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Town Centre Benchmarking appendix

Issue	Newcastle-under-Lyme offer	Benchmarked Town offer	Action
<p>Cost of town centre parking</p>	<p>Newcastle-under-Lyme parking rates at £1 for 1 hour are comparable with four of the seven benchmarked towns.</p> <p>Nantwich at 70p, Market Drayton at 50p for 1 hour and Stafford at £1 for two hours is cheaper.</p>	<p>Nantwich – 70p for 1 hour</p> <p>Market Drayton – 50p for 1 hour.</p> <p>Wigan - £1.10 for 1 hour. Free weekend parking.</p> <p>Leek - £1 for 1 hour.</p> <p>Warrington - £1.10 for 1 hour.</p> <p>Lancaster - £1.50 for 1 hour. Park and ride option £1.60 daily return.</p> <p>Stafford - £1 for 2 hours.</p>	<p>Retain current prices. Continue to work with NuL BID to monitor footfall figures and the effectiveness in increasing footfall in the town centre.</p> <p>Keep parking offers and initiatives under periodic review.</p> <p>Deliver the measures in the Car Parking Strategy to transform the cost of parking in the town centre, including working with the BID for the Goose Street Shoppers car parking offer.</p>
<p>Standard of town centre car parking</p>	<p>Newcastle-under-Lyme surface parking is generally good. Multi-storey parking quality is problematic when compared with most benchmarked towns</p> <p>Surface car parking on the periphery of the town centre is of a good quality. The number of car parks and their convenient locations allow for quick, convenient access to the town centre.</p> <p>The Midway multi-storey car park compares unfavourably to equivalents from benchmarked towns.</p> <ul style="list-style-type: none"> • There is no provision of electric charging points on council-owned car parks. 	<p>Nantwich – All car parks are outdoor and within easy walking distance to the main shopping streets.</p> <p>Market Drayton – All car parks within easy walking distance to the main shopping streets.</p> <p>Wigan - Outdoor and multi-storey car parks within easy walking distance to the main shopping streets.</p> <p>Leek – Outdoor parking within easy walking distance of the town centre.</p> <p>Warrington - Outdoor and multi-storey car parks within easy walking distance to the main shopping streets.</p> <p>Lancaster – Outdoor and multi-storey car parks within easy walking distance to the main shopping streets. Electric vehicle charging points.</p>	<p>Deliver the measures in the Car Parking Strategy to transform the facilities and safety of parking in the town centre.</p> <p>Review the cleaning regime at the Midway multi-storey car park.</p> <p>Improve the lighting in the Midway multi-storey car park. Check with Facilities Management regarding any maintenance issues.</p> <p>Enhance the CCTV provision within the Midway to increase security and safety.</p> <p>Use the Newcastle Sustainable Transport Group’s wayfinding improvement work to signpost toilet facilities from the Midway multi-storey car park.</p>

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	<ul style="list-style-type: none"> • The cleanliness of the floors of the multi-storey is poor. • The multi-storey is dimly lit. • Security appears ineffective with no visible CCTV system or regular patrols by enforcement staff. • There are no toilet facilities for visitors undertaking long journeys and parking at the Midway multi-storey car park. 	Stafford - Outdoor car parks easily walkable to the main shopping streets. Clean, secure multi-storey parking.	
Ease of use town centre car parking	Payment at Newcastle-under-Lyme car parks are pay-on-entry which limits the time that visitors spend in the town centre.	<p>Nantwich – Pay by cash, card transactions and contactless. Pay by phone service also offered.</p> <p>Market Drayton - Payment by cash, card or mobile app.</p> <p>Wigan - Pay on exit, pay and display, cash, card and mobile phone.</p> <p>Leek - All car parks observed were Pay and Display with no option for pay by card.</p> <p>Warrington - Pay on exit, pay and display, cash, card and mobile phone.</p> <p>Lancaster – Cashless parking card, mobile and cash.</p> <p>Stafford - Payment by cash, card or mobile app. Season tickets available.</p>	<p>Deliver the measures in the Car Parking Strategy by modernising the payment methods for motorists, including the introduction of car payments / contactless payments on the machines.</p> <p>Offer a range of payment options in line with other areas to improve user experience and encourage re-visits, specifically investing in a new mobile APP which is easy to use and can extend the length of stay without the customer returning to their car.</p>
Town Centre attractors	Newcastle’s attractors include a town centre market, BID events programme, Laura Ashley store, library, independent shops and cafes, real ale bars and cinema.	Nantwich – Town centre museum, theatre, Heritage buildings, independent shops plus high value chains, e.g. Pockets, Aga, Laura Ashley, Large church with	Promote art, culture and heritage by continuing to work with Appetite - Creative People and Places programme to extend our existing events programme.

