

Bridport Town Council Centre of Bridport Health Check Report 2021



Health Check 2021

Produced by Bridport Town Council November 2021

All health check data collected for 2021 is downloadable from:

<https://www.bridport-tc.gov.uk/healthcheck/>

**Bridport Town Council
Centre of Bridport Health Check Report 2021**

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Key Findings in 2021:

<p>The Centre of Bridport appears to have bounced back following the relaxation of Covid19 restrictions with footfall counts matching or exceeding 2019 figures.</p> <p>20% of retailers responding report that 2021 trading has been better than in 2019 with 50% reporting trading at the same levels as 2019.</p> <p>The range and number of retail outlets is largely unchanged from the 2019 survey.</p> <p>Shifts in retail outlets, though small, has seen an increase in the number of hairdressers/ bakeries compared with 2019 and a decrease in accountants and restaurants.</p>
<p>It is apparent that market income has recovered well from the drop that took place during the Covid19 lockdown. During this time the market tolls were re-evaluated and in 2021 the changed tariffs were introduced.</p>
<p>Independent shops and market days continue to be the defining feature of the towns retail offer.</p>
<p>Overall satisfaction level with Bridport Town Centre is high - >55% of shoppers score the town centre 8-10 = excellent.</p> <p>High satisfaction returns from shoppers were also registered for the range of eating and drinking (59% score 8-10 = excellent) range of shops (43% score >8 excellent) and safety (54% score >8 excellent).</p>
<p>There are persistent issues impacting on the overall health of Bridport town centre:</p> <ul style="list-style-type: none">• Traffic congestion and pollution;• Car parking capacity on busy shopping days - lack of park and ride option;• The public realm is starting to look tired and in need of a refresh.
<p>Reported crime levels are slightly down on 2019 figures – anti social behaviour being the largest issue accounting for 34% of reported crimes.</p>

Background to The Health Check Survey 2021

Town centres are complex places that serve a wide range of people and purposes. The complexity of issues affecting the performance and prosperity of town centres and high streets has become increasingly recognised. Businesses operating on the high street are facing a growing array of operational challenges, evidenced by a steady decline in store numbers on many high streets. Understanding and re-positioning themselves strategically to better serve their communities and visitors in line with the ethos (or 'personality') of each location, town centres can re-emerge at the centre of the community, cultural and civic life with retail as a key – though not always a dominant element.

The Association of Town and City Management report – *Successful Town Centres (2018)* suggests thinking of town centres as living ecosystems, where retail alone may not be the only (or even necessarily fully dominant) factor affecting their performance as attractive places in which to live, work, play, visit and shop.

Why a Health Check?

Town Centre Health Checks are a means of assessing the vitality, viability, resilience and performance of town centres over time. The results of health check exercises are used to formulate strategies for improvements and inform policy documents.

The submission version of the Bridport Area Neighbourhood Plan recognises that the retail and cultural offer of the Centre of Bridport is a critical element for the future viability of the local economy, as well as underpinning the quality of life for residents. The neighbourhood plan includes a project to undertake regular health checks of the commercial offer provided by the Centre of Bridport. The data being used to inform development proposals and build a robust evidence base for future reviews of the local and neighbourhood plans.

High Streets have been under pressure since the financial crash in 2008 and issues have accelerated during the health pandemic. The widespread adoption of internet shopping has exacerbated issues for many retailers, as customers exercise greater choice as to how they shop and spend leisure time. Health Check data is now more valuable than ever, as retailers and councils try to adapt development policies to meet changing lifestyles and habits, whilst retaining a strong economic and social offer.

The 2021 Health Check is a repeat of the 2019 Health Check and provides valuable information on how the Town has been impacted by the health pandemic. Town council health checks offer a robust evidence base to inform policy development and underpin funding proposals for a range of town centre initiatives to support local businesses and build resilience into the town centre economy.

BRIDPORT HEALTH CHECK 2021

SUMMARY OF FINDINGS

People and Footfall 2021

1) Footfall Surveys 2021

Footfall data was collected from 3 locations in the Town Centre; West Street between the Nationwide and Costa, East Street outside the Bull Hotel and South Street outside the Launderette. Surveys were undertaken on 4 dates between July and October 2021. It was decided to survey on different days of the week in different months and during the morning and afternoon. Counts were for a standard 20 minutes.

