 so they do not end up lost using the town centre to perform u-turns at either end to retrace their route.
- ❖ Close Tesco, reduce rents to allow more small independent businesses start up. Have a regular market again to bring folk to the town. **Open a pub that did a decent lunch to serve the businesses.** Have an indoor market or similar in the old Maharajah. Ban garish shop colours in the conservation area.
- ❖ **Needs Clothes shops.**
- ❖ Needs Cinema or leisure facility
- ❖ **Variety of restaurants/takeaway**
- ❖ More frequent busses
- ❖ Employ a town centre Consultant to help, support and encourage new businesses to come to town.
- ❖ Re-open Barclays on a Saturday as I know this has affected local businesses.
- ❖ **Write to some chain restaurants to see if they would come to town which in turn would bring people to town.**
- ❖ Organise a monthly farmers market. This would be people to town (if marketed properly). Perhaps another job for town centre consultant to do. I could go on.....
- ❖ Encouraging other small traders into town.
- ❖ **Keep car parking free.**
- ❖ **The needs to be a better food and beverage offering in the town. There is currently no where really for residents to spend their money and keep it in the community. A good example is Potton where residents have a similar basic market square but the businesses are held in higher esteem.**
- ❖ It could also be an idea to run a farmers market or themed market on the weekends in the summer. If advertised correctly it would attract residents from surrounding area.
- ❖ Replace the industrial railings by the library.
- ❖ Reduce the influence of people who own multiple shops in the town centre
- ❖ Tackle anti social behaviour. **Have a wider range of shops giving good value (not ripping off people)**
- ❖ **More variety of shops.**
- ❖ **Improve cafes/variety of restaurants.**
- ❖ To encourage new businesses they need financial support for at least the first 3 years, this would be a way to lead the county, to show initiative and to help to put Sandy back on the map.
- ❖ For the councils involved not just to talk but to put ideas into action. New homes are needed and people need to enjoy where they live so infrastructure needs to include HOW they are to live. Cap the price of building land and use money to regenerate suffering towns that are commuter towns like Sandy often used for the railway and the A1.
- ❖ Reduce business rates to encourage newcomers to the retail sector, too many shops are empty at the moment, makes the town look awful.
- ❖ **Do NOT allow anymore fast food outlets/hair dressers/nail bars into our**

- ❖ town centre, there are already enough.
- ❖ Control of parking and traffic flow. 3 crossings which are independent which should be connected together. Also to have lorries unloading at peak time is disruptive to the traffic flow.
- ❖ A welcome to Sandy information board advertising the shops - to be placed where it can be seen by passing motorists - ie on paved area next to Post Office.
- ❖ Resolve the chicken/egg situation where we have few people in town on saturday afternoons because premises close early, because we have few people in town in the afternoon. How do we resolve this?
- ❖ Little Italian place moving to empty restaurant in square
- ❖ Sports shop
- ❖ More independent shops
- ❖ Community centre
- ❖ More retail outlets. Good Restaurant/Bistro
- ❖ Better lighting
- ❖ Police patrols
- ❖ 1. An English cuisine
- ❖ 2. Place of entertainment
- ❖ A crossing near the train station would improve safety.
- ❖ A speed bumps down West Road and/or parking restrictions so that people cant double park.
- ❖ Variety of shops, not just food places
- ❖ Things for younger people to do
- ❖ an improvement to the front of some worn down shops and a better variation of shops
- ❖ More diversity
- ❖ More events
- ❖ More quality food shops instead the cheap end cafes. Nice restaurants? Pub serving food?
- ❖ More choice of shops & a decent restaurant serving English Food
- ❖ Sorry have to put SAFETY as a first priority! Those crossings in Sandy town are dangerous
- ❖ Community driven shops
- ❖ And an enclosed but monitored hangout that would be suitable for all including kids, teens and adults alike.
- ❖ GOOD ENGLISH REATAURANT
- ❖ BETTER RANGE OF SHOPS
- ❖ More choice of shops.
- ❖ Clothing store such as Matalan
- ❖ Discount store (eg. Poundland)
- ❖ Also a fast food restaurant
- ❖ More parking facilities
- ❖ More shops
- ❖ It's ok for us but we would love to see a thriving market

- ❖ More retail shops and restaurants (including a coffee shop i.e. Starbucks, Costa).
- ❖ Improved range of shops
- ❖ reduction in volume of traffic in High Street
- ❖ A better range of shops, maybe antiques market or similar or an indoor market
- ❖ Restrict HGV movements through the town centre.
- ❖ Make more parking areas short stay to encourage casual visitors to use the town centre facilities.
- ❖ Better free parking facilities. Encouraging better businesses.
- ❖ Town centre pub which does decent pub food/ home cooking - eg roasts, pies etc
- ❖ Keep key services in town - eg bank
- ❖ MORE SHOPS.
- ❖ RETAIL PARK
- ❖ DIFFERENT BUSINESSES
- ❖ Improve the variety of shops
- ❖ Provide more events to attract.
- ❖ Open on Saturday afternoon.
- ❖ Accept that you will not always be busy but be consistent in your opening hours.
- ❖ Less hairdressers, less charity shops, less cafes
- ❖ More shops what people want, like Stead and Simpson which was very popular. Shops where you can buy children's, women's and men's clothing and shoes at a reasonable price and a shop where you can get gifts/presents.
- ❖ Something/somewhere for 12-18 year olds to go
- ❖ Less traffic
- ❖ Not to allow anymore hairdressers or cafes.
- ❖ More car parking and more car parking!!!!
- ❖ 1 Reduce the number of restaurants/service trades and encourage more specialist shops of ANY type.
- ❖ 2 Reintroduce the market into Market Place, not hidden away.
- ❖ Some more types of shops - perhaps a mix of local retailers and "big" named retailers.
- ❖ Perhaps re-visiting the idea of whether or not a regular market would be of interest to residents/visitors?
- ❖ Move the bus stop & get more retail shops in instead of cafes, hairdressers & charity shops!
- ❖ Better variety of shops to include clothing for men and women. A presence of Police and Traffic Wardens to instill a feeling of more safety for residents.
- ❖ Better range of retailers. Currently very limited.
- ❖ A family restaurant is needed.
- ❖ Less charity shop

