

Felixstowe Town Centre Benchmarking

June 2016

Summary of KPI's (Key Performance indicator)

Boundary: Gt. Eastern Square, Hamilton road, Orwell road, Bent hill and Undercliff road.

| KPI | Baseline Data | | |
|--------------|---|-----------------------|------------|
| KPI1 | Total Number of Commercial Units (Oct 15) | 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 Good 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% |
| KPI5 | Number of Market Traders (Gt Eastern Square) | 3 | |
| KPI10 | Business Confidence Survey | See Appendix 2 | |

Appendix 1 KPI1, KPI2, KPI3, KPI4, KPI5

| Business Name | Class | Purpose of the Business | Type C/C | |
|---|-------|---|----------|---|
| Elizabeth Hotel (The Orwell) | C1 | Hotel, Events and restaurant. | | |
| East of England Co-Op | A1 | Groceries and electrical goods (supermarket). | C | L |
| Adam and Eve | A1 | Hairdressing. | P | L |
| Play 'n' exchange. | A1 | Gaming, toys and fancy dress. | P | I |
| Empty Premises | - | - | | E |
| Quality kitchens, bedrooms and bathrooms. | A1 | | P | I |
| Empty premises. | - | - | | E |
| Dexter's. | A4 | Bar | | |
| Jenny's coffee shop | A3 | Café | | |
| Homebase | A1 | Home wear/ Hard wear store | P | N |
| Brantano's (inside co-op) | A1 | Footwear | P | N |
| Co-op pharmacy | A1 | Pharmacy | P | N |
| Co-op travel | A1 | Travel agents | P | N |
| Cash converters | A1 | | P | N |
| Cancer research shop | A1 | Charity shop | C | N |
| Sense | A1 | Charity shop | C | N |
| The original factory shop | A1 | | P | N |
| Fairweather Stephenson and co | A2 | Solicitors | | |
| Felixstowe star and East Anglia news. | A1 | News office | C | L |
| Saxons upholstery | A1 | | P | I |
| A and S Recruitment centre | A2 | Recruitment centre | | |
| Co-op funeral service | A1 | Funeral Service | P | N |
| Co-op opticians. | A1 | Opticians | P | N |
| Favourite Chicken | A5 | Take away food | | |
| Corals | A2 | Betting shop | | |
| Maharaja | A5 | Take away food | | |
| Vintage tea rooms | A3 | Café | | |
| Nicholas estates. | A2 | Estate Agents. | | |
| Wainwrights | A2 | Estate Agents | | |
| Pierrots | A1 | Stationary shop | C | I |
| Beiging | A5 | Take Away food | | |
| Jackmans Solicitors | A2 | Solicitors | | |
| Empty Premises | | - | | E |
| Nick barber auctions. | A1 | Auctions | P | I |
| Phoenix Fruiterers | A1 | Fruit and vegetables. | C | I |
| RSPCA | A1 | Charity Shop | C | N |
| Phillips Mobility | A1 | | P | I |
| ST. Elizabeth hospice shop | A1 | Charity shop | C | L |

