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CRAVEN DISTRICT COUNCIL

Craven's Smaller Centres
Bentham Health Check

Report

Appendices

Bentham Health Check

Contents

GLOSSARY

GIS	**-**	**Geographic Information System**
ITZA	**-**	**In Terms of Zone A**
SQ.FT	**-**	**Square Feet**
M^2	**-**	**Metres Squared**
CDC	**-**	**Craven District Council**
DVD	**-**	**Digital Versatile Disc**

1 Introduction

1.1 Craven District Council has commissioned Donaldsons to undertake retail health check studies of four centres in the District, including Bentham. This is to assist in the preparation of the revision of the Local Plan/Local Development Framework and also to promote a future strategy for the District's centres.

1.2 The study comprises the following elements:

- An overview of Bentham and a consideration of its socio-economic profile;
- A health check of the vitality and viability of Bentham; and
- A conclusion as to its existing role and how it should be treated in any replacement Local Development Framework (LDF).

1.3 The findings of our study will allow the Council to revise its existing policies and proposals for retail development in the smaller centres, with supporting justification, for the purposes of the LDF preparation, having regards to current Government guidance, as contained in PPG6, and the emerging PPS6.

1.4 The existing LP (adopted July 1999) does not set out a strict hierarchy of centres in the District and it is the intention of this report to form the basis on which such hierarchy may be defined. The Plan identifies the District's retail centres as follows:

Skipton	Primary retailing and commercial centre
Cross Hills and Settle	Secondary retailing and commercial centres
Ingleton and Bentham	Service settlements within the Plan area, having an identifiable core retailing area.

1.5 Additionally, the Plan identifies as local service centres:
Settle, Giggleswick, Hellifield, Ingleton, High Bentham, Gargrave, Cononley, Glusburn/Cross Hills, Sutton-in-Craven and Cowling.

1.6 These local centres are described as fulfilling an important role in providing local services and shopping facilities to a rural catchment. They also provide a centre for schooling, community facilities and local job opportunities, particularly important to those requiring work which is part-time or close to home.

1.7 The performance of the Principal Town Centre – Skipton – has been considered in detail in the Retail Study recently carried out by Donaldsons. This report considers the performance of Bentham, having regard to those indicators of vitality and viability recommended in PPG6 and PPS6 as are capable of measurement and the general quality of the retail experience. The study has been informed by a district wide household survey supplemented by a postal retailer/business survey.

1.8 The indicators of vitality and viability recommended in Figure 1 of PPG6 are considered in detail in section 4 of this report and are:

- Diversity of uses
- Retailer representation and intentions to change representation
- Shopping rents
- Proportion of vacant street level property
- Commercial yields on non-domestic property
- Pedestrian flows
- Accessibility
- Customer views and behaviour
- Perception of safety and occurrence of crime
- State of the town centre environmental quality.

1.9 The Government has now published its draft Planning Policy Statement 6: Planning for Town Centres (PPS6) which is intended to replace PPG6 and its later clarifications. The Draft Statement lists the matters on which information should be gathered – which comprise all of the PPG6 indicators, together with the following:

- the quality, quantity and convenience of retailing and other uses in the area and the potential capacity for growth or change of centres;
- population change, economic growth or decline, and expenditure patterns.

1.10 The nature of Bentham is such that there is little or no transactional evidence on which to base an accurate analysis of economic performance. Nevertheless, we have addressed the centre in terms of how well it performs its designated role and in comparison to the other centres within each classification.

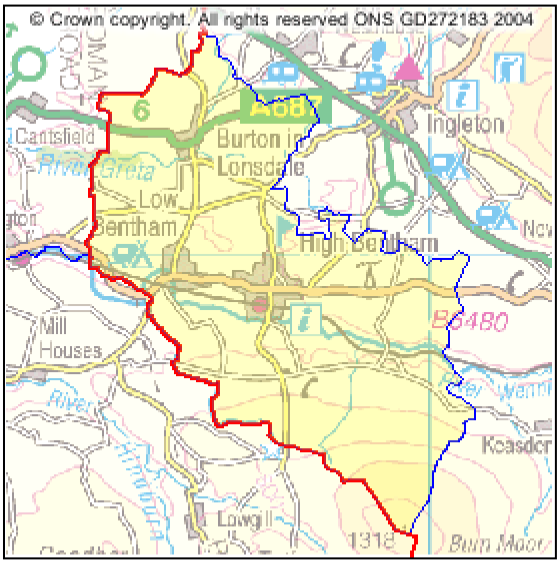
1.11 It should be noted that, whilst traditionally excluded from retail classification, we have included bars and public houses in the services category throughout this study. Opticians are classified as comparison retailers (in accordance with the Goad classification), unless they are clearly in the nature of a surgery, with the sale of spectacles an ancillary operation, in which case they have been included in the services sector. Where solicitors, accountants and other professions occupy retail units in shopping areas, they have also been included within the services sector.

2 Overview and Socio Economic Profile

2.1 Described by many as a small market town (but in the Local Plan as a service village and a local service centre), Bentham is located off the A65 on the B6480. There are two parts to the village - High and Low Bentham. The retail offer is almost wholly concentrated in High Bentham, which in the remainder of this report will be referred to as Bentham. The village is located some 48 kilometres (25 miles) to the north west of Skipton and 24.7 km (15.4 miles) North East of Lancaster. The 2001 Census records a ward population of 3,573 of whom 3,490 live in households (the remainder living in institutional establishments).

Socio-Economic Profile

2.2 Lifestyle profiles for the ward of Bentham are set out in detail below. The data source for this information is the 2001 Census unless otherwise specifically stated.



Car Ownership

	Bentham	Craven District	GB Average (England & Wales)
Have no car or van	16.8%	18.9%	26.8%
Have 2 or more cars or vans	36.8%	34.2%	29.4%

2.3 Bentham has a considerably higher than national average level of car ownership (as indeed does the entire Craven District), a reflection of the general prosperity of the area as well as its relatively rural nature and limited public transport services.

Household Tenure

	Bentham	Craven District	GB Average (England & Wales)
Owner occupied	80.0%	76.8%	68.9%
Rented from Council, Housing Association or Registered Social Landlord	7.6%	9.6%	17.9%
Private rented or lived rent free	12.4%	13.6%	11.9%

2.4 In Bentham, levels of owner-occupation of houses are significantly higher than the national average (as they are throughout the Craven District). Consequently, the level of rented property is lower than the national average, particularly in the council/social housing sector.

Employment

	Bentham	Craven	England and Wales
Employed	63.9%	65.6%	60.6%
Unemployed	2.9%	2.0%	3.4%
Economically active full-time students	2.4%	2.0%	2.6%
Retired	16.7%	17.2%	13.6%
Economically inactive students	5.0%	3.4%	4.7%
Looking after home/family	3.9%	4.5%	6.5%
Permanently sick or disabled	4.0%	3.6%	5.5%
Other economically inactive	1.2%	1.8%	3.1%

Source: 2001 Census, ONS

2.5 The 2001 Census reveals that unemployment in Bentham, although somewhat higher than in Craven as a whole, is still lower than the national average. 17% of Bentham's unemployed are aged over 50, 11% have never worked and 25% are long-term unemployed. Both Bentham and Craven house a higher than average percentage of retired people.

Employment by Sector

Industry of Employment (Males 16-74 in Employment)	
	Percentage
Agriculture/Hunting/Forestry	9%
Fishing	0%
Mining & Quarrying	1%
Manufacturing	21%
Electric Gas & Water	1%
Construction	20%
Wholesale and Retail Trade; Repair of motor vehicles	11%
Hotels & Catering	3%
Transport storage and communication	6%
Financial intermediation	2%
Real Estate; renting and business activities	8%
Public administration & defence	4%
Education	7%
Health & social work	3%
Other	4%

Industry of Employment (Females 16-74 in Employment)	
	Percentage
Agriculture/Hunting/Forestry	4%
Fishing	0%
Mining & Quarrying	0%
Manufacturing	10%
Electric Gas & Water	0%
Construction	2%
Wholesale and Retail Trade; Repair of motor vehicles	16%
Hotels & Catering	9%
Transport storage and communication	3%
Financial intermediation	2%
Real Estate; renting and business activities	8%
Public administration & defence	2%
Education	19%
Health & social work	19%
Other	6%

2.6 There are two major employment sectors for males in the district - construction and manufacturing - which between them account for 41% of the total of Bentham's employed residents. Other important employment activities for males include Wholesale and Retail Trade/Repair of Motor Vehicles (11%), Agriculture/Hunting/Forestry (9%), and Real Estate, renting and business activities (8%). Amongst the female workforce, the two key areas are Education and Health, and Social Work, which account for 38% of employment. Wholesale and Retail Trade/Repair of Motor Vehicles is also an important sector, employing 16% of those in work. Other significant sectors include Manufacturing (10%), Hotels and Catering (9%) and Real Estate, renting and business activities (8%).

2.7 Some 35% of Bentham's working residents are in managerial and/or professional occupations, 23% are classified as small employers and own account (self-employed) workers and 22% as semi-skilled or unskilled.

3 The Surveys

The Retailer/Business Operator Survey

3.1 This survey was distributed to all retailers and most business operators within the village centre. Following the initial distribution, a targeted mailshot and a telephone 'chase up' was made to business operators from whom no response had been received. As a result of this, Donaldsons are now in receipt of 18 completed questionnaires. This represents a response rate of 44% which is reasonable for a survey of this nature and demonstrates a keenness by a significant part of the business community to be involved in the consultation process.

3.2 Responses have come from comparison and convenience retailers, four professional business proprietors and a service operator in the personal care sector. This number and range of responses enables a relatively robust analysis of the survey to be undertaken, although not every question was answered by all.

3.3 A copy of the questionnaire and a graphical summary of the survey responses is included in Appendix 2, while the key findings of the survey are set out below.

3.4 15 respondents operate independent businesses, one is a franchisee and the other two are involved in multiple businesses, which is not unexpected given the size and rural nature of the village. Respondents display an above average awareness of who their customers are and how far they travel – which tends not to be the case in centres with a predominance of multiple operators.

3.5 There is a high proportion of long-established businesses in Bentham – 38% of respondents have been trading in the village for over twenty years and 28% for between five and twenty years. 17% have been in business for less than a year, which demonstrates at the very least that demand has existed for retail/service property in the village.

3.6 On average, respondent businesses employ 2 and 3 full time and between 2 and 3 part time staff although the greatest number employed in a single business is 15 full time and 5 part time. In total, the respondent businesses employ 45 full time and 47 part time staff (although the number of part-time staff increases seasonally).

3.7 71% of respondents (who answered the question) are happy with their current accommodation. Four of those who are dissatisfied find their premises too small – two anticipate relocation to alternative property in Bentham and one proposes expansion within the existing accommodation. One other would like to expand on site, but if unable to do so, foresees relocating away from Bentham. Of those who are happy with their current accommodation, one also envisages expansion within the premises, one anticipates contraction and one respondent foresees possible closure of the business within the near future.

3.8 17% of respondents (all retailers) indicate that they open regularly on Sundays. The majority who do not do so either believe there is insufficient trade/demand to open or quite understandably feel that, as they work five and a half or six days per week, they need a day off. Three mention the fact that staff are unwilling to work on Sundays, two feel Sunday trading is inappropriate for their particular businesses and one simply states that it is not a tradition in Bentham.

3.9 Over the last two years, of those who were trading at the time and who responded to the question:

29% indicate an improvement in trade;
50% indicate no change in their trading levels; and
21% report a decline in trade.

3.10 Over the last year:

27% indicate an improvement in trade;
46% indicate no change in their trading levels; and
27% report a decline in trade.

3.11 Reasons given for improvement include:

- improvements made to business practice - better management and stock ranges;
- improved customer service;
- introduction of internet trading;
- improvement to premises; and
- general upward trend in the local housing market.

Reasons given for decline include former/ongoing effects of Foot and Mouth Disease, while one respondent believes the warm Autumn of 2003 led to a reduction in his turnover.

3.12 Expectations of performance over the next two years are generally optimistic:

- 53% expect an improvement in trade;
- 40% expect no change; and
- 7% expect a decline.

3.13 Reasons given for improvement include:

- increasing numbers of local residents as more houses have been built;
- increasing reputation, growing business
- additions to stock range, to encourage customers to shop locally; and
- recovery from F&M.

The only reason put forward for an anticipated decline in trade is the belief that fewer and fewer local people will continue to shop in Bentham.

3.14 Eleven respondents provide turnover details which we are, of course, treating as confidential information. Seven of those who have revealed their turnovers are retailers and their information indicates that, whilst some are trading at above average levels for their particular types of business, there are also those in the town who are clearly struggling to achieve an acceptable profit. The limited nature of these responses is insufficient to allow us to arrive at an accurate estimate of the scale of this problem, although we have reflected these details in our analysis of the results of the Household Survey.

3.15 Respondents were asked to consider fifteen aspects of the town centre, rating them as excellent, very good, good, satisfactory, poor or very poor. Only three aspects are considered excellent by any respondents at all (range and quality of shops – by 3 each and attractive environment by just 1) and, indeed, only these 3 aspects are considered good or better by more than 50% of respondents.

- Quality of shops — 72% good or better, 17% satisfactory;
- Range of shops — 67% good or better, 22% satisfactory;
- Attractive Environment — 56% good or better, 39% satisfactory

Aspects considered satisfactory or better by more than 50% of respondents are:

- Access by car — 47% good or better, 41% satisfactory;
- Choice of places to eat and drink — 34% good or better; 28% satisfactory;
- Maintenance & cleanliness — 28% good or better, 49% satisfactory;
- Security in shopping area & car parks — 12% good or better, 58% satisfactory;
- Adequacy of police presence — 0% good or better; 58% satisfactory.

3.16 Aspects which score relatively poorly (more than 50% poor or worse) are:

- Bentham Market — 65% poor or worse;
- Access by public transport — 60% poor or worse;
- Range of activities other than shopping — 59% poor or worse;
- Appropriate signage to car parks — 55% poor or worse;
- Toilet/baby changing facilities — 55% poor or worse (with a further 12% admitting they simply do not know how good or bad these facilities are).

3.17 The only aspect which appears to divide opinion equally is that of the amount of car parking, which 50% consider satisfactory or better and 50% consider poor or worse.

3.18 All but three respondents believe that Bentham has strengths and many suggest several, indicating a considerable degree of pride in the village amongst the business community. The feature topping the list of strengths is the friendly, helpful service offered by retailers and service operators and the general friendly atmosphere in the village. A very close second is the variety and quality of individual shops. Also regarded as strengths are the degree of customer loyalty to shops and services, the amount of free parking available, the range of goods and services available, the location of the village and the perception of Bentham as a business orientated centre, providing support to the local community.

3.19 All but 1 respondent believe that Bentham has weaknesses, and some list several (one commenting that it has too many to list and therefore not offering any). That most frequently mentioned is the uncontrolled, poor/thoughtless parking on Main Street, which frequently causes a traffic hazard and congestion.

3.20 Other features mentioned by a number of respondents are:

- inadequate amount of parking (particularly on market days);
- the fact that a number of shops are closed on Saturday afternoons;
- heavy traffic accessing the Kidde/Angus factory up Station Road; and
- the quality/size of the convenience stores, driving local people elsewhere.

3.21 Respondents were asked what improvements they would like to see in the town centre and there are several positive suggestions. Most sought after is an improved/more vibrant market, which a number would like to see relocated onto Main Street. A close second is better off road car parking and better signage to the car parks.

3.22 Others suggestions include:

- stricter controls over roadside parking;
- environmental enhancements, hanging baskets, trees and flowers;
- better street lighting;
- improved security/surveillance/CCTV;
- longer opening hours of cafés in the tourist season;
- a larger supermarket;
- a playing field to occupy youngsters;
- more freedom with residential development; and
- an alternative access for Kidde/Angus traffic.

3.23 We believe the last suggestion would be almost impossible to implement, because of the bridge carrying Station Road over the railway.

3.24 A number of respondents make additional comments, many on similar themes to those expressed above, but it is interesting to note that one respondent bemoans the local lack of a business/industrial park with available units in the 2,000 to 6,000 ft² range. These comments are summarised in Appendix 2.

The Household Survey

3.25 NEMS, an accredited Market Research Agency, was commissioned to undertake an independent survey among 800 residents (all of whom are responsible for carrying out the majority of the shopping in their household) living within the Craven District.

3.26 The objective of the survey is to assess consumer shopping habits in the District and to evaluate usage and perceptions of Skipton, Settle, Cross Hills, Bentham and Ingleton. We have used the information gained from the survey to calculate the share retained by each centre of the expenditure generated by residents within its catchment area. NEMS have ensured that the interview sample is representative of the District in terms of the age and socio-economic groups of interviewees in order to ensure confidence in the use of the results to assess the District's expenditure patterns. We are therefore able to use the survey sample as a proxy for the entire District.