Bridport Town Centre Health Check 2021

Footfall Counts

Location	Count 1 Weds Jul 28th		Count 2 Sat Aug 28th		Count 3 Thurs Sept 23rd		Count 4 Tues Oct 19th	
Weather	Sunny, warm, windy pm		Sun and cloud, dry		Overcast, dry, some sun pm		Overcast/ windy light rain pm	
<i>Times</i>	<i>10.30</i>	<i>14.00</i>	<i>10.30</i>	<i>14.00</i>	<i>10.30</i>	<i>14.00</i>	<i>10.30</i>	<i>14.00</i>
	<i>10.50</i>	<i>14.20</i>	<i>10.50</i>	<i>14.20</i>	<i>10.50</i>	<i>14.20</i>	<i>10.50</i>	<i>14.20</i>
South Street Outside Launderette	378	242	401	256	115	97	102	87
West Street Outside Nationwide	134	110	215	155	87	94	73	82
East Street Outside Bull Hotel	286	174	398	234	115	131	103	77
Count totals	Day: 1324		Day: 1659		Day: 639		Day: 524	

2) Observations from the footfall counts 2021:

- Seasonal differences in footfall are pronounced. July and August counts are significantly higher than September and October.
- The August Saturday count returned the biggest footfall counts, over 3 times the numbers collected in October.
- The difference between the July and August counts and the September and October counts suggests that the summer holiday season and street market days have a significant impact on footfall in the town. It is highly likely that the uplift

in footfall numbers recorded in during July and August can be attributed to holiday makers/ visitors and the ending of Covid19 restrictions.

- There is a significant variation between morning and afternoon footfall numbers across all 4 count days. Morning counts are generally larger than afternoon counts. The difference between morning and afternoon counts is less marked in September and October, with the East Street afternoon count exceeding the morning count. The shopper survey results (see pg 11) show a clear preference for morning shopping in Bridport.
- South Street recorded the highest footfall counts in July and August with West Street recording the lowest footfalls in the same two months. Excluding the September afternoon count in East Street, South Street would appear to be the most popular shopping street. This could be due to the draw of Bucky Doo Square and easy access from south Street Car Park/Toilets.
- West Street footfall is significantly lower than South and East Street.
- The lower footfall numbers recorded in September and October gives an indication of the level of baseload of shoppers as opposed to the summer counts where visitors will be more significant.

3) Comparisons with 2019 Footfall Counts

Location	Count 1 Weds July		Count 2 Sat August		Count 3 Thurs Sept		Count 4 Tues October	
2019 Weather	Dry/sunny/ warm		Dry/sunny /warm		Dry/sunny/warm		Dry/ cool some sun	
2021 Weather	Sunny, warm, windy pm		Sun and cloud, dry		Overcast, dry, some sun pm		Overcast/ windy light rain pm	
<i>Times</i>	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20	10.30- 10.50	14.00- 14.20
South Street	246	194	467	202	78	83	82	84
Outside Laundrette	378	242	401	256	115	97	102	87
West Street	157	135	258	172	131	57	85	63
Outside Nationwide	134	110	215	155	87	94	73	82
East Street	187	137	396	183	110	83	105	116
Outside Bull Hotel	286	174	398	234	115	131	103	77
Count totals 2019	Day: 1056		Day: 1678		Day: 542		Day: 535	
Count totals 2021	Day: 1324		Day: 1659		Day: 639		Day: 524	

Count up
Count down

Observations from the footfall comparison 2019 - 2021:

- 2021 footfall counts in South and East Streets show significant increases on 2019 figures – especially marked in July counts, which may be linked to both good weather and easing of Covid19 restrictions encouraging people out.
- Overall, 2021 day counts are up in 3 of the 4 monthly counts on 2019 levels.
- August counts are the highest footfall, though 2021 figures are slightly down overall on 2019 levels.
- 2021 footfall counts for the afternoons are generally higher than in 2019.
- 2021 counts in West Street are generally down on 2019 levels.



4) Counter Data 2021

As part of the health check, Bridport TIC provided footfall counter data for selected days, which can be compared with 2019 data.

Location	Count 1 Weds July 17th		Count 2 Sat August 24th		Count 3 Thurs Sept 19th		Count 4 Tues October 22nd	
Weather	Dry/sunny/ warm		Dry/sunny /warm		Dry/sunny/warm		Dry/ cool some sun	
Times	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20
TIC counter 2019	16	26	81	64	46	38	30	42
	Day: 321		Day: 589		Day: 355		Day: 264	

Location	Count 1 Weds July 28th		Count 2 Sat August 28th		Count 3 Thurs Sept 23th		Count 4 Tues October 19th	
Weather	Sunny, warm, windy pm		Sun and cloud, dry		Overcast, dry, some sun pm		Overcast, windy, light rain pm	
Times	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20	10.30 10.50	14.00 14.20
TIC counter 2021	19	21	5	7	4	8	21	
	Day: 134		Day: 289		Day: 175		Day: 179	

5) Observations on TIC counter data:

- 2021 footfall counter numbers are significantly lower than in 2019 figures. There are a number of reasons for this:
 - Reduced services being offered due to Covid19 restrictions, with many venues not opening bookings until September,
 - Reduced opening hours due to staff shortages,
 - Many services offered pre Covid19 have moved to and stayed as online services.
- The snapshot counter figures do not give a full picture of how the TIC is emerging from the impacts of the Covid19 pandemic. It is better to look at the monthly figures of customers. These show that by October 2021 customer throughput exceeded 2019 figures. (Nb Nov 21/22 figures only upto 10 Nov)



6) Car park capacity counts 2021

As part of the 4 street surveys car parks were visited to record spaces available at selected times of the day.

