POTTON

TOWN BENCHMARKING REPORT

December 2025

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EXECUTIVE SUMMARY

OVERVIEW

People and Places Insight strive to improve the performance of localities through a series of well-used and advanced Town Centre Services. We have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community and Town Partnerships and Retailers on a wide range of projects including Town Benchmarking, First Time Visitor Reviews, Signage and Wayfinding, Footfall Counts, Event Evaluation, Car Parking Studies, Disability Access Audits and Neighbourhood Planning.

In 2025 Central Bedfordshire Council commissioned People and Places Insight to undertake a Benchmarking Review in Potton to measure town centre performance. Previous evaluations in the town centre have taken place by People and Places Insight in, 2017, 2019 and 2021. The detailed results of the Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline findings.

GENERAL

Commercial Offer

- 35% of the ground floor units in the defined Potton town centre area are A1 Shops, 16% lower than the National Small Towns average and 4% lower than in 2021. 13% are B1 Businesses, 12% higher than the National Small Towns figure and 13% D1 Non-Residential Institutions.
- 57% of the A1 Shops in Potton mainly sell Comparison goods, 22% lower than the National Small Towns average.
- 57% of the A1 Shops in Potton are unique to the town centre, 4% lower than the National Small Towns average.
- 2% of the ground floor units in the defined town centre were vacant during the audit in October 2025, 7% lower than the National Small Towns average.

Car Parking

- 16% of all car parking provision was vacant on the ‘Busy Day’, 20% on the ‘Quiet Day’ and despite providing the heaviest footfall figure, Saturday vacancy rates went up to 27%.

Town Centre Use

- As in previous evaluations, the majority of Town Centre Users visited Potton for ‘Convenience Shopping’ (53%)
- 83 % of Town Centre Users visited Potton at least ‘Once a Week’, close to the National Small Towns average of 81%.
- Mirroring previous evaluations, 37% of Town Centre Users reported they would spend over £10.01-£20.00 on a normal visit to Potton.
- 51% of Town Centre Users reported that they normally travel into Potton by ‘Car’ with 46% On Foot’

- 89% of Town Centre Users stay in Potton for ‘Less than 2 hours’, 10% higher than the National Small Towns figure.

POSITIVE

Visit Recommendation

- 88% of Town Centre Users would recommend a visit to Potton, 16% higher than the National Small Towns average.

Footfall

- Footfall in Potton in 2025 is the highest since Town Benchmarking evaluations started in the locality in 2017. Both ‘Busy’ and ‘Quiet’ Day footfall was 56 persons per ten minutes, higher than the 2021 counts of 43 (Busy Day) and 42 (Quiet Day). Footfall was heaviest at the Weekend with an average of 66 persons per ten minutes.

Physical Appearance

- As in 2021 and 2019, the majority of Town Centre Users (79%) rated ‘Physical Appearance’ as a positive aspect of Potton, 34% higher than the National Small Towns average. Linked to ‘Physical Appearance’, 63% of Town Centre Users rated ‘Cleanliness’ as a positive.

Access to Services

- 65% of Town Centre Users rated ‘Access to Services’ as a positive aspect of Potton.

Cafes/ Restaurants

- ‘Cafes/Restaurants’ (56%) were also classed as a positive aspect of Potton Town Centre

ROOM FOR IMPROVEMENT

Car Parking

- As in previous evaluations, Car Parking’ (72%) was classed as the most negative aspect of Potton according to Town Centre Users. The figure of 72%, an 11% increase on 2021 and 29% higher than the National Small Towns average.
- If the Tesco Car Park is removed from the equation, on the ‘Busy Day’ only 2% of Car Parking spaces are vacant, moving to 9% on the ‘Quiet Day’.
- ‘More Car Parking’, ‘Enforcing Parking Restrictions’ and ‘Issues Surrounding Electric Car Charging Points’ were the key theme to emerge from the qualitative Town Centre User suggestions.

METHODOLOGY

THE APPROACH

The People and Places Insight 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 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 SYSTEM

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 300 units
- National Small Towns; consisting of those localities with less than 300 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **POTTON** consists of **41** units and is thus classed as a **Small** Town. A list of all the Commercial Units in the defined town centre area is listed in the Appendix.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2022 to January 2024.

THE REPORTS

The People and Places Insight Town Benchmarking report provides statistical analysis of each of the KPIs. 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 assist with;

- Measuring High Street regeneration projects
- Developing Town Centre regeneration
- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting Community groups

Each KPI in a typical Benchmarking Review is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL OFFER; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: COMMERCIAL OFFER; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL OFFER: TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: COMMERCIAL OFFER: VACANCY RATES	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: MARKETS	Visual Survey of total number of traders on a Weekday Market
KPI: FOOTFALL	Footfall Survey on a Busy Weekday, Quiet Weekday and Saturday from 10.00-13.00 on each day
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Busy Weekday, Quiet Weekday and Saturday between 11.00-14.00
KPI: BUSINESS CONFIDENCE SURVEYS	Paper Based Surveys
KPI: TOWN CENTRE USER SURVEYS	Face to face/ Paper Based/ Online
KPI: SHOPPERS ORIGIN SURVEYS	Paper Based Surveys

KEY FINDINGS

KPI: GROUND FLOOR; USE CLASS

It is important to understand the scale and variety of the “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 Use Class Order from 1987 was updated into larger segments in 2020. Due to the more in-depth breakdown provision in 1987, People and Places Insight Limited continue to deploy these Use Class classifications.