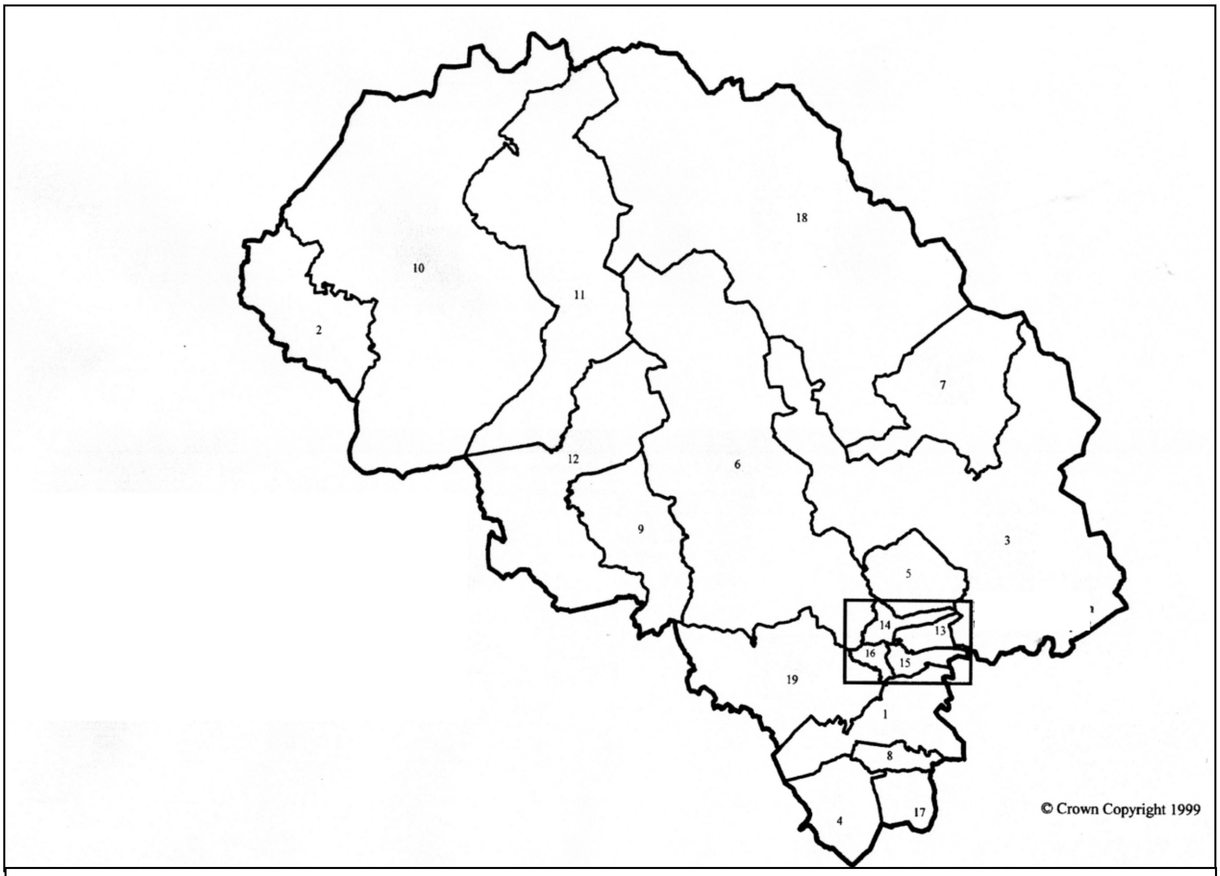
3.27 Although there are limitations to survey research, particularly in relation to the samples that can be achieved in larger catchments, survey results provide important broad indicators as to consumer preferences in relation to where residents and others usually present in a catchment area live and shop. This enables detailed analysis of a particular area, which assists in understanding the actual draw of larger centres and how they impact upon the market share of smaller centres.

3.28 The results of the entire survey are analysed in detail in the Skipton Retail Study, whilst those pertaining to Bentham are considered in this report. The survey area was divided into nine zones, each comprising one or more wards, zone 9 being Bentham. The total population of zone 9, according to the 2001 Census, is 3,573, of whom 3,490 live in households (the remainder residing in communal establishments) - *source*: *Office of National Statistics.*

The survey area and its zones are displayed on the following page.

The survey area is broken down into 9 zones, comprising the following wards.

Zone 1: Cowling(4), Glusburn(8), Sutton-in-Craven(17)
Zone 2: Aire Valley with Lothersdale(1), West Craven(19)
Zone 3: Skipton South(15), Skipton West(16)
Zone 4: Embsay with Eastby(5), SkiptonEast(13), Skipton North(14)
Zone 5: Barden Fell(3), Grassington(7), Upper Wharfedale(18)
Zone 6: Gargrave and Malhamdale(6), Hellifield and Long Preston(9)
Zone 7: Penyghent(11), Settle and Ribblebanks(12)
Zone 8: Ingleton and Clapham(10)
Zone 9: Bentham(2)



Household Survey – By Zone.(Population information from 2001 Census – those in households)

Zone 1 Wards 4,8 & 17 (Population 9257)
(Cowling (4), Glusburn (8), Sutton-in-Craven (17)

Zone 2 Wards 1 & 19 (Population 5152)
Aire Valley with Lothersdale (1), West Craven (19)

Zone 3 Wards 15 & 16 (Population 7469)
Skipton South (15), Skipton West (16)

Zone 4 Wards 5,13 & 14 (Population 8519)
Embsay with Eastby (5), Skipton East (13), Skipton North (14)

Zone 5 Wards 3, 7 & 18 (Population 5037)
Barden Fell (3), Grassington (7), Upper Wharfedale (18)

Zone 6 Wards 6 & 9 (Population 4643)
Gargrave and Malhamdale (6), Hellifield and Long Preston (9)

Zone 7 Wards 11 & 12 (Population 5118)
Penyghent (11), Settle and Ribblebanks (12)

Zone 8 Ward 10 (Population 3656)
Ingleton and Clapham (10(

Zone 9 Ward 2 (Population 3490)
Bentham (2)

3.29 Residents throughout the survey area sometimes visit Bentham for a variety of purposes, but in very small numbers as far as those in the south and the east of the district are concerned. The proportion in each zone and the predominantly cited reason is set out below::

	Zone 1 Cowling, Glusburn, Sutton-in-Craven	Zone 2 Aire Valley with Lothersdale, West Craven	Zone 3 Skipton South, Skipton West	Zone 4 Embsay with Eastby, Skipton East, Skipton North	Zone 5 Barden Fell, Grassington Upper Wharfedale	Zone 6 Gargrave and Malhamdale, Hellifield and Long Preston	Zone 7 Penyghent, SettleAnd Ribblebanks	Zone 8 Ingleton and Clapham	Zone 9 Bentham
Sometimes Visit	1.5%	1.3%	1.0%	2.0%	1.3%	2.9%	10.1%	21.9%	92.3%
Most Quoted Purpose of Visit	Leisure/ Meeting friends	Work/ Financial services	Nothing in particular	Leisure/ Meeting Friends	Outdoor activities	Work	Work/ Non-food shopping	Meeting friends/ Doctor	Top-up food shoppi ng

In addition to all the above purposes, Bentham is visited for:

- main food shopping;
- eating/drinking;
- the library; and
- the cattle auction.

Bentham Markets

3.30 Apart from those in zone 9, very few Craven residents patronise Bentham markets (either the weekly event or the monthly farmers' market). Whilst we have no details of the frequency of their visits, the proportion of those who say they do shop at the Markets is:

	Zone 1 Cowling, Glusburn, Sutton-in-Craven	Zone 2 Aire Valley with Lothersdale, West Craven	Zone 3 Skipton South, Skipton West	Zone 4 Embsay with Eastby, Skipton East, Skipton North	Zone 5 Barden Fell, Grassington Upper Wharfedale	Zone 6 Gargrave and Malhamdale, Hellifield and Long Preston	Zone 7 Penyghent, SettleAnd Ribblebanks	Zone 8 Ingleton and Clapham	Zone 9 Bentham
Do shop at weekly market	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	3.8%	6.3%	42.3%
Do shop at farmer's market	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	2.5%	6.3%	36.5%

3.31 It is interesting to note that the patronage of other markets in the district by residents of zone 9:-

MARKET	% OF ZONE 9 RESIDENTS WHO EVER VISIT
Skipton	60.0%
Ingleton	5.8%
Settle	21.2%
Bentham Weekly Market	42.3%
Bentham Farmers' Market	36.5%

Consideration is given to the operation of the Markets in section 4 of this report but it is clear from these results that they are not particularly well regarded.

3.32 Throughout the survey area, the aspects of Bentham particularly liked by those who ever visit the village (some mentioning more than one aspect) are:

- its closeness to home (35%);
- its attractive, pleasant environment (27.5%);
- 'nothing' (25%);
- good choice of shops (12.5%);
- shops all close together (10%);
- its cleanliness/freedom from litter (5%); and
- the Market (5%).

15 other aspects are also liked, each by a small percentage of survey area residents. These include the architecture/heritage, the choice of pubs/eating places and the quality of the shops.

3.33 Local residents (those in zone 9) particularly like (again some mentioning more than one aspect):

- its closeness to home (56%);
- its attractive, pleasant environment (37.5%);
- shops all close together (17%)
- good choice of shops (15%)
- 'nothing' (10%);
- its cleanliness/freedom from litter (8%); and
- the Market (6%).

10 other aspects are also liked, each by a small percentage of local residents, including the architecture/heritage, the cheap parking and the feeling of safety.

3.34 Throughout the survey area, the aspects of Bentham particularly disliked by those who ever visit the town (a few mentioning more than one aspect) are:

- 'nothing' (59%);
- 'don't know'(12.5%); and
- traffic congestion (6%).

15 other aspects are also disliked by a small percentage of survey area residents. These include the lack of choice of shops, the lack of clothes shops and the poor bus services.

3.35 Local residents (those in zone 9) particularly dislike (again a few mentioning more than one aspect):

- 'nothing' (60%);
- 'don't know' (10%);
- traffic congestion (6%);
- lack of clothes shops (6%); and
- poor bus services (6%).

10 other aspects are also disliked, each by a small percentage of local residents, including the poor train services, the lack of choice of shops and the poor quality of the shops.

3.36 These responses are encouraging in that those who visit Bentham find little to dislike about the village.

3.37 69% of zone 9 residents enjoy leisure activities outside the home, the most popular of which is walking, followed by playing sport. 12 other activities are also enjoyed as the main leisure activity outside the home (only one was asked for), each by a small percentage of residents. These include swimming, gardening, eating out, going to the gym or health centre and bowling. 33% of these residents participate in their activity in Bentham, 28% in various venues at different times, while 11% go to Settle and 8% to Lancaster. A very small percentage visits each of Ingleton, Kendal, the Yorkshire Dales and the Lake District for their main leisure purposes.

3.38 The majority of residents spend very little money on their main leisure activity – 35% spend less than £20 per month, which is not surprising given the predominance of playing sport and walking. 35% do not know how much they spend on their leisure activity.

Comparison Shopping

3.39 Leaving aside food shopping, just 7.7% of households in zone 9 regard Bentham as their main comparison goods shopping centre, which is not surprising given the lack of comparison shops in the village. On the contrary, it may be regarded as a little surprising that anyone at all regards the village as their main non-food shopping centre as there are so many items not available.

3.40 Bentham is not a significant comparison shopping venue, which is to be expected in a secondary retailing/local service centre. The village does provide its local community with some (but not all) of their everyday needs, but not for higher order comparison requirements in any of the retail sectors, although there is in addition an interesting, but limited, specialist offer.

3.41 The most popular comparison goods shopping destination among zone 9 residents is Lancaster (67.3%), followed by Kendal (13.5%) and then Bentham itself (7.7%). The only other centre mentioned by just a handful of respondents is Manchester.

3.42 The Office for National Statistics produces annually the UK National Accounts – The Blue Book, which contains detailed estimates (amongst other data) of national retail expenditure by households across all sectors of goods. Specialist retail analysts such as MapInfo and CACI provide local expenditure estimates by distilling this information to reflect the socio-economic characteristics of any defined area. We have obtained local expenditure estimates for the Craven District from CACI Limited.

3.43 The 2003 estimates for Craven (the latest available) records that average expenditure in the District on comparison goods is £2,000 per person per annum, after adjustment for special forms of trading (mail order, party plan, vending machines, markets and other non-store activity). We have adopted the District expenditure data throughout the survey area and have applied this per capita sum to the population living in households in the Bentham ward as at the 2001 Census (3,490). Thus the comparison goods expenditure generated in zone 9 is currently around £7M (3,490 @ £2,000 per head). Comparison expenditure is forecast to increase in the ultra long term by about 3.7% per annum (and by significantly higher percentages in the shorter term), although the rate of increase will differ across the goods sectors.

3.44 It is clear from the survey results that a relatively small proportion of this expenditure (just over £1.5M, representing a market share of nearly 22%) is devoted to Bentham and this situation is unlikely to change to any great extent. Just 7.7% of those in zone 9 regard Bentham as their principle comparison goods shopping centre – and nobody from any other zone. The survey indicates that residents tend to go to Lancaster or Kendal for clothing and footwear, but Bentham is well patronised for electrical and other household goods and for personal care goods. Whilst there is, in theory, capacity for new comparison retail floorspace in the village, in reality its size renders it unlikely to attract many new retailers, as does the proximity and offer of Lancaster.

3.45 Nevertheless, there are successful businesses in the village, demonstrating that the retailer who offers goods demanded by both local people and visitors from elsewhere, at the right price and with a high quality service, can succeed in a small, secondary local centre, the profile of which does not meet the criteria of the modern High Street trader. More than half the comparison retailers who responded to our business survey are patronised by customers from outside the immediate area (i.e. from more than 5 miles away), including some businesses which are not normally regarded as particularly specialised, or aimed at the tourist market.

Convenience Shopping

3.46 The table overleaf sets out where residents in zone 9 carry out their main food/grocery shopping. It is clear that the village provides a small but significant main food offer as 15.4% of local residents use it for that purpose (possibly including those with no car and/or who find it difficult to use public transport). The majority of people in the UK prefer to carry out their main food shopping in large supermarkets and those living in Bentham are no exception, with nearly 57% generally choosing to travel to Lancaster or Kendal (with a further 13% patronising Booths in Kirby Lonsdale or Settle), rather than use their own smaller convenience stores.

USUAL DESTINATION FOR MAIN FOOD SHOPPING	ZONE 9 %
Bentham	15.4%
Booths, Settle	3.8%
Other Areas	
Lancaster	30.7%
Kendal	26.9%
Kirby Lonsdale	9.6%
Other towns	13.5%

3.47 While the survey demonstrates that Bentham is not a major venue for main food shopping, the results indicate that it is an important centre for top-up requirements. The chosen destinations for top-up shopping amongst zone 9's residents are set out in the table below.

USUAL DESTINATION FOR TOP UP FOOD SHOPPING	ZONE 9 %
Bentham	63.5%
Settle	1.9%
Ingleton	1.9%%
Elsewhere	7.6%
Don't do top-up	25.0%

3.48 Information from CACI (derived from the UK National Accounts as described in 3.42 above) records that average expenditure in the Craven District on convenience goods is £1,512 per person per annum, after adjustment for special forms of trading. We have adopted the District expenditure data throughout the survey area and therefore the convenience goods expenditure generated in zone 9 is currently around £5.3M (3,490 @ £1,512 per head).

3.49 Based on the survey results, Bentham is currently retaining some £1.5M of that expenditure or achieving a market share in zone 9 of approximately 28%. It is unlikely that this share will increase given the size of convenience outlets in the village and the range/price of goods on offer. Clearly, good specialist food and drink outlets have the potential to succeed, but the majority of convenience expenditure is devoted to regular main grocery shopping, predominantly in large supermarkets and Bentham simply cannot compete with the modern large stores in Lancaster, Kendal and elsewhere.

3.50 The survey does not, of course, take into account the expenditure in Bentham by tourists or others who live outside the study area, whose contribution in many towns is essential to their survival. Given the nature of many of the shops in the village, and taking into account the responses to the visitors' and Retailer and Business survey, we estimate that Bentham benefits from a substantial additional expenditure, both in comparison and convenience goods, from outside its immediate area.

4 The Health Check

4.1 The health check considers the way in which Bentham functions as a local service centre, by reference to the indicators of vitality and viability.

Diversity of Uses

4.2 Bentham's retail offer is centred around the junction of Main Street and Station Road, although spreading out along Main Street for some distance in both directions. West of the junction with Station Road, the offer is somewhat dispersed with several residential properties between shop units. The breakdown of retail trade types by unit numbers is set out in the table below.

	No. Of Units	% Total
Convenience	7	13.7%
Comparison	16	31.37%
Service	25	49.02%
Vacant	1	1.97%
Miscellaneous	2	3.92%
Total	**51**	**100%**

N.B. Includes public houses

4.3 The distribution of uses within Bentham is displayed on the plan at Appendix 1. Around half of the retail businesses in the centre are of a service nature, accounting for 25 of the 51 units. There are 7 convenience and 16 comparison retailers, together with 2 miscellaneous units - the Post Office and a bookmaker. Whilst just one unit is currently vacant, there are signs that some former shops have been converted to residential use.

4.4 Bentham offers considerably more retail facilities than many other centres of a similar size and clearly serves a catchment area wider than its own settlement in terms of basic goods and services.

4.5 The service offer, unusually for a centre of this size in today's climate, includes three high street banks, together with Chartered Accountants, Estate Agency, Financial Advisors, Video/DVD rental, Hairdressers, a Beauty Salon and Tourist Information Centre. There are also several traditional Public Houses including The Coach House which fronts Main Street next to Barclays Bank and, on the opposite side of the road at the junction with Station Road, the Black Bull. To the westernmost end of the Main Street, is the Horse and Farrier, which is a Public House and Hotel. Low Bentham also has one Public House, The Sun Dial Inn, again traditional in offer. The restaurant and take away provision is somewhat limited, with one Indian Restaurant/Takeaway, a Fish and Chip Shop and Chinese Takeaway.

4.6 A range of comparison goods are available, including electrical items, hardware, furniture, gifts, toiletries/pharmaceutical products, pet supplies, wedding accessories, sports goods, flowers and a limited amount of children's and adult clothing. In the convenience sector are two newsagents, a baker, a butcher and two convenience stores (although there is also a greengrocery element in the florists).

4.7 Community facilities include a Library located towards the eastern end of Main Street, churches in both High and Low Bentham, the Bentham Community Centre, the Low Bentham Victoria Institute and a wide range of clubs and groups, catering for all ages and many interests. Amongst other facilities, Bentham also has a Medical Centre, Dental Practice, Veterinary Practice, Fire Station, two primary schools, the Bentham Grammar School and the Sedbergh Junior School.

4.8 Craven College has taken over several of the shop units in the Millers Court Arcade in High Bentham and runs a wide range of courses during the daytime and evenings. The centre can also be used by local people and visitors to access e-mail and the internet.

Retailer Representation and Intentions to Change Representation

4.9 Multiple representation in the centre is in the form of the Co-op convenience store and pharmacy, the Spar store, a Sue Ryder charity shop, the three banks, the post office and one of the estate agents (although this is actually franchised). The remaining retailers and service operators are independent businesses, several of whom have been in Bentham for many years.

4.10 Perhaps the most prominent of these is Bentham Sports, which occupies a large shop on the northernmost side of Main Street, at its junction with Station Road, High Bentham. The shop retails on two floors, and caters for a broad cross section of activities including racket sports, running, swimming, walking and cycling etc. The shop has traded in Bentham for a number of years, and appears to continue to trade well.