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|----------------------------|----|-----------------------------|---|---|
| Underwood's | A1 | Hard ware store | C | I |
| Wine Boutique | A1 | | C | I |
| British red cross | A1 | Charity shop | C | N |
| Le rich`e | A1 | Hairdressing | P | I |
| Hamilton Tea Rooms | A3 | Café | | |
| Post Office | A1 | | C | N |
| Galloway | A1 | Public Transport line. | P | N |
| Jim and Donnas | A1 | Hairdressing | P | I |
| Aloha Beauty | sg | Beauty salon | | |
| Bencotto | A3 | Restaurant and Bar | | |
| Abbots | A2 | Estate agents | | |
| Fred Olsen travel | A1 | Travel agents | P | L |
| E.A.C.H | A1 | Charity Shop | C | L |
| Barnardo's | A1 | Charity Shop | C | N |
| Hado Pharmacy | A1 | Pharmacy | C | I |
| The Deben butchers | A1 | Butchers | C | I |
| The Bakery | A1 | Bakery | C | I |
| The continental | A3 | Restaurant | | |
| Prezzo | A3 | Restaurant | | |
| Delvaux | A1 | Gift Shop | P | I |
| Kings of Felixstowe | A1 | Keys, Gifts, Engraving. | C | L |
| Jacq Barron Flowers | A1 | Flower shop | C | I |
| SJS | A1 | News Agent | P | I |
| Conkers | A1 | Pet Shop | P | I |
| Alford Bros | A1 | Bike Shop and Bike repairs. | P | I |
| NatWest | A2 | Bank | | |
| Diamond Mills | A2 | Estate Agent | | |
| Thomson | A1 | Travel agent | P | N |
| Vikings | A2 | Estate Agents | | |
| Ponden home | A1 | Home wares shop | P | L |
| Morgan's | A1 | Hairdressing | P | I |
| The vaping Emporium | SG | Vaping company | | |
| Arcadian | SG | Leisure Gaming | | |
| Triangle café | A3 | Café | | |
| Pound land | A1 | | C | N |
| The fruit and flower shop. | A1 | Fruit and vegetable shop | C | I |
| Ladbrokes | A2 | Betting shop | | |
| Leaders | A2 | Estate agents | | |
| Gotelee Solicitors | A2 | Solicitors | | |
| The Co-op bank | A2 | Bank | | |
| Specsavers | A1 | Opticians | P | N |
| The Palace | D2 | Cinema and bingo | | |
| Tesco | A1 | Super market | C | N |
| Felixstowe library | D1 | Library | | |
| Oaks Tea Room | A3 | Cafe | | |
| Treasure Chest Books | A1 | Book shop | P | I |
| Abbeygate Lighting | A1 | Lighting shop | P | L |
| Carphone Warehouse | A1 | | P | N |
| Boots | A1 | Health and Beauty Shop | P | N |
| Coast side Fitness | D2 | Gym | | |

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| Holland and Barrett | A1 | Health and Wellbeing shop. | P | N |
| BanhamDark | A2 | Estate agents | | |
| Savers | A1 | Health and Beauty Shop | P | N |
| Empty Premises | | - | | E |
| Yours | A1 | Clothing | P | N |
| Subway | A5 | Take away food | | |
| Halifax | A2 | Bank | | |
| British Heart Foundation | A1 | Charity Shop | C | N |
| Clinton Cards | A1 | Card and gift shop | C | N |
| Costa | A3 | Café | | |
| Nationwide | A2 | Bank | | |
| Superdrug | A1 | Health and Beauty Store | P | N |
| Vodafone | A1 | | P | N |
| The sweet hut | A1 | Sweet shop | P | I |
| Wimpy | A5 | Restaurant | | |
| Card Factory | A1 | Card, Wrapping and gifts. | C | N |
| HSBC | A2 | Bank | | |
| Clarkes | A1 | Footwear | P | N |
| WHSmiths | A1 | Books, Stationary and gifts. | C | N |
| Hughes | A1 | Electrical Store | P | N |
| EE | A1 | | P | N |
| Mobile Phone Experts | A1 | Mobile device and computer repairs. | P | I |
| Shoe Zone | A1 | Footwear | P | N |
| Claire's Accessories | A1 | Female Accessories (jewellery and hair etc.) | P | N |
| Max Spielman Photo shop | A1 | Photo Shop | P | N |
| Santander | A2 | Bank | | |
| Iceland | A1 | Frozen Food | P | N |
| Café Nero | A3 | Café | | |
| Dorothy Perkins/Burtons | A1 | Clothing | P | N |
| The Works | A1 | Books, Toys, Stationary and Art and Craft supplies. | P | N |
| Empty Premises | | - | | E |
| Marks and Spencer's | A1 | Food and Clothing. | P | N |
| The Edinburgh Woollen Mill | A1 | Clothing | P | N |
| Russel Smiths | A1 | Clothing | P | I |
| Coes | A1 | Suits and accessories | P | L |
| Gorgeous Jewels | A1 | Jewellery | P | I |
| Peacocks | A1 | Clothing | P | N |
| Boreham Christopher jewellers | A1 | Jewellers | P | I |
| Newlook | A1 | Clothing | P | N |
| Still water books | A1 | Book Store | P | I |
| Thomas Cook | A1 | Travel Agents | P | N |
| Bonmarche | A1 | Clothing | P | N |
| Curve Boutique | A1 | Clothing | P | I |
| Oxfam | A1 | Charity Shop | C | N |
| Sandwich shop | A5 | Take away food | | |
| Chick-a-dee | A1 | Children's Clothing | P | I |

