



PEOPLE & PLACES

Insight



CHIPPENHAM TOWN BENCHMARKING

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Mike King

Director

People and Places Insight

Mike.king@people-places.co.uk



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. People and Places Insight 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 Reviews, Footfall Counting, Event Evaluation, Car Parking Studies, Disability Access Audits and Neighbourhood Planning.

In Autumn 2022 Chippenham Town Council commissioned People and Places Insight Limited to undertake a Benchmarking Review to measure town centre performance. The detailed results of the Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline findings. *(It must be noted that the National Benchmarking figures are based on data recorded pre Covid-19)*

GENERAL

Commercial Offer

- 81% of the A1 Shops mainly sell Comparison goods, 1% lower than the National Small Towns average.
- 49% of the A1 Shops in Chippenham have a Nationwide presence, 20% higher than the National average.
- 8% of the ground floor units in the defined town area were vacant during the audit in May 2022, 1% lower higher than the National Small Towns average.
- On the Market Day Audit on Friday 1st April 2022 9 Traders were present, a figure which falls between the 2019 and 2017 evaluations and lower than the National Small Towns average of 15.

Footfall

- Longitudinally there has been a decline in Market Day Footfall in Chippenham, the 2022 figure of 255 persons per ten minutes is 44% lower than the 2017 average. Interestingly, the Non-Market Day count is higher than the Market Day with 321 persons per ten minutes, lower than the 2017 average (371) but higher than 2019 (273).

Car Parking

- On the Market Day Car Parking Audit 54% of all available spaces in the town centre were vacant, double the National Small Towns average. On the Non-Market Day vacancy rates decreased slightly to 51%, 18% higher than the National Small Towns figure.



Town Centre Use

- As in previous Benchmarking evaluations the most popular reason for visiting Chippenham was for 'Convenience Shopping' (31%).
- 54% of Town Centre Users visit Chippenham at least once a week whilst 20% of those interviewed visited Once a Month or Less/ First Visit, 12% higher than the National average.
- Mirroring the National Small Towns pattern, the majority of Town Centre Users travel into Chippenham by 'Car' and 45% 'On Foot'.
- 34% of Town Centre Users reported they would spend £10.01-£20.00 on a normal visit to Chippenham, 1% higher than the National Small Towns average whilst 31% stated they would spend over £20.01.
- 82% of Town Centre Users stayed in Chippenham for less than 2 hours, slightly lower than the 2019 figure of 84% and higher than the National Small Towns average of 79%.
- Two thirds of Town Centre Users visit Chippenham in the 0900-1200 time slot with 48% at 1200-1400 and 37% 1400-1700.

POSITIVE

Footfall

- Market Day footfall in Chippenham, 255 persons per ten minutes, is noticeably higher than the National Small Towns average of 110. On the Non-Market Day footfall increased to 321 persons per ten minutes, more than triple the National Small Towns figure of 105.

Access to Services

- 24% of Town Centre Users visited Chippenham to 'Access Services' which is 8% higher than the National average.
- As in previous Chippenham Benchmarking evaluations 'Access to Services' (55%) were classed as a positive aspect by Town Centre Users.

Cafes/ Restaurants

- 41% of Town Centre Users rated Cafes/ Restaurants as a positive aspect of Chippenham

Potential Customers

- 'Potential Customers' both 'Local (83%) and 'Tourist' (50%) were classed as positive aspects of the town centre by Businesses.



ROOM FOR IMPROVEMENT

Visit Recommendation

- 61% of Town Centre Users would not recommend a visit to Chippenham 9% higher than previous evaluations and a 31% increase on the National average.

Retail Offer

- Replicating the trend from previous Benchmarking evaluations in Chippenham, the majority of Town Centre Users rated 'Retail Offer' as a negative aspect.
- Qualitative feedback from Town Centre Users highlighted the need to 'Improve the Retail Offer' in terms of 'Retail Mix', 'More Independent Shops', 'More Clothes Shops' and 'Less Charity Shops'.

