

## Felixstowe Forward Sponsor Group: December 2016

### Paper 2: Felixstowe Town Centre Benchmarking (December 2016)

#### Summary of KPI's (Key Performance indicator)

Boundary: Gt. Eastern Square, Hamilton road, Orwell road, Bent hill, Crescent Road and Undercliff road. 2016 included the new parade on Crescent Road.

KP1	Baseline data	Oct 2015	Dec 2016	Oct 2015	Dec 2016
	<b>Total Number of Commercial Units</b>	<b>237</b>	<b>247 (+10)</b>	<b>%</b>	<b>%</b>
<b>A1<sup>1</sup></b>	Shops <i>(note: 11 Charity shops)</i>	131	136 (+5)	55%	55%
<b>A2</b>	Financial and Professional Services	22	22	9%	9%
<b>A3</b>	Restaurants and Cafes	25	28 (+3)	10%	11%
<b>A4</b>	Drinking establishments	4	4	2%	2%
<b>A5</b>	Hot food takeaways	15	13 (-2)	6%	5%
<b>SG</b>	Unique establishments	11	14 (+3)	5%	5%
<b>B1</b>	Business	0	0	0	0
<b>B2</b>	General Industrial	1	2 (+1)	0.5%	1%
<b>C1</b>	Hotels	4	4	2%	2%
<b>C2</b>	Residential Institutions	0	0	0	0
<b>C2A</b>	Secure Residential Institutions	0	0	0	0
<b>D1</b>	Non residential institutions	9	10 (+1)	4%	4%
<b>D2</b>	Assembly and Leisure	6	5 (-1)	2.5%	2%
<b>KPI4</b>	Number of vacant Units	9	9	4%	4%
<b>KPI2</b>	<b>Retail Units (A1) by Classification</b>				
	Convenience goods (inc Charity Shops)	38	34 (-4)	29%	25%
	Comparison (all other)	93	102 (+9)	71%	75%
<b>KPI3</b>	<b>Key Attractors / Multiple Trader Representation</b>				
	Key Attractors <i>(based on 2013 Experian Good Key Attractors)</i> Marks and Spencer, Burton, Dorothy Perkins, New Look, Argos, Boots, WH Smith, Tesco, Carphone Warehouse, Clarks, Clintons, Superdrug, Vodaphone	12	12	5%	5%
	National Chains	54	51 (-3)	41%	37%
	Local Chains	10	13 (+3)	8%	10%
	Independent	67	72 (+5)	51%	53%
<b>KPI5</b>	Number of Market Traders (Gt Eastern Square)	3	0		
<b>KPI10</b>	Business Confidence Survey	To be completed in Spring 2017			

<sup>1</sup> Classification reference Town and Country Planning