



**NEWCASTLE
UNDER LYME**

TOWN CENTRE
PARTNERSHIP

Key Performance Indicator Report

2014

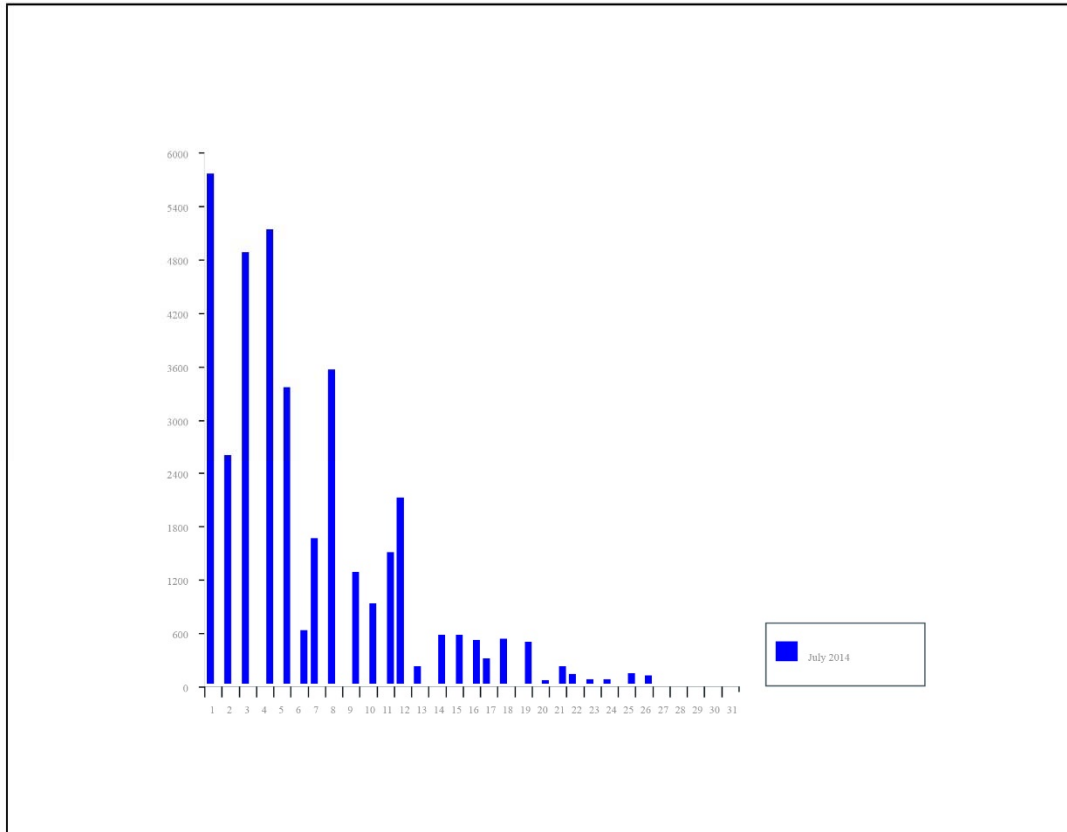
Quarter 1

Footfall Monitoring

Newcastle under Lyme Town Centre Partnership footfall counters were fitted in Quarter 2, on the corner of the Iron Market and Castle Walk as this is the first year there is no baseline to currently compare figures to.



Newcastle-under-Lyme Monthly Analysis - COUNT by Time
Tue 01 Jul 2014 to Thu 31 Jul 2014