Location	Count 1 Weds July 28th		Count 2 Sat August 28th		Count 3 Thurs Sept 23rd		Count 4 Tues Oct 19th	
Weather	Sunny, warm, windy pm		Sun and cloud, dry		Overcast, dry, some sun pm		Overcast, windy, light rain pm	
Times	11.00	14.30	11.00	14.30	11.00	14.30	11.00	14.30
East Street Car Park (Long Stay -79 spaces)	FULL	FULL	FULL	20	FULL	18	7	1
East Street (Short Stay 64 + 2 disabled spaces)	FULL	2	FULL		FULL			8
South Street Car Park (98 + 5 disabled spaces)	4	31	1 (3)	28	25	43	46	60
Wykes Court Car Park (96 spaces)	6	45	FULL	28	44	54	58	40

7) Observations on car park capacity counts:

- East Street Car parks appear to be the most popular, recording the lowest levels of available spaces across the 4 days of survey.
- East Street, in particular the long stay car park, has the fewest available spaces at the 14.30 count, suggesting it is used by workers in the town.
- The 11.00 counts are the point in the day with fewest parking spaces. This is particularly true for the August Saturday count, when there was only 1 free space (+3 disabled spaces) across the 4 car parks surveyed.
- There is generally more car park capacity in the afternoon, reflecting the reduced footfall counts in the afternoon.
- Of the car parks surveyed, Wykes Court appears to be the one with the most available spaces across count times.

8) Comparison with 2019 Car Park Counts:

- The overall pattern of car park usage is largely the same in 2021 as in 2019 – high morning parking, tailing off in the afternoons, with East Street being the most popular car park, especially for the long stay users.
- 2021 parking figures show higher levels of parking in the afternoon period compared with 2019. Across the 3 car parks surveyed, afternoon spaces in 2019 were a cumulative 427 spaces (Jul-Aug-Sept) compared to 259 spaces (Jul-Aug-Sept) in 2021.
- Despite signs that afternoon footfall is increasing, it would still appear sensible to consider ways of shifting the peak footfall and car parking pressures away from mid-morning. Consideration should be given to offering shoppers incentives to visit the town on Saturday and to a lesser extent on Wednesday afternoon. For example, refunds on parking with afternoon purchases, perhaps through independent shops? Or promoting afternoon music concerts or events to act as an attractor for afternoon visits.

Range and Variety of Retail Outlets

The 2002/2006 surveys undertaken by West Dorset District Council were repeated in July 2019 using the same business classifications. Comparisons between the 2002/2006 data and the 2019 data is problematic, as the 2002/2006 survey didn't list businesses allocated to each category. As a result, it is likely that across the 3 data sets, there will be inconsistencies in the allocation of businesses into categories. For the 2019 survey the names of the businesses allocated to each category have been recorded, so that this will not be a factor in future survey comparisons.

The WDDC 2002 and 2006 surveys only included the area defined in the Local Plan as Bridport Town Centre. Data was collected for this area in 2019 and 2021 for comparison purposes. A new baseline for the larger Centre of Bridport area as defined by the Bridport Area Neighbourhood Plan was collected in 2019 and repeated in 2021.

9) Observations of changes in Town Centre retail between 2019 and 2021:

- Overall, the 2021 retail survey tells us that not much has changed since 2019. Given the ongoing public health emergency, this should be seen as a major success for Bridport retail. **Of the 74 retail categories surveyed in 2021, 60 had the same number of retail outlets as in 2019**
- The total number of **retail premises in Bridport Town Centre (local plan area) grew from 195 in 2019 to 203 in 2021.**

- The number of **retail categories with reduced number of outlets in the town between 2019 and 2021 = 6**. These are in the following categories; Travel Agents, Wool shop, Gift Shops, Crafts and Cafes.
- **In the larger Centre of Bridport Area retail provision was also up in 2021** – 58 categories surveys had the same number of outlets in 2021 as 2019 – 13 categories had greater number of outlets – including Accountants, Antiques 9 categories had fewer outlets including; clothes and restaurants
- Number of **retail categories with increased outlets in the town between 2019 and 2021 = 8**
Including; Hairdressers, Bakeries, Health and Beauty, Wine shops, Music shops, Take Aways and Vaping.
- The number of vacant premises recorded at the time of survey was 8, compared with 7 in 2019.

NB: *Since the 2021 survey was undertaken in July 2021 a few significant retail closures have been announced – Peaches Electrical and Beach & Barnicott. The positive picture picked up in the 2021 survey is perhaps a reflection of the relaxation of Covid19 restrictions in July. As the busier summer footfall subsides Bridport maybe experiencing a delayed impact of the economic consequences of Covid19. More shops may close in winter 2021/22.*

10) Shopper Survey 2021

A survey aimed at shoppers in the Town Centre was produced and made available between July and October 2021. The survey was made available online, with the offer to provide hard copy should it be required. Only 1 hard copy version was returned.