Business Performance

- 45% of Business respondents stated that over the last year their Turnover had 'Decreased' which is 11% higher than the National Small Towns average whilst 55% of Businesses stated that their 'Profitability' had 'Decreased' over the last year.

Business Confidence

- Regarding Business Confidence, 18% of the Businesses indicated that they expected their 'Turnover' to 'Decrease' nearly double the National Small Towns average. (36%)

Car Parking

- 59% of Town Centre Users rated 'Car Parking' as a negative aspect of Chippenham, 16% higher than the National Small Towns average.
- As in previous evaluations 'Car Parking' (92%) was classed as the most negative aspect of trading from Chippenham town centre more than double the National Small Towns average. (44%)
- A key theme to emerge from the qualitative comments from Town Centre Users was the need for 'Cheaper Parking' or 'Free Parking'.

Riverside

- Town Centre Users highlighted the need to 'Make more use of the Riverside' area of Chippenham,

Public Toilets

- 'Public Toilets' (44%) were classed as a negative aspect of Chippenham by Town Centre Users.



BENCHMARKING

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 350 units
- National Small Towns; consisting of those localities with less than 350 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **CHIPPENHAM** consists of **280** units and is thus classed as a **Small** Town.

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 2018 to January 2020.

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



METHODOLOGY

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

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: GROUND FLOOR UNITS; USE CLASS	Visual Survey of ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined Town Centre area.
KPI: GROUND FLOOR UNITS; 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 Weekday Market Day and Weekday Non-Market Day from 10.00-13.00 on each day
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Weekday Market Day and Weekday Non-Market Day.
KPI: BUSINESS CONFIDENCE SURVEYS	Paper Based Survey
KPI: TOWN CENTRE USER SURVEYS	Face to face/ Paper Based/ Online
KPI: SHOPPERS ORIGIN SURVEYS	Paper Based



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 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.
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. Please note that the town centre boundaries have been redrawn in the 2022 evaluation so comparative data is not available for the Commercial Offer KPI's.

The figures are presented as a percentage of the **258** occupied units recorded.



CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)
A1	Shops	51	45
A2	Financial and Professional Services	13	13
A3	Restaurants and Cafes	9	9
A4	Drinking Establishments	4	3
A5	Hot Food Takeaways	4	5
B1	Businesses	3	6
B2	General Industrial	1	0
B8	Storage and Distribution	0	0
C1	Hotels	1	1
C2	Residential Institutions	0	1
C2A	Secure Residential Institution	0	0
D1	Non-Residential Institutions	7	7
D2	Assembly and Leisure	1	2
SG	Sui Generis	5	7

45% of the ground floor units in the defined Chippenham town centre are A1 Shops. In terms of A2 Financial Professional Services, A3 Restaurants and Cafes, A4 Drinking Establishments and A5 Hot Food Takeaways Chippenham mirrors the National trend.



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

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)
COMPARISON	82	81
CONVENIENCE	18	1

81% of the A1 Shops mainly sell Comparison goods, 1% 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 by Experian Goad.

DEPARTMENT STORES

- Marks and Spencer
- Debenhams
- House of Fraser
- John Lewis

MIXED GOODS RETAILERS

- Wilkinson
- Argos
- Boots
- TK Maxx
- WH Smith

SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

CLOTHING

- Burton
- Dorothy Perkins
- H & M
- New Look
- Primark
- River Island
- Topman
- Topshop

OTHER RETAILERS

- Carphone Warehouse
- Clarks
- Clintons
- O2
- Superdrug
- Phones 4 U
- Vodafone
- 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.

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)
KEY ATTRACTOR	8	10
MULTIPLE	21	39
REGIONAL	10	7
INDEPENDENT	61	44

49% of the A1 Shops in Chippenham have a Nationwide presence, 20% higher than the National average.



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.

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)
VACANCY	9	8

8% of the ground floor units in the defined town centre were vacant in during the audit in May 2022, 1% lower higher 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.

	NATIONAL SMALL TOWNS	CHIPPENHAM 2022	CHIPPENHAM 2019	CHIPPENHAM 2017
MARKET TRADERS	15	9	7	12

On the Market Day Audit on Friday 1st April 2022 9 Traders were present, a figure which falls between the 2019 and 2017 evaluations and lower than the National Small Towns average of 15.