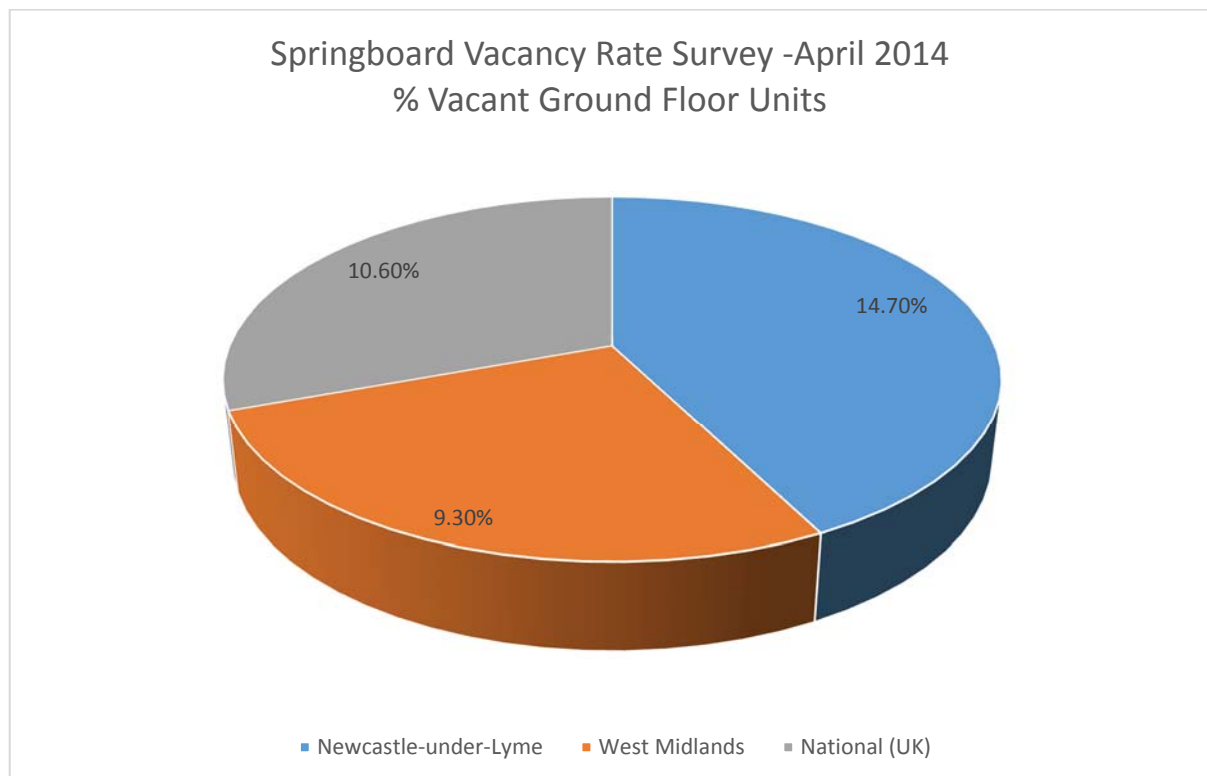
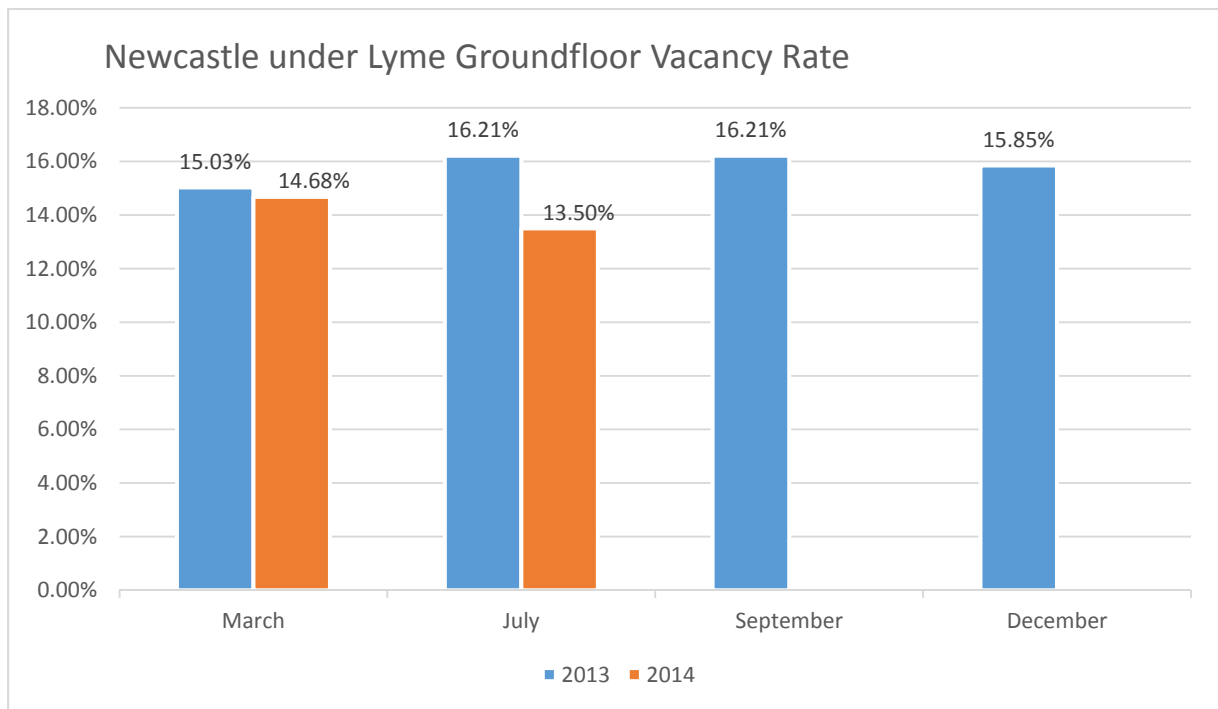