In total, 295 shopper surveys were completed and returned. **Headline findings were:**

- 40% of survey responders were under 50. The majority reporting as White/British,
- Over 50% of survey responders walk or cycle to the shops (46% walk, 6% bike) with car use (45%) and only 2% using public transport,
- 62% of survey responders favour morning shopping 9.00am to noon,
- Overall satisfaction level with Bridport Town Centre is high - >55% score the town centre 8-10 = excellent. High satisfaction returns for range of eating and drinking (59% score 8-10 = excellent) range of shops (43% score >8 excellent) and safety (54% score >8 excellent),
- Parking was considered average, (57% of respondents scoring 4-7 = average),
- Dissatisfaction scores were high for public transport (61% score <3 = disappointing),
- The majority of responders felt that, overall Bridport town centre was staying the same (47%) or improving (28%).

This year, the shoppers survey included a question about changes to shopping as a consequence of the Covid19 pandemic. 22% of respondents reported an increase in online shopping and 27 % reported less shopping trips to Bridport. However, 40% of respondents reported no change or an increase in shopping trips to Bridport post Covid19.

11) Summary of Shopper Survey comments – 295 received:

Car Parking 44 responses	Shopping 85 responses	Traffic 123 responses	Public transport 29 responses	Cleanliness 23 responses
Important issues esp given poor public transport options from rural hinterland.	Independent shops clearly part of Bridports USP - Support for resources and promotion.	Traffic is the key issue identified by shoppers.	Agreement that current public transport provision is very poor, esp given the town serves a rural hinterland	Divided opinion as to whether cleanliness of town is high or deteriorating.
Suggestions for a Park & Ride option at least in the summer on Market days.	Varied responses as to whether range retail offer good or just adequate.	Congestion & pollution/ health impacts key concerns, esp on market days.		Call for more and cleaner public toilets.
Support for electric vehicles.	Agreement that retail offer for young people is poor, esp clothing.	Call for action on traffic: More pedestrian friendly, More cycling priority, Some form of shared space in South Street, esp on Market days, Address volume of through traffic, Experiment with 20mph zones, Prioritise buses and deliveries.		Call for a refresh of the public realm, Comments that the town is starting to look 'shabby' and 'tired'.
Support to experiment with free parking days or afternoons to spread footfall.		4 responses strongly against any pedestrianisation.		

12) Retailer Survey 2021

A survey for Retailers was produced and made available between July and October 2021. The online survey was promoted through the Chamber of Trade and local social media.

In total, 22 responses were received. Headline findings were:

- All respondents identified as 'independent retailers',
- 72% had been in business in Bridport for over 10 years,
- In terms of trading performance in 2021: 20% reported 2021 as better than 2021, 30% reported worse than 2019 with 50% reporting same as 2019,
- Looking ahead to trading in 2022: 68% expect 2022 to be the same as in 2021, 16% worse than 2021 and 16% better than 2021,
- 50% of respondees reported they would be investing in their business, primarily in goods and services.
- Town strengths listed were: variety of independent businesses, the twice weekly street market, sense of community and customer support for local shops,
- Opportunities included: Collective advertising, marketing, promoting Bridport as a 'destination', better facilities for families and cyclists,
- Town weaknesses listed were: parking and traffic congestion,
- Constraints included: rental costs and lack of public transport.

Selected Retailer Comments 2021

"We have a wonderful much loved town and a thriving centre to that town with many independent shops. WHICH MAKE US DIFFERENT and which people like to visit".

"Great range of independent shops, festivals, wide pavements, street market and atmosphere".

"Parking, lack of signage, congested pavements, road congestion at peak times"

"More street art, more green spaces, keep the market as it stands today, signs promoting: lower emissions and litter free. more bike racks".



13) Market Data

Market analysis 2019 and 2021							
	<i>Total stalls</i>	<i>Non Reg stalls</i>	<i>Non Reg %</i>	<i>Income</i>	<i>Per stall Average</i>	<i>Weds total</i>	<i>Sat total</i>
<i>JULY 19</i>	583	67	12%	£11,000	£18.87	244	339
<i>JULY 21</i>	493	138	28%	£10,410	£21.12	237	256
<i>AUGUST 19</i>	418	5	1%	£8,960	£21.43	164	254
<i>AUGUST 21</i>	481	135	28%	£10,115	£21.04	222	259
<i>SEPTEMBER 19</i>	345	0	0%	£7,650	£22.17	196	149
<i>SEPTEMBER 21</i>	494	111	22%	£10,285	£20.82	199	295
<i>OCTOBER 19</i>	350	23	6.5%	£6,046	£17.26	173	177
<i>OCTOBER 21</i>	379	72	19%	£4,993	£13.17	99	280
Total income 2019 £33,656				Total income 2021 £35,803			

The Covid 19 pandemic required significant changes to the operation of the Street Market and the town centre more generally. Several the changes made to facilitate social distancing are likely to be retained as permanent features of the town. The Town Council was proactive in responding to Covid 19 and to keep the market operating safely - repositioning stalls to free up pavement space and expanding of the market into Barrack and Downe Streets. The Town Council also took over the running of the Farmers and Vegan markets to enhance the market offer.