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.

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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 offering in the town centre by Use Class.

The figures are presented as a percentage of the **40** occupied units recorded.

CLASS	TYPE OF USE	NAT SMALL TOWNS (%)	POTTON 2025 (%)	POTTON 2021 (%)	POTTON 2019 (%)
A1	SHOPS	51	35	39	38
A2	FINANCIAL AND PROFESSIONAL SERVICES	13	5	5	4
A3	RESTAURANTS AND CAFES	9	5	5	2
A4	DRINKING ESTABLISHMENTS	4	8	7	6
A5	HOT FOOD TAKEAWAYS	4	5	5	4
B1	BUSINESSES	3	13	12	15
B2	GENERAL INDUSTRIAL	1	5	5	6
B8	STORAGE AND DISTRIBUTION	0	0	0	0
C1	HOTELS	1	0	0	4
C2	RESIDENTIAL INSTITUTIONS	0	0	0	0
C2A	SECURE RESIDENTIAL INSTITUTION	0	0	0	0
D1	NON-RESIDENTIAL INSTITUTIONS	7	13	10	10
D2	ASSEMBLY AND LEISURE	1	0	0	0
SG	SUI GENERIS	5	8	12	10

*5% Non-Registered Commercial Units, please review the Appendix.

35% of the ground floor units in the defined Potton town centre area are A1 Shops, 16% lower than the National Small Towns average and 4% lower than in 2021. 13% are B1 Businesses, 12% higher than the National Small Towns figure and 13% D1 Non-Residential Institutions.

KPI: GROUND FLOOR UNITS; USE CLASS

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

Comparison goods - All other retail goods.
Defined as:

- 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.

	NAT SMALL TOWNS (%)	POTTON 2025 (%)	POTTON 2021 (%)	POTTON 2019 (%)	POTTON 2017 (%)
COMPARISON	82	57	69	71	67
CONVENIENCE	18	43	31	29	33

57% of the A1 Shops in Potton mainly sell Comparison goods, 22% lower than the National Small Towns average.

KPI: GROUND FLOOR UNITS; TRADER TYPES

The vitality of a Town Centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key Attractors.

DEPARTMENT STORES	CLOTHING
• Marks And Spencer	• New Look
• John Lewis	• Primark
	• River Island
MIXED GOODS RETAILERS	• Next
• B and M	• Zara
• Argos	• H and M
• Boots	• Topman
• TK Maxx	• Topshop
• WH Smith	
SUPERMARKETS	**OTHER RETAILERS**
• Tesco	• Superdrug
• Waitrose	• Apple
• Sainsbury's	• Carphone Warehouse
• Asda	• Clarks
• Aldi	• Clintons
• Lidl	• O2
	• Poundland
	• Currys
	• 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.

	NAT SMALL TOWNS (%)	POTTON 2025 (%)	POTTON 2021 (%)	POTTON 2019 (%)	POTTON 2017 (%)
KEY ATTRACTOR	8	7	6	6	6
MULTIPLE	21	21	18	18	22
REGIONAL	10	14	13	18	17
INDEPENDENT	61	57	63	59	56

57% of the A1 Shops in Potton are unique to the town centre, 4% lower than the National Small Towns average.

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KPI: GROUND FLOOR 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, 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.

	NAT SMALL TOWNS (%)	POTTON 2025 (%)	POTTON 2021 (%)	POTTON 2019 (%)	POTTON 2017 (%)
VACANCY	9	2	5	2	0

2% of the ground floor units in the defined town centre were vacant during the audit in October 2025, 7% lower than the National Small Towns average.

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.

	NAT SMALL TOWNS	POTTON 2025 (%)	POTTON 2021 (%)	POTTON 2019 (%)	POTTON 2017 (%)
MARKET TRADERS	15	N/A	N/A	N/A	N/A

Potton does not have a regular Market Day.

KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of most businesses within the Town Centre. 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 on weekdays 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 pass
- 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 weather conditions which will limit the number of town centre users i.e., heavy rain, snow

The averages in the table below refer to the Busiest Location in the Town Centre on particular Days.

	NAT SMALL TOWNS	POTTON 2025	POTTON 2021	POTTON 2019	POTTON 2017
BUSY DAY	110	56	43	37	47
QUIET DAY	105	56	42	35	36
SATURDAY	N/A	66	N/A	N/A	N/A

Footfall in Potton in 2025 is the highest since Town Benchmarking evaluations started in the locality in 2017. Both 'Busy' and 'Quiet' Day footfall was 56 persons per ten minutes, higher than the 2021 counts of 43 (Busy Day) and 42 (Quiet Day). Footfall was heaviest at the Weekend with an average of 66 person per ten minutes.

The following tables provide full details of the footfall counts.