Bentham Sports

4.11 A high quality florist on the Main Street – Flowerfields (which also sells fruit and vegetables), arranges displays outside the shop and has bright awnings adding vibrant colour to the main retail area.

Flowerfields

4.12 The clothing offer is limited, as may be expected in a centre of this size. Other than sportswear, there is a small children's clothing shop in Main Street, and Temptations, which offers a mix of ladies and gents clothing, together with a range of haberdashery, knitting wools/accessories, household linen and dolls' house miniatures.

4.13 Bentham has a reasonable DIY/Hardware offer. Armstrongs, at the corner of Main Street and King Street, is a traditional store, offering a wide range of useful goods. The most intriguing part of this shop, however, has to be the diesel and unleaded pumps tucked into a recess at the side of the building! Perhaps the smallest petrol filling station in the UK!

Hardware Store

4.14 Furniture, soft furnishings and gifts may be found in Hashbrowns, while Tooby's sells and rents electrical goods (home entertainment and domestic appliances).

4.15 Highly specialised comparison shops include J B Reptiles, Pennine Outdoor (a specialist retailer of outdoor fabrics and accessories, which has a well-developed internet service) and a shop selling wedding stationery and accessories.

4.16 Other comparison retailers include the Co-op pharmacy located in a prominent position on Main Street, and an Opticians situated somewhat outside what we consider to be the core retail area, at the eastern end of Main Street.

Co-op Pharmacy

4.17 Within the convenience sector, the Spar and Co-op Village Store provide a reasonable range of goods, primarily for top-up shopping, and the village benefits from two independent bakers and a butcher, as well as the two newsagents.

Spar

Bentham Market

4.18 Bentham has a traditional market, held on a Wednesday in a square behind the Coach House, providing a focus to the core retail area whilst not conflicting with the other shops. The market has a number of traditional stalls, although the quality of offer when we attended was somewhat limited. There was a mobile fish van and a stall selling fresh meat, along with a fruit and vegetable stall, but the remainder of the market was limited to discount goods. Some of the stalls are located outside the main market square on Main Street and include a fruit and vegetable stall outside the Coach House and a flower stall outside the Wheatsheaf.

4.19 Nevertheless, during our inspection, the market was fairly busy with a steady flow of people visiting throughout the day.

4.20 It is noted that there is also a farmers market, which takes place on the second Wednesday in every month. These markets are very popular and something that can attract people to the centre from a wider catchment than is usual. We would recommend that this activity is encouraged as far as possible and actively marketed as an attraction of Bentham.

4.21 In addition to the traditional market, Bentham also has a cattle market which brings a lot of people into the town for trading. Whilst difficult to measure, the likelihood is that these visitors and business people will use the facilities within the town making the market a valuable asset.

Shopping Rents

4.22 Neither discussions with local agents nor our own research has revealed any rental evidence in Bentham, but we would anticipate levels in the region of £161-£194/m² (£15-£18/ft²) in terms of zone A.

The Proportion of Vacant Street Level Property

4.23 During our inspection, we noted only one vacant property, which appears to be the former Tourist Information Office, now relocated to Station Road. A high level of occupancy is an indication of the health and vitality of the centre. Whilst in larger centres, a certain level of vacancy is necessary to allow new retailers to secure representation and to encourage rental growth, in smaller centres this is not the case – one or two vacancies can have a devastating knock-on effect over a relatively short time. It is noted that a number of properties have been converted to residential use and, from discussions with local people, we understand that over time, the centre has contracted somewhat. In our view, it is healthier to have former shops in some beneficial occupation, rather than standing empty, but if too many retail units are lost over time, a centre loses its critical mass which gives it the ability to attract shoppers on a regular, frequent basis

4.24 We know from our retailer and business survey that a number of new retailers and service operators have located in Bentham within the last two years, which suggests the existence of a demand for business space in the village.

Commercial Yields on Non-Domestic Property

4.25 The commercial yield on non-domestic property is a value-based property market indicator of viability. The yield on a property investment is a measure of the return by way of rent on the capital invested in purchasing that investment. The greater the rental growth prospects, or the more secure the income, the lower the initial yield which the investor will accept. Conversely, where a town centre is perceived by investors as having poor economic prospects, or where the rental covenant is poor, a relatively higher initial yield is required to compensate for lack of rental growth or to offset the greater risk.

4.26 Commercial funding institutions and investors are unlikely to view Bentham as a key location in which to invest, given that it is such a small centre and there is also a lack of multiple traders. Demand for investment property is more likely to come from local entrepreneurs who can afford to speculate on smaller lot sizes.

4.27 Discussions with local agents and our own research have revealed no information in determining likely yield levels for Bentham. We would anticipate yields of between 9% and 13% depending on the nature of the investment – the covenant strength, length of lease and condition of the property.

Pedestrian Flows

4.28 The main pedestrian flows are understandably focused along Main Street and Station Road, High Bentham, with increased pedestrian activity on market day, and when the Cattle Market is active.

Accessibility

Car

4.29 The centre is relatively easily accessed by car from the main A65 via the B6480 which runs straight through High and Low Bentham and in turn links into the A683. Both the A65 and the A683 link into the M6 at junctions 36 and 34 respectively. Junction 34 is the main Lancaster junction which is some 24.7 km (15.4 miles) from Bentham.

Bus

4.30 There are regular bus services from Bentham to a number of destinations in Lancaster, and one to and from Ingleton. Services to elsewhere in the District are, however, limited. Those to Skipton (just four per day) involve changes in both Ingleton and Settle. There is just one service per day direct to Settle, and only 5 in total.

Rail

4.31 Bentham station is situated on the main Leeds to Lancaster railway line and as such provides regular services into Leeds and Bradford and Lancaster. For commuters, however, access to Leeds is not ideal as the earliest train arrives at 9:05. Similarly with Lancaster, whilst one train arrives at 07:55, the next is not until 10:05.

Car Parking

4.32 Car parking in Bentham is adequate, with two car parks to the rear of Main Street (one of which is not available on market days as it is where the stalls are erected) and a limited availability on-street. Access from the main car park to the core retail area is obtained through an alleyway which is quick, but the alleyway itself is poorly maintained and has evidence of graffiti. This would benefit from better lighting and decoration. Bentham station also has car parking available albeit in a relatively small area. There is another free car park in Low Bentham, presumably used mainly by those visiting the Victoria Institute.

Customer Views and Behaviour

4.33 Our household survey has identified that Bentham's primary catchment area for both convenience and comparison goods is limited to the Bentham ward, comprising a population in households of just 3,490 as at the 2001 Census.

4.34 Within this primary catchment area, 7.57% of residents regard Bentham as their main comparison goods shopping centre. When looking at shopping patterns, however, Bentham is achieving a market share of nearly 22% of comparison expenditure, indicating a leakage out of the area of some £5.5M.

4.35 Bentham achieves a market share of around 28% of convenience expenditure within its primary catchment area, indicating a leakage of some £3.78M.

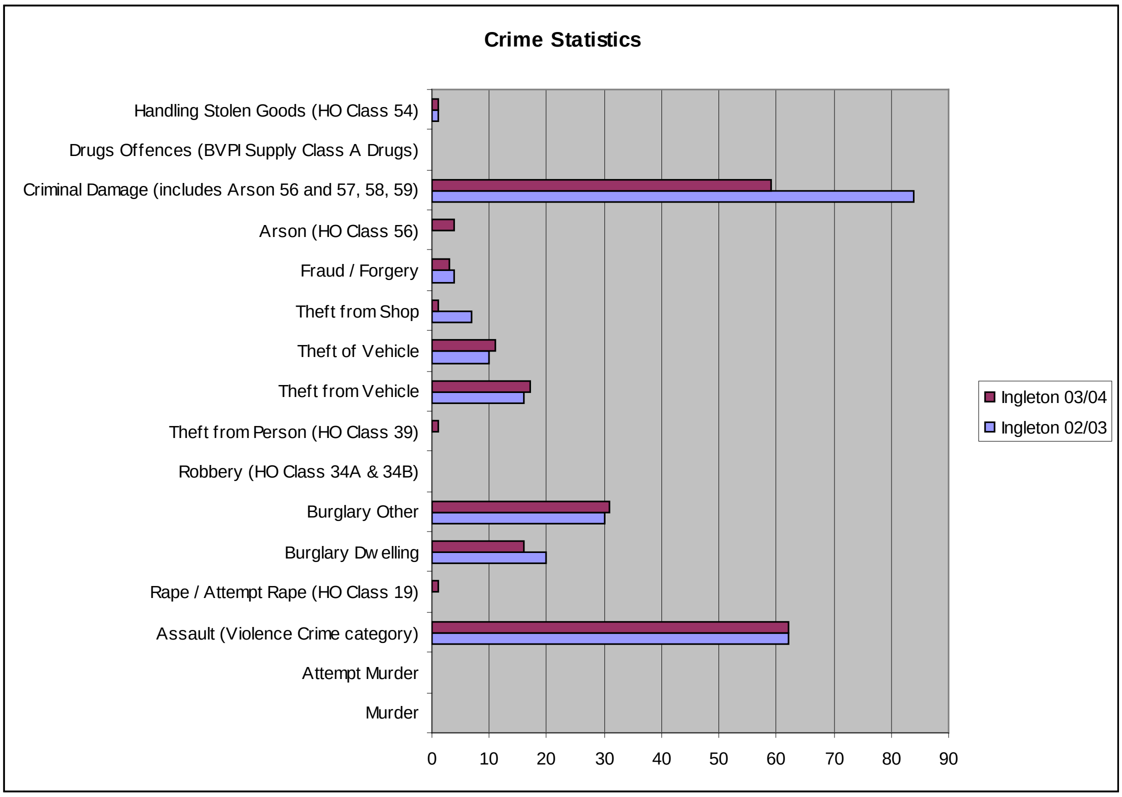
4.36 Customers particularly like Bentham's convenient location (proximity to home being rated as its top attraction), its attractive/pleasant environment, its choice of shops and the fact that they are all close together, its cleanliness/freedom from litter and its Market.

4.37 Very few customers are able to find anything to dislike about Bentham, which is extremely encouraging. Heading the list of dislikes (mentioned by just 6% of the household survey sample) is traffic congestion. Other dislikes, mentioned by even fewer customers, include the lack of clothes shops, the poor bus and train services, the lack of choice of shops and the poor quality of the shops.

Perception of Safety and Occurrence of Crime

4.38 The crime figures provided for Bentham also include Ingleton and are the lowest of all of the centres reviewed, although we are advised by North Yorkshire Police that the incidence of crime throughout Craven is relatively low. In Ingleton and Bentham, levels of recorded crime fell by around 13% over the period reviewed, most of which appears to have come from a reduction in the occurrence of criminal damage. Perhaps of some concern is the occurrence of Assault. At just over 60 recorded incidences in both years this figure equates to the other centres within the study with the exception of Skipton. However, 'Assault' covers a wide range of offences, including some which may be regarded as very minor, and is not a cause of concern for those visiting Bentham. As a comparison, we have recently received details of reported crime in a North Yorkshire market town in another district, where there were 257 offences of Assault in the centre last year.

	Bentham & Ingleton 02/03	Bentham & Ingleton 03/04
Murder	0	0
Attempt Murder	0	0
Assault (Violence Crime category)	62	62
Rape / Attempt Rape (HO Class 19)	0	1
Burglary Dwelling	20	16
Burglary Other	30	31
Robbery (HO Class 34A & 34B)	0	0
Theft from Person (HO Class 39)	0	1
Theft from Vehicle	16	17
Theft of Vehicle	10	11
Theft from Shop	7	1
Fraud / Forgery	4	3
Arson (HO Class 56)	0	4
Criminal Damage (includes Arson 56 and 57, 58, 59)	84	59
Drugs Offences (BVPI Supply Class A Drugs)	0	0
Handling Stolen Goods (HO Class 54)	1	1
TOTAL:	**234**	**207**



Town Centre Environmental Quality

4.39 Bentham is a small centre, set in attractive surroundings and its retail premises are, on the whole, in reasonably good condition. The existing accommodation comprises mainly converted period dwellings which appear to have developed out from the original market square. There is an interesting mixture of architectural styles.

Bentham Post Office

Some external decoration required adjacent the traditional and quaint post office.

4.40 There are several examples, of well kept, attractive buildings but, in our opinion, many of the buildings within the core retail area would benefit from some external redecoration/fascia improvement. In fact, it may be worth giving consideration to a shop front scheme to encourage business operators to improve the attractiveness of their offer.

Main Street

4.41 Consideration may also be given to the quality of materials and finishes within the retail area. Some improvement has already been made, with the completion of a Millennium Project, comprising the redevelopment of the School Hall site and the relocation of the old public toilets (considered an eyesore) to the main car park and the installation of feature mosaic surfacing, seating and landscaping to the area in front of the Library.

4.42 The relocated toilet block in the main car park is well finished externally although internally, it was disappointing to discover that it had been considered necessary to make it vandal proof.

Public Toilets

4.43 By comparison to Ingleton, the quality of signage is considered poor, and could easily be improved. The alleyway pictured leads through to the main car park and is not particularly inviting. It could easily be improved however, with decoration and suitable lighting as mentioned under accessibility. This route provides good access between the car park and the core retail area and can be considered a key link warranting adequate upkeep.

Main car park, access

4.44 From our inspection of the centre, instances of graffiti and litter are considered minimal.

5 SWOT Analysis

5.1 Our research has enabled us to carry out a SWOT analysis (Strengths, weaknesses, opportunities and threats) of Bentham

Strengths

- Free Parking
- Presence of Craven College
- Friendly service and atmosphere
- Railway Station
- Livestock Market
- Accessibility and relative proximity to National Road Network

Weaknesses

- Closure of shops on Saturday by 1pm
- Poor environmental appearance in certain instances
- Uncontrolled on street parking
- Relatively poor offer of Market

Opportunities

- Encourage refurbishment of dilapidated buildings
- Consideration of a Shop Front Scheme
- Improved signage
- Provision of gateway features
- Improve walkway to car park at the rear of Main Street
- Traffic calming
- Enforcement of Traffic restrictions

Threats

- Further contraction of the village centre
- Demise of established independents due to retirement
- Closure of banking facilities as is happening elsewhere
- Recurrence of foot and mouth

6 Conclusions and Recommendations

6.1 Bentham is a small centre providing a valuable service role for its residents and the surrounding area. It performs the role of a local centre reasonably well, but is unlikely to grow in the foreseeable future.

6.2 Whilst the centre appears to have contracted over time, and some properties have clearly been lost to residential uses, we would conclude that at the current time it is a relatively robust centre. With the exception of its convenience offer, Bentham is unlikely to attract demand from multiple retailers. It does however, benefit from some established independents, who appear to trade well.

6.3 Whilst there is an established need for a number of banks within Bentham, given its role as a service centre, we have concerns over the future of these facilities, arising from the changing nature of the banking industry. We would expect many of those using the centre for banking purposes to patronise some of the shops on the same occasion and any reduction in the available financial services may well impact adversely upon the vitality of the centre.

6.4 The railway station is a key link and will draw people into the centre from a reasonable catchment area. The weekly market, monthly Farmers' Market and cattle market clearly attract customers to Bentham and are an important element in the village's continued vitality. We have some concerns about the quality of the weekly market, but acknowledge that it is no easy task to bring about an improvement.

6.5 We understand that the farmers' market is growing in size and popularity and believe that it should be given every encouragement as experience elsewhere has found that these ventures attract regular visitors from a wide area. This is particularly so now that there is such a growing interest in the quality and provenance of fresh food.

6.6 The alleyway providing access to the main car park off Main Street is highlighted as an opportunity in the SWOT analysis. Measures to remove graffiti and enhance the lighting and drab appearance would significantly improve what is currently a rather uninviting yet key access to the centre.

6.7 Consideration should also be given to the better enforcement of parking restrictions in the centre in order to reduce hazards, congestion and conflicts with pedestrians. This could be coupled with the consideration of traffic calming measures.

6.8 Overall, the centre would benefit from improvements to shop fronts/facades, street furniture/signage and the general quality of the public realm. This could be addressed by undertaking a townscape analysis to identify in detail priority areas for improvement to produce the greatest beneficial impact for the centre. This should include an Action Plan for the delivery of proposed improvements, along with the identification of key partners and sources of funding.

6.9 The analysis process should seek to engage retailers and property owners to encourage private sector involvement. Consideration could be given to the establishment of a grant scheme to encourage owners to invest in property improvement

APPENDICES

Appendix 1 – Plan of High Bentham Retail Area

Appendix 2 – Retailer/Business Questionnaire & Analysis

Appendix 3 – Household Survey Questionnaire & Analysis of Responses in the Bentham Zone

Appendix 1 – Plan of High Bentham Retail Area

Appendix 2 – Retailer/Business Questionnaire & Analysis

RETAILER/BUSINESS QUESTIONNAIRE

Donaldsons have been appointed by the District Council to undertake a study to assist in the preparation of the Local Development Framework for the District. Your contribution will be vital to this process and to our understanding of the issues that are important to businesses in Bentham. We would be very grateful if you could complete this short questionnaire and return it in the envelope provided.

Please note that although your name and address are requested, no information will be published which will identify any individual respondent. If you do not wish to answer any question, please feel free to leave it blank. Any information received will be treated in the strictest confidence.

1.a.Trading Name:
1.a. Business Address:
2. Telephone Number:
3. Goods Traded/Services Offered

4. **Are you part of a national multiple chain, a franchisee or an independent retailer/business?** (Please tick appropriate response)

National Multiple		Independent Business	
Regional Multiple		Franchisee	

5. How many staff work on the premises?

Full Time		Part Time	

6. How long has your business occupied your premises in Bentham?

Less than 1 year		1-2 years		2-5 years		5-10 years		10-20 years		20+ years	

7.a. What is your total floor area (inc. storage accommodation) (sq. ft.)?

7.b. What is your net sales area(sq. ft.) ?

8.a. Are you satisfied with your current accommodation?			
Yes		No	
8.b. If no, why not?			