	1	2	3	4	5	6	7	8	9	10	11
July 2014	5,766	2,612	4,881	5,142	3,374	634	1,669	3,571	1,288	935	1,510
	12	13	14	15	16	17	18	19	20	21	22
July 2014	2,124	229	583	579	527	317	540	505	71	230	145
	23	24	25	26	27	28	29	30	31	Total	
July 2014	86	82	147	123	0	0	0	0	0	37,670	

Property Vacancy Rate

Newcastle under Lyme Town Centre Partnership works closely with the borough council on looking at ways to fill vacant units.

The towns' property vacancy rate has seen figures drop by 0.3% in Quarter 1 and 2.71% in Quarter 2 compared to the same quarter in 2013.



Retail Index Scheme

Town Centre Businesses are invited to share data to assist in giving structure and direction to Newcastle under Lyme Town Centre Partnerships strategy. Focusing particularly on monthly feedback as well as for specific events. Highlighting businesses that are struggling and looking at how best to support them, promoting businesses that are doing well to increase the town centres profile utilising local media.

The endeavours to get as many town centre businesses partaking in the scheme will allow them to benchmark themselves against other town centre businesses as well as the national average.

CATEGORY	Jan	Feb	Mar	Cumulative
CARD RETAIL	101.00	96.67	98.33	98.67
TELEPHONE / ELECTRICAL	99.17	100.83	101.67	100.56
FASHION / CLOTHING	128.64	128.18	128.18	128.33
JEWELLERY	103.75	100.00	101.25	101.67
STATIONERY STORES	102.50	105.00	97.50	101.67
TRAVEL	100.00	100.00	100.00	100.00
FOOD / BAKERY	99.17	99.72	99.44	99.44
HEALTH / TOILETRIES	100.00	99.00	101.00	100.00
SPECIALIST STORES	99.83	100.34	100.17	100.11
MAJOR STORES	103.00	102.00	102.00	102.33
TOWN CENTRE AVERAGE	94.28	93.80	93.60	93.89
NATIONAL AVERAGE	105	95	93	97.66

