Site Specific Part 2 Local Plan

Market Town Centres Health Check Update Background Paper

(for Burton Latimer, Desborough and Rothwell)

March 2016

Kettering Borough Council

1.0 Introduction

1.1 The purpose of this report is to update the existing health check assessments for the market towns of Burton Latimer, Desborough and Rothwell which were originally prepared to establish a baseline for the health of each town centre using a set of national indicators. The health checks contribute towards an evidence base which can be used to inform plan making at a local level through the Site Specific Part 2 Local Plan.

1.2 In this instance a combined report has been prepared as opposed to separate reports for each individual market town, recognising their common purpose as a local service role for their local communities and surrounding rural area. This approach also enables comparisons to be more easily made between the three individual market towns, and provide an overview of their general health.

2.0 Background

2.1 The first health check for Desborough was originally completed in July 2010, whilst the first health checks for Burton Latimer and Rothwell were originally completed in May 2011. The original assessments were completed based on the Established Shopping Areas (ESA) of the town centres as identified on the proposals maps accompanying the adopted Kettering Borough Local Plan (1995).

2.2 The first health check for Desborough was updated in May 2011 and again in October 2012, whilst Burton Latimer and Rothwell health checks were first updated in October 2012. These updates focused on changes of use to commercial units located within the town centre and the number of vacant units present only (national indicators A1 and A6), as they were considered to be indicators most likely to show any short term changes in the health of the town centre.

2.3 It was originally intended for this health check update to include all town centre health check indicators set out within the National Planning Policy Framework, similar to those included within the original town centre health checks following revision to reflect changes in national planning policy. These are set out below:

- 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

2.4 However, following a number of enquiries to agents, insufficient information was made available with respect of addressing health check indicators highlighted in bold italic. The focus of this health check update is therefore on the remaining indicators which could be directly assessed. It is recommended however, that future updates continue to seek outstanding information on all indicators recognised through national planning policy, in order to achieve a fully informed evidence base.

2.5 Sources of information for this health check include:

- Shopper/visitor surveys and questionnaires carried out in November 2015 (avoiding the Christmas / post-Christmas shopping period) on specified days and times in each of the market towns.

- Use Class surveys carried out In February 2016.

Details of this work are set out in section 3 and 4 of this report.

3.0 Use Class Survey (2016 update)

3.1 The following tables provide a summary of the different use types present within the town centre areas of Burton Latimer, Rothwell and Desborough. The use types have been categorised in accordance with the GOAD retailer categories used in previous surveys carried out in 2012 and 2011, and compares current survey results against these surveys. Goad is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects

3.2 Where there has been a negative change in the overall presence of a particular GOAD category or retail type, this has been shown in red text. Where there has been a reduction in a GOAD use category representation but this representation still remains above the national average, this has been shown in green text. A map has also been provided for each time, marking the location of each relevant use class for each town centre area.

3.3 It should be noted that uses falling outside of the GOAD categories have not been included in the figures below. If included, the total number of units would marginally increase. These include residential dwellings, industrial units, hotels, conference rooms, book makers, seamstress place, children’s nursery and similar places of assembly. This may provide some further explanation regarding variation between total units reported when compared with earlier surveys, because there is evidence of unit sub-division, no new units had been completed at the time of the survey.

3.4 Burton Latimer Town Centre Use Survey Results 2016

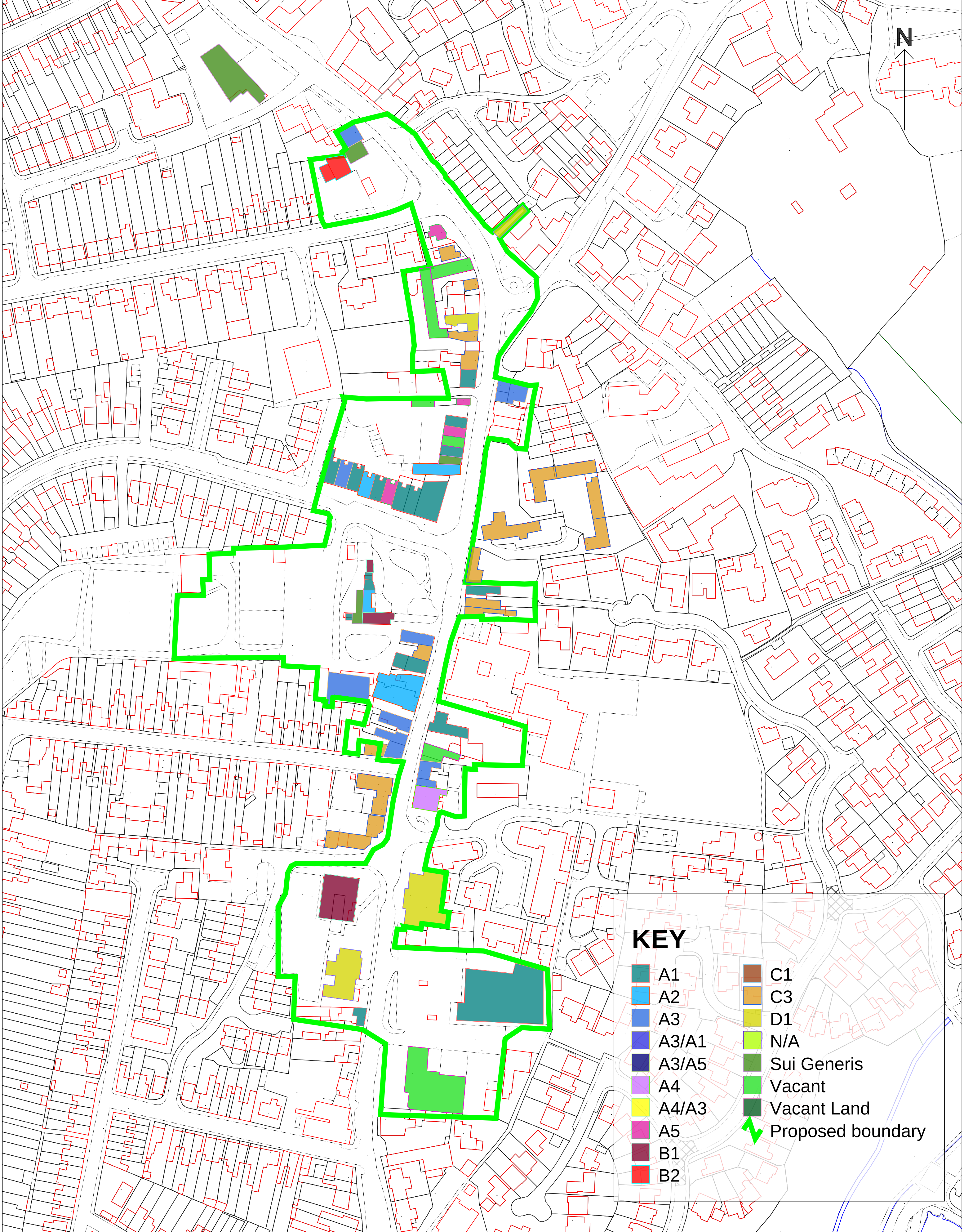
Goad Code	Retailer Category	Number of Units 2011	% of units 2011	Number of Units 2012	% of units 2012	Number of Units 2016	% of total Units 2016	National Average (April 2014)	% Difference to UK Average
Convenience Goods Retailers									
G1A	Bakers	1	3%	1	3%	0	0.00%	2.20%	-2.20%
G1B	Butchers	0	0%	0	0%	0	0.00%	0.76%	-0.76%
G1C	Greengrocers and fishmongers	0	0%	0	0%	0	0.00%	0.62%	-0.62%
G1D	Grocery and frozen foods	1	3%	1	3%	0	0.00%	2.93%	-2.93%
G1E	Off-licenses and home brew	0	0%	0	0%	1	1.41%	0.50%	0.91%
G1F	Confectioners, tobacconists, newsagents	1	3%	1	3%	3	4.23%	1.94%	2.29%
	Total	3	9.00%	3	9.00%	4	**5.63%**	8.95%	**-3.32%**
Comparison Goods Retailers									
G2A	Footwear and Repairs	0	0%	0	0%	0	0.00%	1.75%	-1.75%
G2B	Men's and Boys' wear	0	0%	0	0%	0	0.00%	0.98%	-0.98%
G2C	Women's, girls, children's clothing	0	0%	0	0%	0	0.00%	3.51%	-3.51%
G2D	Mixed and General Clothing	0	0%	0	0%	0	0.00%	3.96%	-3.96%
G2E	Furniture, Carpet and Textiles	0	0%	0	0%	2	2.82%	3.35%	-0.53%
G2F	Booksellers, Arts/Crafts, Stationers/Copy Bureaux	1	3%	0	0%	0	0.00%	4.31%	-4.31%
G2G	Electricals, home entertainment, telephones and video	0	0%	0	0%	1	1.41%	3.77%	-2.36%
G2H	DIY, Hardware and household goods	0	0%	0	0%	0	0.00%	2.47%	-2.47%
G2I	Gifts, china, glass and leather goods	2	6.10%	2	6.10%	0	0.00%	1.67%	-1.67%
G2J	Cars, motorcycles, and motor accessories	1	3%	1	3%	0	0.00%	1.17%	-1.17%
G2K	Chemists, toiletries and opticians	1	3%	1	3%	1	1.41%	3.88%	-2.47%
G2L	Variety, department and catalogue showrooms	0	0%	1	3%	0	0.00%	0.60%	-0.60%
G2M	Florists and gardens	0	0%	0	0%	1	1.41%	0.87%	0.54%
G2N	Sports, toys, cycles and hobbies	1	3%	1	3%	1	1.41%	2.03%	-0.62%
G2O	Jewellers, Clocks, and repair	0	0%	0	0%	0	0.00%	1.96%	-1.96%
G2P	Charity shops, pets and other comparison	1	3%	1	3%	3	4.23%	4.27%	-0.04%
	Total	7	21.10%	7	21.10%	9	**12.68%**	40.55%	**-27.87%**
Services									
G3A	Restaurants, cafes, coffee bars, fast food and takeaways	9	27.30%	10	30.30%	12	16.90%	16.52%	0.38%
G3B	Hairdressers, beauty parlours & health centres	5	15.10%	2	6.10%	5	7.04%	9.65%	-2.61%
G3C	Laundries and dry cleaners	1	3%	1	3%	1	1.41%	0.91%	0.50%
G3D	Travel Agents	0	0%	0	0%	0	0.00%	1.10%	-1.10%
G3E	Banks and financial services (inc: accountants)	1	3%	1	3%	1	1.41%	4.23%	-2.82%
G3F	Building Societies	0	0%	0	0%	0	0.00%	0.55%	-0.55%
G3G	Estate Agents and Auctioneers	1	3%	1	3%	2	2.82%	3.87%	-1.05%
	Total	17	51.40%	15	45.40%	**21**	**29.58%**	36.83%	**-7.25%**
Miscellaneous and vacant units									
G4A	Employment, careers, Post Offices and Information	2	6.10%	4	12.10%	7	9.86%	1.16%	8.70%
G4B	Vacant units (all categories)	4	12.10%	8	12.10%	4	5.63%	12.49%	-6.86%
Grand Total		**33**		**37**		**45**			