9.a. Given the choice what would your optimum unit size be?			
Up to 45 m² (500 ft²)		**185 – 370 m² (2,000 – 4,000 ft²)**	
45 – 90 m² (500 – 1,000 ft²)		**370 – 555 m² (4,000 – 6,000 ft²)**	
90 – 140 m² (1,000 – 1,500 ft²)		**555 – 930 m² (6,000 – 10,000 ft²)**	
140 – 185 m² (1,500 – 2,000 ft²)		**Over 930 m² (10,000 ft²)**	

10. Do you have any plans for investment in your current premises – shop front works, refurbishment, redecoration etc. ? (Please detail):

11. Do you expect any of the following changes to your business over the next few years:	
Expansion within current premises	
Relocation to alternative premises in Bentham	
Contraction within current premises	
Closure of current premises	
Relocation to alternative premises outside Bentham	
Other (please detail)	

12.a. Do you currently trade on Sundays?			
Yes		**No**	
12.b. If no, do you have any plans to do so?			
Yes		**No**	
12.c. If no, why not?			

13. Approximately, what is the turnover of your business?
£ per week/annum (delete as appropriate)

14. Has your business traded better, worse or about the same in?			
	Improved	No change	Declined
Last twelve months			
Last two years			

15. If you have experienced a change in turnover during either of these periods, can you identify any particular reason?

16.a. What are your expectations for trading over the next two years?		
Improving	Static	Worse

16.b. If you expect the trading conditions to change, do you have any particular reason for this change?

17. Are most of your customers:	
Regular	
Occasional	
Passers By	
Tourists	
All of the above	
Don't Know	

18. Where do your customers come from?	
Within 1 mile	%
1 to 2 miles	%
2-5 miles	%
5 miles or more	%

19. How much do your customers spend on average?			
Less than £10		£31-£50	
£11-£20		£51-£100	
£21-£30		More than £100	

20. Listed below are a number of features considered important to shoppers when choosing where to shop. Please rate the Bentham features according to how good you feel the provision of each one is.

FEATURE	**RATING (Please tick appropriate response)**						
	Excellent	Very Good	Good	Satisfactory	Poor	Very Poor	Don't Know
Range of Shops							
Quality of Shops							
Bentham Market							
A wide range of activities other than shopping							
Choice of places to eat and drink							
Toilet and Baby changing facilities							
Disabled access into and around the centre							
Security in the shopping area and car parks							
Adequate Police presence							
Attractive environment							
Access by public transport							
Amount of car parking							
Access by car							
Appropriate signage to car parks							
Maintenance and cleanliness							

21. As a retailer/business person, what do you think are the major strengths of Bentham Town Centre?

22. As a retailer/business person, what do you think are the major weaknesses of Bentham Town Centre?

23. What improvements/additional features would you like to see in Bentham Town Centre?
24. Do you wish to make any other comments about Bentham Town Centre?
Please feel free to continue overleaf or on a separate sheet of paper.

Thank you for taking the time to complete this Questionnaire.

An envelope is provided for your use, but should that be mislaid, we would be grateful if you could return the questionnaire to:

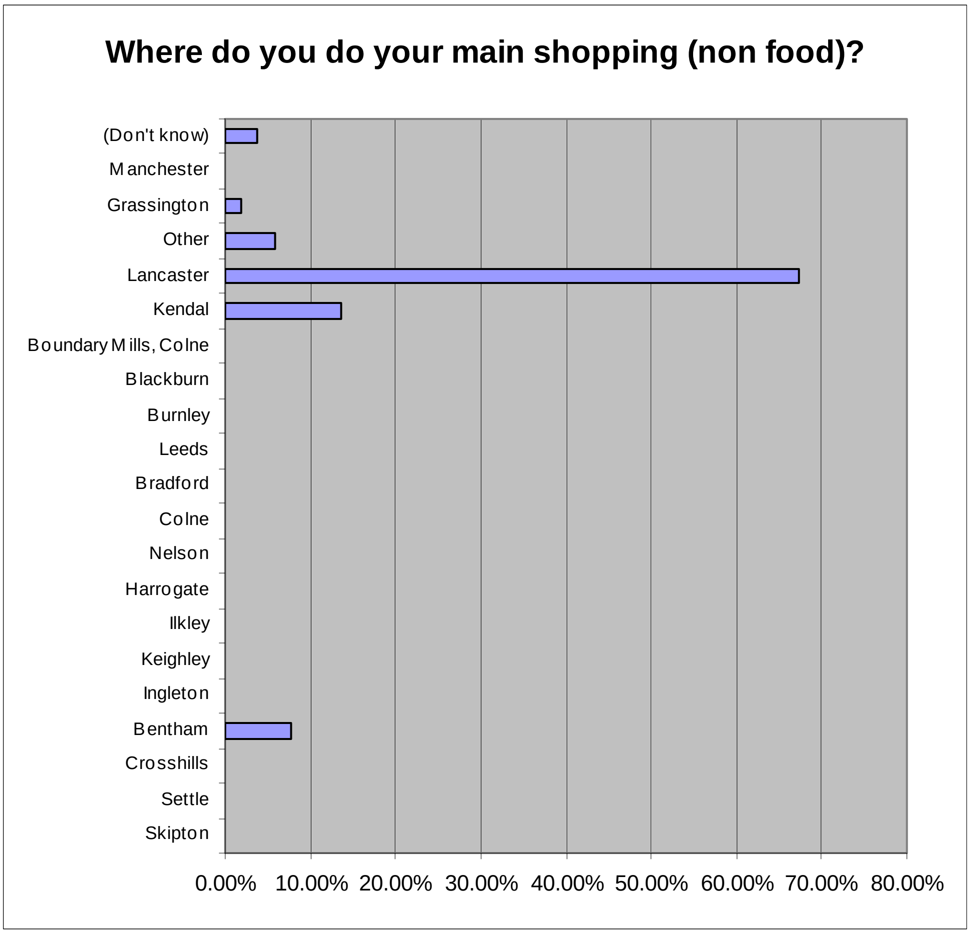
Amanda Eaton
Donaldsons
St Paul's House
23 Park Square South
LEEDS
LS1 2ND

Appendix 3 – Household Survey Questionnaire & Analysis of Responses in the Bentham Zone

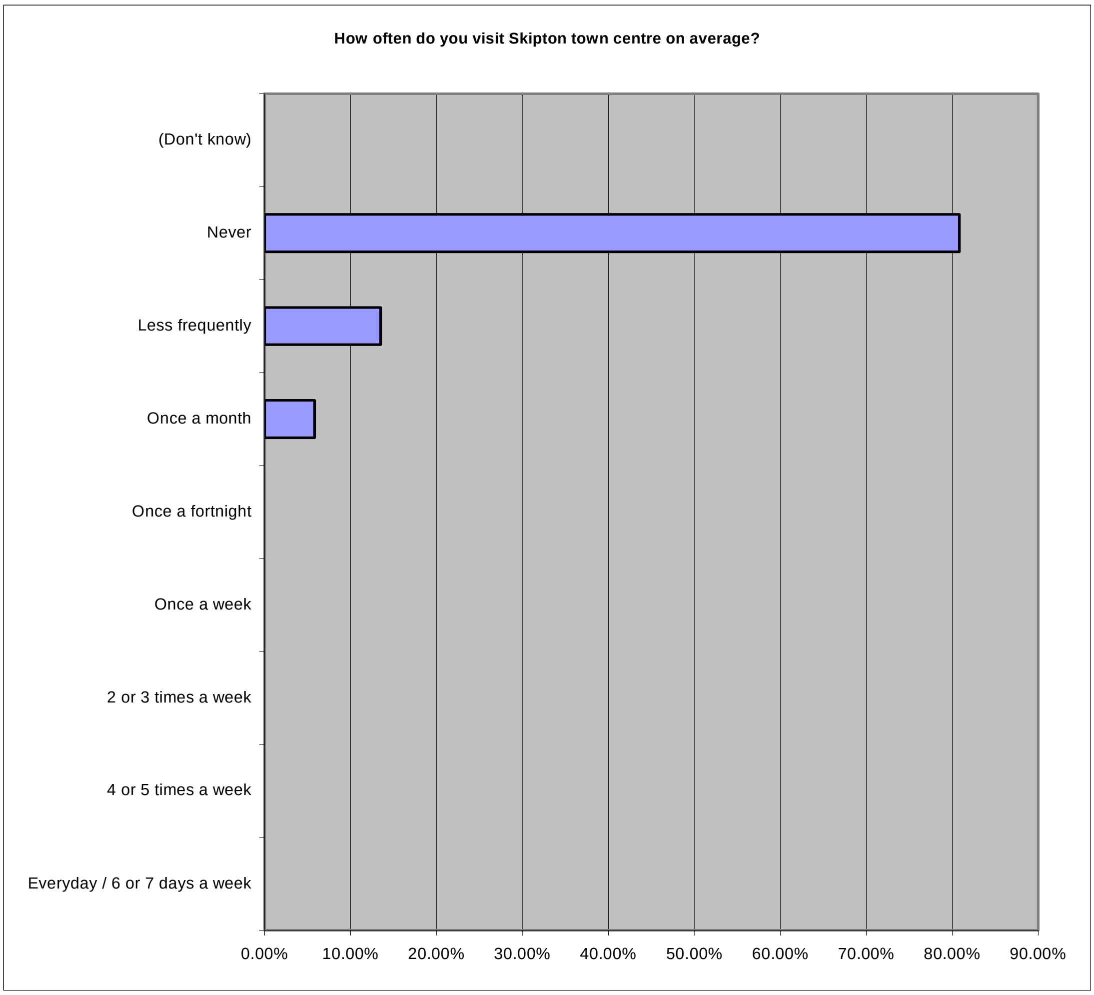
Appendix 3 -Telephone Survey Analysis

The following is an analysis of the responses to the household (telephone) survey made by residents in Zone 9 (Bentham Ward). We have excluded most of the responses which are not relevant to the performance of Bentham.

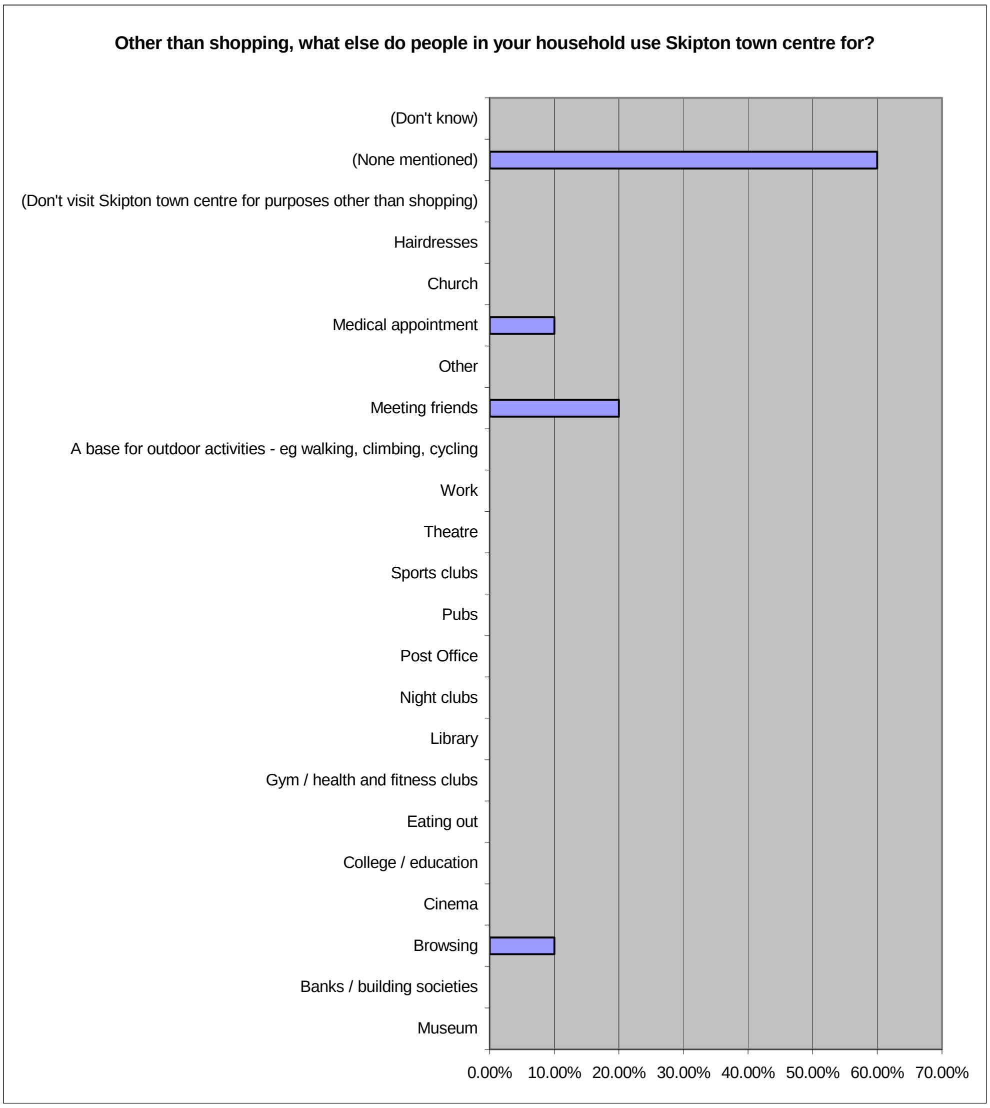
Question 1 - Leaving aside food shopping, where would you regard as your household's main shopping centre?



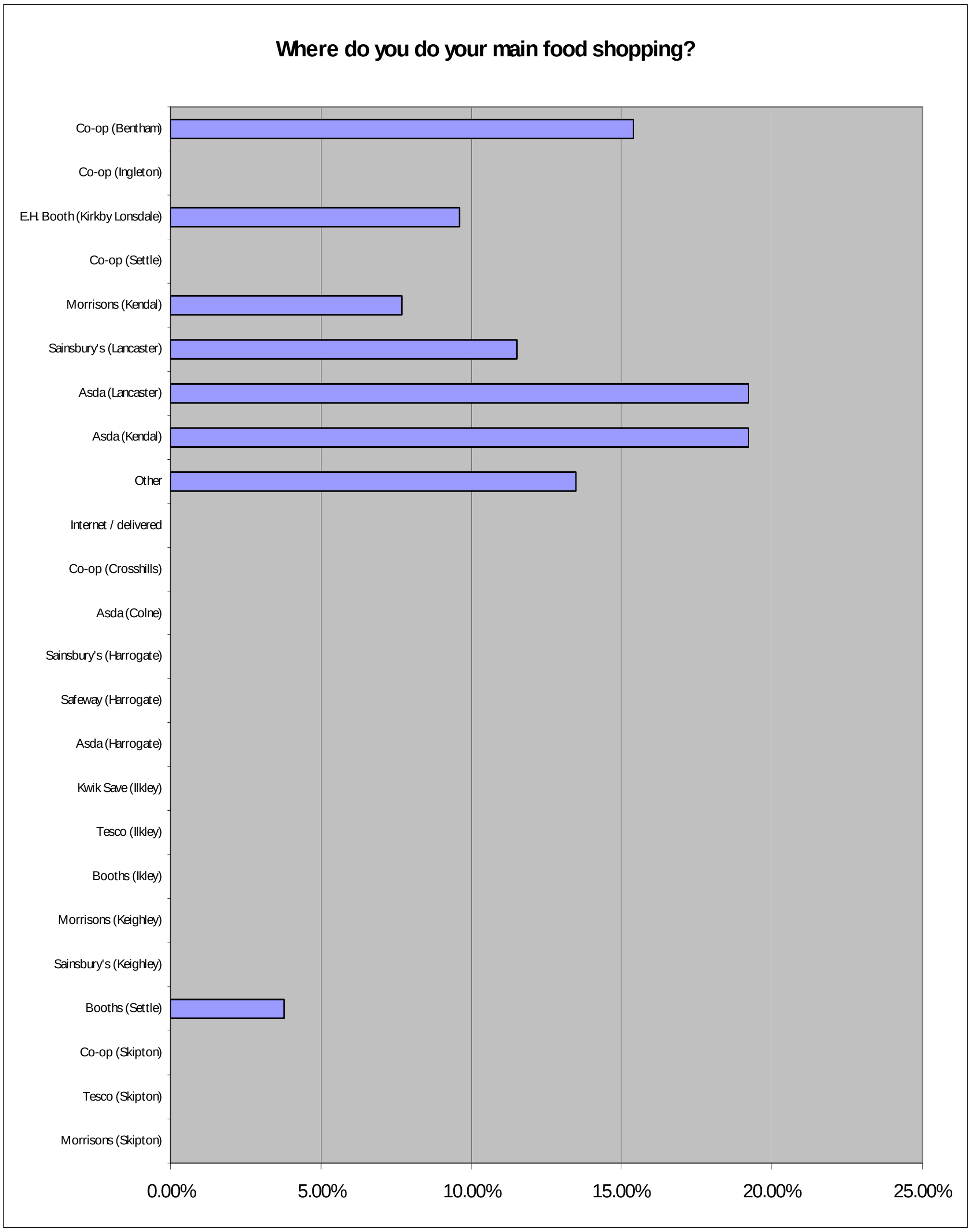
Question 2 - How often do you visit Skipton town centre for shopping on average?