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| Simones | A1 | Hairdressing | P | I |
| Greggs | A1 | Bakery Take away food/Restaurant | C | N |
| Madison's | A1 | Clothing | P | I |
| TSB | A2 | Bank | | |
| Livia's Boutique | A1 | Clothing | P | I |
| Citizens Advice Bureau | D1 | Support and Advice | | |
| Winnie and Daisy's | A1 | Handmade furniture and gifts | P | I |
| Baileys Photography | A1 | Photographer | P | I |
| Colbourne Electrical | A1 | Electrical Supplies | P | I |
| (Couldn't see shop name for scaffolding. Potentially an empty store) | | - | | E |
| Perfect Kebab | A5 | Take away food | | |
| Polish shop Felixstowe | A1 | Polish food Shop | C | I |
| Lillie's | A3 | Café | | |
| Suffolk Living | A1 | Gift shop/ Home wear shop | P | I |
| Aston Jayne Bridal | A1 | Bridal/Dress shop | P | I |
| The Gas Shop | A1 | Fireplace Retailer | P | I |
| Orwell Fisheries | A5 | Fish and Chip Shop Take away Food and Restaurant. | | |
| Prime | A1 | Convenience Store | C | I |
| Back in time ,pre loved treasures | A1 | Second Hand Shop | C | I |
| Poor Richards Books | A1 | Book Store | C | I |
| Age UK Suffolk | A1 | Charity Shop | C | N |
| Ink on Wheels | A1 | Printer repairs and computer accessories. | P | I |
| Healing Matters boutique | SG | Alternative and holistic health, professional coaching and skincare. | | |
| Mr. Cobbler and Mr. Locks | A1 | Shoe repairs, Key cutting, Engraving, Watches, Trophies and Printing. | C | I |
| J and C Webb | A1 | Handbags, Travel bags and gifts. | P | I |
| Kitchen Continental | A1 | Kitchen sales/Showroom | P | I |
| Golden panda | A5 | Take away food | | |
| Learning Centre | D1 | Education Centre | | |
| Hills Jewellers | A1 | Jewellery Store | P | I |
| Fresh Trims | A1 | Hairdressing | P | I |
| House of Beauty | SG | Beauty Salon | | |
| Scarborrows | A1 | Opticians | P | I |
| Boots Pharmacy | A1 | Pharmacy | P | N |
| Howard House | D1 | Doctors surgery | | |
| Senior citizens centre | D1 | | | |
| Diamond Mill Auction House | SG | Auction house | | |
| Forty 7 | A1 | Hairdressing | P | I |
| The Best Western Brook Hotel | C1 | Hotel, Events and Bar. | | |