3.5 Summary findings

3.6 There has also been an increase in the total number of units between 2011 and 2015 from 33 in 2011 to 45 in 2015. This increase is reflected in all the main categories of convenience, comparison, services and miscellaneous. Evidence of an increase number of units includes the sub-division of the former council offices at 90 High Street, and additional complementary uses linked with Gym 11 at 96C High Street. This would also explain why there has been a fall in the representation of different shopping or services categories as a percentage of total units due to the supply of units increasing with the town centre.

3.7 The overall provision of Convenience Goods Retailers, Comparison Goods Retailers, and Services have all shown a percentage reduction since the last survey period, of 3.37%, 8.42% and 15.82% respectively, and are all below national average figures (2014). Despite a measured fall in the provision of restaurants/cafés (G3A) and post offices / information (G4A) type units, provision remains above the national average.

3.8 It is noted that the number of vacant units has fallen by more than 50% between 2012 and 2015 and matches 2011 levels in terms of number of units, and is significantly below national average percentage figures, which is a positive indicator of the health of Burton Latimer town.



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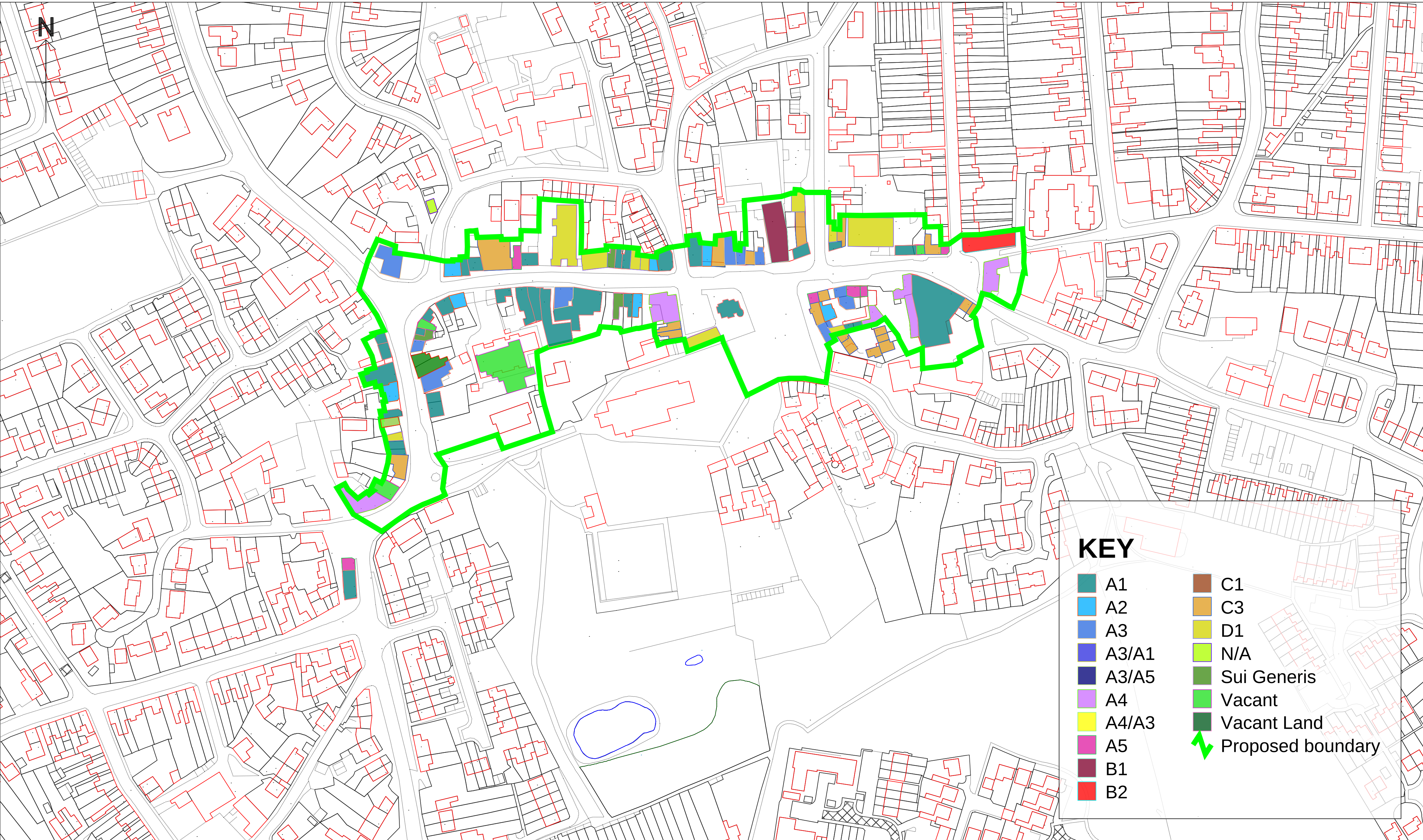
3.9 Rothwell Town Centre Use Survey Results 2016

Goad Code	Retailer Category	Number of Units 2011	% of units 2011	Number of Units 2012	% of units 2012	Number of Units 2016	% of total Units 2016	National Average (April 2014)	% Difference to UK Average
Convenience Goods Retailers									
G1A	Bakers	1	1.72%	1	1.56%	0	0.00%	2.20%	-2.20%
G1B	Butchers	1	1.72%	1	1.56%	1	1.33%	0.76%	0.57%
G1C	Greengrocers and fishmongers	0	0%	0	0%	1	1.33%	0.62%	0.71%
G1D	Grocery and frozen foods	2	3.45%	2	3.13%	2	2.67%	2.93%	-0.26%
G1E	Off-licenses and home brew	0	0%	0	0%	0	0.00%	0.50%	-0.50%
G1F	Confectioners, tobacconists, newsagents	1	1.72%	1	1.56%	1	1.33%	1.94%	-0.61%
Total	Total	5	8.61%	5	7.81%	5	**6.67%**	8.95%	**-2.28%**
Comparison Goods Retailers									
G2A	Footwear and Repairs	1	1.72%	1	1.56%	1	1.33%	1.75%	-0.42%
G2B	Men's and Boys' wear	0	0.00%	0	0%	0	0.00%	0.98%	-0.98%
G2C	Women's, girls, children's clothing	1	1.72%	3	4.69%	2	2.67%	3.51%	-0.84%
G2D	Mixed and General Clothing	1	1.72%	1	1.56%	0	0.00%	3.96%	-3.96%
G2E	Furniture, Carpet and Textiles	2	3.45%	4	6.25%	2	2.67%	3.35%	-0.68%
G2F	Booksellers, Arts/Crafts, Stationers/Copy Bureaux	3	5.17%	1	1.56%	0	0.00%	4.31%	-4.31%
G2G	Electricals, home entertainment, telephones and video	0	0%	0	0%	1	1.33%	3.77%	-2.44%
G2H	DIY, Hardware and household goods	0	0%	2	3.13%	1	1.33%	2.47%	-1.14%
G2I	Gifts, china, glass and leather goods	0	0%	0	0%	2	2.67%	1.67%	1.00%
G2J	Cars, motorcycles, and motor accessories	0	0%	0	0%	0	0.00%	1.17%	-1.17%
G2K	Chemists, toiletries and opticians	2	3.45%	2	3.13%	2	2.67%	3.88%	-1.21%
G2L	Variety, department and catalogue showrooms	0	0%	0	0%	0	0.00%	0.60%	-0.60%
G2M	Florists and gardens	1	1.72%	1	1.56%	0	0.00%	0.87%	-0.87%
G2N	Sports, toys, cycles and hobbies	2	3.45%	2	3.13%	2	2.67%	2.03%	0.64%
G2O	Jewellers, Clocks, and repair	0	0%	0	0	0	0.00%	1.96%	-1.96%
G2P	Charity shops, pets and other comparison	1	1.72%	3	4.69%	3	4.00%	4.27%	-0.27%
	Total	14	24.12%	20	31.26%	16	**21.33%**	40.55%	**-19.22%**
Services									
G3A	Restaurants, cafes, coffee bars, fast food and takeaways	13	22.41%	14	21.88%	16	21.33%	16.52%	4.81%
G3B	Hairdressers, beauty parlours & health centres	8	13.79%	10	15.63%	14	18.67%	9.65%	9.02%
G3C	Laundries and dry cleaners	0	0%	0	0%	0	0.00%	0.91%	-0.91%
G3D	Travel Agents	0	0%	0	0%	0	0.00%	1.10%	-1.10%
G3E	Banks and financial services (inc: accountants)	0	0%	0	0%	0	0.00%	4.23%	-4.23%
G3F	Building Societies	2	3.45%	2	3.13%	2	2.67%	0.55%	2.12%
G3G	Estate Agents and Auctioneers	3	5.17%	3	4.69%	3	4.00%	3.87%	0.13%
Total		26	44.82%	29	45.33%	35	46.67%	36.83%	**9.84%**
Miscellaneous and vacant units									
G4A	Employment, careers, Post Offices and Information	6	10.34%	8	12.50%	4	5.33%	1.16%	4.17%
G4B	Vacant units (all categories)	7	12.06%	2	3.13%	4	5.33%	12.49%	-7.16%
Grand Total		**58**		**64**		**64**			

