



Calne

Town Benchmarking Report

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Executive Summary

General

Retail Offer

- ❖ In regards to the proportion of A1 Shops and A2 Financial and Professional units in the town centre, Calne reflects the National, Regional and Typology figures. 50% of the ground floor commercial offering in Calne are A1 Shops compared to 52% Nationally, 55% Regionally and 49% in a Typology context. 12% of the ground floor units are A2 Financial and Professional Services, similar to the National (14%), Regional (13%) and Typology (13%) averages.
- ❖ 12% of the commercial units are classed as Sui Generis, 7% higher than the National Small Towns average.
- ❖ 84% of the A1 Shops largely sell Comparison Goods.
- ❖ 68% of Town Centre Users visited Calne for Convenience Shopping, 25% higher than the National Small Towns figure.
- ❖ The majority (80%) of the A1 Shops in Calne are unique to the town centre.
- ❖ 7 Traders were present during the Market Audit, noticeably lower than the National Small Towns average of 15.

Car Parking

- ❖ 95% of all Car Parking in the town centre is based off street. 27% of all Car Parking spaces are vacant on a Market Day, 4% lower than the National average whilst 34% are vacant on the Non-Market Day, 3% lower than the National figure.

A Local Town

- ❖ 71% of the Post Codes gathered in the Shoppers Origin Survey were from Residents.
- ❖ 78% of Businesses stated that Potential Local Customers was a positive aspect of operating in Calne town centre.
- ❖ 88% of Town Centre Users visited Calne at least once a week.
- ❖ Over three quarters of Town Centre Users reported that Convenience was a positive aspect of Calne.
- ❖ 88% of Town Centre Users stayed in Calne for less than 2 hours.

Positive

Vacancy Rates

- ❖ The vacancy rate in Calne of 5% is lower than the National (9%) and Regional (7%) averages. 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%. Interestingly, despite the low vacancy rate 47% of Businesses reported the Number of Vacant Units as a negative aspect of operating in Calne.

Footfall

- ❖ Footfall in Calne on both the Market and Non-Market Day counts is higher than the National, Regional and Typology averages. The Market Day figure of 145 persons per ten minutes compares favourably to the National Small Towns figure of 98 persons, whilst the Non-Market Day figure of 103 is also higher than the National average of 86 persons.

Business Confidence

- ❖ Business confidence was prevalent from the Traders who responded to the Benchmarking Survey. 51% reported that Turnover had increased over the last 12 months, 13% higher than the National Small Towns average, whilst 50% stated that Profitability had increased, 19% higher than the National figure. In regards to future trading, 59% of Businesses expected their Turnover to increase, 15% higher than the National Small Towns figure.

Customer Spend

- ❖ Customer Spend in Calne largely replicated the National Small Towns average with 31% spending £10.01-£20.00. Overall, 65% of Town Centre Users spent over £10.00 on a normal visit, 4% higher than the National average.

Physical Appearance

- ❖ 56% of Businesses felt that the Physical Appearance of Calne was a positive aspect of operating from the Town Centre.

Ease of Walking Around

- ❖ 60% of Town Centre Users stated that Ease of Walking Around was a positive of Calne.

Access to Services

- ❖ 48% of Town Centre Users rated Access to Services as a positive aspect of Calne.

Room for Improvement

Recommendation

- ❖ 50% of Town Centre Users would not recommend a visit to Calne.

Car Parking

- ❖ 39% of Businesses felt that Car Parking was a negative aspect of Calne. A key theme to emerge from the qualitative suggestions from both Businesses and Town Centre Users was the need to improve Car Parking.

Retail Offer

- ❖ 64% of Town Centre Users rated Retail Offer as a negative aspect of Calne, whilst 34% of Businesses reported that the Mix of Retail was a negative aspect of operating in the Town Centre. Improving the Retail Offer was a key theme to emerge from the suggestions in terms of general improvements to the Town Centre.

Traffic Congestion

- ❖ Reducing the Traffic Congestion in the Town Centre was a key theme to emerge from the qualitative comments collected.

Public Toilets

- ❖ 43% of Town Centre Users felt that the Public Toilets were a negative aspect of Calne.

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 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

The process works by either People and Places Insight Limited be commissioned to complete the study or as in this case the client purchases an annual license for £350 plus VAT, collects the data and sends to People and Places for data entry, analysis and reporting.

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 **Calne** consists of **107** 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. The National figure is the average for all the towns which participated in Benchmarking during 2016 and the Regional figure is all Small Towns from the South West. Whilst in 2009, national charity Action for Market Towns commissioned Birkbeck University to classify towns from across England into eight groups depending on certain demographic criteria, **Calne** is classed as a **Typology 4** town, a description of which is highlighted below;

Group 4 : Young Families, Administrative Jobs

129 places (8%)

The group is typified by high proportions of people in the 25 – 44 age groups and women looking after the home. Occupations tend to be in the higher managerial and professional groups and in public administration (including defence, teaching and social security). Most places in this group are located in what geographers have called the ‘Golden Belt’ a stretch of country going from north Wiltshire, through Oxfordshire, Buckinghamshire, Bedfordshire to Cambridgeshire with an ‘offshoot’ in Berkshire. This area grew rapidly in the period 1981-2001 and continues to do so. There are few places of this type outside this area but where they do exist they are in the rural areas around sizeable towns.

*Please note that the Typology classification is only an indicator and certain aspects described in the explanation provided by Birkbeck University may not represent all locations within the criteria.

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, Business Improvement Districts, Local Partnerships, Retailers 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

Space is left within the reports for the client to add commentary to the tables which are produced and an Appendix is available for the Business Unit Information, Footfall, Car Parking Data and Qualitative comments to be included.

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.
KPI: Commercial Units; Comparison/Convenience	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Commercial Units; Trader Type	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Commercial Units; Vacancy Rates	Visual Survey of A1 ground floor units in defined town centre area.
KPI: Zone A Retail Rents and Prime Retail Property Yields	Commercial letting agent information.
KPI: Markets	Visual Survey of total number of traders.
KPI: Footfall	Footfall Survey on a Market Day and Non Market Day or in the case of there being no Market a Busy weekday and a Quiet weekday.
KPI: Car Parking	Audit of total number of spaces and vacancy rate on a Market Day and Non Market Day or in the case of there being no Market a Busy weekday and a Quiet weekday.
KPI : Business Confidence Surveys	Can include a combination of face to face, postal, hand delivered and online.
KPI: Town Centre Users Surveys	Can include a combination of face to face, paper based and online.
KPI: Shoppers Origin Surveys	Distributed with Business Confidence Surveys and Businesses are asked to record the first 5 digits of a Post Code when a customer visits the unit over a set time period.

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 102 occupied units recorded.

		National Small Towns %	Regional Small Towns %	Typology %	Calne %
A1	Shops	52	55	49	50
A2	Financial and Professional Services	14	13	13	12
A3	Restaurants and Cafes	8	8	8	6
A4	Drinking Establishments	4	3	4	3
A5	Hot Food Takeaways	4	3	4	3
B1	Businesses	3	2	3	0
B2	General Industrial	1	1	1	1
B8	Storage and Distribution	0	0	0	0
C1	Hotels	1	1	1	0
C2	Residential Institutions	0	1	1	0
C2A	Secure Residential Institution	0	0	0	0
D1	Non Residential Institutions	6	7	7	9
D2	Assembly and Leisure	1	1	0	0
SG	Sui Generis ("unique" establishments)	5	5	7	12
N/R	Not recorded	0	1	1	

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 %	Regional Small Towns %	Typology %	Calne %
Comparison	82	83	82	84
Convenience	18	17	18	16

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

	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Key Attractor	7	10	12	2
Multiple	19	15	15	18
Regional	10	14	24	0
Independent	64	61	49	80

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.

	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Vacancy %	9	7	5	5

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 %	Regional Small Towns %	Typology %	Calne %
Traders	15	23	5	7

KPI: ZONE A RETAIL RENTS AND PRIME RETAIL PROPERTY YIELDS

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

Zone A rents are expressed as £ per sq. ft. and the Prime Retail Property Yield is a Net Percentage figure.

	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Zone A	28	28	15	15
Prime Retail Yield	8	8	10	10

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*
- *Footfall counts are not conducted in the rain*

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.