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

	NATIONAL SMALL TOWNS	CHIPPENHAM 2022	CHIPPENHAM 2019	CHIPPENHAM 2017
MARKET DAY	110	255	282	459
NON-MARKET DAY	105	321	273	371

On both Market Day and Non-Market Day in Chippenham footfall is considerably higher than the National Small Towns averages. Longitudinally there has been a decline in Market Day Footfall in Chippenham, the 2022 figure of 255 persons per ten minutes is 44% lower than the 2017 average. Interestingly, the Non-Market Day count is higher than the Market Day with 321 persons per ten minutes, lower than the 2017 average (371) but higher than 2019 (273).

Chippenham Town Council also commissioned People and Places Insight Limited to conduct evening footfall counts in the town centre. Footfall was at its peak in the 17.00-18.00 time slot with an aggregate count of 230 persons per ten minutes at an average of 77 persons across the three count point locations. The highest single ten-minute count was recorded at each of the count point locations in the 17.00-18.00 time slot. The quietest time in the town centre was 01.00-02.00, with an aggregate count of 35 persons averaging at 15 persons per ten minutes. Overall, average footfall counts in the three locations remained stable with the overall average ranging from 38-41 persons per ten minutes. In terms of aggregate footfall, Outside Akash, The Bridge recorded the highest counts with an overall total of 248 across the six ten-minute count periods.



The following tables provide full details of the footfall counts.

Entrance to Emery Gate	
	Friday 1 st April 2022
10.30-10.40	240
11.30-11.40	257
12.30-12.40	268
TOTAL	765
AVERAGE	255

Bridge, High Street	
	Friday 1 st April 2022
10.30-10.40	127
11.30-11.40	105
12.30-12.40	130
TOTAL	362
AVERAGE	120

The Bridge	
	Friday 1 st April 2022
10.30-10.40	105
11.30-11.40	129
12.30-12.40	114
TOTAL	348
AVERAGE	116



Entrance to Emery Gate	
	Monday 13 th June 2022
10.30-10.40	279
11.30-11.40	317
12.30-12.40	366
TOTAL	962
AVERAGE	321

Bridge, High Street	
	Monday 13 th June 2022
10.30-10.40	132
11.30-11.40	145
12.30-12.40	150
TOTAL	427
AVERAGE	142

The Bridge	
	Monday 13 th June 2022
10.30-10.40	111
11.30-11.40	96
12.30-12.40	99
TOTAL	216
AVERAGE	72



Weekend Evening Counts

Entrance to Emery Gate	
	Friday 13 th May 2022
17.00-17.10	98
18.00-18.10	44
21.00-21.10	32
22.00-22.10	33
12.00-12.10	31
01.00-01.10	0
TOTAL	238
AVERAGE	40

The Bridge	
	Friday 13 th May 2022
17.20-17.30	76
18.20-18.30	45
21.20-21.30	27
22.20-22.30	46
12.20-12.30	15
01.20-01.30	17
TOTAL	226
AVERAGE	38

Outside Akash, The Bridge	
	Friday 13 th May 2022
17.40-17.50	56
18.40-18.50	51
21.40-21.50	47
22.40-22.50	50
12.40-12.50	26
01.40-01.50	18
TOTAL	248
AVERAGE	41



Entrance to Emery Gate	
	Friday 20 th May 2022
17.00-17.10	91
18.00-18.10	39
21.00-21.10	32
22.00-22.10	27
12.00-12.10	27
01.00-01.10	5
TOTAL	221
AVERAGE	37

The Bridge	
	Friday 20 th May 2022
17.20-17.30	78
18.20-18.30	40
21.20-21.30	25
22.20-22.30	41
12.20-12.30	21
01.20-01.30	21
TOTAL	226
AVERAGE	38

Outside Akash, The Bridge	
	Friday 20 th May 2022
17.40-17.50	50
18.40-18.50	51
21.40-21.50	40
22.40-22.50	54
12.40-12.50	21
01.40-01.50	21
TOTAL	237
AVERAGE	40