3.10 Summary findings

3.11 Overall, the total number of units in the town centre has remained stable since the last health check update, although provision of convenience goods, and comparison goods, have shown a measured reduction since the last survey period when shown against the total percentage of units (1.14%, and 9.93% respectively) and are below national average figures prepared in 2014. Despite a percentage fall in the provision of butchers (G1B), sports/toy/hobby shops (G2N), restaurants/cafes/takeaways (G3A), building societies (G3F), provision remains above the national average. The total provision of service uses (as a percentage) is also above the national average. It is noted that the number of vacant units have shown a measured increased within the town of 2.2% (increasing from 2 units in 2012 to 4 units), this still remains significantly below national average and lower than vacant unit levels recorded in 2011. This is a positive indicator of the health of Rothwell town centre.



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3.12 Desborough Town Centre Use Survey Results 2016

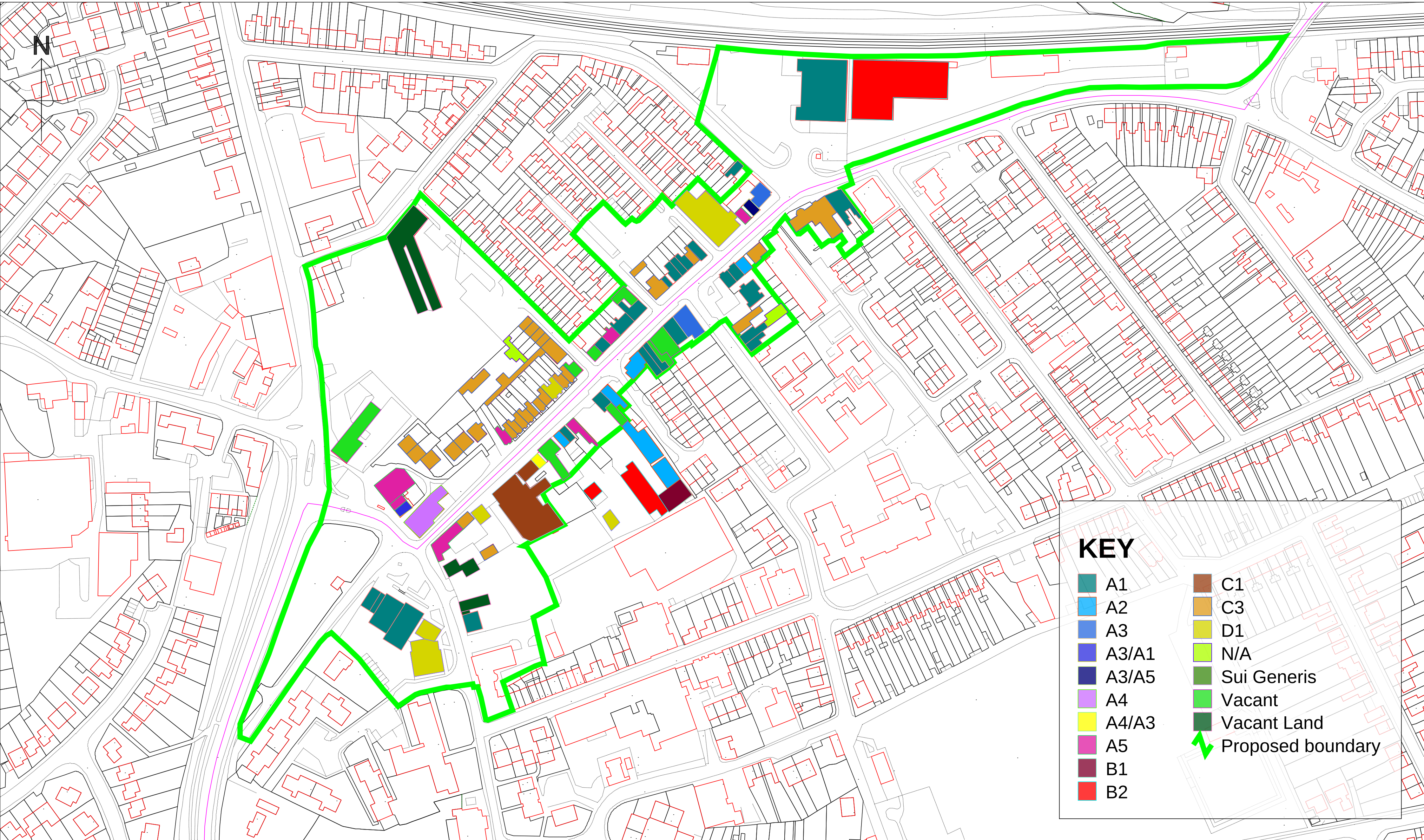
	Retailer Category	Number of Units 2011	% of units 2011	Number of Units 2012	% of units 2012	Number of Units	% of total Units	National Average (April 2014)	% Difference to UK Average
Convenience Goods Retails									
G1A	Bakers	1	2.27%	1	1.82%	1	1.32%	2.20%	-0.88%
G1B	Butchers	1	2.27%	1	1.82%	1	1.32%	0.76%	0.56%
G1C	Greengrocers and fishmongers	1	2.27%	0	0%	0	0.00%	0.62%	-0.62%
G1D	Grocery and frozen foods	2	4.55%	2	3.64%	2	2.63%	2.93%	-0.30%
G1E	Off-licenses and home brew	0	0%	0	0%	1	1.32%	0.50%	0.82%
G1F	Confectioners, tobacconists, newsagents	2	4.55%	2	3.64%	1	1.32%	1.94%	-0.62%
	Total	7	15.91%	6	10.92%	6	**7.89%**	8.95%	**-1.06%**
Comparison Goods Retailers									
G2A	Footwear and Repairs	0	0%	0	0%	0	0.00%	1.75%	-1.75%
G2B	Men's and Boys' wear	0	0%	0	0%	0	0.00%	0.98%	-0.98%
G2C	Women's, girls, children's clothing	0	0%	0	0%	0	0.00%	3.51%	-3.51%
G2D	Mixed and General Clothing	0	0%	0	0%	0	0.00%	3.96%	-3.96%
G2E	Furniture, Carpet and Textiles	1	2.27%	1	1.82%	1	1.32%	3.35%	-2.03%
G2F	Booksellers, Arts/Crafts, Stationers/Copy Bureaux	1	2.27%	1	1.82%	0	0.00%	4.31%	-4.31%
G2G	Electricals, home entertainment, telephones and video	1	2.27%	1	1.82%	2	2.63%	3.77%	-1.14%
G2H	DIY, Hardware and household goods	1	2.27%	1	1.82%	0	0.00%	2.47%	-2.47%
G2I	Gifts, china, glass and leather goods	1	2.27%	1	1.82%	3	3.95%	1.67%	2.28%
G2J	Cars, motorcycles, and motor accessories	0	0%	1	1.82%	0	0.00%	1.17%	-1.17%
G2K	Chemists, toiletries and opticians	3	6.82%	3	5.45%	3	3.95%	3.88%	0.07%
G2L	Variety, department and catalogue showrooms	0	0%	0	0%	0	0.00%	0.60%	-0.60%
G2M	Florists and gardens	1	2.27%	1	1.82%	1	1.32%	0.87%	0.45%
G2N	Sports, toys, cycles and hobbies	0	0%	0	0%	0	0.00%	2.03%	-2.03%
G2O	Jewellers, Clocks, and repair	1	2.27%	1	1.82%	1	1.32%	1.96%	-0.64%
G2P	Charity shops, pets and other comparison	1	2.27%	1	1.82%	0	0.00%	4.27%	-4.27%
	Total	11	24.98%	12	21.83%	11	**14.47%**	40.55%	**-26.08%**
Services									
G3A	Restaurants, cafes, coffee bars, fast food and takeaways	8	18.18%	8	16.36%	13	17.11%	16.52%	0.59%
G3B	Hairdressers, beauty parlours & health centres	4	9.09%	4	10.91%	8	10.53%	9.65%	0.88%
G3C	Laundries and dry cleaners	1	2.27%	1	0%	0	0.00%	0.91%	-0.91%
G3D	Travel Agents	1	2.27%	1	1.82%	1	1.32%	1.10%	0.22%
G3E	Banks and financial services (inc: accountants)	1	2.27%	1	3.64%	0	0.00%	4.23%	-4.23%
G3F	Building Societies	1	2.27%	1	1.82%	1	1.32%	0.55%	0.77%
G3G	Estate Agents and Auctioneers	1	2.27%	1	1.82%	2	2.63%	3.87%	-1.24%
	Total	17	38.62%	17	36.37%	25	**32.89%**	36.83%	**-3.94%**
Miscellaneous and vacant units									
G4A	Employment, careers, Post Offices and Information	2	4.55%	2	9.09%	2	2.63%	1.16%	1.47%
G4B	Vacant units (all categories)	7	15.91%	7	21.81%	7	9.21%	12.49%	-3.28%
Grand Total		**44**		**44**		**51**			

3.13 Summary findings

3.14 In terms of the percentage of units represented, Convenience Goods Retailers, Comparison Goods Retailers, and Services have all shown a reduction since the last survey period - 3.03%, 7.36% and 3.84% respectively. These are also below the national average figures. This is more notable for comparison goods retailing with a less marked difference in the convenience and services areas and is reflective of a small market town which caters for local shopping needs. However, the total number of units in the town centre has risen from 44 units in 2001 and 2012 up 51 units. Again, there is no evidence of new build units within the town centre, This increase is therefore likely to be the result of sub-division of existing units, given vacancy rates remain unchanged. Despite a measured percentage fall in the provision of

Butchers (G1B), Chemists/Opticians (G2K), Florists (G2M), Hairdressers/Beauticians (G3B), Travel Agents (G3D), Building Societies (G3F), and Employment/Post Office/Information (G4A) use types, provision remains above the national average.