JOINT NUL TCP & NULBC PROJECTS & INITIATIVES

Just The Ticket

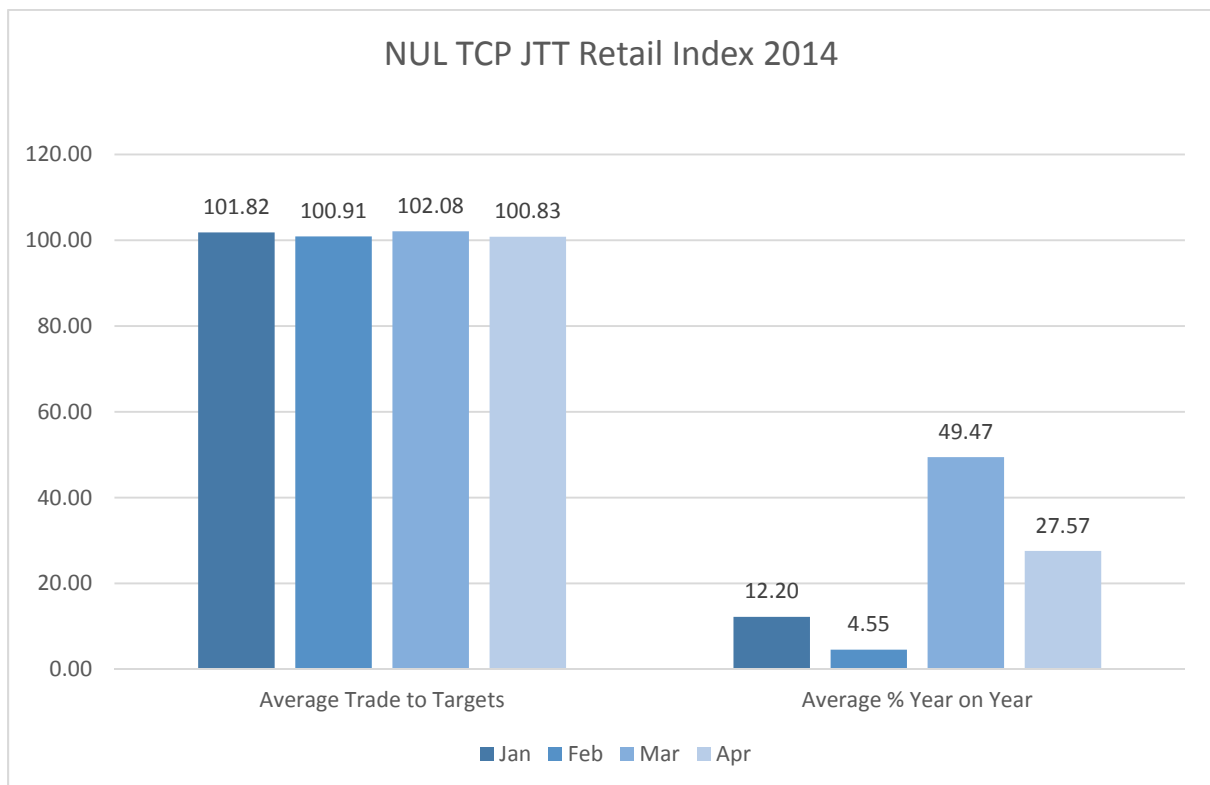


Overall the majority of the businesses felt that they benefited on the “Just the Ticket” Car Parking Initiative and that with clearer signage, marketing and raising awareness it would see the scheme utilised by visitors to the town centre.

Since the schemes inception, the businesses that appear to be struggling with sales due to increments of overheads have dropped out of the scheme but have been replaced with other town centre businesses wanting to take part.

Feedback from the last four months has initiated that the signage be redesigned to make the scheme clearer to visitors utilising the Midway and Goose Street car parks.

Businesses within the scheme from January to April have seen an overall increase in trade. However, a slight decrease has been noted during February and April. With the average being slightly above expectations.