It is apparent from the data collected that market income has recovered well from the drop that took place during the Covid19 lockdown. During this time, the market tolls were re-evaluated and in 2021 the changed tariffs were introduced. Any comparisons between the two periods must be made in light of these changes.

The aims of the changes were threefold:

- To increase retention of traders into the September/October period
- To stimulate a growth in the proportion of non-regular traders
- To stimulate growth in the Wednesday market

It is too early to state with any certainty how successful these changes will be in the long term, but the increase in the non-regular trader base is already evident. The maintenance of a strong non-regular trader base should keep the market fresh, with new offerings appearing on a regular basis. Many of the newer traders are adept at the use of Social Media and sell their products through a number of Channels; the market being one.

The market is always heavily influenced by the weather but there is already some evidence that the revised billing structure, including payment changes, has gone some way to levelling out attendance with more stall holders willing to attend during days of poor weather. Many of the newer traders prefer to use gazebos and this offers some level of protection. This has led to a shift in emphasis from South Street, with its largely uncovered “flea market” style of stalls, to more widely distributed “boutique /craft”

style offerings. This has been particularly evident in the growth of stalls in East Street and the adoption of Downe Street into the market on Saturdays. The bric a brac style stalls in South Street have been the slowest to recover from the lockdown period but there has been some evidence in October of a growing interest from new traders in this area.

14) Crime Data

Crime data for the period October 2020 – September 2021 was captured from the [National Police website for Bridport](#) and indicates a slight decline in reported crimes from 2,102 in 2019 to 1,884 in 2021.

- Crimes reported: 1,884
- Anti- social behaviour accounted for 647 (34% of crimes) and
- Violence and sexual offences 576 (31%)

15) Conclusions from the 2021 Health Check Survey

“The town centre is literally competing with the internet. As retailers we need to focus on what the internet can't provide in whichever retail sector we are in. As a town we need to provide an experience and add value to the goods/services we offer”.

Comment from Retailer 2021

The 2021 health check surveys on footfall, shopper and retailer surveys and range of products and services provides a useful ‘snapshot’ that can be assessed alongside data from 2019 to inform actions and initiatives aimed at improving the retail offer and public realm of the Centre of Bridport.

Key points include:

- 2021 footfall counts in South and East Streets show significant increases on 2019 figures – especially marked in July counts, which may be linked to both good weather and easing of Covid19 restrictions encouraging people out.
- As in 2019 summer footfall counts higher than autumn counts and morning footfall counts higher than afternoon counts,
- Car parking capacity on Saturday mornings remains an acute issue in the summer.
- Overall, the 2021 retail survey shows that not much has changed since 2019. Given the ongoing public health emergency, this should be seen as a positive outcome for Bridport,
- The weekly market and the number and range of independent and local shops continue to be a key attractor for shoppers
- Market income has recovered well from the drop that took place during the Covid19 lockdown,
- The maintenance of a strong non-regular trader base should keep the market fresh, with new offerings appearing on a regular basis. Many of the newer traders are adept at the use of Social Media and sell their products through a number of Channels; the market being one.
- Over 50% of survey responders walk or cycle to the shops (46% walk, 6% bike) with car use (45%) and only 2% using public transport,
- Shoppers express overall satisfaction with the town centre and retail offer,
- The lack of and continuing decline in public transport is a major concern for shoppers,
- In terms of trading performance in 2021: 20% of retailer respondents reported 2021 as better than 2021, 30% reported worse than 2019 with 50% reporting same as 2019,
- Retailers key concerns are parking provision and traffic.

16) Actions to be considered by the Town Centre Working Group in response to health check 2021:

- Spreading the concentration of shopping visits away from mornings. Offering incentives to afternoon shoppers; free parking, free entertainment, discounts in store?
- There appears to be interest among independent retailers to develop collective marketing of Bridport as a 'destination',
- To use the health check findings alongside Bridport Town Centre Access & Movement Study (2021) to press for improved walking and cycling infrastructure,
- A pressing need to lobby for improved public transport into Bridport from the rural hinterland,
- Improve signage to the town centre from the A35. Offering drivers information about car park capacity and directing visitors to use the Football Ground Park and Stride car park by preference.
- Re visit consideration of sites for a park and ride scheme to operate during the summer months.
- Commission work to define enhancements to the public realm and improve heritage interpretation across the centre of Bridport. Taking the opportunity to de-clutter the streets in stages whilst providing a coherent, legible and attractive uplift to public spaces.

The Government provides guidance for Town Centre Health Checks and offer the following indicators, and their changes over time, as relevant in assessing the health of town centres:

- diversity of uses,
- proportion of vacant street level property,
- commercial yields on non-domestic property,
- customers' views and behaviour,
- retailer representation and intentions to change representation,
- commercial rents,
- pedestrian flows,
- accessibility,
- perception of safety and occurrence of crime,
- state of town centre environmental quality.