	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Market Day	98	120	69	145
Non Market Day	86	83	54	103

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 the town on street and off parking within the core commercial offering were identified as being integral to the study. 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 Market Day and on a Non Market Day
- ❖ Percentage number of on street car parking spaces
- ❖ Percentage number of on street short stay, long stay and disabled spaces
- ❖ Percentage of vacant on street spaces on a Market Day and on a Non Market Day
- ❖ Overall percentage of short stay, long stay and disabled spaces
- ❖ Overall percentage of vacant spaces on a Market Day and on a Non Market Day

	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Car Park:				
Total Spaces:	84	80	83	95
Short Stay Spaces: (4 hours and under)	29	41	59	71
Long Stay Spaces: (Over 4 hours)	61	55	37	25
Disabled Spaces:	7	4	4	3
Not Registered	4	10	0	0
Vacant Spaces on a Market Day:	35	31	24	28
Vacant Spaces on a Non Market Day:	40	37	24	35
On Street:				
Total Spaces:	16	20	17	5
Short Stay Spaces: (4 hours and under)	82	74	66	83
Long Stay Spaces: (Over 4 hours)	12	21	27	0
Disabled Spaces:	6	5	8	17
Not Registered	1	1	0	0
Vacant Spaces on a Market Day:	15	15	22	17
Vacant Spaces on a Non Market Day:	20	18	36	21

Overall	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Total Spaces:	n/a	n/a	n/a	n/a
Short Stay Spaces: (4 hours and under)	38	47	60	72
Long Stay Spaces: (Over 4 hours)	53	48	35	24
Disabled Spaces:	7	4	5	4
Not Registered	3	0	0	0
Vacant Spaces on a Market Day:	31	27	24	27
Vacant Spaces on a Non Market Day:	37	33	25	34

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 46 returned Business Confidence Surveys.

	National Small Town %	Regional Small Town %	Typology %	Calne %
Nature of Business				
Retail	63	62	62	61
Financial/ Professional Services	12	14	13	14
Public Sector	2	2	2	5
Food and Drink	13	10	12	14
Accommodation	1	1	0	0
Other	9	11	10	7
Type of Business				
Multiple Trader	10	8	10	9
Regional	8	5	6	5
Independent	82	86	83	86
How long has your business been in the town				
Less than a year	6	6	10	9
One to Five Years	22	27	22	22
Six to Ten Years	13	14	14	11
More than Ten Years	58	54	54	59

Compared to last year has your turnover	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Increased	38	39	43	51
Stayed the Same	31	27	30	29
Decreased	31	34	28	20
Compared to last year has your profitability				
Increased	31	34	38	50
Stayed the Same	35	29	29	23
Decreased	34	38	33	28
Over the next 12 months do you think your turnover will...				
Increase	44	41	52	59
Stay the Same	38	35	35	34
Decrease	19	23	13	7

What are the positive aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Physical appearance	44	47	47	56
Prosperity of the town	39	43	42	36
Labour Pool	10	7	12	7
Geographical location	39	46	45	44
Mix of Retail Offer	40	42	33	31
Potential tourist customers	36	45	34	24
Potential local customers	77	81	79	78
Affordable Housing	15	10	10	9
Transport Links	34	22	28	27
Footfall	26	34	32	31
Car Parking	32	33	42	49
Rental Value/ Property Costs	16	17	17	20
Market(s)	14	20	12	16
Events/ Activities	22	27	31	44
Marketing/Promotions	10	13	17	24
Local Partnerships/ Organisations	17	13	14	18
Other	3	4	5	7

What are the negative aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Physical appearance	22	10	16	18
Prosperity of the town	29	18	22	29
Labour Pool	14	11	11	16
Geographical location	7	5	7	5
Mix of Retail Offer	21	17	26	34
Number of Vacant Units	41	44	40	47
Potential tourist customers	11	6	7	8
Potential local customers	3	4	1	3
Affordable Housing	10	9	3	3
Transport Links	14	20	8	5
Footfall	20	20	18	18
Car Parking	50	57	51	39
Rental Value/ Property costs	29	34	23	18
Market(s)	10	8	11	8
Local business competition	17	20	20	16
Competition from other localities	25	19	23	24
Competition from out of town shopping	40	30	28	26
Competition from the internet	37	38	34	24
Events/ Activities	7	5	3	5
Marketing/ Promotions	5	4	2	3
Local Partnerships/ Organisations	2	0	1	3
Other	6	8	8	8

Has your business suffered from any crime over the last 12 months	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Yes	26	22	17	15
No	74	78	83	85
Type of Crime				
Theft	73	71	82	86
Criminal Damage	25	22	18	29
Abuse	14	14	29	29
Other	4	8	6	0

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

*Please note that the comments have been copied directly from respondents and may include grammatical errors.

- ❖ Free car parking.
- ❖ Increased signage for heritage quarter.
- ❖ Due to continuous expansion re housing, Calne needs more schools, gp surgeries, improved policing and other infrastructure improvements to cope with the increase in population to the area.
- ❖ More private businesses should be encouraged to come to Calne by offering better business rates/rents. There's too many empty business units throughout the town.
- ❖ number of vacant unit and types of business is a major issue.
- ❖ My customers are so keen for Calne to work and very supportive of local business but they want more to complete the town and rival other nearby market towns- butcher, baker etc.
- ❖ Unfortunately too many people think Calne does not have the prosperity and the footfall (which I have found to be wrong-it does) and this impacts on potential independent businesses.
- ❖ Rubbish, we find all of our rubbish left by our shop, you have to walk past it from the car park so does not look good or make a good impression for visitors, there are a lot of cigarette butts etc.
- ❖ The addition of coffee shops in the town has helped Saturday trade more places to eat would be great
- ❖ Road structure is a big one. If people didn't have to sit through traffic they would come into the town more often.
- ❖ Smaller units available and affordable for start up.
- ❖ Linking top of town to bottom of town e.g. turning the wasteland in the

middle for business use.

- ❖ Promote the towns attributes and range of services more widely, create awareness.
- ❖ Make all car parks free.
- ❖ Better retail.
- ❖ More tourists.
- ❖ More parking spaces for more than 2 hours at a time.
- ❖ Parking for staff who work within the town. We used to be able to park behind in the car park.
- ❖ Now its Sainsbury's there are no parking spaces for employees of shop.
- ❖ Sainsbury's bottom car park is always 3/4 empty.
- ❖ Maybe a parking permit service for employees.
- ❖ The parking permit we have is for 1 member of staff.
- ❖ We have 4 full time employees where are we supposed to park!!!
- ❖ More different retail shop to hairdressers. Too many charity shops.
- ❖ Traffic flow needs to be improved.
- ❖ Better retail offering.
- ❖ Encourage wider retail units in the High St rather than charity shops.
- ❖ Give Calne a smarter image or a reason to be here- for residents or tourists. (modernisation)
- ❖ Keep free car parking.
- ❖ Lower rates and rents.
- ❖ A wider variety of shops.
- ❖ More restaurants variety.
- ❖ Free parking.
- ❖ Longer banking hours.
- ❖ We need a huge improvement for Market (Friday), more variety
- ❖ A large supermarket pref. Lidl or Aldi.
- ❖ Weatherspoons.
- ❖ Keep up good aspects, appearance, flowers etc.
- ❖ Keep clear of litter.
- ❖ More parking.
- ❖ More markets.
- ❖ More shops in town.
- ❖ Keep as much free parking as possible. People really like this.
- ❖ Change to shopping options. Too many of the same shops.
- ❖ Invite more options i.e. Mcdonalds, KFC, restuarants, cinema.
- ❖ More shops.
- ❖ Reduced rates.
- ❖ More shops need to be built around town in order to attract more people and less charity shops if possible. We have 3 charity shops within the distance of 100 yards from each other. PS I am not against charity shops.
- ❖ Any new developments would help drive footfall in the area.
- ❖ Free parking would help.

- ❖ Free car parking (unlimited). The bottom car park has always been all day free parking until recently when a 2 hour time limit was introduced.
- ❖ Several customers have complained that 2 hours isn't long enough to have hair cut/ coffee as well as shop.
- ❖ Try to encourage local people to shop local! So many Calne people go to other towns!
- ❖ Tourism promotion.
- ❖ Locals to shop local.
- ❖ Another supermarket.
- ❖ Sainsburys is always busy and has the monopoly and cannot cope with its trade.
- ❖ Adequate parking and utilizing vacant areas in the town to build more retail units, seating and communal areas. Town centre roads that have continued flow of through traffic and no congestion to put off shoppers.
- ❖ Have more shops with essentials that can be bought in town i.e. shoes/ clothes/ music/ books/ dvd's (not just Sainsburys charts). As people have to go out of town to buy we are missing out a lot.
- ❖ There are very few bins around, especially in residential areas.
- ❖ Develop Pippin area.
- ❖ Sort out traffic flow.
- ❖ More shopping outlets, there are a limited number of shops in Calne (in my opinion) that aren't charity shops. I don't think that the shops encourage people to stay in town. Even in my personal day to day life, I always head out of Calne to either Chippenham or Swindon which is a shame.
- ❖ Lack of night time restaurants etc. Although The Landsdowne is in the middle of a refurb and plan to be more foody, I think it hinders businesses like mine that there is very little in Calne in the evening and it can make it very quiet say on a Friday/ Sat evening, which again is a great shame.
- ❖ Keep car park free and park there for more than two hours. Now it is 2 hours people do not come into town so much, they go to other towns.
- ❖ More shops.
- ❖ More info of what is going on in town, schools etc.
- ❖ More free parking in the Church St area.
- ❖ Local bus/ transport service between outskirts of town and Church St area
- ❖ More housing.
- ❖ Change the road layout.
- ❖ Encourage more independent traders to the town to fill the vacant units, particularly within the heritage quarter and local area.
- ❖ Free parking 2 hours.
- ❖ Rate relief for shops.
- ❖ Make one car park for the workers in town only- so we don't compete

with customers to park.