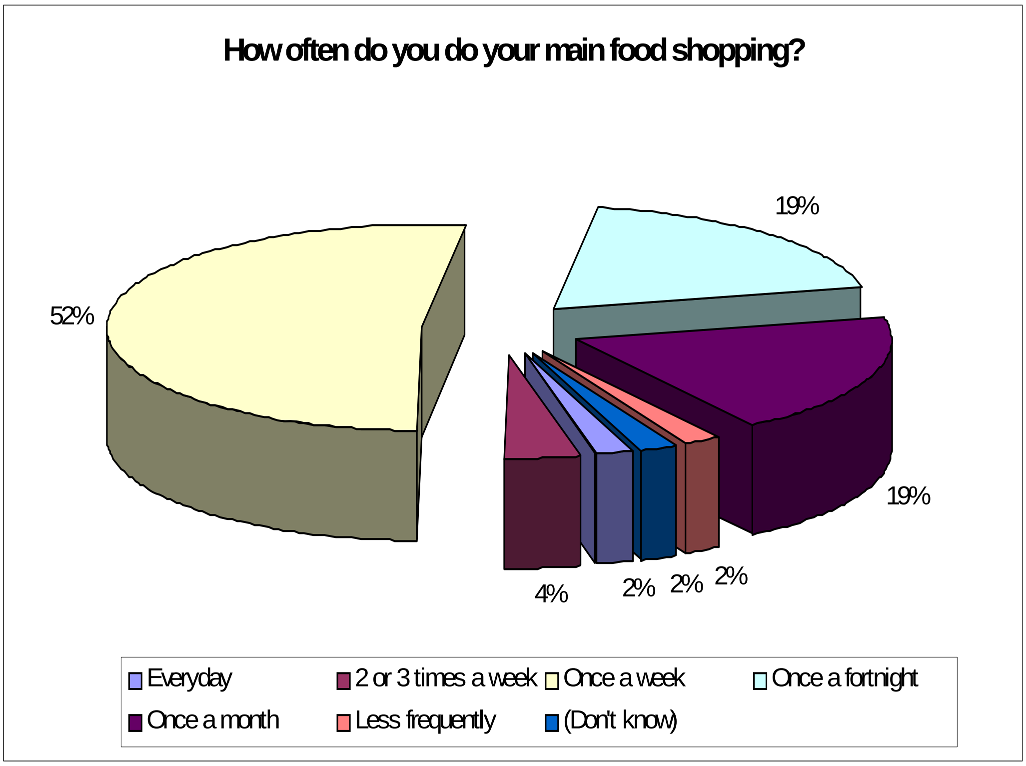
Question 4 - Other than shopping, what else do people in your household use Skipton town centre for?



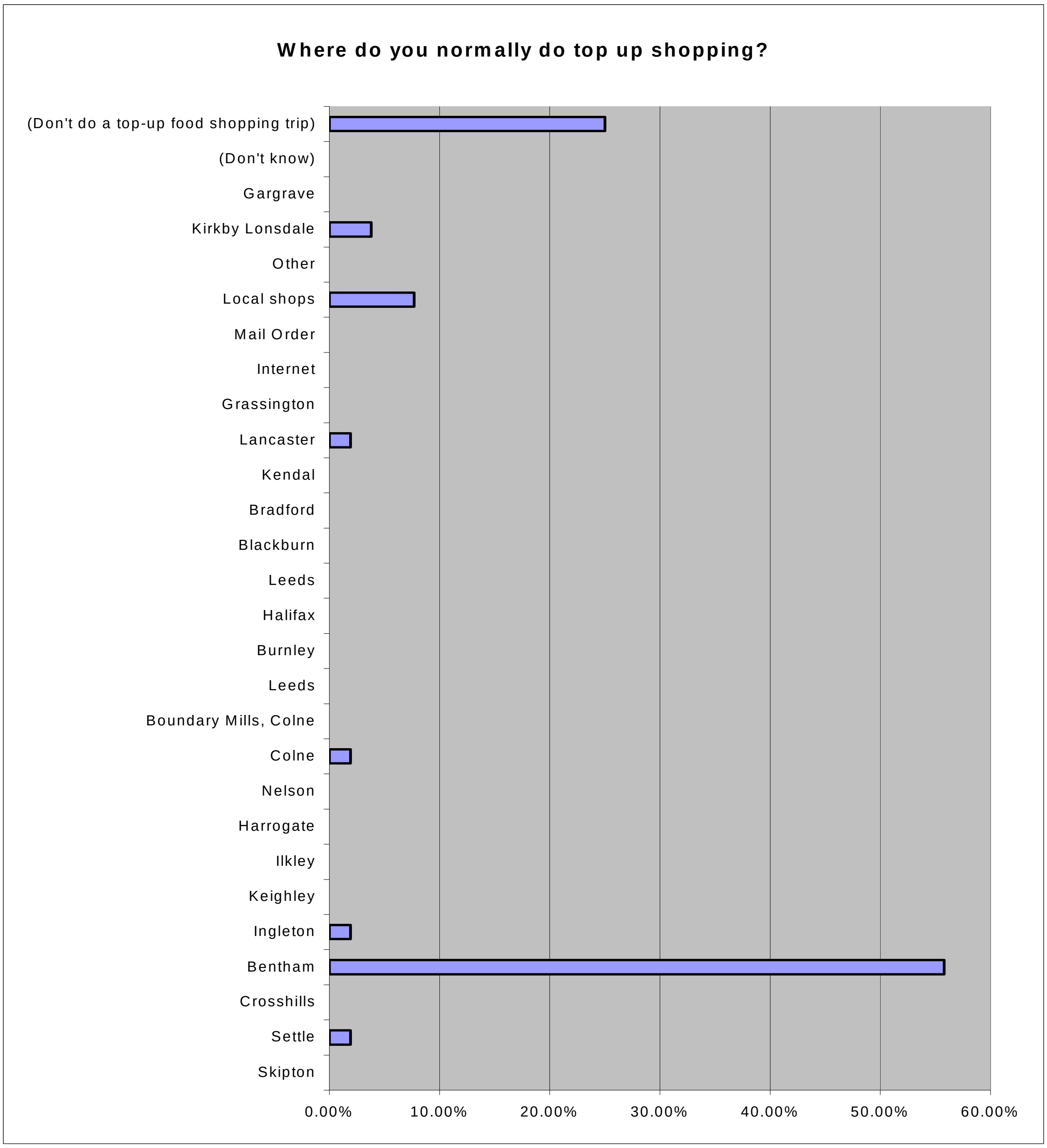
Question 14 - Where do you usually go for your household's main food shopping?



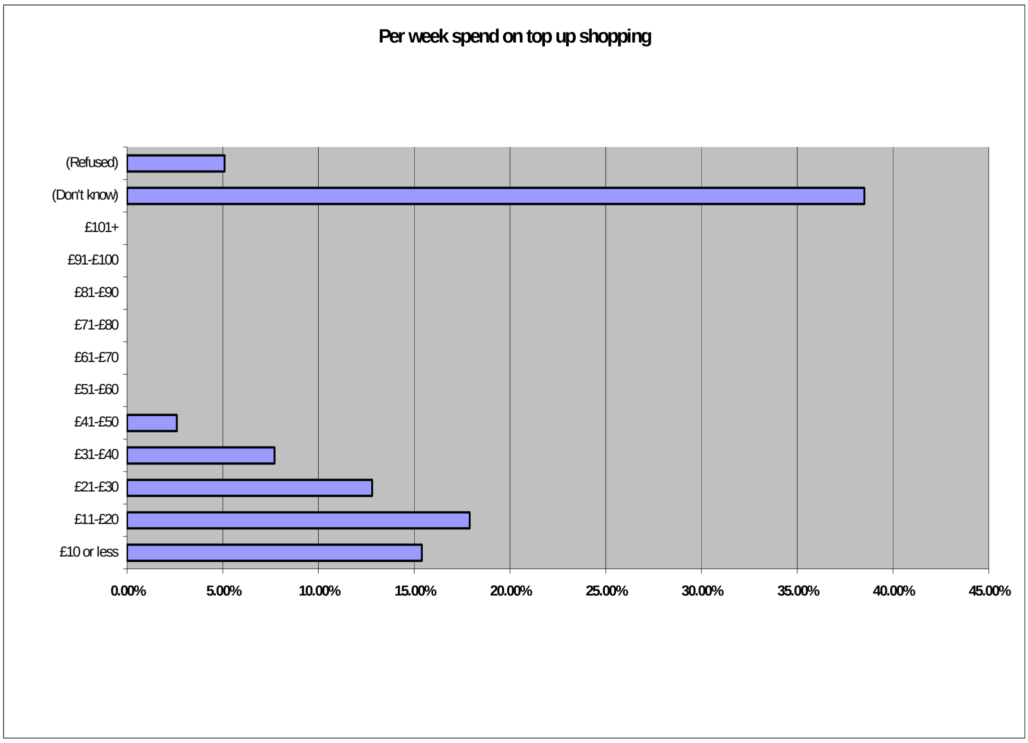
Question 19 - How often do you do your main food shopping ?



Question 20 - Where do you mostly do any top-up food shopping (ie. Between main food shopping trips)?



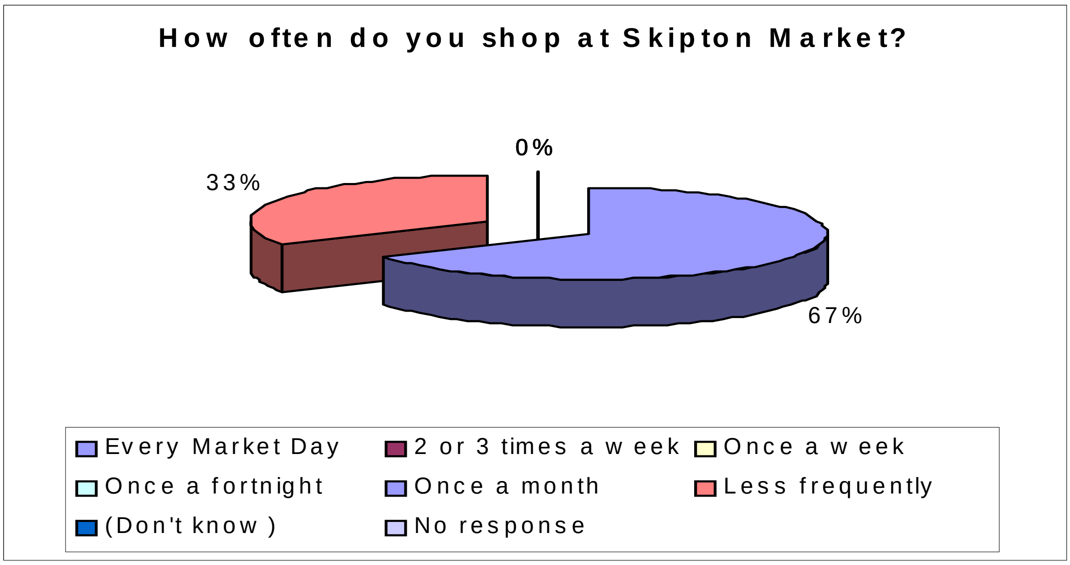
Question 21 - About how much a week would you say you spend on your top-up shopping?



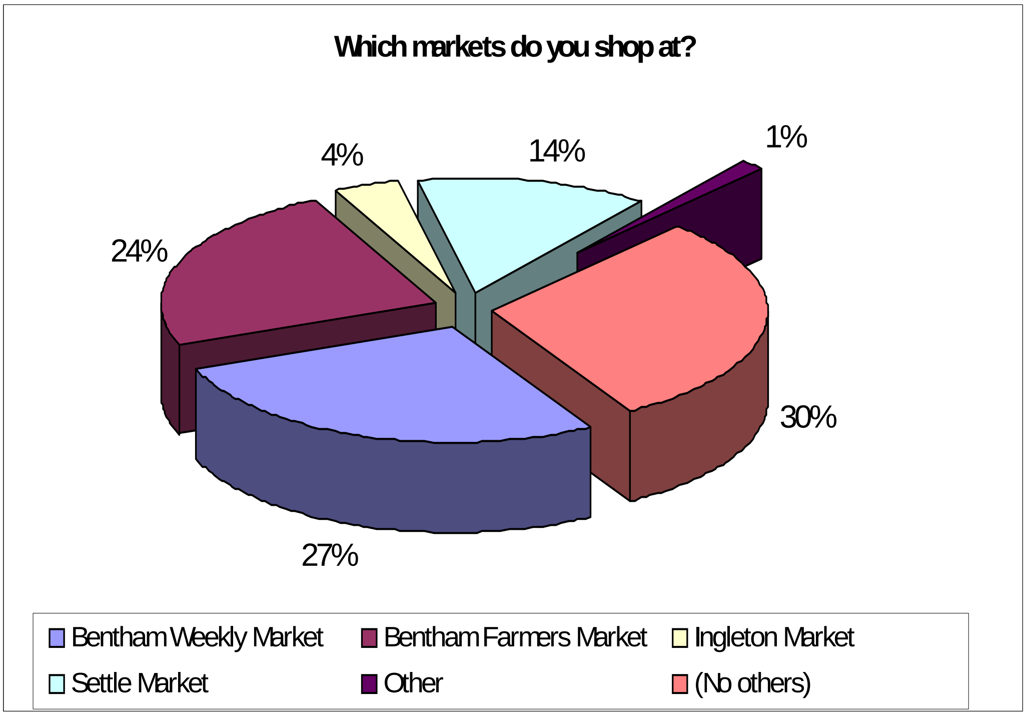
The following two questions have been considered together with question 22 for comparison purposes.

Question 9 - Do you ever shop at Skipton market ?
(% of those who ever visit Skipton town centre for shopping – only 19% of Bentham residents)

Question 10 - How often do you shop at Skipton Market?



Question 22 - Which of the following markets do you ever shop at?

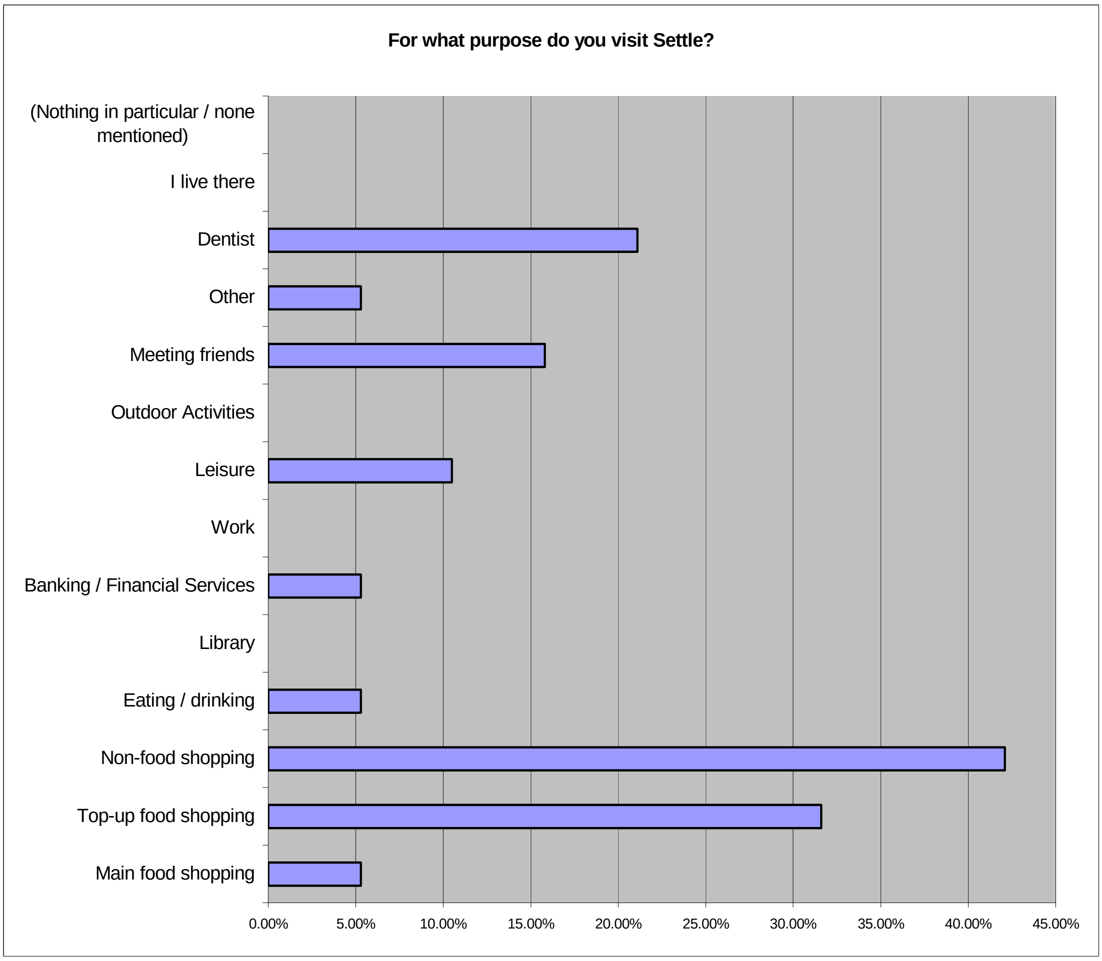


Question 23 - Which of the following do you ever visit – Settle, Cross Hills, Bentham Ingleton?

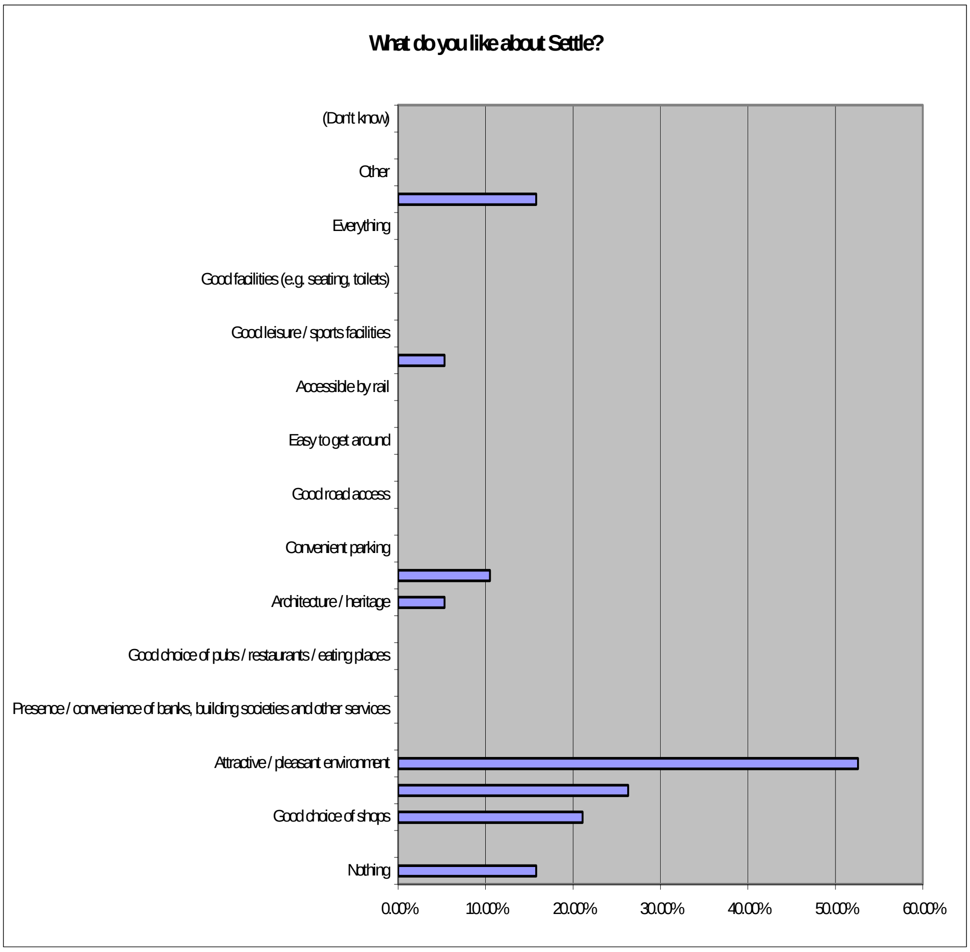
Bentham	92.3%
Settle	36.5%
Ingleton	28.8%
Cross Hills	0.0%
None of these	3.8%

Question 24A - For what purposes do you visit Settle?