3.15 It is noted that the number of vacant units has remained at 7 across all years. Compared as a percentage of number of units this shows a fall by more than 50%, and is below the national average. Whilst this shows vacancies have not fallen further since the last survey period, it remains a positive indication of the health of the town centre.



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4.0 Survey and Questionnaire Results (2016 Update)

4.1 Footfall Survey Results

4.2 The following tables provide a summary of results of the footfall surveys which were carried out between November 9th and November 28th 2015. Each period of the day is defined as follows:

Morning : 10:00 – 11:25

Lunchtime : 12:00 – 12:25

Afternoon : 13:00 – 14:25

4.3 Burton Latimer

Total Counts by day:			
Day / Date / Time	**AM**	**Lunchtime**	**PM**
Saturday (28.11.15)	117	41	70
Tuesday (10.11.15)	87	63	101
No Market Day			

4.4 Weekends saw the highest footfall, with week day footfall being highest in the afternoon. There is no weekly market at Burton Latimer, so comparison can not be made. It is noted that weather was drizzling from 13:00 on Saturday 28th November, which could influence the low level of pedestrian footfall.

4.5 Rothwell

Total Counts by day:			
Day / Date / Time	**AM**	**Lunchtime**	**PM**
Saturday (21.11.15)	245	106	155
Monday (market day) (09.11.15)	187	97	111
Wednesday (11.11.15)	151	62	153

4.6 Morning periods generally see the highest trade with exception of Wednesday [Although it is noted that this was Armistice Day, and afternoon trade may have seen a spike following the ceremony]. Saturday is busiest, with Market day typically busier than a non-market day. This suggests that the market provides a degree of trade value to the town, despite it being relatively minor in scale and operation. It is noted that weather was overcast on Monday 9th November and was spitting rain in the last survey period. Given this was market day, it may have some influence on pedestrian footfall).

4.7 Desborough

Total Counts by day:			
Day / Date/ Time	**AM**	**Lunchtime**	**PM**
Saturday (14.11.15)	208	92	109
Thursday (market day) (12.11.15)	198	99	173
Friday (13.11.15)	175	110	186

4.8 Morning periods generally see the highest trade with the exception of Fridays which saw slightly higher footfall in the afternoon and higher lunchtime trade than any other survey day. Weekend days saw the highest levels of footfall, with market day footfall having the second highest in the mornings, although overall, trade is relatively consistent across the week. It is noted that weather was cold and rainy on Saturday from 12:00 noon which may explain a reduction in trade.

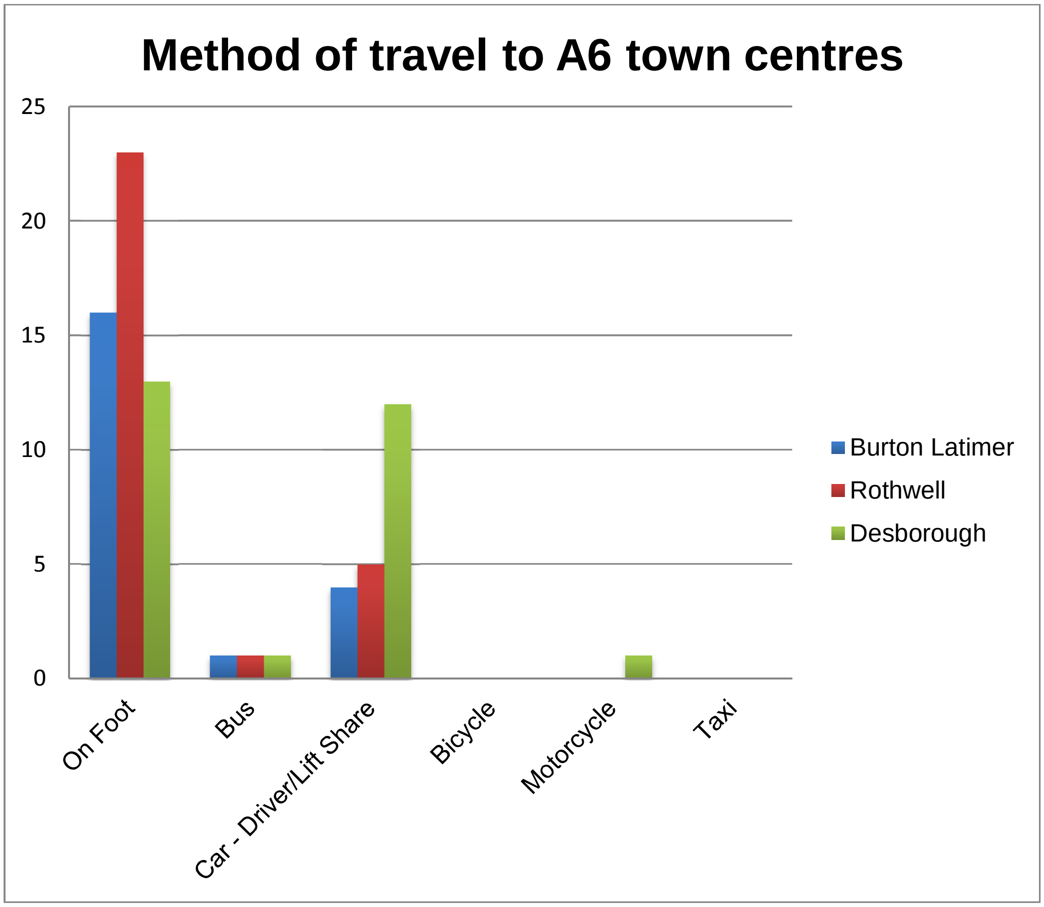
4.9 Comparison of the three A6 market towns

4.10 Comparing the 3 towns against one another, Burton Latimer consistently scores lower on footfall surveys, except other than a weekday lunch time where one additional person was surveyed in footfall surveys. Evening surveys were not carried out, and so the evening economies of each town cannot be compared. Given the above national average presence of restaurants in Burton Latimer and Rothwell, future survey work could be used to verify findings from Shoppers and residents views and behaviours surveys results. Given the above national average presence of restaurants in Burton Latimer and Rothwell, future survey work could be used to verify findings from Shoppers and residents views and behaviours surveys results.

4.11 <u>Shoppers and residents views and behaviours surveys results (2016 Update)</u>

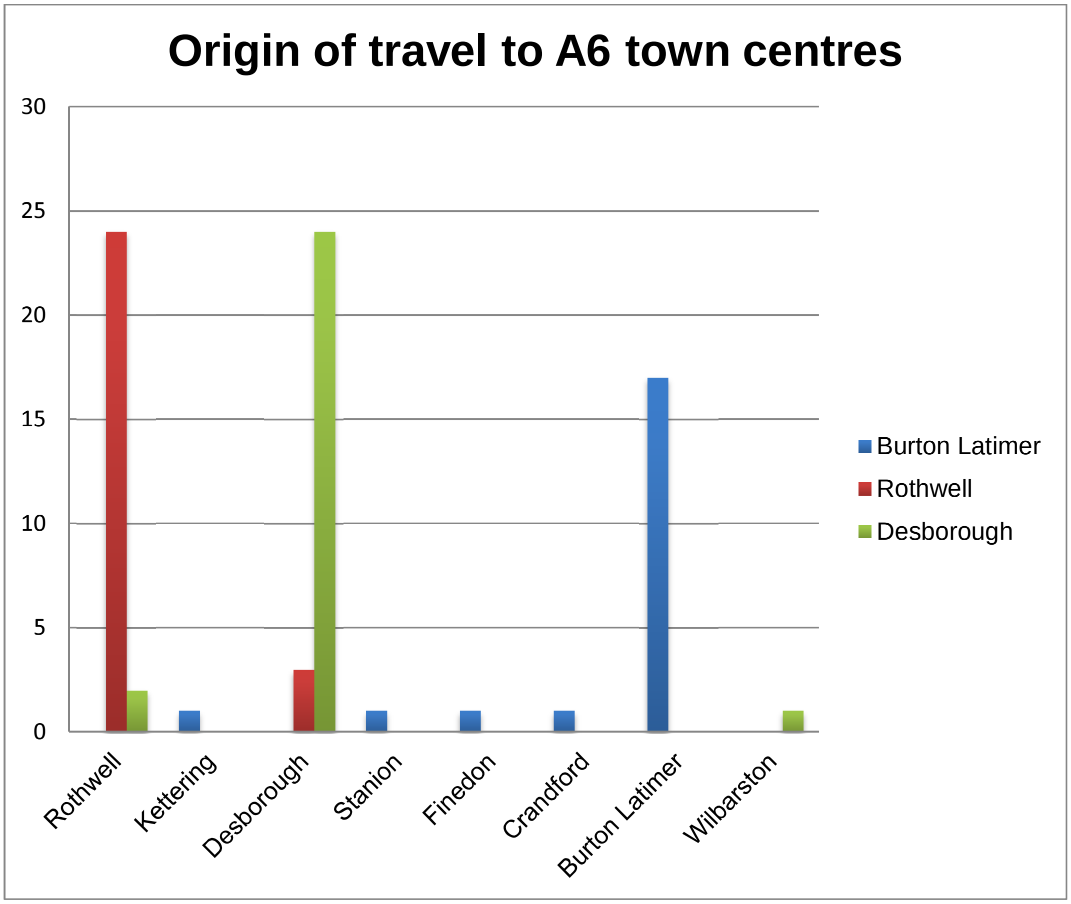
4.12 The graphs below provide a summary of the shoppers and residents views and behaviours surveys, which were carried out in Burton Latimer, Rothwell and Desborough between November 9th and November 28th 2015 when footfalls surveys were simultaneously undertaken.