- ❖ Offer businesses a discount on leases or other incentives to keep us in Calne.
- ❖ Redevelop the main town centre (parade) to include better mix of shops.
- ❖ Increase the amount of free parking spaces.
- ❖ Variation of commercial units. Additional.
- ❖ Consistent town promotion.

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

	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Gender				
Male	32	34	35	34
Female	67	65	64	65
Prefer not to answer	1	1	1	1
Age				
16-25	7	6	7	7
26-35	15	14	13	13
36-45	24	22	21	20
46-55	22	23	23	23
56-65	16	17	17	16
Over 65	14	17	18	20
Prefer not to answer	1	1	1	1
What do you generally visit the Town Centre for?				
Work	10	12	10	8
Convenience Shopping	43	52	54	68
Comparison Shopping	6	5	2	2
Access Services	19	14	14	11
Leisure	11	10	11	5
Other	11	9	8	6



How often do you visit the Town Centre	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Daily	21	25	26	22
More than once a week	35	41	42	46
Weekly	21	19	18	20
Fortnightly	7	5	5	5
More than once a Month	6	4	4	4
Once a Month or Less	10	6	5	2
How do you normally travel into the Town Centre?				
On Foot	31	38	43	41
Bicycle	1	1	1	0
Motorbike	0	0	0	0
Car	62	58	53	56
Bus	4	1	1	1
Train	0	0	1	0
Other	2	1	1	1
On average, on your normal visit to the Town Centre how much do you normally spend?				
Nothing	3	2	2	0
£0.01-£5.00	11	12	13	11
£5.01-£10.00	23	25	26	23
£10.01-£20.00	32	32	32	31
£20.01-£50.00	24	23	24	28
More than £50.00	5	5	4	6

What are the positive general aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Physical appearance	36	44	38	35
Cleanliness	35	42	42	42
Retail Offer	19	23	17	15
Customer Service	24	27	24	24
Cafes/ Restaurants	32	41	37	29
Access to Services	56	56	52	48
Leisure Facilities	10	14	7	9
Cultural Activities/Events	14	19	18	25
Pubs/ Bars/ Nightclubs	20	22	18	7
Transport Links	18	15	16	15
Ease of walking around the town centre	56	62	60	60
Convenience e.g. near where you live	64	68	72	76
Safety	18	24	23	24
Car Parking	32	31	35	40
Markets	25	19	42	19
Public Toilets	n/a	n/a	n/a	2
Other	7	7	5	4

What are the negative general aspects of the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Physical appearance	37	28	27	34
Cleanliness	25	19	17	17
Retail Offer	53	48	55	64
Customer Service	9	6	7	6
Cafes/ Restaurants	20	16	21	23
Access to Services	13	16	17	21
Leisure Facilities	25	21	34	20
Cultural Activities/Events	19	17	21	13
Pubs/ Bars/ Nightclubs	22	18	25	30
Transport Links	15	18	16	13
Ease of walking around the town centre	6	6	5	5
Convenience e.g. near where you live	4	3	3	4
Safety	12	8	8	5
Car Parking	39	40	26	21
Markets	25	19	14	11
Public Toilets	n/a	n/a	n/a	43
Other	16	19	11	12

How long do you stay in the Town Centre?	National Small Towns %	Regional Small Towns %	Typology %	Calne %
Less than an hour	41	42	47	47
1-2 Hours	41	41	36	41
2-4 Hours	10	9	8	7
4-6 Hours	2	2	3	0
All Day	4	4	5	3
Other	2	1	1	1
Would you recommend a visit to the Town Centre?				
Yes	59	66	57	50
No	41	34	43	50

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

*Please note that the comments have been copied directly from respondents and may include grammatical errors.

- ❖ Public toilets.
- ❖ Improve transport flow.
- ❖ Evening eating.
- ❖ More retail choice.
- ❖ Better retail.
- ❖ Traffic flow.
- ❖ Public toilets.
- ❖ Butchers
- ❖ Shoe Shop.
- ❖ More retail.
- ❖ The town desperately needs a better night time economy.
- ❖ More reliable and frequent buses to the villages.
- ❖ Move rubbish.
- ❖ Tidy up Iceland area, cold/ grey- not very welcoming.
- ❖ Walking festival. Celebrate local routes.
- ❖ More individual shops.
- ❖ More attractive planters.
- ❖ Clearer signposting- brighter colour.
- ❖ Range of shops could be improved.
- ❖ More food choice.
- ❖ Improve retail outlets
- ❖ More variety of retail

- ❖ More retail choice.
- ❖ More variety of retail.
- ❖ Banking
- ❖ Reusable dog mess bins.
- ❖ Public toilets.
- ❖ Traffic congestion.
- ❖ Improve traffic congestion.
- ❖ More choice of shops.
- ❖ Congestion in centre.
- ❖ Reinvigorate empty hops/ not just vacant displays etc
- ❖ Subway
- ❖ No more charity shops and cafes.
- ❖ Restyle Phelps Parade.
- ❖ Cleanliness.
- ❖ More places to eat
- ❖ Paint the buildings- update top of town
- ❖ Knock Phelps Parade down.
- ❖ More retail offer.
- ❖ Facelift required.
- ❖ More bars/ rest.
- ❖ More shops, but no more charity shops.
- ❖ Better shops for clothing etc
- ❖ More social stuff.
- ❖ More shops
- ❖ Cleanliness.
- ❖ Too many charity shops and hairdressers.
- ❖ Remove priority section which causes havoc.
- ❖ More shops.
- ❖ More shops
- ❖ Bad paving. Trips
- ❖ Better mix of retail.
- ❖ More evening restaurants.
- ❖ Congestion in town centre.
- ❖ Beautiful florals and beach.
- ❖ Better retail mix
- ❖ More retail offer and update.
- ❖ Road access and parking improvements.
- ❖ More shops
- ❖ Better shops/ more choice so we don't have to keep going out of town. Especially men's clothing.
- ❖ Something like Wilkos would be good.
- ❖ Modern shopping centre.
- ❖ Public toilet!!! Better bus services to villages...
- ❖ A good range of independent shops
- ❖ Butcher/Greengrocer

- ❖ A bigger variety of shops
- ❖ More options for family dining
- ❖ Improve the road layout
- ❖ Provide more small shops
- ❖ 1. Keep the parking free in all areas
- ❖ 2. Have a restaurant that opens for evening trade
- ❖ Change the parking 2 hours is not long enough for shopping and lunch or coffee. I would rather have charges and be able to stay longer especially over the Christmas.
- ❖ More shops
- ❖ Free parking
- ❖ A decent link between the two shopping areas
- ❖ Better choice of quality shops.
- ❖ Bypass to ease traffic
- ❖ The bottle neck of every car having to exit the supermarket car parks on to the Oxford Road roundabout which itself is often at a standstill due to the priority system in town. Only gripe I have with the town
- ❖ Demolish Phelps Parade and build a better set of shops.
- ❖ Demolish the Coop building and replace it with something in keeping with the conservation area.
- ❖ More good restaurants in the centre which are seriously lacking in the evenings. Lots of cafes and Faye's bistro but not open in the evenings.
- ❖ Stop Wasting money trying to make Calne a tourist destination and focus more on those of us living here. Encourage new retail business into town.
- ❖ Improve the vehicle transit through the centre particularly the stop & go pinch point at the roundabout into town.
- ❖ More well known good places - chains e.g pizza express, Nando's.
- ❖ Retail such as shops like in Chippenham e.g new look
- ❖ 1. Make attempts to encourage independent butcher, baker, greengrocer businesses.
- ❖ 2. Improve the traffic situation in the pinch point on Wood Street where it is a two way street but traffic can only flow in one direction at a time. If the pedestrianised High St was re-opened to allow one way traffic the situation could be solved.
- ❖ More places to eat.
- ❖ Continued free parking.
- ❖ Open the public toilets once again. Look at traffic calming in Curzon Street to improve traffic flow and reduce congestion at busy times.
- ❖ Make getting in and out of town centre easier, as at certain times can take ten minutes to leave by car.
- ❖ A better retail offering. More independent retailers
- ❖ Better range of shops, less charity shops.
- ❖ Lower rents, rates to encourage different businesses
- ❖ More clothing stores
- ❖ keeping the free 2 hour parking in heritage car park for people on the south side

of town instead of wasting hours trying to get through the wheatsheaf pinch point twice which makes it quicker and easier to shop in devizes