Business Feedback

- A Major Music Supplies reported that the scheme did not impact on their sales and as yet had not had a customer present them with a ticket. They felt that additional marketing to highlight the scheme to shoppers is required.
- Best AV Deals reported an increase of trade. However, customer feedback has been that there is a lack of awareness regarding the scheme.
- Iceland reported that trade increased by 30% as well as an increase in new customers when they first joined the scheme. The scheme continues to add to their weekly sales figures, averaging out at a 10% increase over the last 5 months. The store manager reported that it works very well for the store despite a few issues at the start of the scheme. The store placed additional signage near their tills to combat customer confusion.
- John Pass Jewellers LLP reported that they have seen a positive impact on their trade from the scheme from their lower value purchase but not their high end product range. Customer feedback has been mostly positive with the request for an awareness campaign and clearer signage regarding the actual offer. Sales figures compared to last year's saw increments of over 100% during March and April
- Mr Maliks reported that the scheme works well for them and has added to their customers experience whilst dining at their restaurant. They are receiving on average 20 to 30 tickets a week, and can be attributed due to self-promotion of their participation in the scheme.
- PT Miles reported that their trade during February and April saw a decrease due to the workings in the town. They are unable to report back on the effectiveness of the scheme until the town has returned to "normal" with the request for additional free parking days to help compensate both businesses and shoppers for all the disruption.
- Rare reported that they felt additional advertising of the scheme was required as there was not enough of a customer uptake for their business. They also reported that there was some confusion as to what the car parking offer was and that their customers complained that their offer was not good enough to warrant paying the parking.
- Gamepad reported that trade has been steady with a slight dip in March and although it has not increased their sales, this they wish to remain on the scheme as it advertises their location to potential customers.
- Timothy Gutteridge felt that it made no difference to their business and would prefer a lobby for free parking after 3pm and all day free parking during December.
- Town Bakery reported that the scheme did not work for them. However they reported that their customers felt that the scheme was not advertised enough and that they were confused over their offer. They have withdrawn from the scheme due to increase of costs to their business (i.e. rent, rates) and that their current trading period has been "tough and paying for peoples parking is not the right thing for us at the moment".
- Vision Computing and Entertainment Ltd reported that trade has been relatively good but has attributed the majority of his trade to the warmer winter which has encouraged customers to utilise Newcastle under Lyme. The proprietor felt that the marketing of the scheme requires improvement and that more businesses should sign up to the scheme.

- Jazz & Blues



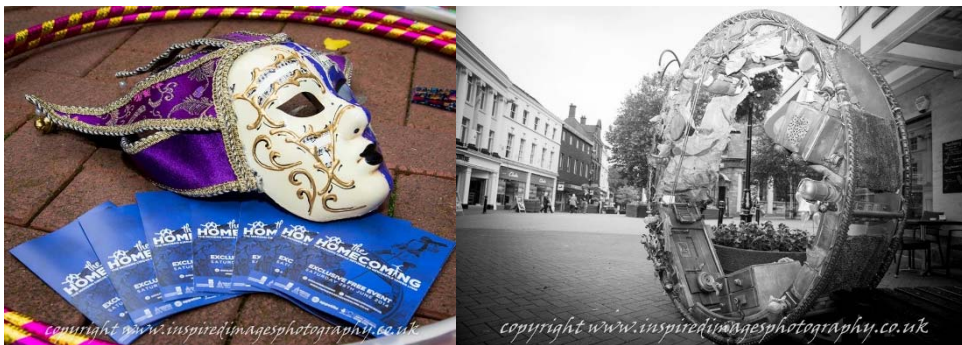
Overall the majority of the businesses felt that they traded above expectations for this event with overall feedback being that the event was well run and they had seen an improvement on the event adding to the town’s vibrancy.



- The Homecoming



Businesses reported that trade was to target during this event. Feedback was that as a family event it was “different” but worked well as a “family day out”. Foot flow on the day of the event saw a steady increment throughout the day with foot flow reaching its highest levels between 12pm and 2pm.



- The Market



The introduction of the On the Stones Market was a joint initiative to enhance the current monthly Farmers Market by offering shoppers something different.

The project has seen a few issues at the start with the positioning and duplication of stall holders but has been overcome by communicating with the Newcastle under Lyme’s Borough Councils Markets officer and the Artisan organiser. This monthly market has seen an increase in stall holders.