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;

- Percentage number of spaces in the designated car parks.
- Percentage number of short-stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on Market Day/Non-Market Day
- Percentage number of on street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market Day/Non-Market Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day/Non-Market Day

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)
CAR PARKING		
TOTAL SPACES:	83	93
SHORT STAY SPACES: (4 HOURS AND UNDER)	42	51
LONG STAY SPACES: (OVER 4 HOURS)	54	46
DISABLED SPACES:	5	4
NOT REGISTERED	0	0
VACANT SPACES ON A MARKET DAY:	30	57
VACANT SPACES ON A NON-MARKET DAY:	36	54
ON STREET		
TOTAL SPACES:	17	7
SHORT STAY SPACES: (4 HOURS AND UNDER)	78	71
LONG STAY SPACES: (OVER 4 HOURS)	15	17
DISABLED SPACES:	6	12
NOT REGISTERED	1	0
VACANT SPACES ON A MARKET DAY:	14	12
VACANT SPACES ON A NON-MARKET DAY:	17	11



OVERALL	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)
SHORT STAY SPACES: (4 HOURS AND UNDER)	48	52
LONG STAY SPACES: (OVER 4 HOURS)	47	44
DISABLED SPACES:	5	4
NOT REGISTERED	0	0
VACANT SPACES ON A MARKET DAY:	27	54
VACANT SPACES ON A NON-MARKET DAY:	33	51

On the Market Day Car Parking Audit 54% of all available spaces in the town centre were vacant, double the National Small Towns average. On the Non-Market Day vacancy rates decreased slightly to 51%, 18% higher than the National Small Towns figure.



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 **24** returned Business Confidence Surveys.

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
WHAT IS THE NATURE OF YOUR BUSINESS?				
RETAIL	N/A	67	75	68
FINANCIAL/PROFESSIONAL SERVICES	N/A	8	25	14
PUBLIC SECTOR	N/A	8	0	0
FOOD AND DRINK	N/A	8	0	9
ACCOMMODATION	N/A	0	0	0
OTHER	N/A	8	0	9
WHAT TYPE OF BUSINESS ARE YOU?				
MULTIPLE TRADER	11	25	25	14
REGIONAL TRADER	6	25	12	10
INDEPENDENT	83	50	63	76
HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?				
LESS THAN A YEAR	8	0	0	10
ONE TO FIVE YEARS	20	8	13	29
SIX TO TEN YEARS	13	17	0	5
MORE THAN TEN YEARS	59	75	87	57

67% of Business respondents are 'Retailers'. 50% of the Businesses are 'Independent' traders and three quarters have been based Chippenham for 'More than Ten Years'.



	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
COMPARED TO LAST YEAR HAS YOUR TURNOVER?				
INCREASED	39	18	25	21
STAYED THE SAME	27	36	38	26
DECREASED	34	45	38	53
COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?				
INCREASED	30	9	13	21
STAYED THE SAME	32	36	25	16
DECREASED	39	55	62	63
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...?				
INCREASE	42	18	13	21
STAY THE SAME	39	45	50	42
DECREASE	19	36	37	37

45% of Business respondents stated that over the last year their Turnover had 'Decreased' which is 11% higher than the National Small Towns average whilst 55% of Businesses stated that their 'Profitability' had 'Decreased' over the last year. Regarding Business Confidence, 18% of the Businesses indicated that they expected their 'Turnover' to 'Decrease' nearly double the National Small Towns average. (36%)



WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
PHYSICAL APPEARANCE	50	50	17	24
CLEANLINESS	N/A	42	N/A	N/A
PROSPERITY OF THE TOWN	42	33	0	29
LABOUR POOL	15	8	0	5
GEOGRAPHICAL LOCATION	47	42	17	38
MIX OF RETAIL OFFER	50	25	33	29
POTENTIAL TOURIST CUSTOMERS	36	50	17	38
POTENTIAL LOCAL CUSTOMERS	74	83	83	76
AFFORDABLE HOUSING	16	8	0	5
TRANSPORT LINKS	41	58	0	24
FOOTFALL	31	42	33	48
CAR PARKING	27	8	17	24
RENTAL VALUES/ PROPERTY COSTS	12	17	17	0
MARKET(S)	13	25	17	14
EVENTS/ACTIVITIES	20	33	0	24
MARKETING/PROMOTIONS	10	8	17	24
LOCAL PARTNERSHIPS/ ORGANISATIONS	20	17	17	10
OTHER	4	0	0	0

'Potential Customers' both 'Local (83%) and 'Tourist' (50%) were classed as positive aspects of the town centre by Businesses.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
PHYSICAL APPEARANCE	18	8	43	29
CLEANLINESS	N/A	25	N/A	N/A
PROSPERITY OF THE TOWN	22	25	29	14
LABOUR POOL	16	8	0	10
GEOGRAPHICAL LOCATION	8	0	0	0
MIX OF RETAIL OFFER	25	58	14	19
NUMBER OF VACANT UNITS		50	57	29
POTENTIAL TOURIST CUSTOMERS	13	17	0	10
POTENTIAL LOCAL CUSTOMERS	5	0	0	0
AFFORDABLE HOUSING	14	25	14	5
TRANSPORT LINKS	15	8	14	10
FOOTFALL	23	33	14	14
CAR PARKING	44	92	86	76
RENTAL VALUES/ PROPERTY COSTS	25	42	29	38
MARKET(S)	9	8	14	19
LOCAL BUSINESS COMPETITION	21	25	0	33
COMPETITION FROM OUT-OF-TOWN LOCATIONS	39	0	43	33
COMPETITION FROM OTHER TOWNS/CITIES	29	17	0	24
COMPETITION FROM THE INTERNET	44	20	43	52
EVENTS/ ACTIVITIES	6	0	0	0
MARKETING/PROMOTIONS	6	0	0	0
LOCAL PARTNERSHIPS/ORGANISATIONS	6	8	0	0
OTHER	10	17	0	10

As in previous evaluations 'Car Parking' (92%) was classed as the most negative aspect of trading from Chippenham town centre more than double the National Small Towns average. (44%) 42% of Businesses stated that 'Rental Values/ Property Costs' were classed as a negative.



HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?	NATIONAL SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
YES	27	75	71	29
NO	73	25	29	71
IF YES, WHAT TYPE OF BUSINESS CRIME HAVE YOU SUFFERED?				
THEFT	66	50	80	67
CRIMINAL DAMAGE	27	25	20	17
ABUSE	12	25	40	33
OTHER	8	25	0	17

75% of Businesses reported that they had suffered from any crime over the last 12 months.

WHAT TWO SUGGESTIONS WOULD YOU MAKE TO IMPROVE THE TOWN'S ECONOMIC PERFORMANCE?

Please note that comments have been copied directly from respondents

Below is the full list of comments supplied by Business respondents, the key theme to emerge is the need to reduce 'Car Parking Fees'.

- Reduce parking costs
- Cheaper parking, lack of shops
- Reduce the high cost of parking for shoppers, very off-putting message
- Give back free parking for 1 hour. The parking rates are some of the highest in Wiltshire. Extortionate - drive people out of town.
- Invest some dosh into the town centre, get back to how the town used to be
- Car parking is a joke! Too expensive. Market is pointless. Not like it used to be.
- Before I lived locally, I used to visit the area regularly as a tourist and always felt Chippenham was under promoted as a tourist destination - found it difficult to find info on town website etc., promotion is poor.
- Parking - The introduction of the Sunday parking charge was a huge misstep. Footfall is already drastically down. Parking being free would massively incentivize people to visit the town and increase business opportunities.
- pool advertising by the town council regarding events organized by themselves
- parking charges to encourage the pop in shopper
- Free or cheaper parking - better ways of paying in all car parks and longer stays in car parks
- Encourage people to visit - except you have done the opposite by introducing Sunday parking charges
- More affordable units for more business
- empty shops not being filled
- better communication with public and retailers about planned events - markets etc.
- Stop with Phone shops and charity - get a better mix of shops in the centre to attract people in instead of going elsewhere.
- Market gone downhill, 1/4 of what it used to be
- Cheaper parking