- ❖ Better choice of shops less tea/coffee. Less charity.Less hair/beauty
- ❖ Pedestrianise the priority road between the square and wood street to reduce the connection in the town centre and make transiting from the various Pippin car parks safer for all.
- ❖ Too many cafes,charity shops you need to lower rent to encourage new shops.
- ❖ Market is diabolical when I was growing up in calne the market was the bees knees.
- ❖ More retail stores, the lack of stores often forces me out of town and for a town the size of Calne it really needs more.
- ❖ Also bit of a face-lift in places particularly around the Iceland, boots etc area it's looking very tatty here
- ❖ different shops eg clothes,shoes etc
- ❖ Public toilets
- ❖ More shops
- ❖ Improve traffic congestion at Wood St
- ❖ Improve retail side as most people go shopping in Chippenham
- ❖ Clamp down on dog poo in the street, particularly Lickhill Rd
- ❖ We need another decent restaurant and there could be more info on heritage and walking and cycling routes.
- ❖ I love living in calne but we need places to go in the evening
- ❖ More retail and dining variety including.
- ❖ Public toilet facilities.
- ❖ More shops
- ❖ More places to socialise in the evening
- ❖ Two is not enough, it needs a lot of work. However..
- ❖ A cinema / bowling alley - something for young and old to do. Realistically the design of the library has hindered this idea greatly... An incredibly high ceilinged building with one floor is a massive waste of space (and must be expensive to heat).
- ❖ Reopen the road that was closed in the main walk way (near the post office). Even if it were only open during rush hour this would make an enormous difference to the flow of traffic. The filter system near the Wheatsheaf has never worked well at peak times and causes unnecessary traffic.
- ❖ Wider range of shops, clothes shops. Maybe a wilkos
- ❖ Divert traffic from Wood Street down high street, making a one-way system to ease traffic. Added benefit would be passing traffic to make shops on high street more visible.
- ❖ Greater variety of shops.
- ❖ More leisure facilities e.g. Cinema, bowling Italian restaurant maybe?
- ❖ More retail variety. There seems to be an abundance of charity shops and hairdressers/barbers and not much else!
- ❖ Improve phelps parade appearance.
- ❖ Encourage retailers to come into the town centre

- ❖ Less charity shops, more actual shops. Better parking, especially disabled
- ❖ more retail shops
- ❖ better flow and link through all shopping areas
- ❖ Some decent shops
- ❖ Get rid of traffic system by old post office
- ❖ MORE AFFORDABLE SHOPS TO BUY UNDERWEAR
- ❖ MORE BANKS
- ❖ Public toilets
- ❖ No limit to time spent parked in car park
- ❖ Access in and out. Public toilets!
- ❖ Open up the road outside the old kings as and make a one way system with the narrow bit.
- ❖ More places to socialise
- ❖ 1. Somehow find a way to avoid the central bottleneck.
- ❖ 2. Find some way of making the old Post Office and HSBC attractive destinations.
- ❖ Better selection of retailers - butchers/green grocer/book shop
- ❖ Make Phelps pde look more appealing
- ❖ More high street shops e.g. Clothing stores
- ❖ Knock down phelps parade and what was trotmans and build a new Center. Which was proposed Back in 1990ish
- ❖ We need a decent supermarket as I currently always travel to Marlborough.
- ❖ Please replace Iceland!!!!
- ❖ Demolish phelps parade and rebuild with traditional buildings which would encourage more and better variety of shops
- ❖ Link all calne independent shops, with a calne pound. Get all shops to have regular meetings put some effort into helping them thrive. Link independent shops with help from chain stores. Reason I think the diversity of Calne retail needs celebrating and helping to grow as it is still just a bit different. Find out how Devizes independent shops are doing so well?? More events needed. library is amazing another part to build from. Open the town hall more with information??
- ❖ Improve Night life
- ❖ Butchers
- ❖ Bakers
- ❖ More brand retail
- ❖ less hairdresser
- ❖ parking and shops
- ❖ Better shops eg. shoe shop cloths shops with things we would like to buy. More parking as there is never enough space more public toilets. Another large supermarket would be great as you can never get everything local. Traffic is a nightmare so a lot of people just drive on by the town.
- ❖ More variety of shops
- ❖ Better pubs/ restaurants
- ❖ Theatre equivalent to Wiltshire Music Centre in Bradford on Avon or Pound Arts in Corsham with full, varied programme.

- ❖ Rebuild Phelps Parade; reinstate / introduce green wildlife area.
- ❖ Some shops that people actually want to shop in. Less coffee/cafes/charity shops
- ❖ Better choice of shops
- ❖ Refurbish Phelps Parade, start again!
- ❖ More Retail, decent food establishments and more of a car free zone ...
- ❖ additional shops of good quality, traffic flow one way
- ❖ Good butchers/deli
- ❖ Better dining/pubs
- ❖ Car parking - why let Sainsbury's take over use of the bottom car park when there is a shortage of car parking. It puts customer off of coming and using our business as there is not enough car parking for over two hours. Ridiculous
- ❖ Regeneration -
- ❖ Less hairdressers, and more real shops giving the punter a choice. Try to buy a pair of shoes....no chance. Bring in proper stores. Calne historically was under developed as all the councillors were business owners and didn't want any competition so they voted No to redevelopment and keep prices high. That's the reason the majority of people shop OUT of Calne as I do.....
- ❖ More competition from another supermarket, don't like Sainsbury's and co op too out of the way and expensive. Reduce the outside seating from the cafes, not enough room and you get the smell from people smoking.
- ❖ Better shops that would bring people into town i.e wilkinsons, more clothes shops like Chippenham, new look etc, smarten up the precinct, to look like emery gate, it's all very dated and doesn't encourage anyone.
- ❖ Open up the one way system to increase traffic flow and extend the free 2 hour parking
- ❖ Sort out parking - encourage better retailers
- ❖ We need a butcher
- ❖ we need a greengrocer
- ❖ More retail & restaurants
- ❖ We're in need of a decent book shop and family restaurants.
- ❖ A better nightlife there are no good pubs to go to with music playing which is close to town. A weather spoons would be good or a Brunel maybe even a nightclub.
- ❖ A new look, peacocks, primark or some child clothing shop. Also a Lidl or Aldi would be useful and cheaper for elderly people who can't get out of calne.
- ❖ More independent shops such as butchers etc
- ❖ Green spaces safe for children with benches etc
- ❖ More good retail ie Marks & Spencers for example.
- ❖ Local shops ie Butchers, Fishmongers and Green Grocers
- ❖ Public toilets that are open, clean and easy to find. More support for local business so we have more independent retailers opening in calne
- ❖ Better variety of shops
- ❖ Another supermarket i.e. Lidl or Aldi
- ❖ A better range of independent shops.
- ❖ A bank branch (Natwest or Coop).