Alongside the collection of health check indicators government recommends collating information on the local population, for example, numbers, demography and spend potential. If available population modelling data is useful in understanding future growth, future spend potential and to identify any life cycle issues. The implications of an ageing population are especially relevant given the nationally high levels of older residents in the Bridport area.

The National Town Centre Performance Framework produced by the Association of Town and City Management provides a toolkit for authorities to use in pulling together market research to gain a better understanding of town centres and the complexity of interactions between different parameters.

- 1) **People and Footfall** - This theme groups five key performance indicators: footfall, geographical catchment, access, car parking and community spirit. The overall aim in this theme is to provide an assessment of who comes to visit the town centre, what their socio-economic background is likely to be, how close they feel to the people around them in terms of community cohesion and how they travel to the town centre.

- 2) **Diversity & Vitality** - This theme groups five key performance indicators: retail offer, culture and leisure offer, events, reported crime and markets. The overall aim in this theme is to provide an assessment of the actual offer of the town centre and its diversity taking a holistic approach that includes its daytime, evening and night-time economies.
- 3) **Consumer and Business Perceptions** - This theme groups five key performance indicators: business confidence, town centre visitor satisfaction with retail offer, visitor experience satisfaction, attractiveness, crime and safety perception. The overall aim in this theme is to provide users with a glimpse into an issue that can make or break a town centre on its own, and can be one of the most challenging things to change – perceptions.
- 4) **Economic Characteristics** - This theme groups five key performance indicators: retail sales, partnership working, charity shops, vacant retail units and the evening/night time economy. The overall aim in this theme is to provide users with an assessment of static and dynamic elements linked to the economic performance of a town centre.

In selecting what information and which indicators to include in the 2021 health check consideration has been given to the following:

- Data readily available to the Town Council,
- Practical data collection issues for staff and volunteers,
- The costs of acquiring data sets and
- The repeatability of data collection.

The shopper and retailer questionnaires were available as online surveys between July and October with paper copies available via Bridport TIC. Worth noting that 2021 returns of both shopper and retailer surveys have increased by > 50 % - all but 1 or 2 were electronic returns.

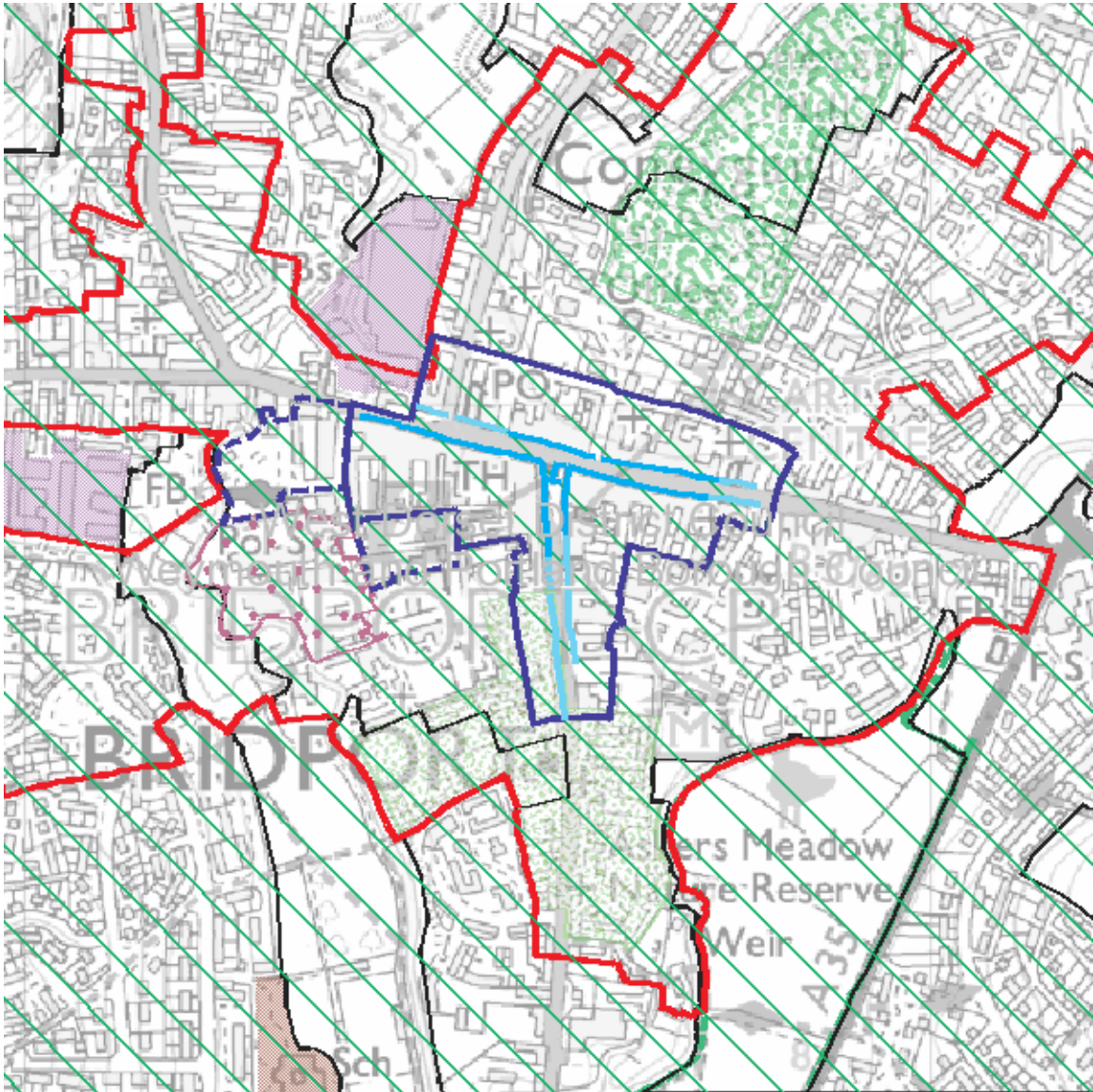
All data collected for the 2021 health check will be held by the Town Council and made available to partners to inform town centre initiatives.