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| Felixstowe united and reformed church | D1 | Church | | |
| Job Centre | A1 | | P | N |
| Church | D1 | | | |
| Argos | A1 | Catalogue retailer | P | N |
| Barclays | A2 | Bank | | |
| Scottbeckett | A2 | Estate agents | | |
| The café on the corner | A3 | Café | | |
| Basic | A1 | Charity Shop | C | L |
| Greyfiars Carpets and Beds | A1 | Carpet/bed Shop | P | I |
| Hair artistry | A1 | Hairdressing | P | I |
| Saigon | A3 | Restaurant | | |
| The Thrifty Thistle | A1 | Craft Shop | P | I |
| Blue Naan | A3 | Restaurant | | |
| Tony's nails and spa | SG | Nail salon | | |
| Sam Moi oriental | A3 | Restaurant | | |
| Empty premises | | - | | E |
| The Card Centre | A1 | Card and Poster Shop | P | I |
| Taxi office | SG | Taxis | | |
| Crafty coffee | A3 | Ceramics and decopath café | | |
| Vintage by the sea | A1 | Furniture, ornaments and gifts. | P | I |
| Scissor Trixs | A1 | Hairdressing | P | I |
| Post office | A1 | | P | N |
| Felixstowe T.V studio | D2 | Radio studio | | |
| Ruby's Kitchen | A3 | Café | | |
| The leather shop | A1 | Handbags and luggage bags | P | I |
| Felixstowe Grill | A5 | Take away food | | |
| Bent Hill tattoos | SG | Tattoo Shop | | |
| Felixstowe Art Group Art Gallery | D1 | Art Gallery | | |
| The Grand/The Bandbox | A4 | Bar/Club | | |
| The One29 Bar | A4 | Bar | | |
| The Cork | A4 | Bar | | |
| Empty Premises (Soon to be a bistro) | | - | | E |
| The Spa Pavilion | D2 | Theatre, Events and café | | |
| Alex Bar and Café | A3 | Bar, café and restaurant | | |
| Town Hall | D1 | Town council, Other teams and events. | | |
| Empty premises | | - | | E |
| The pier | D2 | Amusements and Casino | | |
| Leisure centre | D2 | Swimming pool, Gym, Indoor bowls and events | | |
| KW Autos | B2 | Vehicle repairs | | |
| Winnies Cafe | A3 | Café | | |
| Dominos Pizza | A5 | Take away food | | |
| Fish Dish | A3 | Restaurant | | |
| BBQ house | A5 | Kebab Shop Take away food | | |

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| Thai hut | A3 | Restaurant | | |
| Sweets and treats | A1 | Gift shop | P | I |
| The little Ice Cream company | A3 | Ice cream parlour and café | | |
| Undercliff Fish and Chips (potentially closed) | A5 | Restaurant Take away food | | |
| Off-licence | A1 | Off-licence | C | I |
| The conservatory | A3 | Café | | |
| CJ's corner house café | A3 | Café | | |
| Dorincourt Diner Dorincourt Guesthouse | C1 | Café/Bed and Breakfast | | |
| Wilco | A1 | Bike repairs and Bike shop Car parts and Car repairs | P | I |
| Roots Hair Design | A1 | Hairdressing | P | I |
| Breez | A1 | Off-licence | C | I |
| The Cafe | A3 | Café | | |
| Wizard Workshop | A1 | Gaming/Model shop | P | I |
| Undercliff laundry service | SG | Laundry service | | |
| West end cleaners | SG | Laundry service | | |
| Felixstowe exotics (potentially closed) | A1 | Exotic animals/exotic pet shop | P | I |
| Nice and spicy | A5 | Take away food | | |
| Ladbrokes | A1 | Betting shop | P | N |
| Bodrum Grill House | A5 | Kebab Shop Take away food | | |
| Premier Inn (In building process) | | Hotel | | |
| Lidl | A1 | Supermarket | C | N |
| Top Cutz | A1 | Barbers | P | I |
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Appendix 2 Business Confidence Survey 2016

Total responses 53

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| What is the nature of your business? | 73% 13% 2% 6% 6% | Retail Financial/Professional Services e.g. Banks, Estate Agents Public Sector Food and Drink Other (please specify)... <i>hairdressers</i> |
| What type of business are you? | 26% 17% 55% 2% | Multiple Trader Regional Independent Unspecified |
| How many people work at these premises? (this figure should include owners) | 136 147 29+ | Full Time Part Time Volunteers |
| How long has your business been in the town? | 4% 26% 9% 42% 19% | Less than a year One to Five years Six to Ten years More than Ten years Unanswered |
| Compared to last year has your turnover.....? | 36% 30% 19% 15% | Increased Stayed the same Decreased Unanswered |
| Compared to last year has your profitability.....? | 32% 34% 21% 13% | Increased Stayed the same Decreased Unanswered |
| Over the next 12 months do you think your turnover will.....? | 40% 45% 11% 4% | Increase Stay the same Decrease Unanswered |