- ❖ Attract high street brands and ensure any redevelopment is focussed on providing additional retail services and not residential. Attract other service-based providers such as banks and building societies.
- ❖ Improved accessibility by car, the oxford road parking makes that road a nightmare and the road narrowing off the A4 is ridiculous.
- ❖ Better parking
- ❖ 1. Traffic/roads - too much traffic, road system very poor esp to oxford rd area from town centre. A4 very busy noisy and smelly (fumes) and getting busier. Free parking.
- ❖ 2. Less empty shops, more variety & get the banks back.
- ❖ Encourage more business by offering discount on rents .
- ❖ Impose a 20 mph speed limit from Quemeford post office to St Mary's school before someone is killed on the A4 by Hills lorries or Wiltshire Council trucks.
- ❖ Stop wasting money on flowers at roundabouts and repair the roads and pot holes first.
- ❖ better mix of retail companies, calne is only a small town its housing estates have grown extensively over the twenty years since we moved here but the town centre has not evolved at all if anything it has gone backwards to many charity shops.i have looked at various retail units in the past but the rent and rates were always prohibitive for the footfall of calne
- ❖ A decent restaurant
- ❖ some independent shops
- ❖ Public toilets. More than a single choice of Bank.
- ❖ Improve access through town centre by car. The queues are ridiculous sometimes because of the single file road by the post office.
- ❖ Less cafes, and add another restaurant for the evenings. The only choice at the moment is Indian
- ❖ Needs a major rebuild of derelict areas
- ❖ One of the large fast food outlets to encourage more footfall
- ❖ Need a better range of shops. Two funeral directors in the middle of town, in prime retail locations?!
- ❖ Some kind of coffee shop or milkshake bar for tens to hang out in.
- ❖ Re-open public toilets
- ❖ Add more artisan shops
- ❖ Improve traffic flow.
- ❖ Make all car parks free.
- ❖ more shops
- ❖ more evening places to go and eat and socialise
- ❖ more retail offer
- ❖ more offer in terms of eating out/socialising
- ❖ Don't mess up the existing car parking at Sainsburys and near Sainsburys by developing and thinking that a new several storey car park will overcome - it wont because it will change the pleasant character of the small market town.
- ❖ Build via housing development a bypass from the roundabout at the bottom of Chilvester hill to the A3102 Melksham Road thus taking the A3102 traffic out of

the town centre.

- ❖ 1. Massive improvement to the road infrastructure is required.
- 2. A more diverse and balanced retail experience is desperately required.
- ❖ As mentioned above..
- ❖ Attract retailers - would be good to see more independent traders offering a range of retail services. For example, Melksham appears to have been able to maintain a number of such traders, as well as has Devizes, this marks both towns out from Chippenham. This could include more restaurants/cafes - if you can attract more of these more local people may come into the town and thus more people would consider shopping in Calne. (Bazaar is the type of independent retailer that is good for Calne!)
- ❖ A decent restaurant
- ❖ Buskers, etc might make it feel brighter
- ❖ Turn the small car park by the bridge to into a small bus station, Strengthen bridge to the strand/mill street so deliveries to supermarkets can use it. Put a one way out of town above Woodhill rise. Do the same in William street past luekett way, and the same at the junction of wood street and lickhill road, these one ways would be two way for buses, taxis, and cyclists.
- ❖ make dixon way one way towards swaddon street, and make newcroft road one way towards lickhill road. but both ways for buses. This would stop congestion on Oxford road, eliminate "rat runs" through side streets, by lorries and cars, improve the quality of pavements as lorries could not use side roads as rat runs. and ease congestion on A4 by town hall when three or more buses arrive at the same time, or coaches.(I have a map of this and other improvements, to the traffic, jack@wayaway.co.uk)If anyone is interested?
- ❖ Redesign the traffic 'choke' formed where Curzon St meets The Square.
- ❖ I would imagine that the town needs more diversity in it's shops and refreshment facilities. There are enough Charity shops, hairdressers and nail bars to satisfy any small town. The loss of the King's Arms, a listed building and an historic coaching inn, is a case in point. This central pub should have been managed as a community asset and not allowed to degenerate into the 'rat's nest' which it became.
- ❖ More shops poundland, games and book shop peacokes etc
- ❖ Safer environment cleanliness and places for children to visit where they won't be thrown out so easily
- ❖ Bigger range of choice of shops and restaurants
- ❖ 1. Create better, slower, traffic flow through the A4 particularly around the traffic lights which cause a bottle neck every single morning and evening at peak flow. Perhaps a Longer green light for the main through traffic at these peak times would allow the traffic to flow through better ?
- ❖ 2. Do not allow a care home to be built at the rear of Lloyds bank !!!!. Though it would be possible to develop a joint Carehome (above) with lifts for access and shops below.
- ❖ 3. Replace the awful looking traffic barriers at the bottom of Market hill (along A4) with something more aesthetically pleasing.

- ❖ 5. Encourage a Wetherspoon, lidl or Aldi into the town centre somewhere, this in turn will attract people to shop in the other local shops and bring in people from other towns to shop in our town.
- ❖ 6. Replace or repair the wall at the side of the River on the A4 with something attractive and something which highlights the river going through the town. It could be a real feature.
- ❖ Persuade the banks to reopen branches!!!!!!!!!!!!!!
- ❖ More shopping facilities.
- ❖ Improved range of shops to include more comparison shops.
- ❖ Town centre currently quite fragmented; it would be good to 'fill in the gaps' and make it a more united space.
- ❖ More large shops
- ❖ Less traffic
- ❖ 1. More retail
- ❖ 2. A bypass for the A4 to take lorries out of the town as noise, pollution, dirt and volume of traffic (especially at peak times) is terrible.
- ❖ Better use of the area behind Lloyds etc.
- ❖ Less charity shops
- ❖ Must sort out the designed traffic hold-up - which causes long delays & creates very high levels of pollution in the centre - contributing to ill-health & premature deaths. Either re-design with continuous flow of 2 way traffic, or close the centre for through traffic, or make it one way all the time, perhaps with it open only to traffic to Swindon am & open only to traffic from Swindon pm
- ❖ 1. Improve infrastructure as the town capacity has outgrown the town centre. There are a severe lack of adequate facilities which result in me travelling to other towns to spend my money there. Examples being, clothes shops, toy shops, butchers, green grocers, banks, restaurants, one way system layout. Calne has a great community feel, it is such a shame many residents use alternative facilities.
- ❖ 2. Linked to the above, I understand that the business rates charged by the council to operate in the centre are driving many independent retailers to look for other alternatives. To grow the town, and drive further competition lowering this should be considered.
- ❖ Improve traffic movements through Wood Street.
- ❖ Tidy area behind High Street shopping area with good retail outlets
- ❖ Easier access and better signage to car parks from A4
- ❖ Improve connection of Pippin and Church St and create a better public area.
- ❖ Much better variety of retail outlets with accessible entrances.
- ❖ Selection of independent restaurants not coffee shops.
- ❖ More varied retail outlets. Calne lacks: Traditional butchers shop Clothing/shoe retailer, Fresh fish outlet(why not a van/stall on the market?)
- ❖ Health food shop
- ❖ Bigger selection of shops, e.g. butcher, baker, including a large supermarket.
- ❖ Make it easier to drive around so that it is quicker to get out of The Pippin car parks at busy times. I usually do my large shop in Chippenham for more choice

and easier parking.

- ❖ Change the traffic flow in Curzon St./High St., walking along Curzon St. is unhealthy and dangerous. I have seen cars mounting the pavements when they misjudge the oncoming traffic or are just plain impatient. An experiment was tried a while ago where traffic leaving the town centre was routed down the High St. I gather that this was disliked by the traders in High St. Why was this?
- ❖ Cyclists and others disregarding the law about cycling through Phelps Parade and cycling on pavements, again I was nearly in collision with a cyclist on the pavement outside the Wheatsheaf. He wasn't a young man either. We need a greater police presence in the town centre to enforce the law. I am a cyclist myself and I do ride through town on the road and I can keep up with the traffic at age of 70!
- ❖ A butchers would be particularly given Calne's history in the meat trade.
- ❖ No more hair dressers please.
- ❖ 1. The unused spaces either side of the hardware store and behind the high street shops need to be redeveloped into an attractive pedestrianised, landscaped piazza , with trees, benches and a water feature.
- ❖ There should also be a fair number of small retail shops built within this area providing opportunities to diversify what Calne has to offer and make it more attractive to residents and visitors alike. It could also have a more purposefully designed area where the markets can setup & flourish. People would be attracted to this focal point and it could be developed into a valuable retail outlet with a cafe style culture/ street entertainers.
- ❖ In its present form it is a blight on the town and an eyesore. It is a potentially valuable space that should be used to enhance Calne.
- ❖ 2. The congestion in the town caused by the one way road system at peak times is both annoying and frustrating. Some imaginative solutions to this needs to be found: (a) A single one way road taking traffic from the Sainsbury / Co-op area over the river and out by the existing traffic lights by the Library and Landsdowne. Costly & disruptive initially but worth it in the long run.
- ❖ (b) in addition to this a road should be built taking the traffic arriving from Lyneham along Sandpits Lane into the present quarry site and over the current waste tip site to eventually link with the A4. This would enable traffic to bypass Calne in the other direction.
- ❖ Bearing in mind the number of housing developments that will be built in this area in the next few years. Improving the local infrastructure is vital!
- ❖ Needs more restaurants and bars as there will never be a real retail centre
- ❖ Fewer Charity shops
- ❖ Fewer empty shops
- ❖ Remove 2hr limit in lower car park - very difficult for residents to park overnight and weekends- will go shopping elsewhere just because car has to be moved whereas I would prefer to shop locally
- ❖ More retail shops.
- ❖ easier parking
- ❖ Do something about the road system urgently and a bigger range of shops. No