Centre of Bridport Health Check Report 2021 – Data Sets

Health Check Indicator	Health Check data required:	Approach to be taken:
People & Footfall	a) Footfall counts - Pedestrian counts/ flows b) Car park capacity counts & length of stay data from DC c) Postcode harvesting from consumer survey (see below)	plus BTC street counts on 4 days July/Oct 2021 TIC & West Bay Welcome Centre counts
	d) Population numbers/ projections e) Life Cycle modelling	Census 2011 BANP evidence
Diversity and Vitality	f) Range and variety of retail outlets g) Primary and secondary products h) Number of Independent and multiple outlets	Survey undertaken by BTC using 2006 and 2019 formats as a template
	i) Number of events across a 12 month period j) Reported Crime in range of categories 12 month period	BTC Dorset Police
	k) Primary Shopping frontages A1-A5 (metre/ %)	Dorset mapping service
	l) Floorspace (metre square) / rateable value	BANP evidence base
Consumer and Business perceptions	m) Retailer survey – satisfaction, business confidence and intentions to change	Online Survey
	n) Consumer survey – satisfaction, and rating of town centre attractiveness	Shopper survey
Economic Characteristics	o) Number of Charity Shops p) Number of vacant retail units	Survey undertaken by BTC/Volunteers

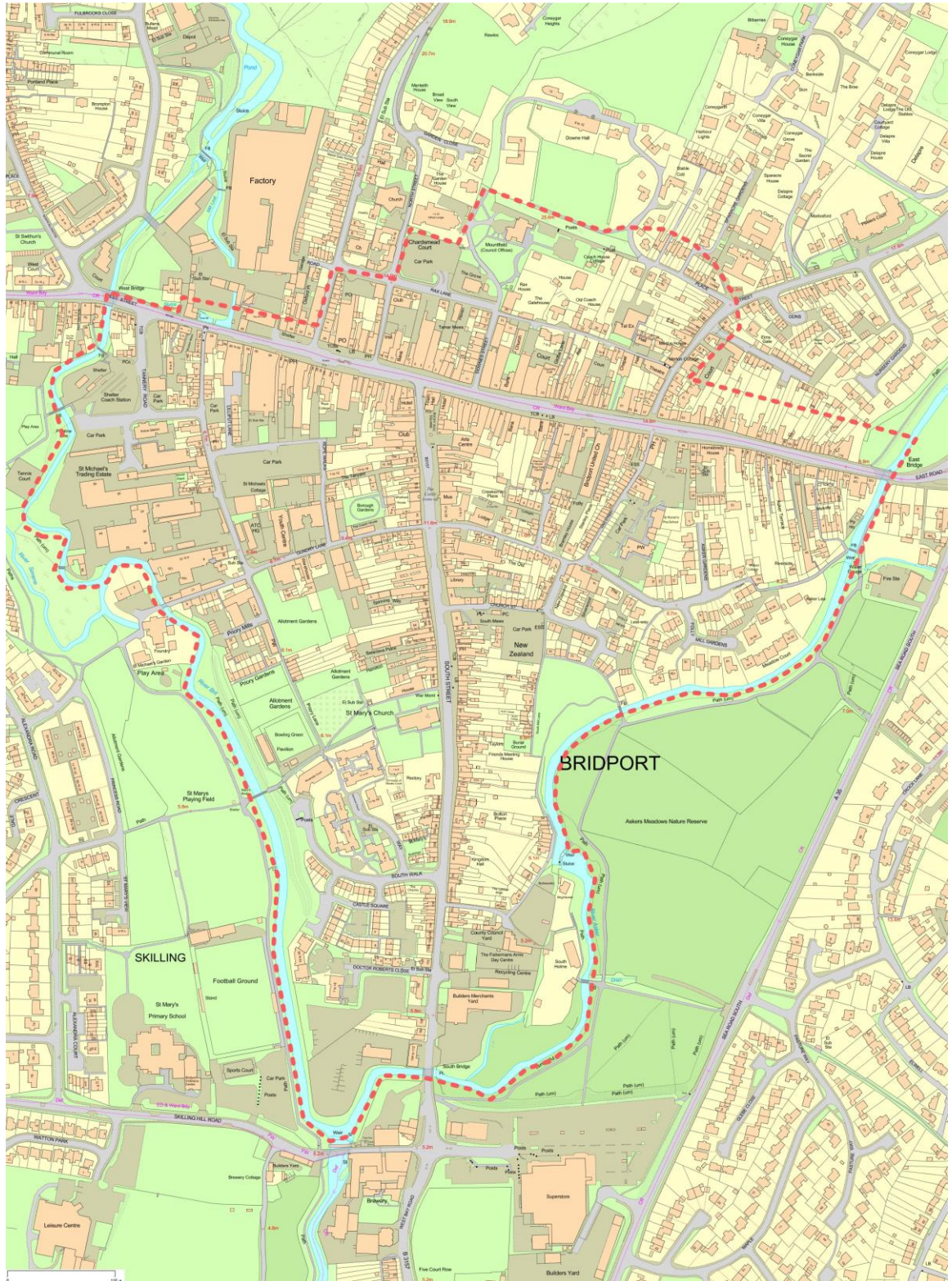
Appendix 2 - Defining Bridport Town Centre