Graph 1. Method of travel to A6 town centres



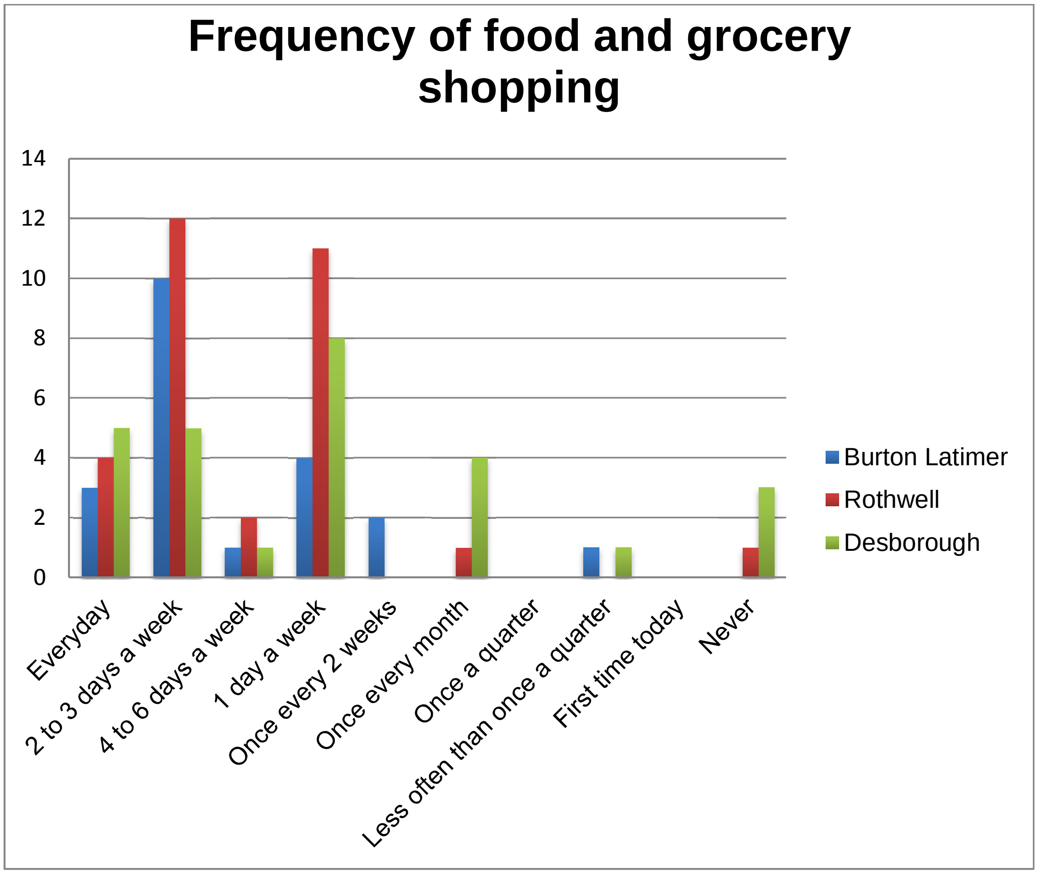
4.13 In all towns surveyed, travel on foot was the most popular response given, although representation in Desborough was more evenly split with travel by private car, despite the majority of people surveyed travelling from Desborough itself. Lack of secure parking was raised by 30% of respondents in Desborough as set out in graph 12.

Graph 2. Origin of travel to A6 town centres



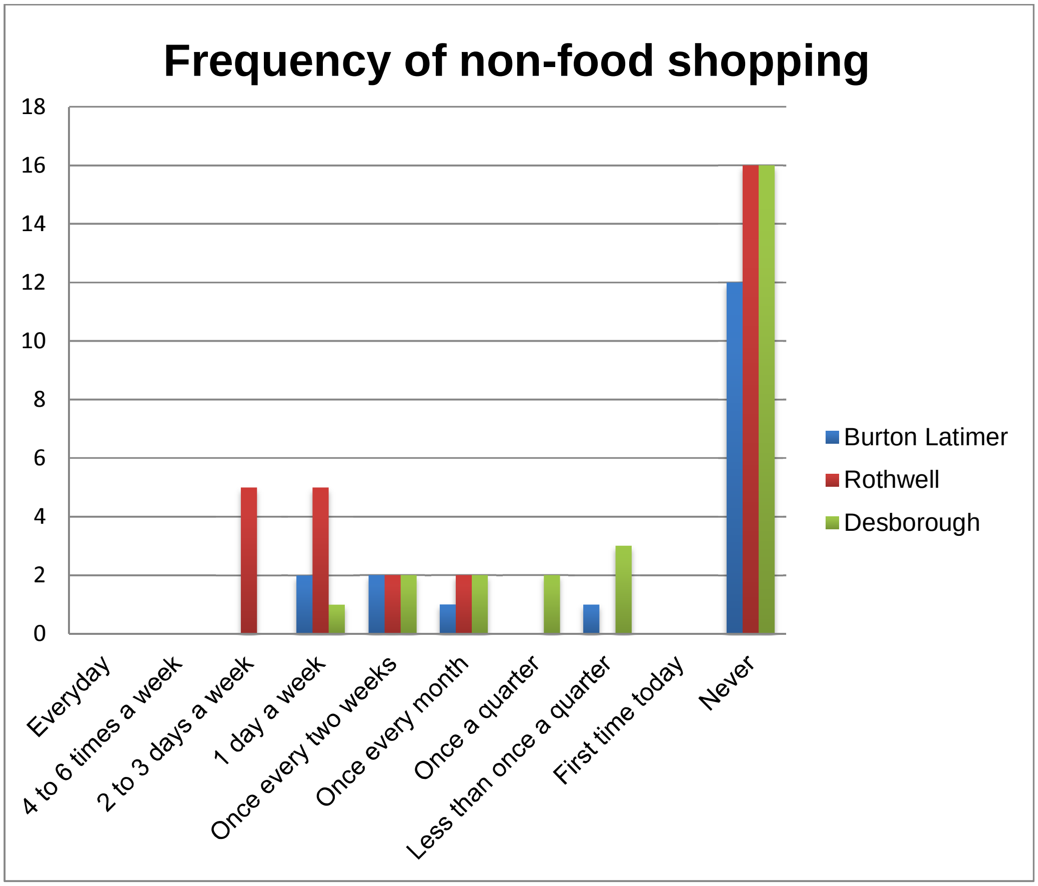
4.14 The majority of people surveyed travelled from within the town being assessed, which correlates highly with travel by foot, which indicates relatively good accessibility.

Graph 3. Frequency of food and grocery shopping



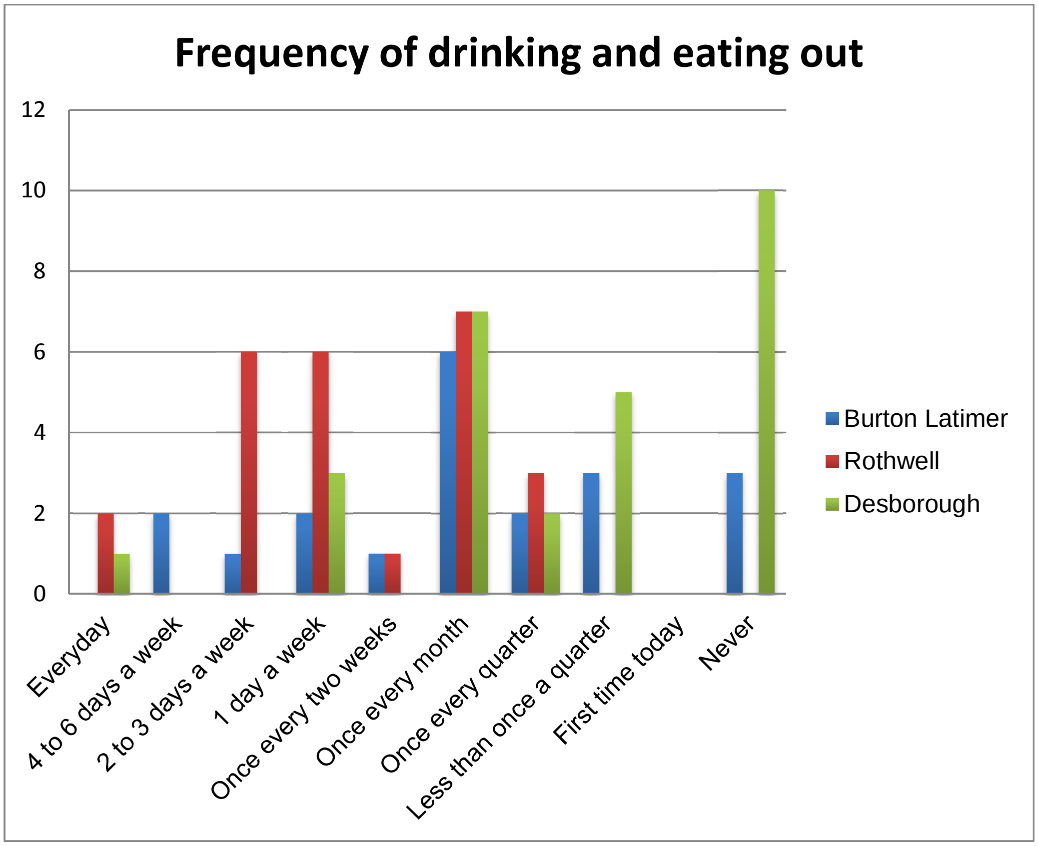
4.15 Frequency of food shopping was relatively split. Rothwell, which is well provided for in terms of butchers and mini-supermarkets is mostly visited 2-3 days a week and once a week. Burton Latimer is most commonly visited 2-3 days a week, which Desborough is more often visited 1 day a week.