toy shop now. Many business start and close quickly because of lack of custom

- ❖ More Night Life.
- ❖ More upmarket pubs/eateries
- ❖ Heavy vehicle bridge from Mill street to car park.
- ❖ Make car park a small bus station and access for supermarket deliveries.
- ❖ The breadth of the retail offer is very poor:
- ❖ a. Too many shops of the same type for a small town: hairdressers, estate agents, charity shops. Not untypical when a town recesses and then starts to come up again.
- ❖ b. No butchers, no greengrocers, no fishmongers, no small grocers, no shoe shop, no shoe repairers, no good clothes shops. You can't even get a good range of shoe or boot laces in Calne (I have just tried)!
- ❖ 1. This serious imbalance needs to be corrected. Perhaps some incentives to help small private businesses under b. above to start up in the town.
- ❖ 2. Heavy traffic through the town (and particularly through Silver Street) needs to be discouraged with the completion of the bypass and weight restrictions.
- ❖ Knock down the Co-op building, and utilise space to build bespoke retail outlets, with potential housing above, maximising the opportunity to use the river as a centre point of the town centre
- ❖ Knock down Phelps parade, and rebuild in a sympathetic style, which integrates with the wider heritage centre.
- ❖ 1. To deal with the traffic problems at the bottleneck on Wood Street/Curzon Street.
- ❖ 2. To develop some of the empty space and create a new communal area surrounded by more modern shop units, providing a more diverse selection of retail options, such as Poundland and Subway.
- ❖ I feel it's vital to be able to renew the image of the town center and rectify the traffic bottleneck if we are to attract higher-end technology companies to invest at Porte Marsh. We have a rising population, many of whom are skilled people, but lack the investment in the towns image.
- ❖ More interesting retail businesses of good quality goods.
- ❖ Medium priced bistro-style cafes and bars that stay open later than eight o'clock !!
- ❖ More variety of shops i.e. shoes , white goods and
- ❖ Bring more retail shop for men, e.g. Clothes and shoes etc. Sport shops etc
- ❖ Improve traffic flow through Curzon street
- ❖ Redevelop Phelps Parade
- ❖ Saturday markets as always miss Friday ones as I'm at work
- ❖ More reasonable prices in cafes for not drinks Costa is VERY expensive
- ❖ Something to ease traffic flow
- ❖ Bank branches
- ❖ Just be careful that the arcade 'strip' doesn't get any bigger as I feel this could ruin the village/boutique feel that Calne has eg: Church Street
- ❖ More independent shops e.g. Butchers.
- ❖ Better access and road layout

- ❖ Wider variety of shops/ pubs that do food,
- ❖ Lidl's /aldi
- ❖ 1. Bulldoze the new bits
- ❖ 2. Keep all the old bits.
- ❖ Better retail shops for family's
- ❖ More shops and some sort of entertainment other than public houses.
- ❖ Lower rent on shops so there is an opportunity for other retailers such as a butchers considering the supermarkets do not have a butcher counter. Also another road link that will get transportation through the town centre with ease instead of creating so much congestion especially with the planned housing developments
- ❖ More retail shops.
- ❖ More supermarkets ie marks and Spencer's
- ❖ Demolish Phelps parade and start again
- ❖ Provide more fashion , shoe outlets
- ❖ Aldi
- ❖ Lidl
- ❖ Chinese restaurant
- ❖ Clothes shops
- ❖ Bypass around sandpit road to quemmerford
- ❖ Public toilets
- ❖ Better clothes shops
- ❖ More high Street shops eg. Clothes & toy shops
- ❖ Less cafes
- ❖ Provide a greater variety of shops, I would like to be able to do all my shopping in Calne.
- ❖ A family pub/restaurant suitable to take young children.
- ❖ More varied shops . A shoe shop etc
- ❖ Boutique and larger shops, improving physical appearance - especially the coop building
- ❖ Better shops an ALDI or Lidl as a minimum. Too many fast food shops
- ❖ Make the one way system into two lanes! It's agonising. Many people drive AROUND Calne because of this. Also advertise CCTV. When walking home, I am often shouted at my boys who smoke weed near the Brook or 'chavs'.
- ❖ Build a by pass around Calne to divert all non local traffic.
- ❖ Remove the priority road system on Wood Street which grid locks the whole town at peak hours
- ❖ More shops.
- ❖ Re open public toilets
- ❖ Either new bypass, or 're-do the road to ease congestion, i.e. make a one way road down pass the old post office, nail bar etc.
- ❖ Keep the 2 hours free parking
- ❖ Encourage Live Music and Entertainment
- ❖ Sort out traffic congestion
- ❖ Fill up empty shops

- ❖ Need more food outlets.
- ❖ Free parking for residents
- ❖ 1. Sort out the awful traffic layout by the Wheatsheaf Inn.
- ❖ 2. Replace traffic lights by Town Hall with a roundabout.
- ❖ We need more restaurants and not just take aways !
- ❖ I feel we could do with more clothing outlets
- ❖ And keep car parking free
- ❖ Greengrocer and butcher
- ❖ More independent food establishments
- ❖ More variety of shop
- ❖ Descent café
- ❖ Better quality and homely pubs
- ❖ Better shops
- ❖ Better roads in terms of traffic and congestion.
- ❖ It needs a USP of some sort, say, specialty shopping, or a major cultural centre for events
- ❖ More national shops, lower business rates so that more people will consider coming into the town with their business - if they are local and not national shops maybe they should have a discounted rate?
- ❖ Get rid of charity shops - too many!!!
- ❖ More shops more choice
- ❖ Traffic flow, I believe this puts people off heading into town - possibly making North Street into a give way as a heavy flow of traffic from this road seems to completely slow down traffic from Oxford Road which is the main A4! Surely the A4 should have priority??
- ❖ Lack of variety in shops, especially main retailers which draw people to a town and then the foot flow also helps the independent shops.
- ❖ Another restaurant actually in town . All the recommended ones are a drive a way . Only option in town for an evening is an Indian.
- ❖ A family activity . Nearby small cinema. Bowling. Something to do in the evening that's again not a drive away.
- ❖ More shops
- ❖ Create more of a town square / centre
- ❖ Better selection of shops larger retail outlets
- ❖ Remove the eye sore trot mans shed which takes up far to much room
- ❖ Better access through the town
- ❖ Link road between north & south.
- ❖ Bypass
- ❖ Divert traffic around it more e.g. lorries
- ❖ Sort out the bottle neck by the sorting office.
- ❖ improve the road system when driving through the centre
- ❖ Yellow box by the zebra crossing so traffic coming from old Post office end can see pedestrians after coming through the one way part.
- ❖ Remove traffic lights by Town Hall as this holds up traffic as far as Quemerford every day (maybe a roundabout?)

- ❖ More social facilities I.e. Good restaurants, butchers
- ❖ Shops rather than charity shops.
- ❖ Banks
- ❖ Stop building house's and build more shops
- ❖ Layout
- ❖ Limit charity shops.
- ❖ More information about what shops are where.
- ❖ Encourage more small local shops perhaps with lower overheads (business rates/rents). Encourage more market traders with a greater range or products
- ❖ More diverse shops.
- ❖ Bistro's.
- ❖ More shops
- ❖ Better access through traffic bottleneck
- ❖ Develop the awful land opposite Sainsbury's. Get in some known high street shops and a cinema.
- ❖ Add some nice places to eat and drink
- ❖ Make new road car park free.
- ❖ Nice restaurant
- ❖ Diversity of businesses
- ❖ Drop the mobility Scooter culture
- ❖ Could try building a Southern bypass.
- ❖ Monitoring of the recycling area to ensure it's not continually overflowing.
- ❖ Cleaner, safer and easier access to public toilets.
- ❖ Better Shops
- ❖ Better access for vehicles
- ❖ Better family restaurant/family friendly pub
- ❖ Greater range and quality of retail shops
- ❖ Keep it clean and plant more trees please.
- ❖ Stop building more estates, our roads aren't suitable for any more traffic.
- ❖ Better car parking
- ❖ Getting rid of the stupid single lane road
- ❖ 1. Sort out the one way traffic issue near the Royal Mail sorting office. It's so hard getting through town, particularly if you live on the South side and the majority of the parking is on the North so you have to go through the one way traffic section. It can be quicker to go to Chippenham / Devizes (who both have a larger range of shops) than get through the town centre in Calne.
- ❖ 2. Having a nice restaurant to visit in the evening. Calne has nice places for lunch / during the day but is severely lacking on the evening out front (unless you want to go to go out drinking).
- ❖ More useful shops
- ❖ More choice instead of hairdressers and cafes
- ❖ Do something with the one way system going from the Chippenham Road roundabout to Wood Street.
- ❖ Improve the flow of traffic
- ❖ Encourage shops of interest : making attractive offers for independent shops to

