

Felixstowe Town Centre Audit, October 2015

Summary of KPI's (Key Performance Indicators)

Boundary: Gt. Eastern Square, Hamilton Road, Orwell Road, Bent Hill and Undercliff Road.

Baseline Data			
KPI1	Total Number of Commercial Units	237	
	Classification (Town and Country Planning)		
A1	Shops <i>(note: 11 Charity shops)</i>	131	58%
A2	Financial and Professional Services	22	7%
A3	Restaurants and Cafes	25	11%
A4	Drinking establishments	4	2%
A5	Hot food takeaways	15	7%
SG	Unique establishments	11	5%
B1	Business	0	-
B2	General Industrial	1	1%
C1	Hotels	4	2%
C2	Residential Institutions	0	-
C2A	Secure Residential Institutions	0	-
D1	Non residential institutions	9	4%
D2	Assembly and Leisure	6	3%
KPI2	Retail Units (A1) by Classification		
	Convenience goods (inc Charity Shops)	38	29%
	Comparison (all other)	93	71%
KPI3	Key Attractors / Multiple Trader Representation		
	Key Attractors <i>(based on 2013 Experian Goad Key Attractors)</i> Marks and Spencer, Burton, Dorothy Perkins, New Look, Argos, Boots, WH Smith, Tesco, Carphone Warehouse, Clarks, Clintons, Superdrug, Vodaphone	12	5%
	National Chains	54	41%
	Local Chains	10	8%
	Independent	67	51%
KPI4	Number of vacant Units	9	4%