Finance

Balance Sheet Report

SageOne

Newcastle Under Lyme Town Centre Partnership CIC

To Date: 31/07/2014

Fixed Assets	GBP	GBP
Office equipment and IT - Cost (0030)	857.76	
Office equipment and IT - Accumulated Depreciation (0031)	-303.77	
		553.99
Current Assets	GBP	GBP
Current (1200)	51129.56	
Cash in Hand (1210)	38.76	
Trade Debtors (1100)	10244.00	
Prepayments (1110)	2985.00	
		64397.32
Total Assets		64951.31
Liabilities	GBP	GBP
Trade Creditors (2100)	12265.85	
Accruals (2101)	41489.06	
PAYE (2210)	775.48	
Net Wages (2220)	1875.22	
VAT	8589.64	
VAT on Sales (2200)	12453.20	
VAT on Purchases (2201)	-3863.56	
Total Liabilities		64995.25
Net Assets		-43.94
Equity	GBP	GBP
Profit and Loss Account (3100)	96.66	
Trading Activity	-140.60	
Total Equity		-43.94

Newcastle Town Centre Partnership
Management Accounts
YTD -July 2014

	ACTUAL		BUDGET		VARIANCE		Other income		
	YTD	YTD	YTD	YTD	YTD	YTD			
	Jun-14	Jun-14	Jun-14	Jun-14	Jun-14	Jun-14			
	£	£	£	£	£	£			
NULBC - Annual Contribution		10,000.00		15,000.00		- 5,000.00	(Aug & Sept)	Market stalls	200
NULBV - Annual Marks and spencer funding		14,648.00		15,112.00		- 464.00		Homecoming sponsorship	1,000
NULBC - Limelight and Jazz and Blues		6,500.00		6,500.00		-		Community Chest Grant	583
Other income		4,253.00		3,000.00		1,253.00		Fairground rental	800
Arts Council Grant		<u>15,000.00</u>		<u>13,500.00</u>		<u>1,500.00</u>	(additional Due aug)	Newcastle College	500
		50,401.00		53,112.00		- 2,711.00		Roebuck College	500
Event costs								Mr Malik	250
Xmas 2014		8.00				8.00		Market Tote Bags	120
Jazz and Blues		5,518.00		5,000.00		518.00		Global Grove	300
Lymelight		3,996.21		4,000.00		- 3.79			
Homecoming		18,000.00		17,872.00		128.00			
Swing in the park				400.00		- 400.00			
Alive after 5		-		500.00		- 500.00			
Newcastle Best		100.00		-		100.00			4,253
On the stones market		951.53		750.00		201.53			
Global Grove		703.71		1,250.00		- 546.29		July 2014 event	
Wedding Fair		4.65		450.00		- 445.35			
General		<u>390.35</u>		<u>-</u>		<u>390.35</u>			
		29,672.45		30,222.00		- 549.55			
Gross profit		<u>20,728.55</u>		<u>22,890.00</u>		<u>- 2,161.45</u>			
Overheads									
Town Centre Management									
Salaries		9,666.64		10,272.00		- 605.36		Saving as this includes Ers NIC (used part of £2K allowance)	
TCP Apprentice		541.66		546.00		- 4.34			
Professional fees (accountancy support)		969.17		1,400.00		- 430.83			
Footfall measure		2,032.00		3,000.00		- 968.00			
PABC Newsletter						-			
Leaflet promotion		130.00		1,000.00		- 870.00			
Bank charges and interest		- 4.96		-		- 4.96			
Wedding Fayre						-			
Business and enterprise				500.00		- 500.00			
Parking scheme				500.00		- 500.00			
Window dressing		- 102.27		-		- 102.27		Surplus from March 2014	
Business Hub project				1,000.00		- 1,000.00			
CCTV volunteers				168.00		- 168.00			
x- sector promotions				168.00		- 168.00			
Depreciation		71.48		-		71.48			
General advertising (facebook etc)		4.21		-		4.21			
Bid Project		6,844.54		4,010.00		2,834.54			
Stationary		20.03		-		20.03			
Insurance - Directors Liability		<u>130.25</u>		<u>-</u>		<u>130.25</u>			
		20,302.75		22,564.00		- 2,261.25			
Net profit		<u>425.80</u>		<u>326.00</u>		<u>99.80</u>			