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	<p>New Vic Theatre, art Galleries including the Nationally recognised Trent Art, Jubilee2, Keele University are outside of the town centre ring road.</p> <p>The variety of attractors is comparable with the benchmarked towns.</p>	<p>adjacent garden area, outdoor and indoor market, town centre events programme including festivals.</p> <p>Market Drayton - Street market and an indoor market.</p> <p>Wigan - Vibrant indoor and low occupancy street market on day of visit. Shopping centre. Good town centre signage.</p> <p>Leek – Vibrant markets. Good night life offer, historic town centre with heritage charm. Totally locally scheme engages businesses. Arts and culture rich. Antiques centre.</p> <p>Warrington – Two railway stations, University town, flagship town centre regeneration scheme “Time Square” opens 2020, Warrington riverbank Regatta, cultural quarter.</p> <p>Lancaster - English Heritage City. Vibrant, quirky and historical. Cultural and creative charm. Two shopping centres. Outdoor and indoor market. Two shopping centres. Independent and ethical traders. Antique shopping. One railway station. Theatre in the round.</p> <p>Stafford – Street market, indoor market, late market. Historic town centre, good night life offer.</p>	<p>Promote art, culture and heritage.</p> <p>Promote independent shops and cafes.</p> <p>Rejuvenate the historic market by implementing the actions proposed through the Markets review. Including refocussing of the markets on the south side of the Guildhall, new electric provision to key stalls, and use of unique visiting markets to offer variety to the existing general market.</p> <p>Work with Town Centre informal communications group to promote positive stories about the town.</p>
<p>Market offer</p>	<p>Newcastle-under-Lyme's historic town centre has markets on six days a week - Monday through to Saturday. Set in High Street, at the heart of Newcastle town centre, the market benefits from being in a busy retail area that is close to the bus</p>	<p>Nantwich – three day street and indoor market, monthly farmer’s market, quarterly seasonal market, 5 per year handmade and vintage market, 5 per year Antique market.</p> <p>Market Drayton - two day street market and a two day indoor market.</p>	<p>Attract new traders to existing markets with incentive offers. Retain the current stall prices.</p> <p>Improve the layout and look of the market.</p> <p>Build on visiting markets such as the Continental Market and Festive Feast. Explore a visiting late</p>

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	<p>station and taxi ranks. There are town centre car parks nearby.</p> <p>Trading days vary from low stall occupancy to near full capacity depending on visiting markets supplementing the established stall holders.</p> <p>It compares favourably only on occasional days with benchmarked towns.</p>	<p>Wigan – six day indoor market and six day street market.</p> <p>Leek – One day a week charter market spread over three locations in the town. Saturday Antique market, Monthly food market. Three day indoor market.</p> <p>Warrington – Award winning six day indoor market, Monthly outdoor maker’s market.</p> <p>Lancaster – Two day outdoor charter market. Six day indoor market (including Sunday and Bank Holidays).</p> <p>Stafford – One day a week general market, monthly farmer’s, makers and street late markets. Four day indoor market.</p>	<p>opening market as was present in benchmarked towns.</p> <p>Improve promotion through social media.</p> <p>Deliver on the findings of the independent Market Health Check and Newcastle-under-Lyme Market – A Vision & Action Plan reports.</p>
<p>Anti-social behaviour</p>	<p>Newcastle-under-Lyme has occasional issues with anti-social behaviour such as congregation of youths, homeless sleeping, begging and anti-social drinking in the town centre.</p> <p>This is a national issue also seen in the high streets of benchmarked towns, and not a unique problem for Newcastle-under-Lyme.</p>	<p>Nantwich - No anti-social behaviour, beggars or rough sleepers seen in the town on the day of the visit.</p> <p>Market Drayton - No beggars or rough sleepers seen in the town on the day of the visit.</p> <p>Wigan – No evidence of begging on day of visit.</p> <p>Leek – No evidence of begging on day of visit.</p> <p>Warrington – Has experienced issues with anti-social behaviour in the town centre resulting in arrests.</p> <p>Lancaster – Has experienced Youth anti-social behaviour in the city.</p>	<p>Working with partners and stakeholders to reduce the incidents of anti-social behaviour.</p> <p>Utilise existing multi-agency control measures to deal with problems, such as PSPO, community trigger review, fixed penalty notices, community protection order.</p>

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		Stafford - No evidence of beggars on the day of visit but Chuggers reported as a problem and not controlled.	
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