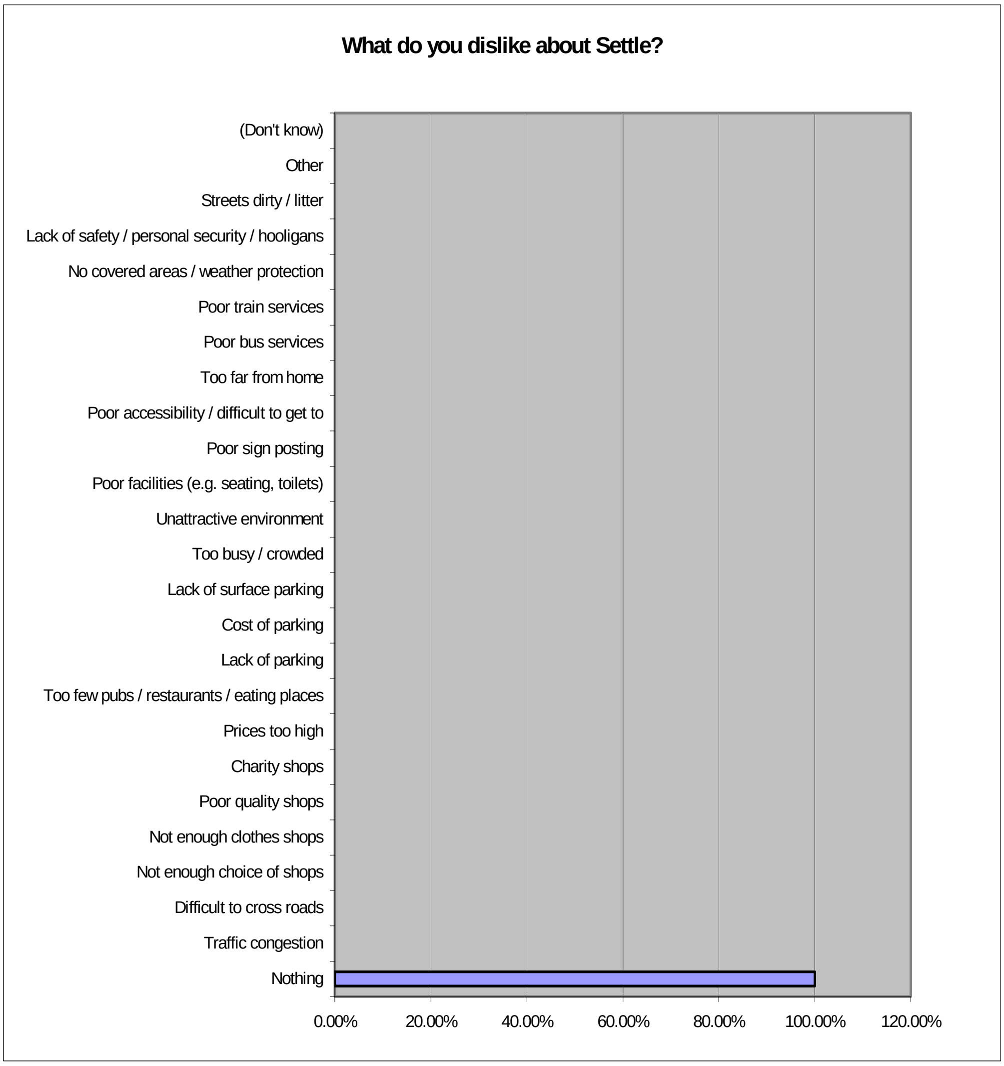
(% of those who ever visit Settle – 36.5% of Bentham residents)



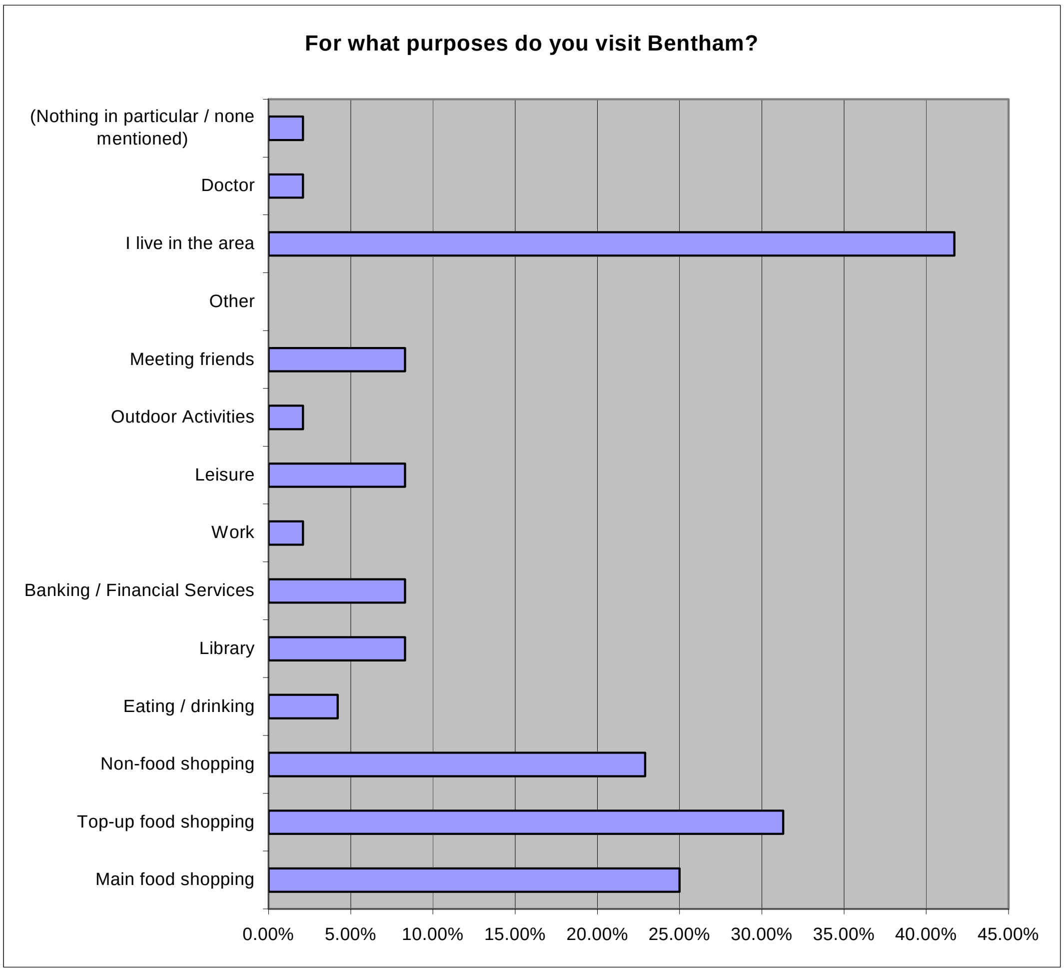
Question 25A - What do you particularly like about Settle ?



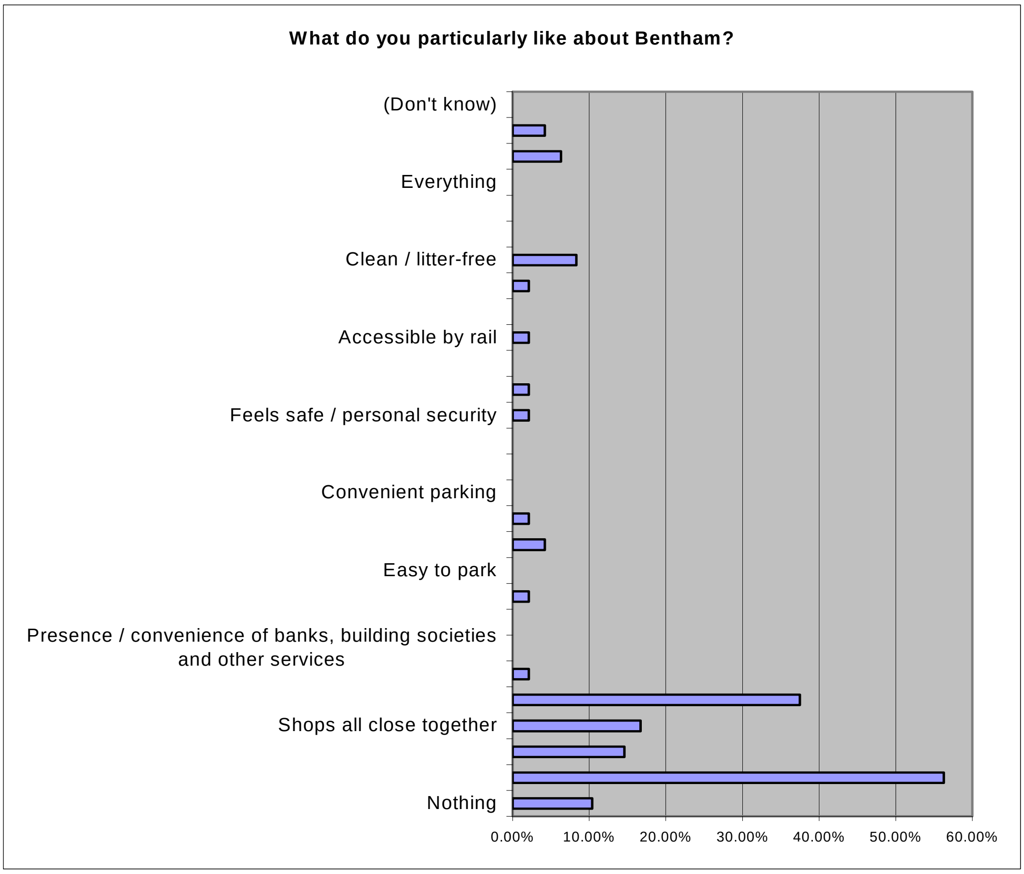
Question 26A - What do you particularly dislike about Settle?



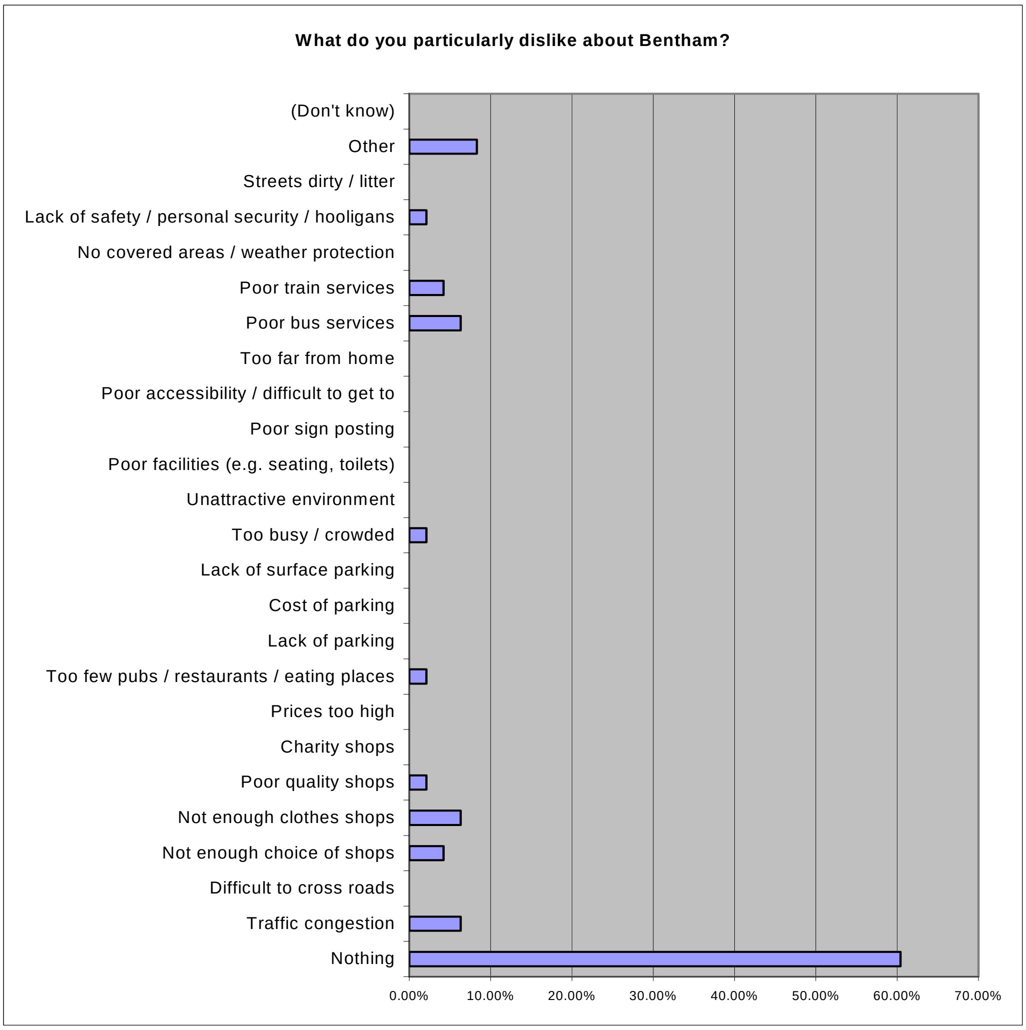
Question 24C - For what purposes do you visit Bentham?



Question 25C - What do you particularly like about Bentham?

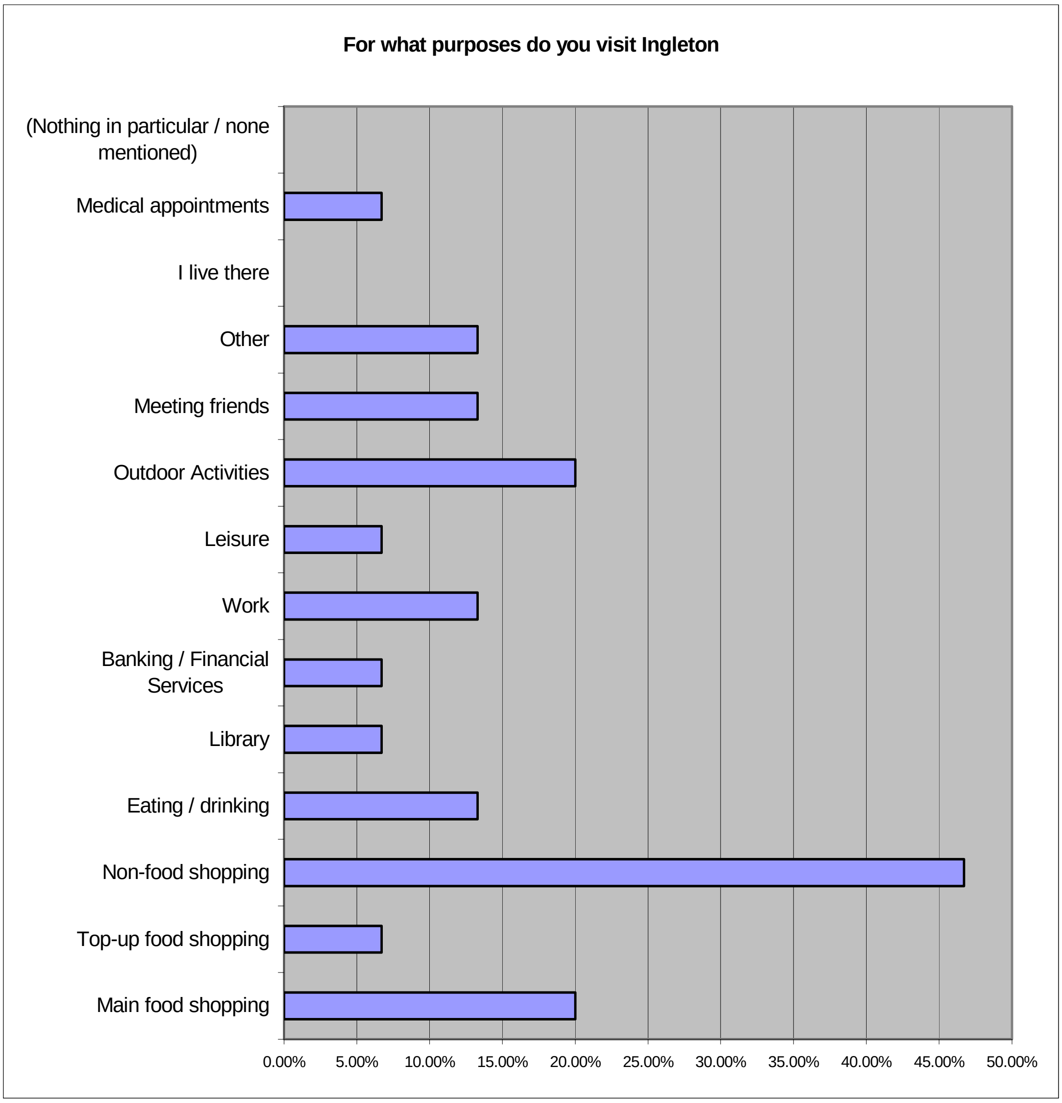


Question 26C - What do you particularly dislike about Bentham?