Graph 4. Frequency of non-food shopping



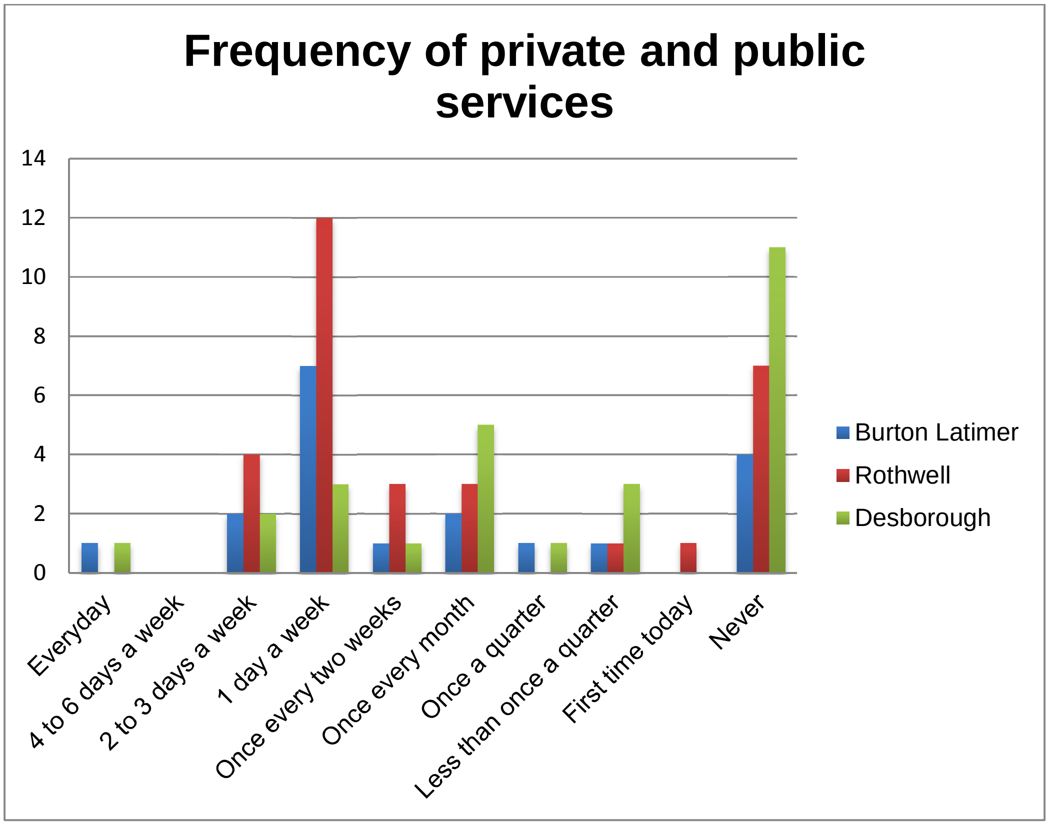
4.16 The majority of non-food shopping is never carried out within the surveyed towns. In Desborough and Burton Latimer, the lack of independent / specialist shops was frequently raised as disliked, and was frequently raised as a way in which the towns can best be improved. Despite the above findings, in Rothwell, most people were satisfied with the quality and range of non-food shops; there is a more even split in the other towns between satisfied and dissatisfied.

Graph 5. Frequency of drinking and eating out



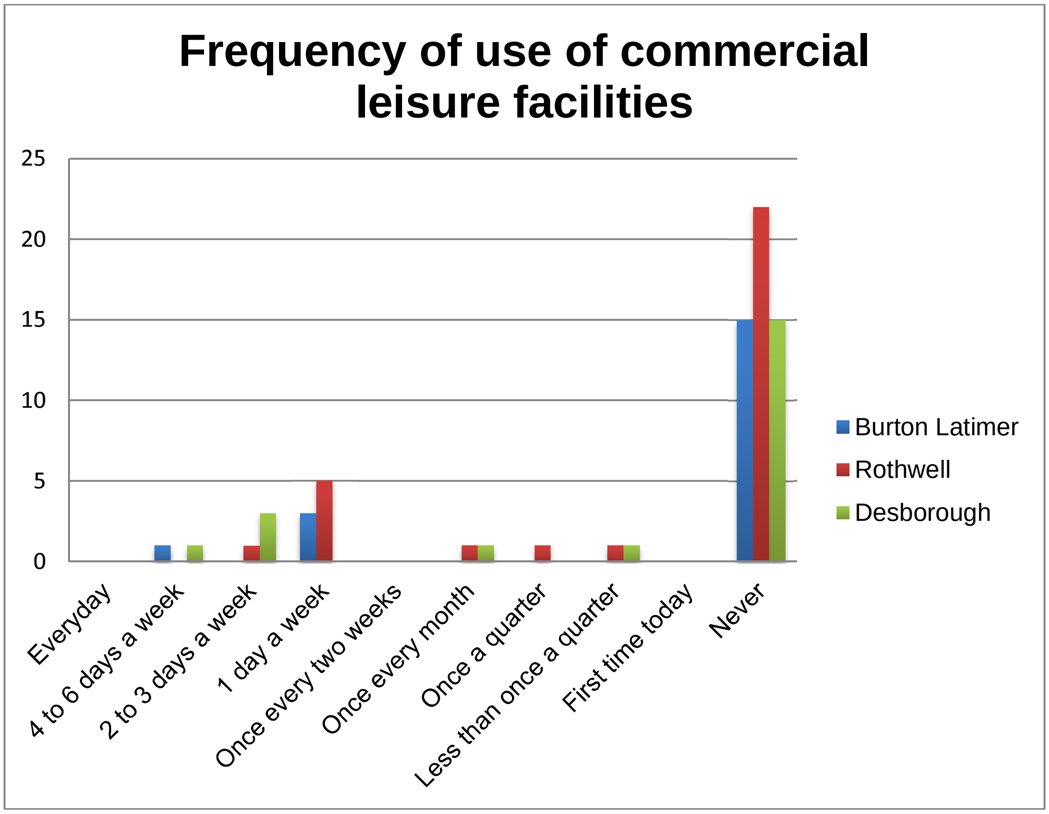
4.17 The frequency of eating and drinking out in Rothwell is fairly well spread between 2-3 times a week, to weekly and monthly. Most people do not eat/drink out in Desborough, which may be due to its limited offer, although the Tapas Bar and Grill and 76 Rue De Gare are new offerings which may improve on this. Eating and drinking out in Burton Latimer is most frequent on a monthly basis. It is noted that Burton Latimer benefits from a good range of restaurants, although drinking establishments are more limited in number.

Graph 6. Frequency of private and public services



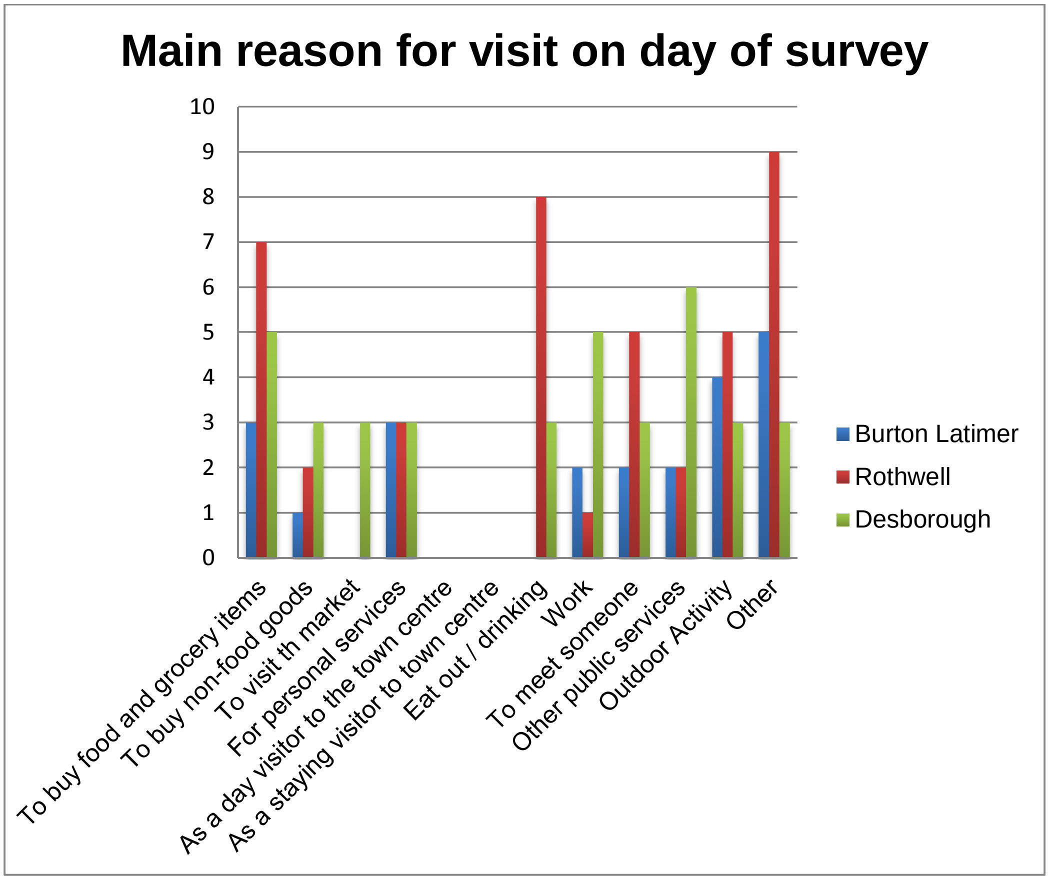
4.18 Private services are most frequently used on a weekly basis in Rothwell and Burton Latimer. Most respondents surveyed in Desborough never use private of public services, despite the presence of a sure-start centre, library and building society. The closure of Barclays bank in Desborough will however, contribute to a decline in reported activity.