- ❖ Greater choice of retail
- ❖ Bigger names offering a wider spectrum of goods, fewer charity shops and cafes. My family shopping is done out of town.
- ❖ 1. A wider range of retail shops, of all types
- ❖ 2. A pub or restaurant serving good quality traditional British food or even Italian, French etc. Something different from Chinese, Indian or greasy "fast" food.
- ❖ Have the shops open longer
- ❖ Have less eateries and hairdressers and have more actual shops.
- ❖ More parking, more encouragement for new business to relocate via offering reduced rates.
- ❖ More leisure facilities for young people.
- ❖ Improved parking - paying if necessary.
- ❖ Community centre.
- ❖ Provide incentives for shop owners to open shops.
- ❖ Bring back a decent sized market/farmers market
- ❖ A bomb
- ❖ Improvements to Road infrastructure, stopping lorries /hgv driving through the town, stopping traffic coming into town via A1 at peak times.
- ❖ Cycle friendly routes to and from town centre and train station
- ❖ Maybe a smart coffee shop in the centre of town
- ❖ Keep up the appearance with flowers and foliage.
- ❖ Disabled access to shops instead of made to feel a pain by ringing a bell outside the shop to be served. Encouraging new business to get some shops here lower rents maybe with the hope people will shop local.
- ❖ Somewhere serving proper pub grub/carvery food.
- ❖ Better variety of shops which suit the budget of ordinary local people.
- ❖ Need to fill the empty shops ideally with a shop you can get home basics and also a shoe shop. Would also be nice to have a family restaurant that serves normal English food, we have too many takeaways, charity shops and hairdressers
- ❖ More shops
- ❖ Relocate the bus stop at the market square as it's dangerous, change the market square parking layout & improve pedestrian crossing from Gunns to Market Square.
- ❖ More variety of eateries & shops
- ❖ Improve the signage for disabled parking.
- ❖ Too many idiots parking where they should not.
- ❖ Traffic movement in the morning and evening, is intolerable, with 2 schools in close proximity to town centre, does not help. I don't know how you overcome the parents taking their children to and from school in cars, especially when they can walk.
- ❖ Remove one of the crossings. Encourage new businesses into the town to enhance it and reduce the number of charity shops and empty units
- ❖ get the market moved to a Saturday

- ❖ get someone who knows how to run a market which is not the council as they have killed it
- ❖ More for young people to do.
- ❖ Leisure facilities
- ❖ More shops and family restaurant
- ❖ Different shops ie clothes shoes etc possibly a pound shop
- ❖ Enlarge the town centre
- ❖ Different variety shops
- ❖ More things going on in town
- ❖ Have nicer/better shops and restaurants
- ❖ Get more retail shops that we need we don't need so many charity shops cafes estate agents curry shops there is nothing in the town that would bring people into it
- ❖ More retail shops
- ❖ More Cafes /restaurants
- ❖ Vary the shops too many similar. Give it a facelift
- ❖ Can't think of any, people would not use, look at the market!!! It is what it is, Sandy at the present time is okay, people will shop at retail parks, can't change.
- ❖ Large, up-market restaurant(s) & shop(s)
- ❖ Encourage retail options.
- ❖ Perhaps with reduced business rates for new business .
- ❖ Promote a new market, perhaps farmers market.
- ❖ Late night opening
- ❖ Youth café
- ❖ Cinema
- ❖ We need better clothing shops like new look or river island. Something teenagers can do.
- ❖ Have McDonald's
- ❖ Pop up shops in empty shops. Market on an evening, starting from 3pm to early evening as we cannot compete with the Saturday market in Biggleswade.
- ❖ More/better shops, more greenery
- ❖ No more hairdresser's or estate agents. encouragement to new business to start up. i.e. free rent on council owned units and properties
- ❖ Remove parking from Market Square we have a large free car park nearby. Pedestrianise the area. The bays in Cambridge Road outside the chemists & chip shop to be retained as disabled parking only.
- ❖ Deter commuter parking in the town car park by introducing a charge between 2pm - 4pm.
- ❖ Promote to high street brands such as Pizza Express, Prezzo, Wagamama, Dorothy Perkins, New Look.
- ❖ Cheaper and more regular buses to encourage out of town visitors - current fares are prohibitive.
- ❖ More shops and better allocated parking that didn't mean parking down

residential streets

- ❖ Better shops / more variation
- ❖ a nice restaurant
- ❖ Greengrocer
- ❖ Sandy town needs more variety of shops & restaurants to encourage residents to shop locally and attract visitors from out of town.
- ❖ Sandy town needs more events to attract people in to the town from other areas.