FOOTFALL- BUSY DAY

LION COURT HOUSE TO LUCY JANE'S BAKERY, ACROSS MARKET SQUARE	
	FRIDAY 12TH SEPTEMBER 2025
10.30-10.40	56
11.30-11.40	63
12.30-12.40	51
TOTAL	170
AVERAGE	56

21 MARKET SQUARE TO COACH HOUSE, ACROSS MARKET SQUARE	
	FRIDAY 12TH SEPTEMBER 2025
10.30-10.40	42
11.30-11.40	31
12.30-12.40	37
TOTAL	110
AVERAGE	37

FOOTFALL- QUIET DAY

LION COURT HOUSE TO LUCY JANE'S BAKERY, ACROSS MARKET SQUARE	
	THURSDAY 23RD OCTOBER 2025
10.30-10.40	44
11.30-11.40	41
12.30-12.40	42
TOTAL	127
AVERAGE	42

21 MARKET SQUARE TO COACH HOUSE, ACROSS MARKET SQUARE	
	THURSDAY 23RD OCTOBER 2025
10.30-10.40	40
11.30-11.40	61
12.30-12.40	68
TOTAL	169
AVERAGE	56

FOOTFALL- SATURDAY

LION COURT HOUSE TO LUCY JANE’S BAKERY, ACROSS MARKET SQUARE	
	SATURDAY 13TH SEPTEMBER 2025
10.30-10.40	64
11.30-11.40	55
12.30-12.40	78
TOTAL	197
AVERAGE	66

21 MARKET SQUARE TO COACH HOUSE, ACROSS MARKET SQUARE	
	SATURDAY 13TH SEPTEMBER 2025
10.30-10.40	48
11.30-11.40	41
12.30-12.40	62
TOTAL	151
AVERAGE	50

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;

- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Busy Day, Quiet Day and Saturday

	NAT SMALL TOWNS	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
OVERALL					
SHORT STAY SPACES: (4 HOURS AND UNDER)	**48**	**89**	**31**	**31**	**33**
LONG STAY SPACES: (OVER 4 HOURS)	**47**	**3**	**66**	**66**	**65**
DISABLED SPACES:	**5**	**8**	**4**	**4**	**2**
NOT REGISTERED	**0**	**0**	**0**	**0**	**0**
VACANT SPACES ON A BUSY DAY:	**27**	**16**	**11**	**22**	**21**
VACANT SPACES ON A QUIET DAY:	**33**	**20**	**24**	**13**	**38**
VACANT SPACES ON A SATURDAY	**N/A**	**27**	**N/A**	**N/A**	**N/A**

16% of all car parking provision was vacant on the ‘Busy Day’, 20% on the ‘Quiet Day’ and despite providing the heaviest footfall figure, Saturday vacancy rates went up to 27%.

If the Tesco Car Park is removed from the equation, on the ‘Busy Day’ just 2% of Car Parking spaces are vacant, moving to 9% on the ‘Quiet Day’ and 16% on the ‘Saturday’.

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KPI: BUSINESS CONFIDENCE SURVEY

With 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 returned Business Confidence Surveys.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019	POTTON 2017
WHAT IS THE NATURE OF YOUR BUSINESS?					
RETAIL	N/A	N/A	N/A	50	47
FINANCIAL/PROFESSIONAL SERVICES	N/A	N/A	N/A	25	7
PUBLIC SECTOR	N/A	N/A	N/A	0	0
FOOD AND DRINK	N/A	N/A	N/A	25	0
ACCOMMODATION	N/A	N/A	N/A	0	7
OTHER	N/A	N/A	N/A	0	40

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WHAT TYPE OF BUSINESS ARE YOU?					
MULTIPLE	11	N/A	N/A	0	0
REGIONAL	6	N/A	N/A	0	6
INDEPENDENT	83	N/A	N/A	100	94

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HOW LONG HAS YOUR BUSINESS BEEN BASED IN THE TOWN?					
LESS THAN A YEAR	8	N/A	N/A	25	0
ONE TO FIVE YEARS	20	N/A	N/A	25	31
SIX TO TEN YEARS	13	N/A	N/A	0	6
MORE THAN TEN YEARS	59	N/A	N/A	50	63

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
COMPARED TO LAST YEAR HAS YOUR TURNOVER?					
INCREASED	39	N/A	N/A	33	33
STAYED THE SAME	27	N/A	N/A	33	40
DECREASED	34	N/A	N/A	33	27

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	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?					
INCREASED	30	N/A	N/A	0	36
STAYED THE SAME	32	N/A	N/A	33	29
DECREASED	39	N/A	N/A	67	36

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL….?					
INCREASE	42	N/A	N/A	25	38
STAY THE SAME	39	N/A	N/A	50	50
DECREASE	19	N/A	N/A	25	12