Graph 7. Frequency of use of commercial leisure facilities



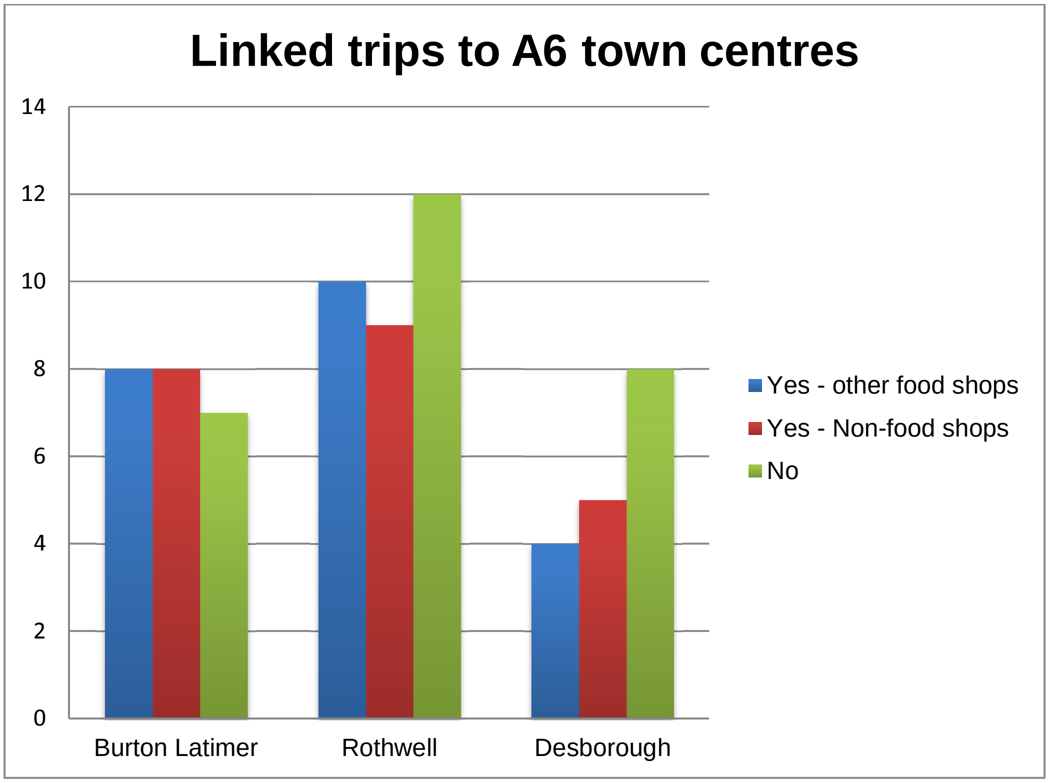
4.19 Most respondents never use commercial leisure facilities within the town centres, despite the presence of a small gym in Rothwell and Burton Latimer.

Graph 8. Main reason for visit on day of survey



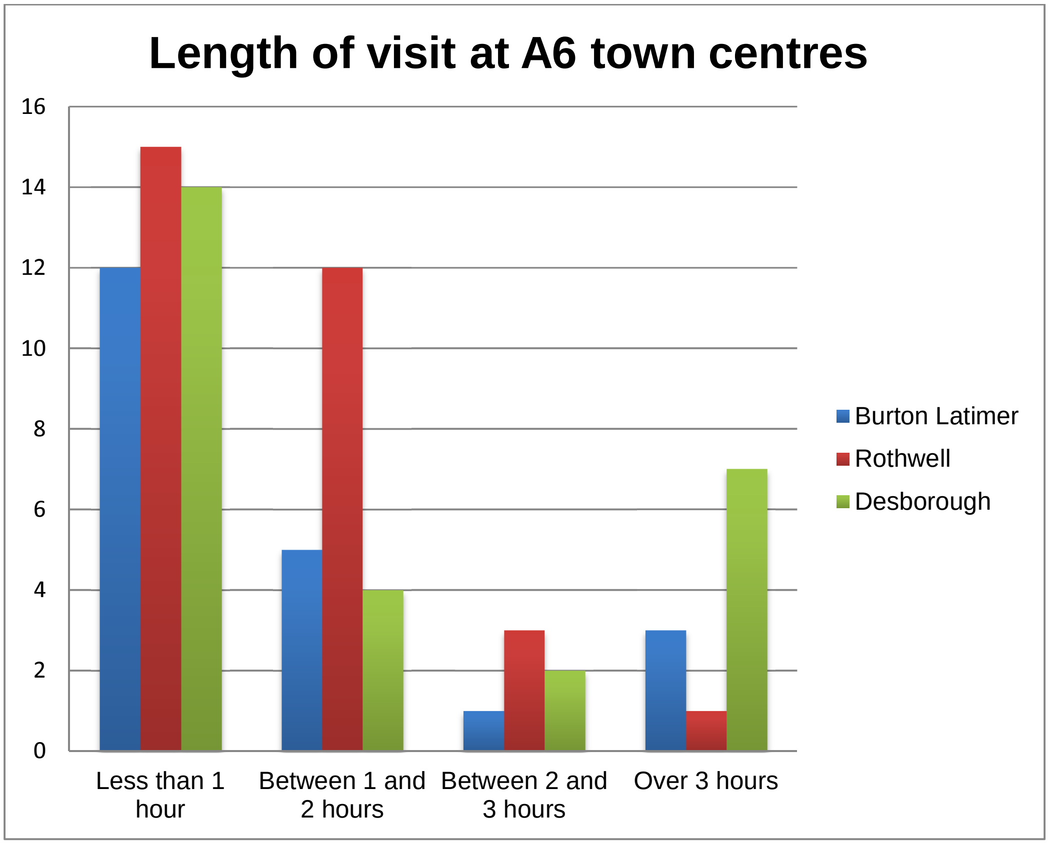
4.20 In all towns, no-one reported being a day visitor/staying visitor. In Rothwell, respondents mainly reported their visit was to buy food/grocery items, to eat/drink out or other. Burton Latimer respondents mainly visited the town centre for other (unspecified reasons). Desborough respondents were mainly visiting the town to buy groceries, work, or to use a public service.

Graph 9. Linked trips to A6 town centres



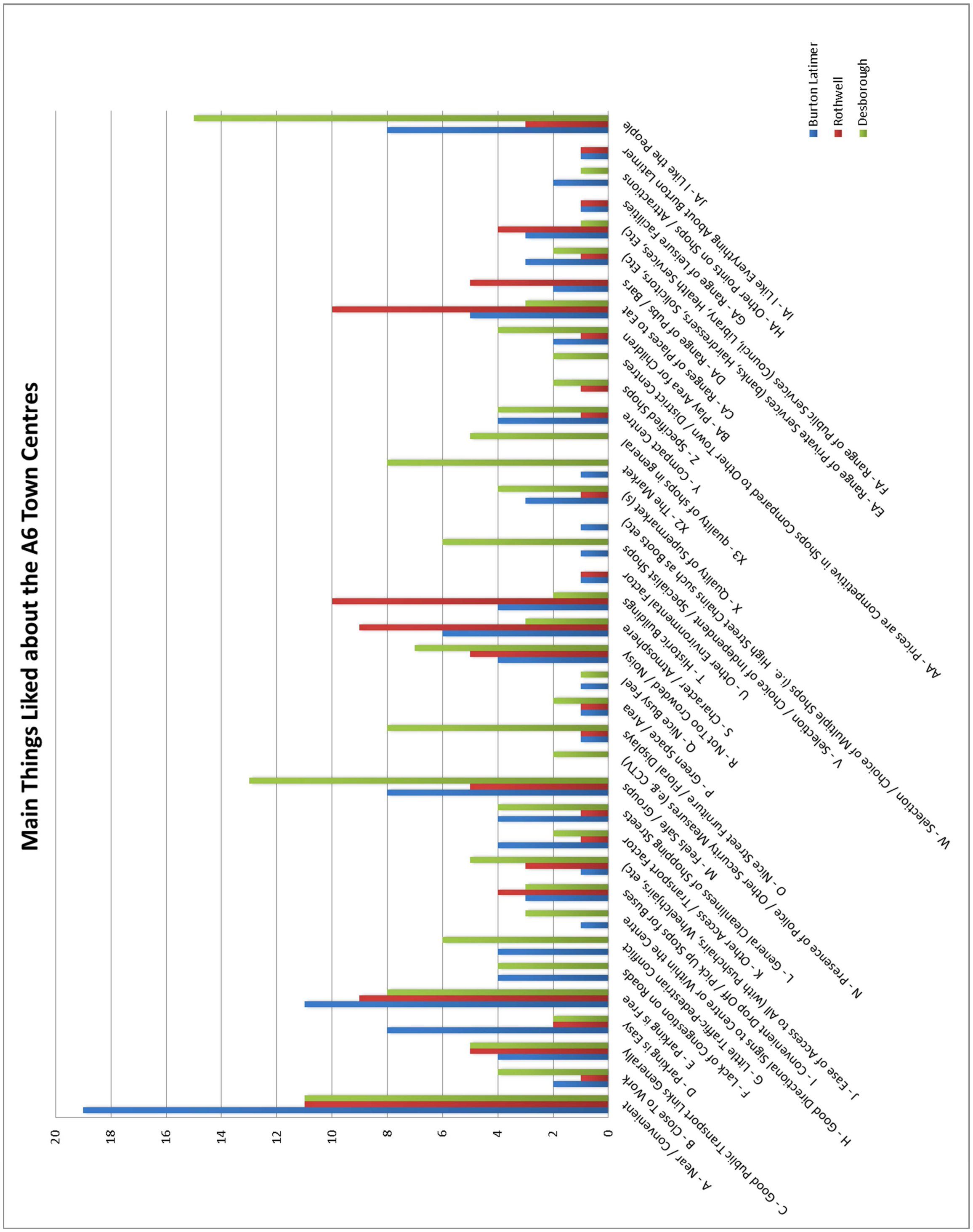
4.21 Most respondents in Rothwell and Desborough were not undertaking additional trips linked to their visit to the town, whilst in Burton Latimer, the minority of respondents undertook linked trips. In all instances, the findings were marginal.