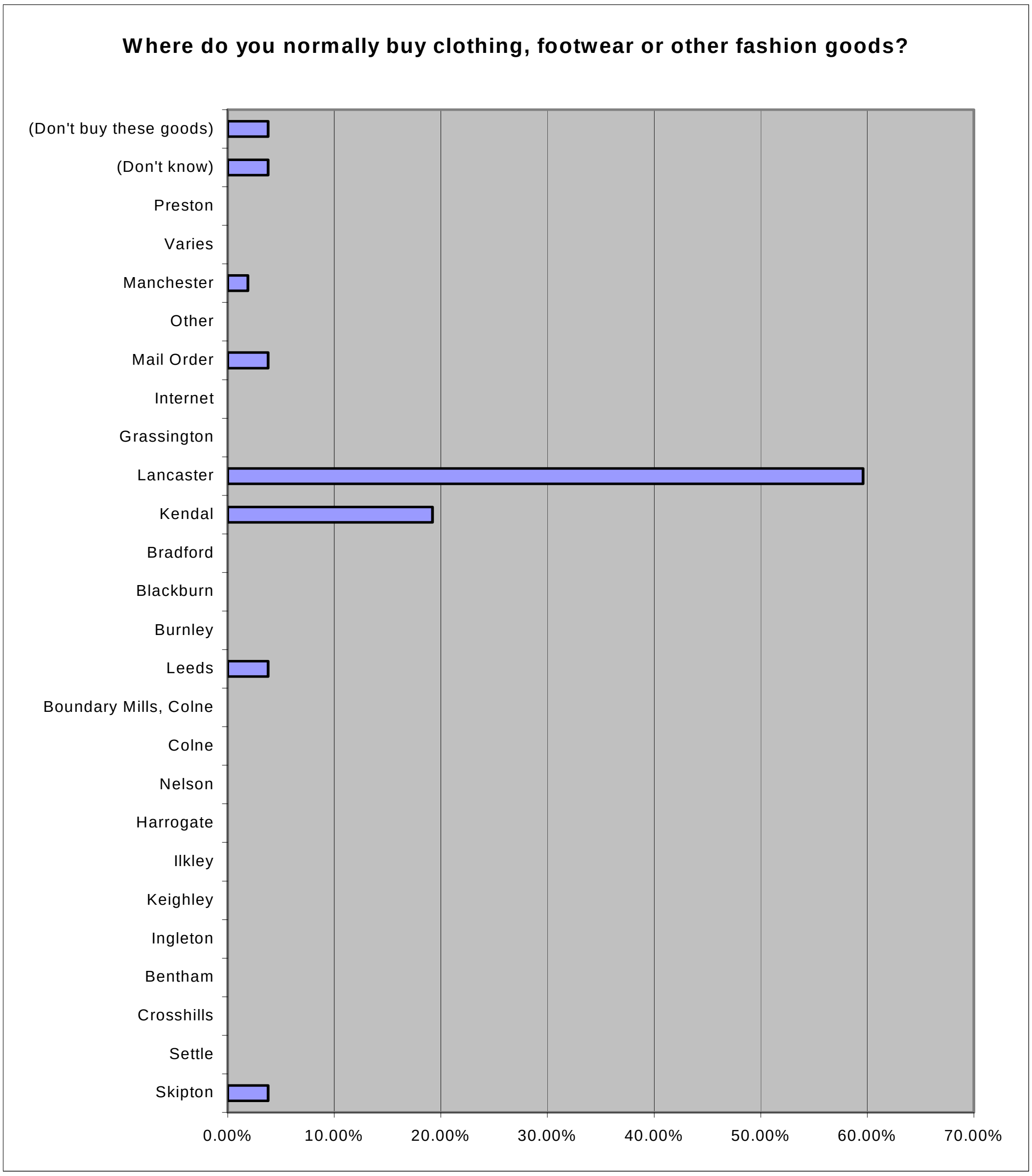


Question 24D - For what purposes do you visit Ingleton?

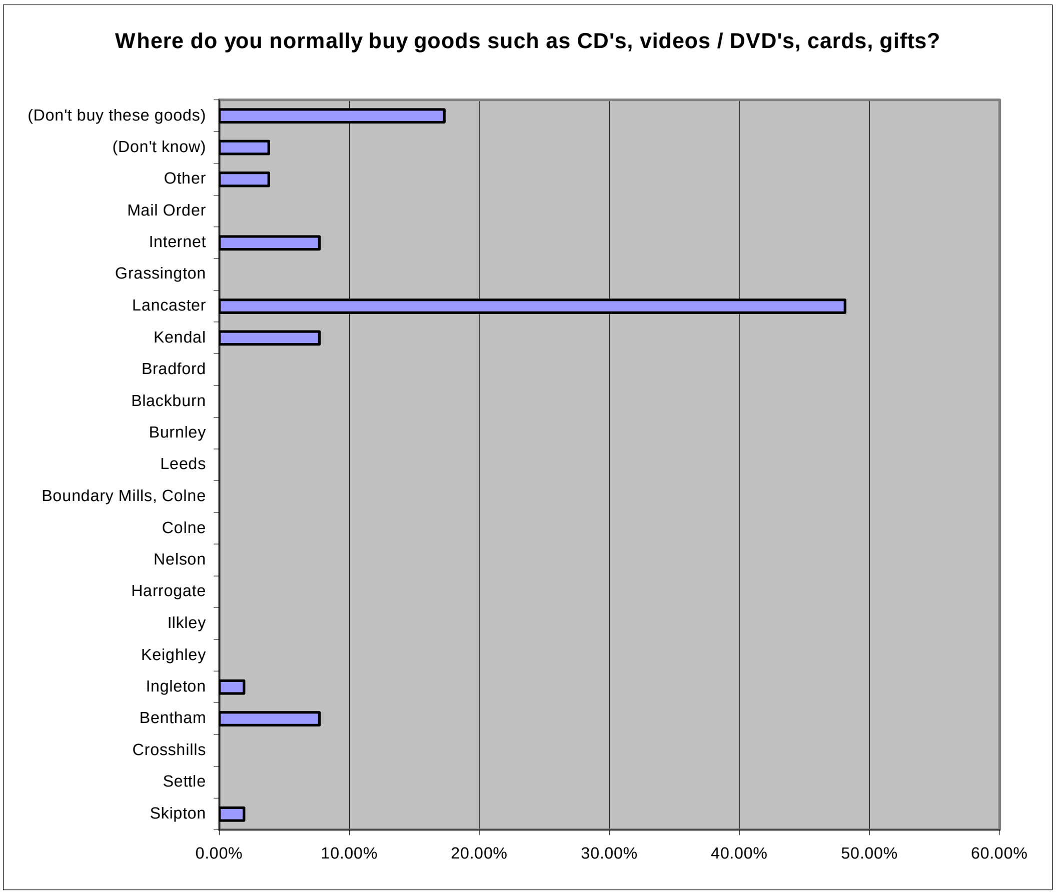
(% of those who ever visit Ingleton – 28.8% of Bentham residents)



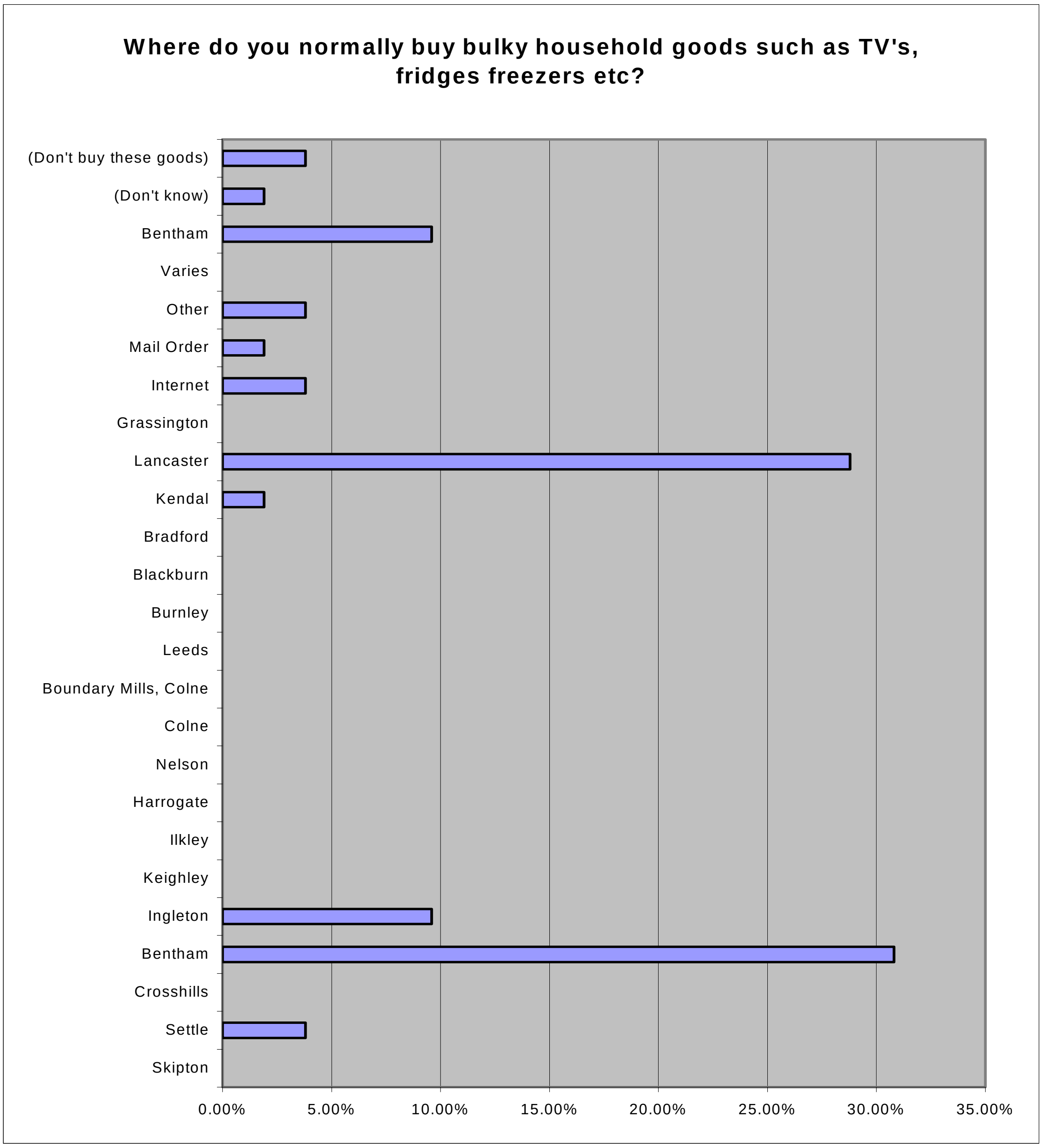
Question 27 - Where do you normally buy clothing, footwear or other fashion goods?



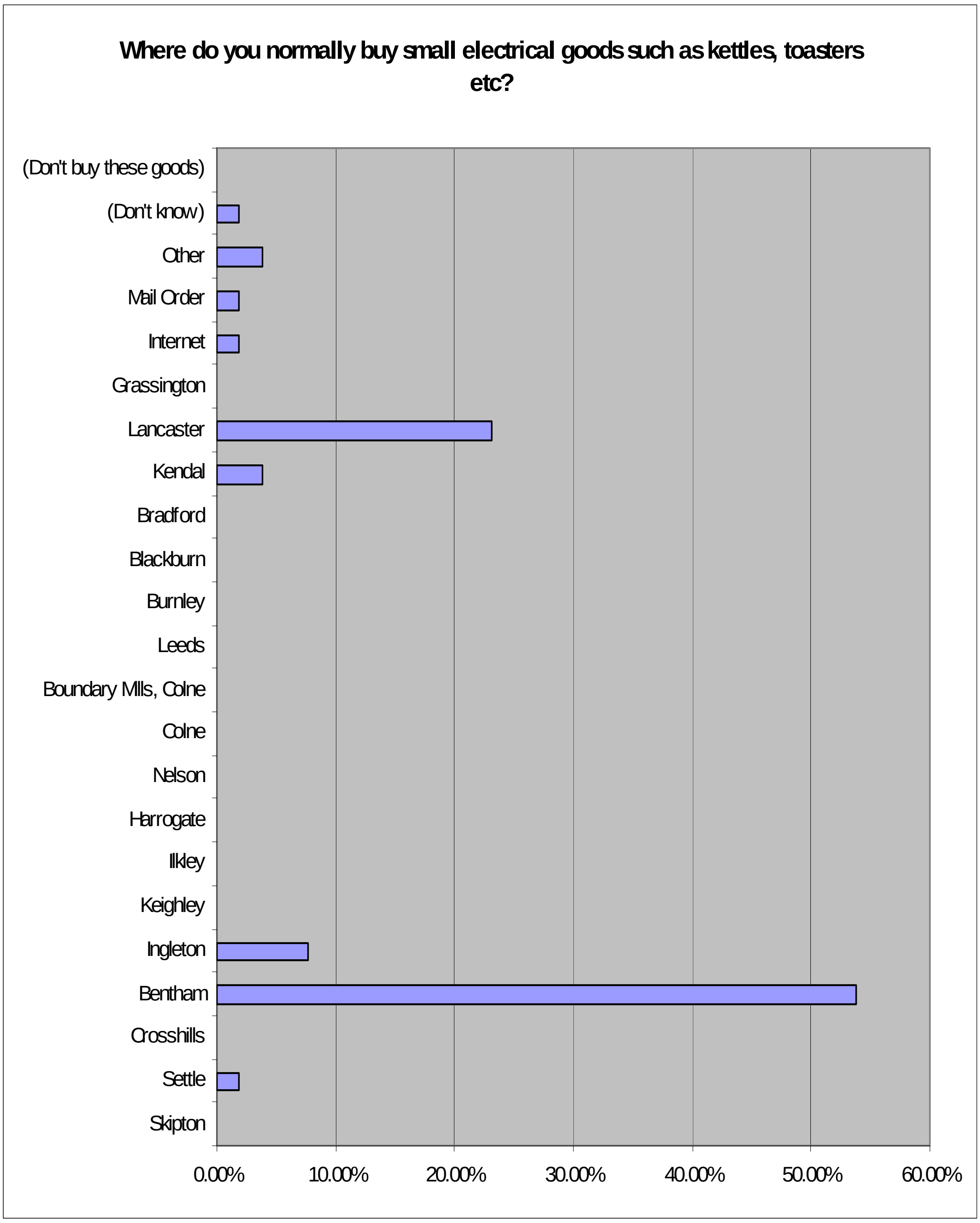
Question 28 - Where do you normally buy goods such as CDs, videos / DVD's, cards, gifts?



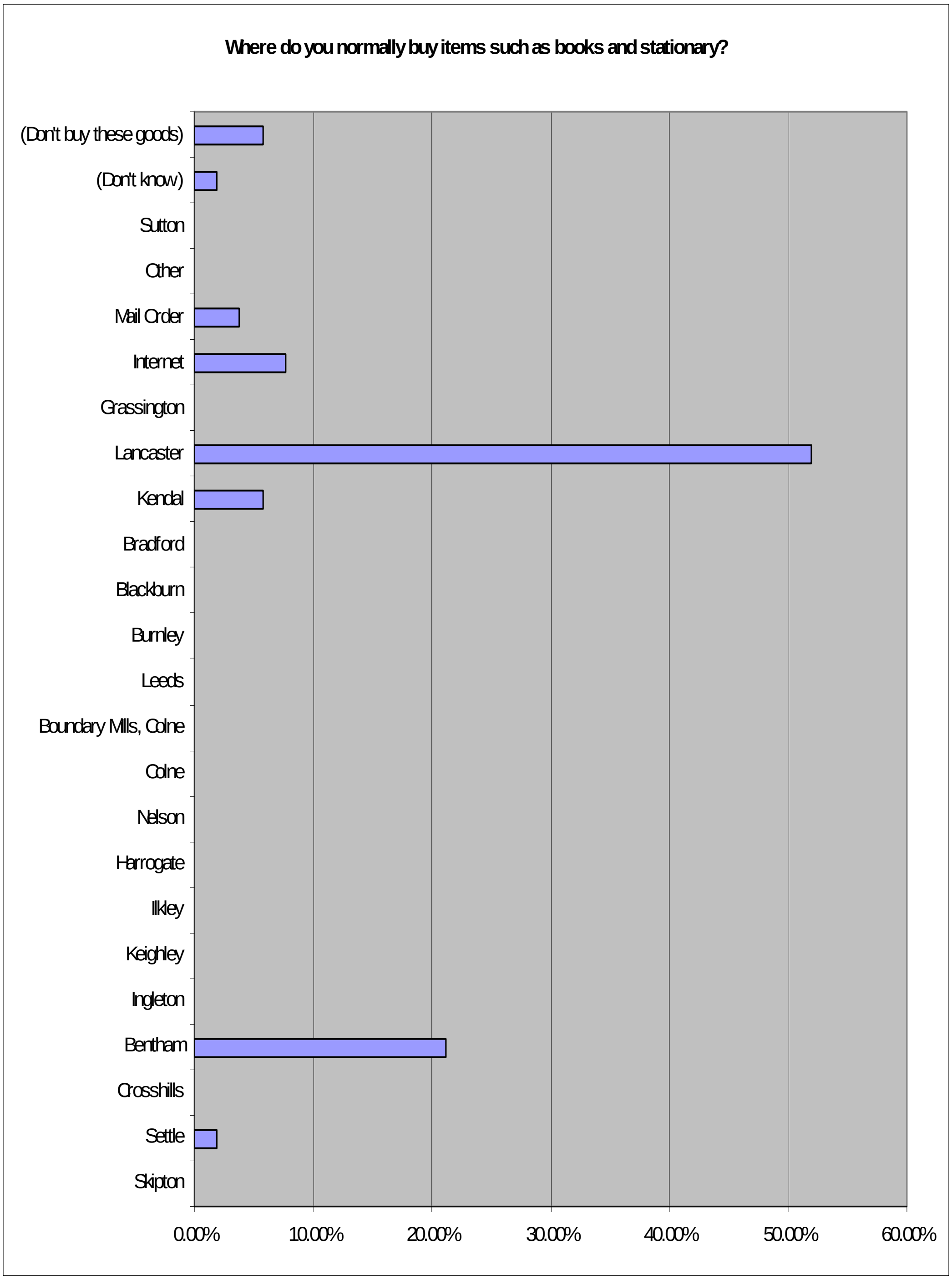
Question 29 - Where do you normally buy bulky household goods such as TVs, fridges, freezers etc ?