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WHAT ARE THE POSITIVE ASPECTS OF HAVING A BUSINESS LOCATED IN THE TOWN CENTRE?					
PHYSICAL APPEARANCE	50	N/A	N/A	25	53
CLEANLINESS	N/A	N/A	N/A	N/A	N/A
PROSPERITY OF THE TOWN	42	N/A	N/A	50	47
LABOUR POOL	15	N/A	N/A	0	0
GEOGRAPHICAL LOCATION	47	N/A	N/A	25	60
MIX OF RETAIL OFFER	50	N/A	N/A	75	33
POTENTIAL TOURIST CUSTOMERS	36	N/A	N/A	25	7
POTENTIAL LOCAL CUSTOMERS	74	N/A	N/A	50	67
AFFORDABLE HOUSING	16	N/A	N/A	0	7
TRANSPORT LINKS	41	N/A	N/A	25	20
FOOTFALL	31	N/A	N/A	25	40
CAR PARKING	27	N/A	N/A	75	33
SAFETY	N/A	N/A	N/A	N/A	N/A
RENTAL VALUES/ PROPERTY COSTS	12	N/A	N/A	25	40
MARKET(S)	13	N/A	N/A	0	13
EVENTS/ACTIVITIES	20	N/A	N/A	0	7
MARKETING/PROMOTIONS	10	N/A	N/A	25	7
LOCALPARTNERSHIPS/ ORGANISATIONS	20	N/A	N/A	25	7

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	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WHAT ARE THE NEGATIVE ASPECTS OF HAVING A BUSINESS LOCATED IN THE TOWN CENTRE?					
PHYSICAL APPEARANCE	18	N/A	N/A	0	8
CLEANLINESS	N/A	N/A	N/A	N/A	N/A
PROSPERITY OF THE TOWN	22	N/A	N/A	0	25
LABOUR POOL	16	N/A	N/A	0	17
GEOGRAPHICAL LOCATION	8	N/A	N/A	0	0
MIX OF RETAIL OFFER	25	N/A	N/A	0	17
NUMBER OF VACANT UNITS	N/A	N/A	N/A	0	8
POTENTIAL TOURIST CUSTOMERS	13	N/A	N/A	0	0
POTENTIAL LOCAL CUSTOMERS	5	N/A	N/A	0	0
AFFORDABLE HOUSING	14	N/A	N/A	33	17
TRANSPORT LINKS	15	N/A	N/A	33	25
FOOTFALL	23	N/A	N/A	33	8
CAR PARKING	44	N/A	N/A	67	83
SAFETY	N/A	N/A	N/A	N/A	N/A
RENTAL VALUES/ PROPERTY COSTS	25	N/A	N/A	0	8
MARKET(S)	9	N/A	N/A	33	17
LOCAL BUSINESS COMPETITION	21	N/A	N/A	33	17
COMPETITION FROM OUT-OF-TOWN LOCATIONS	39	N/A	N/A	33	25
COMPETITION FROM OTHER TOWNS/CITIES	29	N/A	N/A	33	25
COMPETITION FROM THE INTERNET	44	N/A	N/A	33	8
EVENTS/ACTIVITIES	N/A	N/A	N/A	0	0
MARKETING/ PROMOTIONS	N/A	N/A	N/A	0	0
LOCAL PARTNERSHIPS/ ORGANISATIONS	N/A	N/A	N/A	0	0

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	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?					
YES	27	N/A	N/A	25	33
NO	73	N/A	N/A	75	67
IF YES, WHAT TYPE OF BUSINESS CRIME HAVE YOU SUFFERED?					
THEFT	66	N/A	N/A	100	40
CRIMINAL DAMAGE	27	N/A	N/A	0	40
ABUSE	12	N/A	N/A	0	0
OTHER	8	N/A	N/A	0	20

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 different to someone who has never been to the place before.

In total **534** surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
GENDER					
MALE	32	44	47	38	35
FEMALE	67	53	53	58	62
NON-BINARY	N/A	0	N/A	N/A	N/A
PREFER NOT TO ANSWER	1	2	0	4	3
AGE					
Under 16	N/A	0	N/A	N/A	N/A
16-25	6	2	0	7	4
26-35	15	6	11	6	7
36-45	24	9	32	14	24
46-55	23	16	26	27	23
56-65	17	18	21	16	18
OVER 65	N/A	45	11	28	20
PREFER NOT TO ANSWER	1	3	0	2	3

Online respondents were asked if they used Potton Town Centre. Respondents who did not use the Town Centre were asked to provide the reasons and ‘Car Parking’ was the key issue:

- Parking is always an issue
- Parking is dreadful
- Because I cannot park anywhere and it is too far to walk.
- Difficult to park
- Car Parking availability is often nonexistent. I would rather drive to Sandy than waste time trying to find a space in Potton
- Very hard to park
- Parking is always a big problem
- One road, no apparent parking
- I used to use the Butchers, vets & osteopath office but now Market Square is predominantly EV parking, I can never get parked so have ceased using Potton.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?					
WORK	11	2	6	3	4
CONVENIENCE SHOPPING	44	53	61	68	74
COMPARISON SHOPPING	6	3	0	0	3
ACCESS SERVICES	16	16	11	17	5
EATING AND DRINKING OUT	N/A	15	N/A	N/A	N/A
LEISURE	16	1	11	6	5
OTHER	9	10	11	5	8

As in previous evaluations, the majority of Town Centre Users visited Potton for ‘Convenience Shopping’ (53%)

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HOW OFTEN DO YOU VISIT THE TOWN CENTRE?					
DAILY	23	16	23	32	32
MORE THAN ONCE A WEEK	37	48	37	52	37
WEEKLY	21	19	21	10	21
FORTNIGHTLY	7	7	7	4	0
MORE THAN ONCE A MONTH	5	4	5	1	11
ONCE A MONTH OR LESS/ FIRST VISIT	8	6	8	2	0