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| <p>What are the positive aspects of having a business located in the town? (Please tick all that apply)</p> | <p>22 4 10 15 20 30 34 1 12 26 2 2 0</p> | <p>Prosperity of the town Labour pool Environment Geographical location Mix of retail offer Potential tourist customers Potential local customers Affordable housing Transport links Car parking Rental values/ Property costs Market(s) Other (please specify).....</p> |
| <p>What are the negative aspects of having a business located in the town? (Please tick all that apply)</p> | <p>2 3 2 4 3 1 0 1 4 7 18 5 11 11 21 1</p> | <p>Prosperity of the town Labour pool Environment Geographical location Mix of retail offer Potential tourist customers Potential local customers Affordable housing Transport links Car parking Rental values/ Property costs Market(s) Local business competition Competition from other places Competition from internet Other (please specify) <i>Building structure</i></p> |
| <p>Has your business suffered from any crime over the last 12 months?</p> | <p>28% 64% 8%</p> | <p>Yes No Unanswered</p> |
| <p>What type of crime has your business suffered over the last 12 months?</p> | <p>9 4 1 -</p> | <p>Theft Criminal damage Abuse Other (please specify)</p> |
| <p>What TWO suggestions would you make to improve the town's economic performance?</p> | | <p>Themed responses:</p> <p>More events: European Food Market (High street). Local town market. Town events, fundraising</p> |

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| | | <p>More events in Hamilton Road eg Continental market, vintage fairs, car rally displayed down high street to increase footfall to shops.</p> <p>Local Town activities spread through the town</p> <p>Invest in fun fair and good rides for all ages</p> <p>Do things on Saturday like Morris dancers</p> <p>Introducing other events to the Centre i.e. Ice skating/German markets. Re-introduce any sort of market.</p> <p>Continental towns look more interesting.</p> <p>Pedestrianisation</p> <p>Go back to closing off High street on Saturday</p> <p>No driving through the Town Centre</p> <p>No traffic through town during peak trading times</p> <p>Pedestrianize the town Centre</p> <p>Pedestrianisation system is poor</p> <p>Increase pavement width throughout all of Hamilton Road</p> <p>Business Rates</p> <p>More retail shops lowering the business rates</p> <p>Cheaper business rates</p> <p>Lower rates</p> <p>Lower rates to attract businesses that will stay open.</p> <p>Obvious - less rates</p> <p>Lower rents, lower rates</p> <p>Lower rates so business owners can improve appearance or premises.</p> <p>Mix of Shops (Coffee and Charity Shops)</p> <p>Less coffee and charity shops</p> <p>No more charity shops.</p> <p>Better variety of shops</p> <p>Better mix of shops</p> <p>Right mix of shops</p> <p>Vary the sectors - too many coffee shops, charity shops</p> <p>Marketing and Promotion</p> <p>Support local businesses with marketing and advertising.</p> <p>In summer more encouragement for tourists to visit the town as well as seafront advertising or maybe flyers with incentives</p> |
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| | | <p>Car Parking / Enforcement Enforcing parking times would mean more cars and customers would use the town Maintain car parking charges at same level. Free Parking Free car parking in town Happy parking cheap and plentiful. Reduce car parking charges free train/reduced fares Better parking (Free) Free after 3pm car parking</p> <p>Town Centre Enhancement Enhance attractiveness of town and environmental improvements Felixstowe good overhaul. Communication Work together – unite Sign marking more shops etc from main street to Orwell road. SCDC funded Town Centre business manager Include both ends of the town with the centre as they seem excluded. Spend more money on town centre amenities.</p> <p>Crime and Disorder Working CCTV. Had phones stolen, the police said CCTV does not work. More PCSO's patrolling town.</p> <p>Positive Felixstowe has it about right as it is. We welcome many customers from Ipswich, Woodbridge, Harwich etc who find the town very easy to shop in.</p> <p>Other comments The town is weather dependent. Completed pier</p> |
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