open

- ❖ No more 2nd hand shops
- ❖ Have independent shops like a butchers / deli
- ❖ Make the communal areas family friendly
- ❖ Make the communal areas easy for older folk to sit
- ❖ Events are great in Calne and sense of community
- ❖ More things to do in an evening would be useful, restaurants for example?
- ❖ Traffic flow through to the town could be better.
- ❖ More shops (clothes, shoes, other) - mainly just go to Sainsbury's and M&Co.
- ❖ Restaurant / gastro pub to sit in (other than Indian) to provide more choice. Many are in villages and so need car and we like to walk in and out.
- ❖ Redevelop Phelps Parade and the scruffy overgrown bit opposite Sainsbury's.
- ❖ Eastern bypass to reduce heavy traffic in town centre especially Hills lorries.
- ❖ Redevelopment of Cooperative store area and to rear of Lloyds Bank. Mixed use.
- ❖ More shops (clothes, books, etc)
- ❖ Updated precinct
- ❖ Face lift for the shopping arcade, particularly Martins. More variety of shops.
- ❖ Retail shops.
- ❖ Sort the traffic flow in the centre of town where Road narrows.
- ❖ Sort traffic flow system throughout
- ❖ Better variety of shops.
- ❖ Less loutish behaviour, less bad language.
- ❖ Would love to see another restaurant serving in the evening. Would love children's play area more centrally.
- ❖ A variety of shops rather than ones that are all similar and to have shop that people actually want! rather than all food/charity and coffee shops
- ❖ Better selection of retailers.
- ❖ Improve cleanliness- get rid of all the dog poo!
- ❖ Sorting out traffic issue through narrow section to A4 fro. Oxford Road.
- ❖ Re open public toilets.
- ❖ fill in the big hole between the High St and Sainsbury's and re-direct the traffic in a circulatory one way system to stop the back up in Curzon St.
- ❖ Facelift phelps parade
- ❖ Encourage more shops (not hairdressers, estate agents, charity shops. We have enough of them!)
- ❖ Through traffic is a nightmare ... pedestrian crossing by bookies needs moving as does the one at the other end by sainsburys. Give way system need to be changed ... why not open up one lane by old kings Arms.
- ❖ Additional small retail units to encourage independent traders.
- ❖ Some sort of benefit for retailers to come to the town e.g subsidised business rates for the first year.
- ❖ Some more shops
- ❖ Public toilets
- ❖ Public toilets
- ❖ More retail and food options and change the amount of pedestrian crossing in

the centre

- ❖ More shops
- ❖ Sort out the traffic congestion
- ❖ More retail shops to join Phelps Parade and Church Street area shops
- ❖ Improve flow of traffic through Wood St chicane to encourage more people to enter and shop in Calne
- ❖ Cancel the new Tesco site
- ❖ Move Tesco to town centre
- ❖ Other types of shops would be nice rather than cafes.
- ❖ More choice of restaurants
- ❖ Clothes shops
- ❖ Rationalise the car parking around Sainsbury and make the pedestrian/car flows less chaotic.
- ❖ Restructure the appearance of the central car parks along with the Co-op parking (both lots) and make it something more suited for the next 30 years not the last 30 which it is at present.
- ❖ Free or payable parking in town centre rather than having to go through the other side if you want to stay longer than 2 hours e.g hair dressers. Petrol station on the other side of town to cut congestion.
- ❖ A restaurant and Change it to one way traffic through town
- ❖ Clean up the passage between the Coop and Marden Cafe.
- ❖ Keep the free car parking.
- ❖ A butchers would be fantastic and I know there are many residents that would welcome a butchers and would use it, especially if they also offer deliveries too
- ❖ A family restaurant would be good
- ❖ 1.Look at Frome
- 2. See above - seriously. The retail offer from both independent shops and from national retails in a small town is great. Look at the features in the weekly and monthly markets and that there is a butchers too.
- ❖ Some more varied shops - e.g. greengrocer, shoe shop and a better post office. The post office is too small and cramped.
- ❖ GIVE RESIDENTS OF 'THE BEACH' SOMEWHERE TO PARK!!!
- ❖ BETTER POLICING OF LATE NIGHT DRINKERS/DRUNKS
- ❖ Reduce lorry traffic through town. The library is fantastic and so keeping this facility is vital. More could be made of the river, maybe a nice play area for kids would be good to see in central area.
- ❖ Reopen the public toilets
- ❖ Traffic calming. I know its 20mph speed limit but people just don't stop and look at junctions. The roundabouts onto the a4, Wood Street by the bengal and Oxford Road by sainsbury's are death traps.
- ❖ Don't put a mcCarthy stone development in the middle of it!
- ❖ Do something positive to fill empty shop units with More individual specialist shops if possible with rent & rate reductions for 2 years until a new retail business is established.
- ❖ A proper Quality Resturant in the town centre would be brilliant as currently very

little choice of where to eat that residents can walk to we always have to drive to good local pubs to eat. (Not a fan of Indian)

- ❖ Need benches for the elderly and more shops
- ❖ Put traffic lights on the road called The square...
- ❖ Have a decent ale house , like a Wetherspoon.
- ❖ Improve traffic flow
- ❖ Improve Car PArking
- ❖ Sort that mess out that has been made of the traffic system! Get rid of the one way at a time through Curzon Street.
- ❖ Stop Sainsbury's from monopolising all the parking around them!
- ❖ Build some toilets, take our car park back from sainsburys
- ❖ More variety of shops.
- ❖ Perhaps a Lidl or Aldi instead of having to drive to Devizes
- ❖ Free unlimited car park green grocer. Baker butcher restaurants shoe shop
- ❖ Sort out the one way traffic system.
- ❖ Develop the land facing Sainsburys with more shops to link the 2 parts of the town.
- ❖ Better shops.
- ❖ Buildings in general look tired and need a facelift.
- ❖ More interesting shops and nice restaurants.
- ❖ Bakery, butchers
- ❖ Better family friendly up market pubs/restaurants and fewer beauticians!
- ❖ Improve the road layout
- ❖ 1. Better advertising of offers/events. Some do appear in the quarterly council newsletter but by the time it's delivered to me it's almost out of date.
- ❖ 2. Improve the traffic flow. Make the High Street a road again and then make the 'triangle' where the Post Office used to be into a roundabout similar to the Bridge roundabout in Chippenham.
- ❖ Sort out the traffic flow and open the road in front of post office to make big roundabout
- ❖ Need more banks building society's
- ❖ more retail choice
- ❖ more restaurants
- ❖ Solve the problem with the very narrow part of Curzon Street. Fix the cause of the daily traffic jams caused by traffic lights.
- ❖ More shops
- ❖ Sort out traffic
- ❖ Demolition of parade and old post office and rebuild with decent shopping.
- ❖ Drive Oxford Road through St Mary's school to provide solution to town traffic problem.
- ❖ improve access to the centre for residents that live south of Calne centre as the road layout is awful causes road rage and huge delays
- ❖ Make it attractive to small independent retailers to open up shops in Calne to give variety and uniqueness
- ❖ Improve cycle accessSort out Access to Sainsburys

- ❖ More supermarkets
- ❖ Good Restaurants/eating out
- ❖ Decent supermarket
- ❖ Better shops
- ❖ Bring another bank in
- ❖ Less food/hairdressers more retail units
- ❖ Independent retailers (butcher, greengrocer etc)
- ❖ Toilets - on events such as lantern parade, especially with young children and wheelchair users, a lack of toilets (or at least obvious ones) becomes a difficulty.
- ❖ Change the 'art head' to something less obscure.
- ❖ No more cafes.
- ❖ Southern bypass.
- ❖ Stop charging so much for rents so it encourages new retail units.
- ❖ Get rid of the most ridiculous one system ever seen on this island .
- ❖ Have the traffic coming through the walking street , one way 20 mph limit and allow parking on one side 30 mins max , to encourage people to stop nad shop.
- ❖ New mini roundabout at bottom of walking street (outside Old Kinds Arms pub)
Make a 20 mph limit through Calne , from the Quemerford post office to St Mary's school.
- ❖ Repair the Pot holes and make Hills pay for them as their lorries create the most traffic and damage.
- ❖ Sorted.
- ❖ More restaurants
- ❖ More shops
- ❖ More shops, restaurant,
- ❖ New shops
- ❖ Less charity shops
- ❖ more shops, do away with the give way scheme by the wheatsheaf
- ❖ re-open the public toilets
- ❖ make buses park somewhere other than on The Pippin
- ❖ 1. Build more shops, especially butcher, deli, cafes together with affordable housing in the centre of Calne on the Trotman's site.
- ❖ 2. Develop Woodland's site to provide a community facility with tourist/visitor/coach parking toilets and cafes as a gateway to Castlefields river walk.
- ❖ There are too many coffee,hairdressing and charity shops.We need a better mixture of shops.Clothes shops for children would be great.A butchers or fruit shop would be a good addition as well.
- ❖ More retail variety
- ❖ Decent pub/restaraunt
- ❖ Public toilets
- ❖ Lack of shops
- ❖ More Retail and Restaurants
- ❖ KFC would be nice.....and a Asda
- ❖ More retail stores and more banks