83% of Town Centre Users visited Potton at least ‘Once a Week’, close to the National Small Towns average of 81%.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?					
ON FOOT	40	46	N/A	64	54
BICYCLE	1	1	N/A	1	0
MOTORBIKE	0	0	N/A	0	0
CAR	55	51	N/A	36	43
BUS	2	1	N/A	0	0
OTHER	0	1	N/A	2	2

51% of Town Centre Users reported that they normally travel into Potton by ‘Car’ with 46% ‘On Foot’.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HOW MUCH DO YOU NORMALLY SPEND IN THE TOWN CENTRE?					
NOTHING	3	1	0	3	0
£0.01-£5.00	11	6	5	11	6
£5.01-£10.00	23	23	32	31	43
£10.01-£20.00	32	37	37	36	35
£20.01-£50.00	26	26	16	18	16
MORE THAN £50.00	6	4	11	1	0

Mirroring previous evaluations, 37% of Town Centre Users reported they would spend over £10.01-£20.00 on a normal visit to Potton.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?					
PHYSICAL APPEARANCE	45	79	83	83	80
CLEANLINESS	40	63	67	67	63
RETAIL OFFER	22	36	39	39	33
CUSTOMER SERVICE	24	34	53	53	48
CAFES/RESTAURANTS	56	56	46	46	30
ACCESS TO SERVICES	57	65	73	73	54
LEISURE FACILITIES	14	3	4	4	4
CULTURAL ACTIVITIES/EVENTS	20	15	14	14	10
PUBS/ BARS/ NIGHTCLUBS	29	42	49	49	44
PUBLIC TOILETS	20	14	21	21	N/A
TRANSPORT LINKS	14	9	11	11	6
EASE OF WALKING AROUND THE TOWN CENTRE	59	64	62	62	64
CONVENIENCE	69	74	81	81	81
SAFETY	23	25	22	22	23
CAR PARKING	27	22	25	25	17
MARKET(S)	25	17	27	27	32
OTHER	6	8	4	4	8

As in 2021 and 2019, the majority of Town Centre Users (79%) rated ‘Physical Appearance’ as a positive aspect of Potton, 34% higher than the National Small Towns average. ‘Access to Services’ (65%), Cleanliness (63%) and ‘Cafes/Restaurants’ (56%) were also classed as positive aspects alongside the traditional ‘Convenience’ (74%) and ‘Ease of Walking Around the Town Centre’ (64%).

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?					
PHYSICAL APPEARANCE	25	1	0	1	3
CLEANLINESS	19	3	17	8	8
RETAIL OFFER	47	18	17	22	14
CUSTOMER SERVICE	7	3	11	3	2
CAFES/RESTAURANTS	12	4	6	11	19
ACCESS TO SERVICES	12	8	6	10	13
LEISURE FACILITIES	27	19	22	24	25
CULTURAL ACTIVITIES/EVENTS	20	7	0	12	11
PUBS/ BARS/ NIGHTCLUBS	14	2	6	7	4
PUBLIC TOILETS	25	18	6	10	N/A
TRANSPORT LINKS	19	20	28	37	39
EASE OF WALKING AROUND THE TOWN CENTRE	10	4	6	5	5
CONVENIENCE	3	1	0	2	1
SAFETY	16	10	22	15	16
CAR PARKING	43	72	61	44	62
MARKET(S)	15	6	0	6	8
OTHER	17	13	17	17	15

As in previous evaluations, ‘Car Parking’ (72%) was classed as the most negative aspect of Potton according to Town Centre Users. The figure of 72%, an 11% increase on 2021 and 29% higher than the National Small Towns average.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HOW LONG DO YOU STAY IN THE TOWN CENTRE?					
LESS THAN AN HOUR	35	52	63	68	67
1-2 HOURS	44	37	11	25	24
2-4 HOURS	13	8	16	5	5
4-6 HOURS	3	1	0	0	1
ALL DAY	4	1	0	1	2
OTHER	N/A	2	11	1	1

89% of Town Centre Users stay in Potton for ‘Less than 2 hours’, 10% higher than the National Small Towns figure.

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?					
YES	72	88	84	94	91
NO	28	12	16	6	9

88% of Town Centre Users would recommend a visit to Potton, 16% higher than the National Small Towns average.

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 post codes 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

	NAT SMALL TOWNS (%)	POTTON 2025 %	POTTON 2021 %	POTTON 2019 %	POTTON 2017 %
HOW LONG DO YOU STAY IN THE TOWN CENTRE?					
LOCALS	**55**	**N/A**	**N/A**	**N/A**	**75**
VISITORS	**19**	**N/A**	**N/A**	**N/A**	**19**
TOURISTS	**15**	**N/A**	**N/A**	**N/A**	**6**

50% of Post Codes gathered in the Shoppers Origin Survey were from ‘Locals’ who live in Potton with 45% from Non-Residents who live within a 30-minute drive of the Town Centre.

‘More Car Parking’ was the key theme to emerge from the qualitative Town Centre User suggestions with comments such as:

WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE POTTON TOWN CENTRE?