a) West Dorset Local Plan ECON4



Key:
Town Centre area purple
Extension areas dotted

b) Centre of Bridport Area Referendum Version Neighbourhood Plan:



Appendix 3 – Shopper Questionnaire –

Questionnaire to be available online and via BTC/TIC during July- October 2021.

Draw prize available to encourage returns by set date.

Q1. On average, how often do you visit Bridport town centre? (Please choose one answer only):

- Daily
- Weekly
- Monthly
- Less frequently
- First Visit

Q2 Generally, at what time of day do you most often visit Bridport town centre? (Please choose one answer only):

- Morning (9am - 12 noon)
- Afternoon (12 noon - 4pm)
- Evening (6pm - 12 midnight)

Q3 When you visit Bridport town centre, how do you usually travel there? (Please choose one answer only):

- On Foot
- By Bike
- Car or van
- Motorcycle or scooter
- Bus
- Taxi

Q4 How would you rate Bridport Town Centre on a scale from 1-10? Where 1 is 'Very Disappointing' and 10 is 'Excellent'

Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Q5. How satisfied or dissatisfied are you with the following elements of the Bridport town centre?
(Please choose one answer for each aspect)

Public Transport									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Car Parking									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Pedestrian Accessibility									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Type & Variety of Shops									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Places to Eat & Drink									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Cleanliness									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Safety									
Disappointing			Average				Excellent		
1	2	3	4	5	6	7	8	9	10

Q6. Overall is Bridport Town Centre:

- Improving
- Staying the same
- Getting worse
- Don't know

Q7. Suggested improvements to Bridport town centre:

1.	
2.	

Has the impact of Covid19 19 Pandemic changed the way you shop and/or make use of Bridport Town Centre? Please select from the list below or add your own comments in the box provided:

Answer Choices

1	More online shopping replacing Town Centre visits?
2	More online shopping but same number of Town Centre visits?
3	Fewer visits to Bridport Town Centre?
4	More visits to Bridport Town Centre?
5	No significant changes?
6	Other (please specify):

Any further comments you would like to make about Bridport town centre?

About you

This information will help us understand what different groups of people need from Bridport town centre both now and into the future.

Gender

- please specify	
Prefer not to say	

Age

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Ethnicity

please specify	
Prefer not to say	

Disability

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?	
Yes a lot	
Yes a little	
No	

Thank you for completing the questionnaire.

Appendix 4 – Retailer Survey

Questionnaire to be available online and via BTC/TIC during July- October 2021.

About your business

Q1. How would you describe your town centre business?

- National Multiple outlet
- Franchise outlet
- Independent outlet

Q2. Please list the primary and secondary Goods / Services you retail:

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Q3. How long has your business operated in Bridport:

First year	
1-5 years	
5-10 years	
➤ 10 years	

Q4. How long has your business operated from existing site:

First year	
1-5 years	
5-10 years	
Over 10 years	

Q5. How many staff are employed in the business?

None		
Family staffing only		
	Full time	Part time
1-		
2		
3-5		
Over 5		

Business Performance

Q5. How has trading been for you since the Covid19 19 Restrictions were put in place??

- Better than 2019
- Worse than 2019
- About the same

Q6. What is your sense of the trading environment over the next 12 months?

- Better
- Worse
- About the same

Q7. Are you considering changes to your business over the next two years?

- Yes
- No
- Don't Know

If Yes to Q8 then. What will the investment be in?

Premises	
Goods and services offered	
Staffing	
Business promotion	
Other (please describe)	

Q9 Please complete the following SWOT frame for Bridport town centre:

Strengths of Bridport town centre	Weaknesses of Bridport town centre
Opportunities for Bridport town centre:	Constraints for Bridport town centre:

Q10. Any other comments you'd like to make about Bridport town centre:

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Thank you for completing the questionnaire.