- ❖ update shopping centre it looks dirty and old
- ❖ Open the road passed the old post office to make the traffic flow & have less congestion.
- ❖ More variety of shops
- ❖ Butcher in town centre
- ❖ Increased retail availability
- ❖ Traffic
- ❖ Improve the traffic flow. There's a pointless pedestrian section that could be a one way road instead of the single lane bottle neck. More choice of nice places to eat would make a visit more worthwhile.
- ❖ More litter picking especially by the river.
- ❖ Improve traffic flow from Sainsburys toward Curzon Street.
- ❖ Rebuild of Phelps parade
- ❖ Removal of those ridiculous glass roofs, or cover and enclose properly.
- ❖ Any shops other than hairdressers!
- ❖ Any shops at all!
- ❖ Rebuild Phelps parade and make retail units affordable for small independent traders
- ❖ Complete the bypass around the North or the town. Bug and Spider to the A4
- ❖ Open High St to traffic
- ❖ Better range of shops
- ❖ With all the new housing being built , new town centre with proper shops and traffic improvement
- ❖ Most people go out of Calne to do shopping you need to do something to make Calne more attractive to bring people in
- ❖ We need more shops it looks a mess in the middle
- ❖ Better shops
- ❖ Improve traffic movement particularly to and from sainsburys
- ❖ Stop trying to pretend Calne is a tourist destination. No more council tax on tea towels! Do market Calne a a base for touring but only after there is something for visitors at night.
- ❖ We are a market town with a small market and a poor selection of shops. Let's encourage businesses to locate in the centre.
- ❖ Some good shops
- ❖ Cinema
- ❖ Sort out the 2 way traffic -though I know that this is difficult
- ❖ Restrict the number of Fast food outlets to promote healthy living
- ❖ More things for teenagers to do
- ❖ Better choices of shops
- ❖ Better traffic management
- ❖ Public Toilets. Another Bank (or two) The staff in Lloyds won't even change, change unless you bank with them, which we don't.
- ❖ Some better shops
- ❖ Restaurant
- ❖ More retail shops

- ❖ 1. The traffic congestion by the Post Office needs sorting out
- ❖ 2. The land at the back of Lloyds Bank needs cleaning up
- ❖ Sort out the wood street bottle neck. Put it back to how it used to be so cars can go both ways through it. Or open up the pedestrian area outside the old post office and have a one way system. It's a complete disaster with all the traffic. 2. Have free car parks with longer than 2 hours of parking available.
- ❖ Get rid of the charity shops and let in some big name shops
- ❖ Make over of the main town centre for shopping
- ❖ Make traffic easier to get into the town centre. The one way system needs to be abolished or improved.
- ❖ More disabled parking and a car park for Iceland customers would. Be good. The pedestrian crossing is in a silly place, people step out and cars have to quickly break.
- ❖ More restaurants and regenerate Phelps Parade.
- ❖ Open up the old road again to let traffic flow freely
- ❖ Give it a facelift and get the precinct shops to smarten up the outsides of them
- ❖ More shops. Too many charity shops and takeaways. Better market - Devizes has a wide range of stalls with several grocers etc encouraging competition and as such better prices. Well worth a drive into the town even in bad weather.
- ❖ There need to be more variety of shops too many charity shops, estate agents.
- ❖ Better selection of shops. Calne has a high number of elderly and young parents who are less likely or able to be in a position to travel easily and Calne has nothing much to offer in the way of clothing shops or anything else to be honest! Could use some public loos somewhere.
- ❖ Start implementing the Town Centre Masterplan
- ❖ Get the public conveniences open
- ❖ Reopen pedestrian area into one way system to reduce traffic congestion on wood Street and London Road.
- ❖ Second public toilets opposite side of town
- ❖ More things for the children to do instead of charity shops and cheap play areas like jesters that are falling apart.
- ❖ Better range of shops as Sainsbury's and co-op are expensive
- ❖ Shopping precinct is tired, scruffy, dated and needs a complete facelift.
- ❖ It would be great if we could attract a few more shops to the town. Especially a shop like Wilko.
- ❖ Another cheaper supermarket like also or lidl.
- ❖ Better retail choices and improve the appearance of phelps parade
- ❖ Do something with the empty shops, drop the rent to get them open again, plus letting people know about the other shops on church street. which are missed by people that don't know they are there !!
- ❖ Also clean up (deep and good) and repair and paint around the town so as it looks like it should do, not dirty and unkept !!
- ❖ Limit out of town shops
- ❖ Free parking
- ❖ Better retail choice

- ❖ More pubs/ restaurants/ eating out
- ❖ More independent shops.
- ❖ An evening restaurant.
- ❖ Make the centre of town a large roundabout so relieving the bottle next by the post office.
- ❖ I think that Calne needs more retail shops, for example a shoe shop.
- ❖ I think whilst parking is free it is easy to visit, but when it isn't any longer and if parking is reduced then visiting will become less likely.
- ❖ I think the single road system is a nightmare and avoid it at all costs.
- ❖ Improve vehicle access in to town especially from south side of Calne
- ❖ Larger variety of retail premises
- ❖ Wider choice of shops
- ❖ Better access to car parks (get rid of the narrow bit by the Wheatsheaf.)
- ❖ Improve traffic flow around Curson St
- ❖ Get rid of the one way system by The Wheatsheaf.
- ❖ Open public conveniences
- ❖ Up to date clothing shops.
- ❖ Less charity shops
- ❖ We need more variety in shops. There needs to be a few restaurants rather than just cafes.
- ❖ Road layout!
- ❖ Good public toilets
- ❖ The area where Iceland/ costa is always looks run down, needs brightening up
- ❖ Somewhere to go to eat in the evening aside from Indian
- ❖ Sort the traffic congestion out.
- ❖ Better wheelchair access to some buildings.
- ❖ More free car parking
- ❖ Or pay and display especially the Sainsbury's one at the bottom car park
- ❖ Removal of bollards in lower car park (was reserved for market, now market has moved) to make more parking space!
- ❖ Bypass the traffic. Clear out the chavs.
- ❖ Better quality of shops and stop putting fairground in car park which takes up major parking space and prevents visiting town for attractions
- ❖ better banking facilities
- ❖ More retail offer - to keep people in the town longer.
- ❖ More offer in terms of restaurants and bars for the evening scene
- ❖ Cursor street traffic flow improved as causes bottle neck.
- ❖ Wilco or similar store
- ❖ More shops
- ❖ Better road layout
- ❖ Well looked after public toilets.
- ❖ More shops
- ❖ More restaurants and less nail bars
- ❖ Traffic Congestion has to be improved . too many traffic lights , zebra crossing and mini roundabouts . Why need 3 bus stops and especially the one near the

royal mail office which blocks the traffic . Open up the high street to traffic . The town centre has too many hair dressers and charity shops. We need more variety.

- ❖ Friendly staff who acknowledge that you've been in their shop before. Reconfigure the road system.
- ❖ Try to attract more stalls to the market on Fridays.
- ❖ Make an alternative exit from Sainsbury/Coop car parks as it can take ages to get to the Oxford Road roundabout
- ❖ Shoe shop / Fashion outlets
- ❖ Increased advertisement for local business
- ❖ More shops.
- ❖ Nice public toilets.
- ❖ Make it a one way system for cars to travel through Calne
- ❖ More quality and choice of shops, better eateries and more places for social gathering.
- ❖ Public toilets, more small-scale food shops (e.g. butcher's)
- ❖ Greater range of retail
- ❖ More dining/entertainment options in the evening

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 **1239** 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 %	Regional Small Towns %	Typology %	Calne %
Locals	66	62	67	71
Visitors	27	30	24	19
Tourists	7	8	9	10

Appendix

Business Unit Database



Footfall



Car Parking Database



Business Confidence Survey Comments



Town Centre Users Comments