*Please note comments have been copied directly from respondents and may include grammatical errors Improvements to ‘Car Parking’ was the key them to emerge with three categories. ‘More Parking’, ‘Parking Enforcement’ and issues surrounding ‘Electronic Car Charging Points’.

Comments on ‘More Parking’ included:

- Parking at the nearby car park is insufficient
- Need more parking if we want to encourage people to visit and use facilities. The town car park is full, normally with residents’ cars…if you need to drive to the doctors surgery there is no parking. Tesco’s also gets full and so then I just go to Biggleswade or Sandy supermarkets.
- Limited parking during rush hours
- Parking increase,
- Places to park
- Car parking can be a problem, especially when having to visit the doctor’s surgery
- More parking (maybe for shop staff, doctor surgery etc?) as car park is often full for visitors
- More parking places
- Parking difficulties have resulted in me going less often.
- Better parking facilities.
- Better parking options
- Find more parking
- More parking for shoppers, residents using parking so it is difficult to park at times.

- Better parking facilities, the main car park is too small and the other parking areas only allow up to 2 hours, which is not long enough if you are having your hair done!!
- It can be hard to park
- More town centre parking
- More parking
- Limited parking spaces are sometimes an issue
- Parking for workers. Not enough space in the car park for people working all
- Increase parking

Comments regarding 'Parking Enforcement' included:

- More parking, particularly for people who work at businesses in the town centre who take the lions share, leaving limited capacity for others
- Stop the same Business parking all day for their staff
- Parking is very difficult with all spaces in the Brookend car park full before 0900 hours by people who work in Potton
- Find a way to stop shop keepers parking for long periods
- Specific parking area for those who work in the Town Centre to free up space in the main car park for visitors
- regular visits by Parking Enforcement as some Traders park all day
- Enforce parking regulations
- Permit parking for all local residents to the square including permits for the car park.
- parking longer as if I had my hair coloured, it takes more than three hours and you can never park in the car park as it's full
- More parking spaces - the car park is always full up so I think a timing notice needs to be introduced to move cars along. It's hard to park to get to the doctors.
- More parking in the market square, stop the business owners parking some many cars there. They should only need to park there if they need a vehicle to unload or deliver goods, park in Henry Smiths car park and walk to your shop
- No parking for shop keepers
- Regulation of parking instructions too often abused
- Stop residents taking up parking spaces in car park near to the park and surgery.

Comments in terms of issues surrounding 'Electronic Charging Points' included

- Parking for any car in electric spaces
- Take away some of the electric car parking
- Car Parking remove the EV Machines (I have yet to see anyone using them), add more Disabled slots as only 2 which is not enough (this is all in the Market Square which is the actual Town Centre).
- Get rid of all the electric chargers far too many prevents people shopping as people don't know they can park on them.
- Get rid of the electric car charging bays
- The parking needs to improve you've killed it with all the ev charge
- More parking spaces. Charging spaces are confusing. Can you park there if you are not charging?
- Remove electric charging spaces in the square
- Make parking easier, get rid of some of the electric charging bays
- More parking, Less electric parking bays
- improve parking provisions, clarify if parking permitted in charging bays
- More car parking & move the electric parking else where
- Remove most of EV parking in market square

- More town centre parking
- More parking for normal cars and less EV provision
- Car parking is more difficult now with the increasing population and electric charging points taking parking spaces away.
- plus more parking spaces without charging points.
- Increased car parking (reduce little used electric charging points
- Bin the electric charging bay restrictions
- Limited parking has now been taken over by charging points - make these for all

ADDITIONAL KPI INFORMATION

A successful 21st Century Market Town must be a blend of a commercial offer suitable for locals and visitors, a place of employment, have a strong culture and events-based offer and provide leisure and recreation opportunities both during the day and in the evening. The town centre area includes:

**Please note those in Italics are outside of the defined Town Centre Area for Benchmarking purposes.*

Cultural Offer

Religious Offer:

- Potton Baptist Church

Services:

- Potton Town Council
- Post Office
- Greensands Medical Practice
- Dental Surgery
- Salvation Army

Leisure:

- *Potton Sports and Social Club*

Education:

- Potton Library

Public Transport Links

Direct bus links to Bedford, Biggleswade, Moggerhanger, Willington, Wrestlingworth and Sandy.

MOVING FORWARD

A successful 21st Century Small Town must be a blend of a commercial offer suitable for locals and visitors, a place of employment, have a strong culture and events-based offer and provide leisure and recreation opportunities both during the day and in the evening.

Potton is a well-connected town in terms of road and rail networks which services local residents (13,814 2021 Census) and those in the hinterland as evidenced in the Shoppers Origin Review.

The following section highlights potential projects/ areas for improvement in Potton Town Centre:

Understanding the use of the Main Car Park

Currently there is a perception and statistical evidence highlighted in this report that car parking provision is problematic in Potton Town Centre. People and Places Insight have widespread experience in conducting independent Car Park Stress Levels Surveys including; Bradford on Avon, Shipston on Stour, Marlborough, Ampthill, Otley and Bury St. Edmunds. People and Places Insight suggest that the Main Car Park is visited on three separate days;

- 2 weekdays to be decided by the client but should include a 'busier' and 'quieter' day
- 1 Saturday

It is essential that each audit is completed in normal conditions trading, so school holidays, bank holidays and key calendar dates need to be avoided.