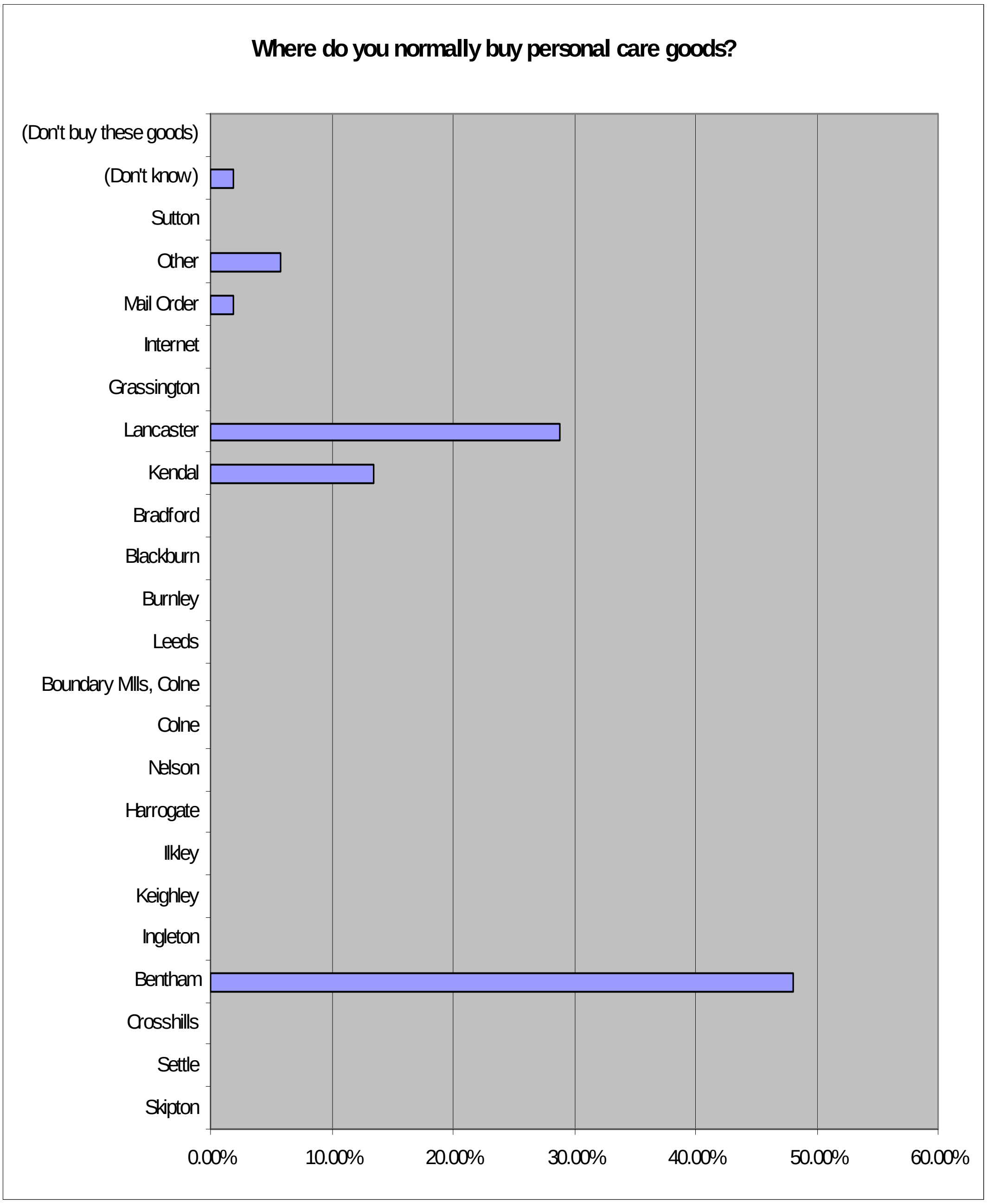
Question 30 - Where do you normally buy small electrical goods such as kettles, toasters etc ?



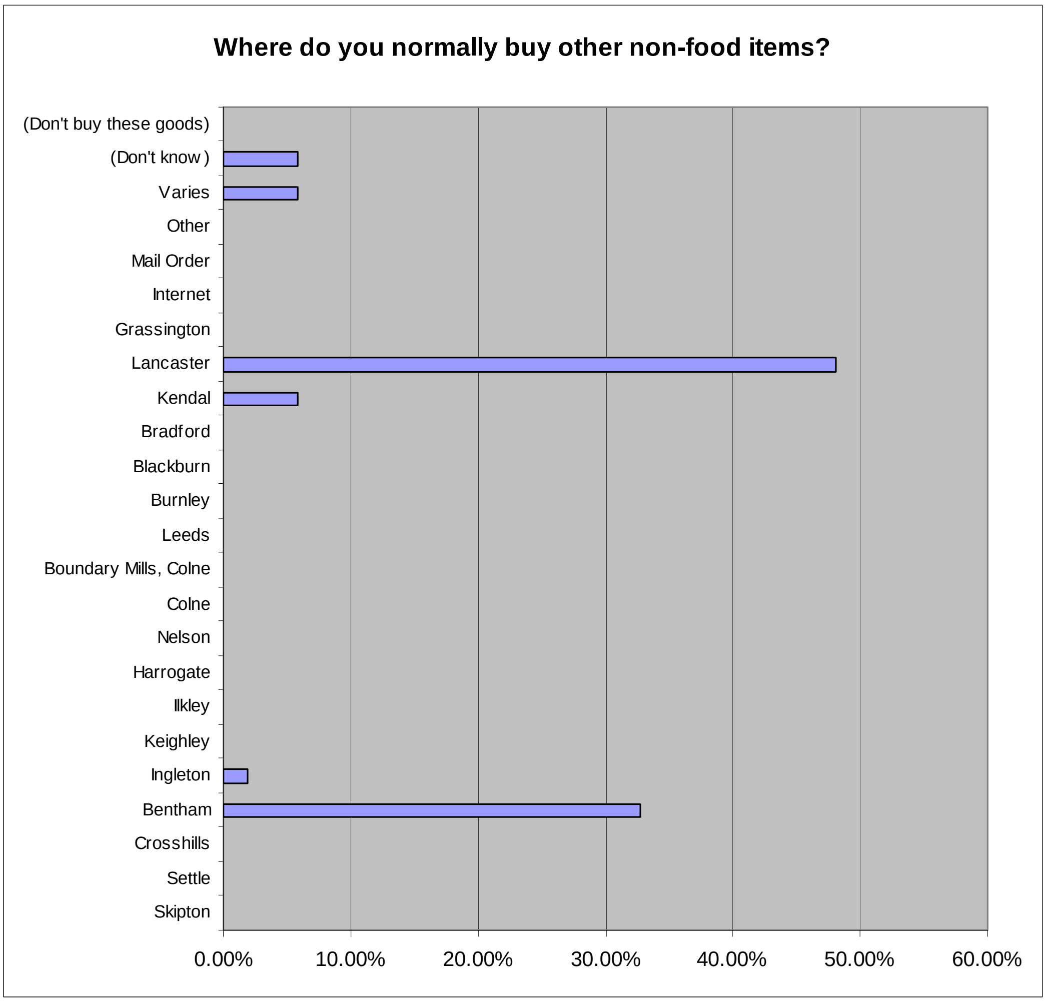
Question 31 - Where do you normally buy items such as books and stationery?



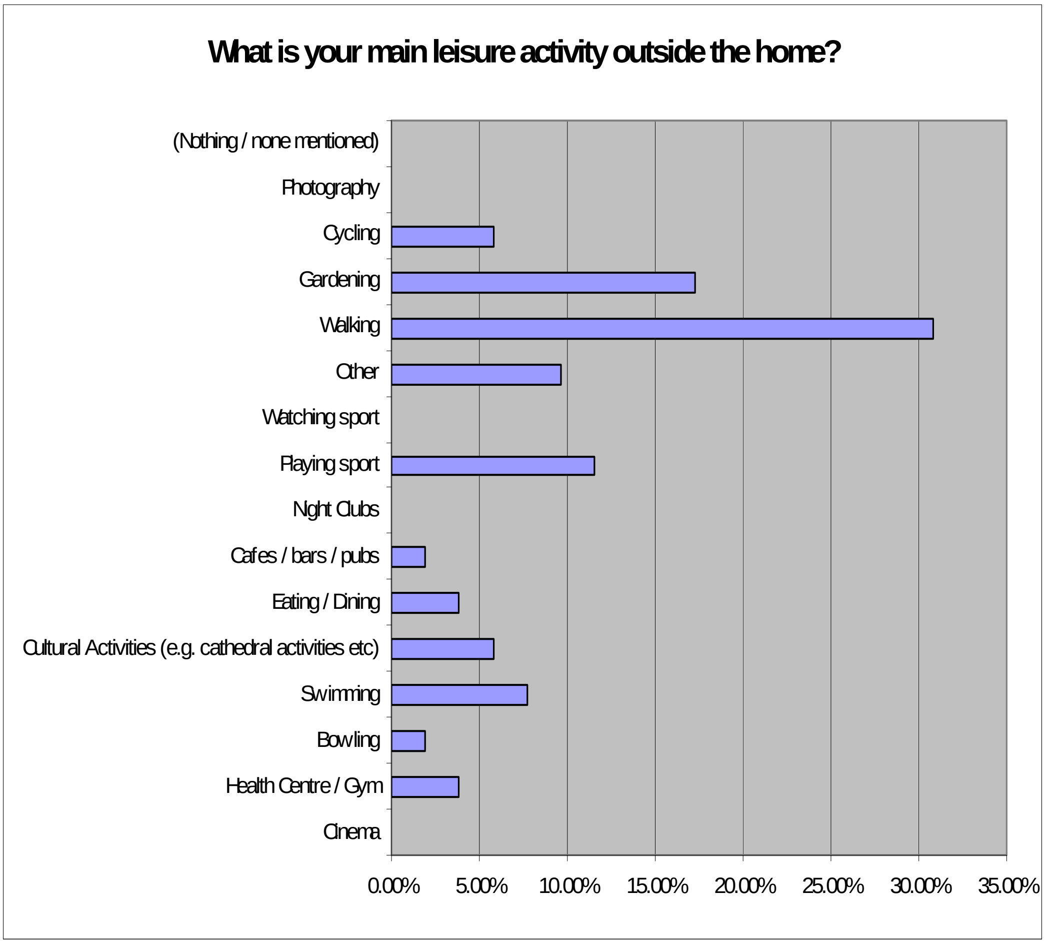
Question 32 - Where do you normally buy personal care goods ?



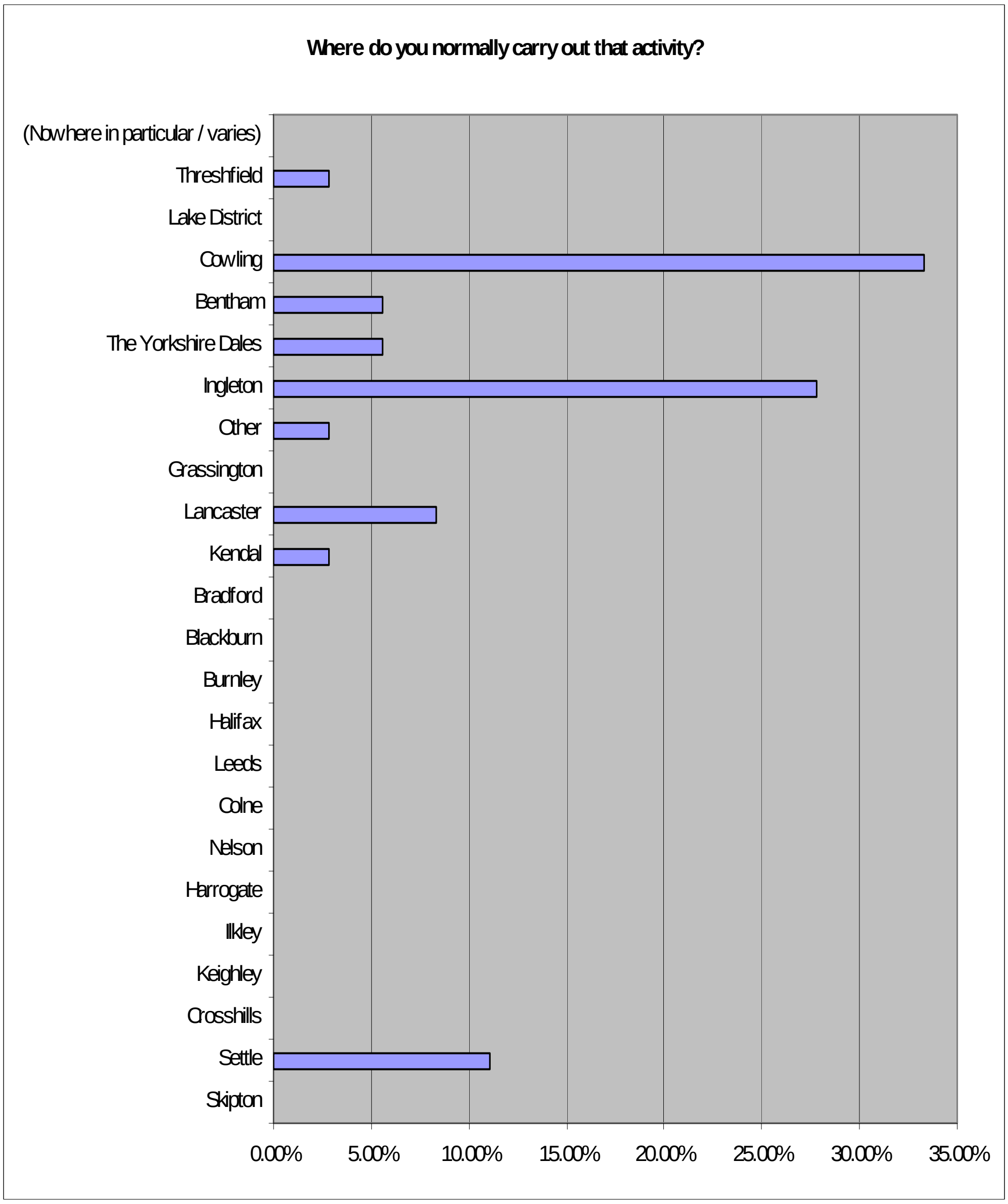
Question 33 - Where do you normally buy other non-food items?



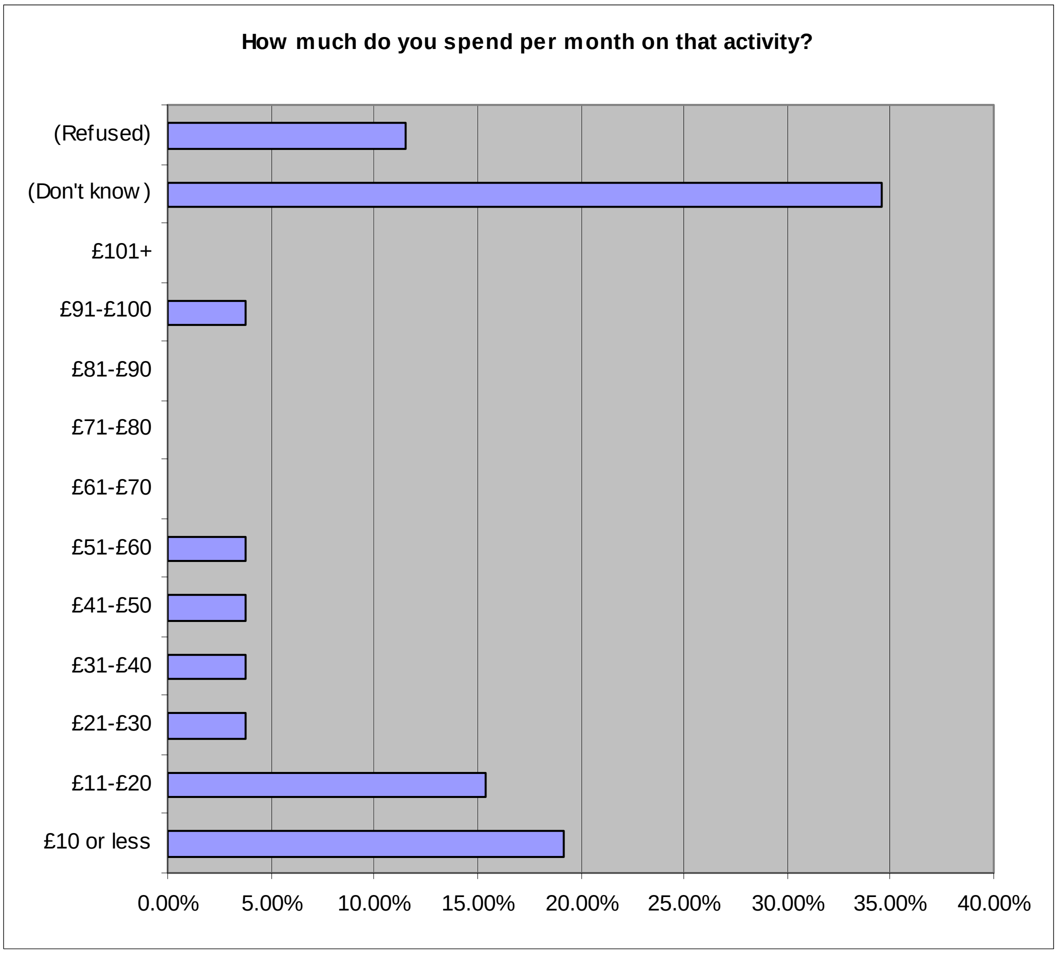
Question 34 - What is your main leisure activity outside the home ?



Question 35 - Where do you normally carry out that activity?



Question 36 - About how much do you spend per month on that activity?



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