Graph 10. Length of visit at A6 town centres



4.22 In all three towns most visits last less than 1 hour, although Rothwell also saw a large number of visits lasting between 1-2 hours.

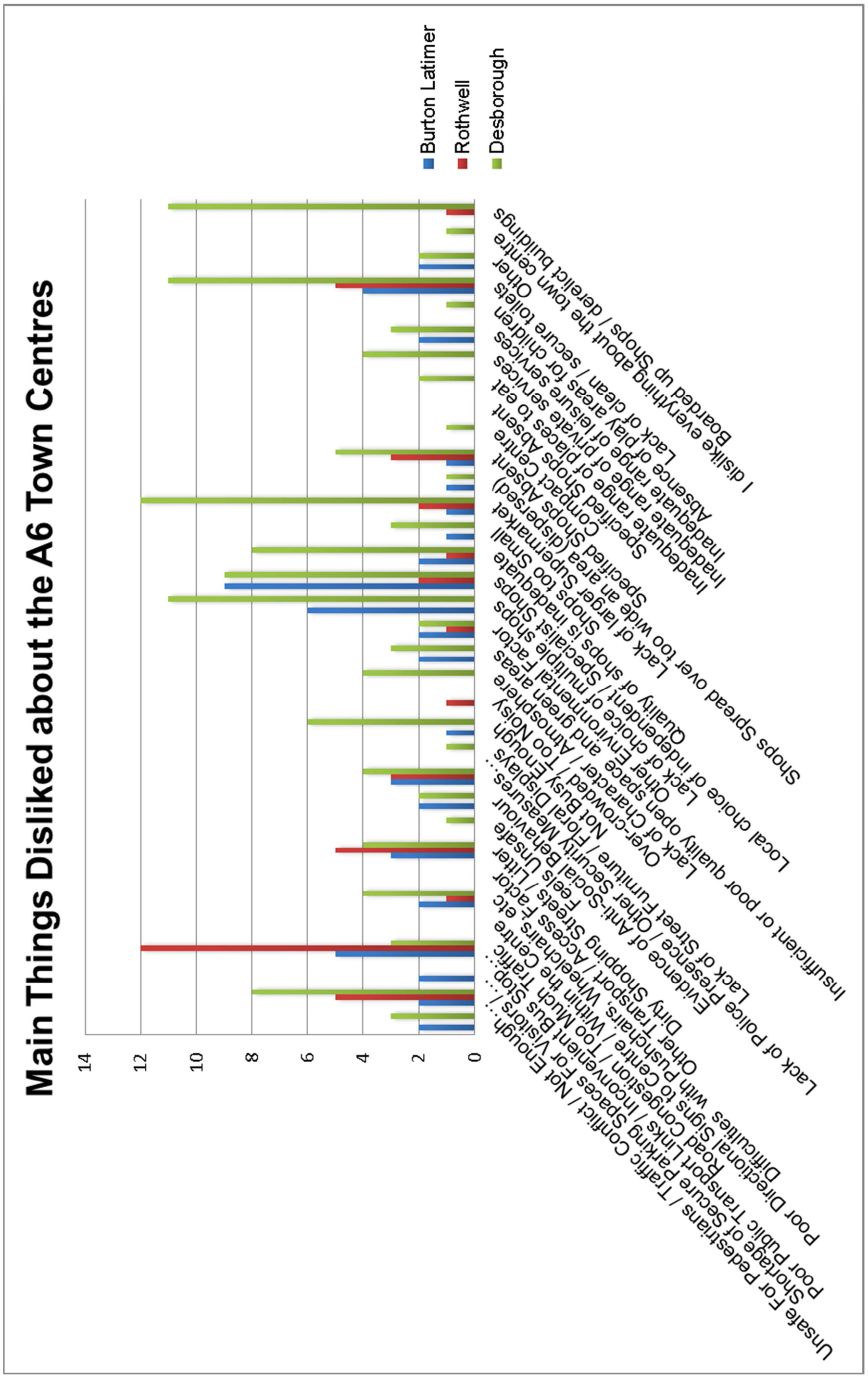
Graph 11. Main things liked about the A6 town centres



4.23 In Burton Latimer, the top 3 most liked town centre attributes were that it is near/convenient, free parking, and easy parking/likeable people (joint 3rd). In Rothwell, they were near/convenient, historic buildings/range of eating places (joint 2nd), and character/ atmosphere and free parking (joint 3rd). In

Desborough, they were likeable people, safe feeling/groups, and near/convenient.

Graph 12. Main things disliked about the A6 town centres

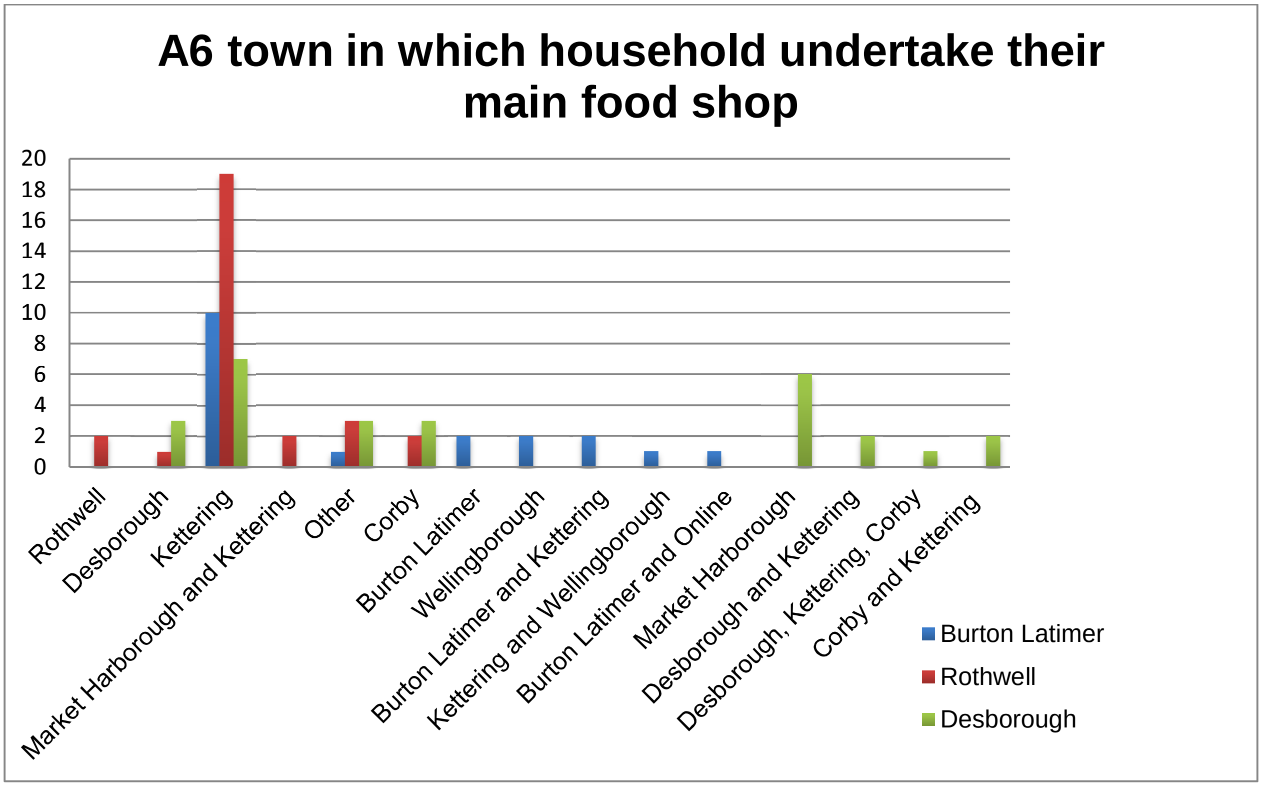


4.24 In Burton Latimer, the top 3 most disliked town centre attributes were the lack of choice of specialist shops, lack of choice of multiple shops, and too much traffic/congestion. In Rothwell, they were too much congestion/traffic, lack of clean/secure toilets and dirty shopping streets/litter and shortage of secure parking (all joint 2nd), and lack of police/ security and specified shops absent (joint 3rd). In Desborough, they were lack of larger supermarket, lack of choice of multiple shops and lack of clean/secure toilets and derelict buildings (joint 2nd), and lack of choice of independent/specialist shops.

Graph 13. Satisfaction with quality and range of food shops

4.25 Most respondents reported to generally be satisfied with the quality and range of food shops in all towns.

Graph 14. A6 Town in which households undertake their main food shop



4.26 The majority of respondents from all towns undertake their main food shop at Kettering. Due to the proximity of Corby and Market Harborough a number of respondents from Desborough also report to shop there. The main method to travel for the main food shop is by private car, with a low number of respondents stating that they also use the bus.