Rather than conducting a one-off count as per the Lambeth methodology, on each selected day, the car parking area should be visited once an hour from 0800-1700 recording the occupancy levels and turnover in each individual space in the Main Car Park.

The data collection will also allow for analysis of:

- Hourly beat surveys recording number of parked cars in each car park (to better understand demand at each site)
- Hourly beat surveys recording duration of stay of parked cars (to better understand behaviours at different car parks)

Catering for Homeworkers

'Homeworking' is on the increase in Britain. Before the first Covid-19 lockdown in March 2020, over 1.5 million people worked from home, up from 880,000 in 2010. 'Homeworking' is prevalent in Potton with the 2021 Census indicating that 30% of employed Potton residents work from home. Recent studies have highlighted that despite increased productivity from being home-based there are negative aspects such as social isolation leading to mental health issues. People and Places Insight conducted a study in 2017 in Bidford on Avon, Warwickshire on the use of empty premises in town centres and the key feedback from home-based workers was that vacant commercial units should be used as shared office space. Respondents stated that by having the opportunity to use shared office space on a regular basis they would also increase customer spend in the town centre by also using the local coffee shops, cafes, pubs for lunches and meetings.

In Swadlincote, South Derbyshire a vacant ex furniture store and cafe was successfully transformed into a shared office space called In Hub. The commercial unit has been transformed into separate work pods, informal meeting space and a meeting and training room which can be booked. The inhouse café offers the opportunity for catering whilst free Wi-Fi is available with printing, scanning and mailbox services. Clients simply need to register to become members of the In Hub and can rent a desk for £20 a day or make longer term commitments for £87 for 5 full days a month or £147 for 10 full days a month. Customers include homeworkers, freelancers and SME's across a range of sectors.

Whilst commercial units suitable for the sole purpose of accommodating 'Homeworkers' may not be readily available in Potton ensuring that this essential cohort have the opportunity to visit and work in the existing premises in the town centre at points during the week is hugely important. Local Businesses should be looking to offer incentives for 'Homeworkers' to visit the town centre. 'Homeworkers' both increase footfall and spend in individual businesses but may also spend money during their visit in other businesses and engage with the wider leisure and cultural offering.

Disability Inclusivity

On the High Street, £249 Billion is being lost across the country every year due to the barriers that disabled people face. Considering these startling figures, People and Places Insight have built an audit that specifically looks at disability and access to good and services within a defined town centre area.

We have noticed from our reviews that there are multiple barriers that disabled people are facing when trying to buy and access goods and services in town centres. The aim of the audit is to highlight the barriers that people face due to their disability and celebrate what Local Authorities are already doing well to remove those barriers.

The Single Equalities Act 2010 was introduced to update and replace all existing equalities legalisation. All areas are covered including gender, sexual orientation, disability, religion and ethnicity. As a result of the Act, all providers of goods and services are legally required to make reasonable adjustments to enable a disabled person to be able to access and use your good and services. A reasonable adjustment is something that removes a barrier for a disabled person to be able to access goods and services. Reasonable means is the adjustment practical, within a reasonable cost and will it benefit disabled people.

Example of Council's working with businesses and organisations to improve town centres for disabled people include town accessibility maps, business advice service around making a business more accessible, making sure car parking spaces are in the right place, providing drop kerbs, making sure footpaths are accessible and free of street clutter, providing support for people, induction loops for hearing impaired people and having well developed shop mobility services.

The Disability Access Audit covers:

- Public Transport
- Public Toilets
- Changing Facilities
- Street Furniture
- Highways and Pavements
- Car Parking
- Access to Shops and Services
- Mystery Shop of a sample of Shops and Services reviewing the experience for a Disabled User
- Digital Review

APPENDIX

COMMERCIAL OFFER

NAME	STREET	POST CODE	USE	TYPE	TYPE	NOTES
GREENSANDS MEDICAL PRACTICE	BROOK END	SG19 2QS	D1	N/A	N/A	N/A
POTTON TOWN COUNCIL	BROOK END	SG19 2QS	B1	N/A	N/A	N/A
GLASS AND GLAZING	BROOK END	SG19 2QS	B1	N/A	N/A	
BALAAM BROTHERS	BROOK END	SG19 2QS	B1	N/A	N/A	
HASHTAG MECHANIC LIMITED	BROOK END	SG19 2QS	B2	N/A	N/A	
POST OFFICE	BROOK END	SG19 2QS	A1	CONV	MULT	
REGENTS	MARKET SQUARE	SG19 2NP	A5	N/A	N/A	
CLAYTON	MARKET SQUARE	SG19 2QS	A1	CONV	REG	
TYSOE AND SON	MARKET SQUARE	SG19 2QS	A1	COMP	IND	
JARDINES PHARMACY	MARKET SQUARE	SG19 2NP	A1	COMP	MULT	
LUCY JANES BAKERY	MARKET SQUARE	SG19 2NP	A1	CONV	IND	
GEORGE AND DRAGON	KING STREET	SG19 2QT	A4	N/A	N/A	
DENTAL SURGERY	KING STREET	SG19 2QT	D1	N/A	N/A	N/A
ONE KING STREET	KING STREET	SG19 2QT	N/A	N/A	N/A	VACANT
TESCO	KING STREET	SG19 2QT	A1	CONV	KEY	
POTTON VETS	KING STREET	SG19 2QT	N/R	N/A	N/A	NEW BUILD
THE COACH HOUSE	MARKET SQUARE	SG19 2NP	A4	N/A	N/A	
CAMERONS	MARKET SQUARE	SG19 2NP	A1	CONV	REG	
KENNEDYS	MARKET SQUARE	SG19 2NP	A2	N/A	N/A	
POTTON VETS	MARKET SQUARE	SG19 2NP	SG	N/A	N/A	
POTTON FLOORING	MARKET SQUARE	SG19 2NP	A1	COMP	IND	
TIEMPO	MARKET SQUARE	SG19 2NP	A1	COMP	IND	
SILVER FERN SECURITY LIMITED	MARKET SQUARE	SG19 2NP	B1	N/A	N/A	
AVISON AUTOS	MARKET SQUARE	SG19 2NP	B2	N/A	N/A	
OLD ABATRON OFFICE	CHAPEL STREET	SG19 2PT	B1	N/A	N/A	N/A
SALVATION ARMY	CHAPEL STREET	SG19 2PT	D1	N/A	N/A	N/A
BAPTIST CHURCH	HORESELOW STREET	SG19 2NS	D1	N/A	N/A	N/A
CASSANOVA	BLACKBIRD STREET	SG19 2LT	A1	COMP	IND	
O SARRACINO	SUN STREET	SG19 2LR	A3	N/A	N/A	
NO 10 HAIR AND BEAUTY	SUN STREET	SG19 2LR	A1	COMP	IND	
ROYAL FISHERIES	MARKET SQUARE	SG19 2NP	A5	N/A	N/A	
ALEX MCCARTHY	MARKET SQUARE	SG19 2NP	A2	N/A	N/A	
ANNAS FLOWERS	MARKET SQUARE	SG19 2NP	A1	COMP	IND	

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HARPERS	MARKET SQUARE	SG19 2NP	A1	COMP	IND	
AROMATICS	MARKET SQUARE	SG19 2NP	SG	N/A	N/A	
CLOUD 9	MARKET SQUARE	SG19 2NP	SG	N/A	N/A	
21 THE SQUARE	MARKET SQUARE	SG19 2NP	N/R	N/A	N/A	
POTTON FOOD STORES	MARKET SQUARE	SG19 2NP	A1	CONV	MULT	
LIBRARY	MARKET SQUARE	SG19 2NP	D1	N/A	N/A	N/A
ROYAL OAK	BIGGLESWADE ROAD	SG19 2LU	A4	N/A	N/A	
EK RAJ	BLACKBIRD STREET	SG19 2LT	A3	N/A	N/A	

CAR PARKING

Name:	**Brook End Car Park**
On Street/ Car Park:	**Car Park**
Total Spaces:	**42**
Short Stay Spaces: (4 hours and under)	**39**
Long Stay Spaces: (Over 4 hours)	**0**
Disabled Spaces:	**3**
Vacant Spaces on: Friday 12th September 2025	**8**
Vacant Spaces on: Thursday 23rd October 2025	**1**
Vacant Spaces on: Saturday 13th September 2025	**12**
Name:	**Tesco**
On Street/ Car Park:	**Car Park**
Total Spaces:	**31**
Short Stay Spaces: (4 hours and under)	**29**
Long Stay Spaces: (Over 4 hours)	**0**
Disabled Spaces:	**2**
Vacant Spaces on: Friday 12th September 2025	**13**
Vacant Spaces on: Thursday 23rd October 2025	**17**
Vacant Spaces on: Saturday 13th September 2025	**14**
Name:	**Bull Street**
On Street/ Car Park:	**On Street**
Total Spaces:	**4**
Short Stay Spaces: (4 hours and under)	**0**
Long Stay Spaces: (Over 4 hours)	**0**
Disabled Spaces:	**4**
Vacant Spaces on: Friday 12th September 2025	**0**
Vacant Spaces on: Thursday 23rd October 2025	**0**
Vacant Spaces on: Saturday 13th September 2025	**0**
Name:	**Brook End**
On Street/ Car Park:	**On Street**
Total Spaces:	**4**
Short Stay Spaces: (4 hours and under)	**0**
Long Stay Spaces: (Over 4 hours)	**4**
Disabled Spaces:	**0**
Vacant Spaces on: Friday 12th September 2025	**2**
Vacant Spaces on: Thursday 23rd October 2025	**1**
Vacant Spaces on: Saturday 13th September 2025	**2**

Name:	**Market Square**
On Street/ Car Park:	**On Street**
Total Spaces:	**41**
Short Stay Spaces: (4 hours and under)	**40**
Long Stay Spaces: (Over 4 hours)	**0**
Disabled Spaces:	**1**
Vacant Spaces on: Friday 12th September 2025	**1**
Vacant Spaces on: Thursday 23rd October 2025	**0**
Vacant Spaces on: Saturday 13th September 2025	**5**