- Don't increase parking fees and keep car parks free on a Sunday - was very surprised that these charges were implemented recently. Where we used to live was more expensive to park but had more amenities and now the parking fees in Chippenham have caught up.
- Increasing the range of available businesses.
- There is an abundance of coffee, phone and charity shops.
- Little in the way of clothing and media shops is a major turn off to a section of the public.
- a certain amount of scruffiness and attention to detail regarding flower beds and grass cutting within the town centre
- encourage different types of businesses rather than just charity, coffee and hairdresser shops
- lower shop rates for independent businesses so we have a better mix of shops
- provide better parking or permits for town centre employees so we can recruit staff easier



KPI: 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 **961** surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
GENDER				
MALE	32	33	28	28
FEMALE	67	65	71	70
PREFER NOT TO ANSWER	1	2	1	2
AGE				
16-25	6	3	9	8
26-35	15	11	25	14
36-45	24	18	22	33
46-55	23	22	25	26
56-65	17	24	14	12
OVER 65	14	21	4	5
PREFER NOT TO ANSWER	1	2	0	2
WHAT DO YOU GENERALLY VISIT THE TOWN CENTRE FOR?				
WORK	11	7	12	18
CONVENIENCE SHOPPING	44	31	31	27
COMPARISON SHOPPING	6	9	14	7
ACCESS SERVICES	16	24	19	20
LEISURE	16	18	19	20
OTHER	9	11	5	8

As in previous Benchmarking evaluations the most popular reason for visiting Chippenham was for 'Convenience Shopping' (31%). 23% of Town Centre Users visited Chippenham to 'Access Services' which is 7% higher than the National average.



	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
HOW OFTEN DO YOU VISIT THE TOWN CENTRE?				
DAILY	23	6	10	17
MORE THAN ONCE A WEEK	37	25	26	28
WEEKLY	21	23	29	26
FORTNIGHTLY	7	16	15	12
MORE THAN ONCE A MONTH	5	10	10	7
ONCE A MONTH OR LESS/ FIRST VISIT	8	20	12	11

54% of Town Centre Users visit Chippenham at least once a week whilst 20% of those interviewed visited Once a Month or Less/ First Visit, 12% higher than the National average.

HOW DO YOU NORMALLY TRAVEL INTO THE TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
ON FOOT	40	45	43	44
BICYCLE	1	1	0	1
MOTORBIKE	0	0	1	0
CAR	55	49	53	52
TRAIN		0	0	0
BUS	2	3	2	1
OTHER	0	2	1	1

Mirroring the National Small Towns pattern, the majority of Town Centre Users travel into Chippenham by 'Car' and 45% 'On Foot'.



ON AVERAGE, ON YOUR NORMAL VISIT TO THE TOWN CENTRE HOW MUCH DO YOU NORMALLY SPEND?	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
NOTHING	3	4	1	3
£0.01-£5.00	11	8	9	12
£5.01-£10.00	23	22	25	29
£10.01-£20.00	32	34	30	35
£20.01-£50.00	26	26	30	21
MORE THAN £50.00	6	5	5	1

34% of Town Centre Users reported they would spend £10.01-£20.00 on a normal visit to Chippenham, 1% higher than the National Small Towns average. 31% of Town Centre Users stated they would spend over £20.01.

DURING WHICH TIME SLOTS DO YOU NORMALLY VISIT CHIPPENHAM TOWN CENTRE?	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
0600-0900	N/A	6	N/A	N/A
0900-1200	N/A	67	N/A	N/A
1200-1400	N/A	48	N/A	N/A
1400-1700	N/A	37	N/A	N/A
1700-1900	N/A	13	N/A	N/A
1900-0000	N/A	9	N/A	N/A

Two thirds of Town Centre Users visit Chippenham in the 0900-1200 time slot with 48% at 1200-1400 and 37% 1400-1700.



WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
PHYSICAL APPEARANCE	45	25	25	22
CLEANLINESS	40	29	30	29
RETAIL OFFER	22	12	13	14
CUSTOMER SERVICE	24	9	9	11
CAFES/RESTAURANTS	56	41	48	54
ACCESS TO SERVICES	57	55	63	64
LEISURE FACILITIES	14	10	9	12
CULTURAL ACTIVITIES/EVENTS	20	17	16	14
PUBS/ BARS/ NIGHTCLUBS	29	12	16	16
PUBLIC TOILETS	20	11	9	N/A
TRANSPORT LINKS	14	18	17	22
EASE OF WALKING AROUND THE TOWN CENTRE	59	64	67	63
CONVENIENCE	69	61	63	65
SAFETY	23	14	18	18
CAR PARKING	27	14	15	12
MARKET(S)	25	24	21	15
OTHER	6	6	4	5

Replicating the National trend, the majority of respondents stated that 'Convenience' (64%) and 'Ease of Walking Around the Town Centre' (61%) were positive aspects of the town. As in previous Chippenham Benchmarking evaluations Access to Services (55%) and Cafes/ Restaurants (41%) were also classed as positive aspects of the town centre.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
PHYSICAL APPEARANCE	25	36	29	32
CLEANLINESS	19	26	24	27
RETAIL OFFER	47	68	61	61
CUSTOMER SERVICE	7	7	6	11
CAFES/RESTAURANTS	12	19	17	12
ACCESS TO SERVICES	12	5	5	4
LEISURE FACILITIES	27	21	30	27
CULTURAL ACTIVITIES/EVENTS	20	21	17	26
PUBS/ BARS/ NIGHTCLUBS	14	20	20	23
PUBLIC TOILETS	25	44	43	62
TRANSPORT LINKS	19	7	10	8
EASE OF WALKING AROUND THE TOWN CENTRE	10	2	2	5
CONVENIENCE	3	3	3	3
SAFETY	16	10	9	5
CAR PARKING	43	59	50	60
MARKET(S)	15	13	16	25
OTHER	17	13	24	9

Replicating the trend from previous Benchmarking evaluations in Chippenham, the majority of Town Centre Users rated 'Retail Offer' (68%), 'Car Parking' (59%) and 'Public Toilets' (44%) as negative aspects all considerably higher than the National Small Towns average.

HOW LONG DO YOU STAY IN THE TOWN CENTRE?	NATIONAL SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
LESS THAN AN HOUR	35	31	27	26
1-2 HOURS	44	51	57	52
2-4 HOURS	13	14	11	10
4-6 HOURS	3	2	1	5
ALL DAY	4	1	3	6
OTHER	1	2	1	1

82% of Town Centre Users stayed in Chippenham for less than 2 hours, slightly lower than the 2019 figure of 84% and higher than the National Small Towns average of 79%.



WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NAT. SMALL TOWNS %	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
YES	72	39	48	48
NO	28	61	52	52

61% of Town Centre Users would not recommend a visit to Chippenham 9% higher than previous evaluations and a 31% increase on the National average.

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

Please note that comments have been copied directly from respondents

A key theme to emerge from the Town Centre User suggestions was the need to 'Improve the Retail Offer'. Within this overarching theme specific sub sections were prevalent including the need for more 'Clothes Shops' with comments including:

- More shops selling good clothing
- We need decent clothes shops for men and women
- Ladies' clothes
- More clothes shops e.g., Primark or Matalan
- Need more shops, clothing
- More specialist retail e.g., butcher, baker, men's clothes
- Different/independent shops/clothes shops
- Better variety of shops, especially clothes shops
- More choice of Clothes shops
- Children's clothes shop
- More clothes shops
- Better variety of shops e.g., men's clothing
- Fill the empty shops with retail opportunities. I would spend if I could. I don't need coffee and phone shops I need clothes and shoes.
- More clothing stores for all ages and genders
- Mid-price clothes shops

Other comments focussed on changing the 'Retail Mix' with comments such as:

- Totally ashamed to take any visitors to the town, the look of disbelief on what is available
- Better shops on the High Street. There is nothing to lure people in especially given how expensive it is to visit
- Variety of shops
- More shops (not cafe or phone shops)
- Actual shops rather than all charity shops
- Attract wider variety of shops. Coffee shops and charity shops won't attract people
- Reduce/abolish car parking fees to generate shoppers return
- More retail shops (not coffee, mobile phone or charity shops)
- better shops more variety
- Promote new shops, too many coffee/phone/charity shops



- Wider variety of shops - too many hairdressers and estate agents
- Limit number of excessive traders occupying limited retail outlets e.g., Barber shops
- Don't let any more charity shops, mobile phone shops or barbers come to the town centre
- Attract wider variety of shops, coffee shops and charity shops, won't attract anybody
- More diversity with shops e.g., less charity shops, more independent shops and make sure its affordable

'More Independent Shops' was another theme to emerge:

- Create more footfall through diverse independent retail
- Get more independent shops.
- Independent offer
- Independent shops, cafes, restaurants
- Independent shops
- More independent shops
- Lower business rates to encourage more retail/independent shops
- Better shops - more independents
- Support smaller independent shops.
- More independent retailers e.g., butcher
- More independent retailers and leisure facilities (restaurants etc.)
- Attract more independent shops e.g., butchers and have post office in the town centre

'Less Charity Shops' was cited by a number of Town Centre Users with comments including:

- Actual shops rather than all charity shops
- Promote new shops, too many coffee/phone/charity shops
- No more charity shops we have enough
- Less charity shops
- More retail outlets instead of charity shops and vape and nail outlets
- Rate holiday to encourage new business that's not charity shops.

'Free Car Parking in the Town Centre' was a key theme to emerge from the qualitative comments:

- Return of free Sunday parking
- reverse the decision to charge for parking on Sundays (again)
- Free 2-hour parking as in Corsham
- No parking charges on Sundays and bank holidays
- Free car parks for up to 2 hours
- Free car parking
- Free parking to help the Retailers
- Free parking on Sunday
- 1st hour free parking back again to encourage footfall
- Free parking for 1 hour
- Free car parking to bring people in
- Free first hour parking
- Offer 30-60 minutes free parking.
- Free parking for an hour
- Bring back free parking



- Give an hour FREE parking
- 1 - 2-hour free parking
- Free parking especially for disabled people
- One-hour free parking there after only a 2hr ticket to buy keeping folk in town for longer and be able to use a café
- Give an hour free parking to encourage shopping
- I stopped visiting on Sundays when parking ceased to be free

‘Reduced Car Parking Fees’ were also cited by a number of respondents, including:

- Cheap parking to encourage people to visit
- Improve cost of parking
- Reduce parking charges
- Free car parking
- Reduce car park fees to bring more visitors to the town centre
- Lower car parking charges as in other Wiltshire Towns
- Cheaper parking
- Improved parking at lower cost
- Improve parking provision including charges
- Cheaper car parking
- Review car parking charges
- Remove expensive parking charges (Corsham is 2 hours free)
- Cheaper car parking to make more of an incentive to pop in

‘Improving the Food and Drink Offer’ was another theme from the Town Centre User suggestions:

- Better choice of cafes, restaurants, and cuisines.
- A good quality pub
- High class restaurant
- Decent restaurant for evening dining
- More dine-in restaurants
- Improve the retail experience by bringing in more middle to higher end outlets & more restaurants and bars.
- Bigger named restaurant chains- e.g., Harvester, Nando’s, Toby Carvery
- More restaurants and quality food selection
- Higher quality restaurants and pubs
- More upmarket shops and restaurants to draw people in and stop the need for residents looking elsewhere.
- Utilizing the river for more high-end bars, cafes and restaurants
- More cafes and restaurants open after 6 pm
- greater range of restaurants
- More restaurants
- Cafes/ Restaurants to open later (after 6pm) to improve the social life in the town.
- More restaurants like Rivo, maybe even a chain
- More cafes and restaurants (sushi?!)
- More leisure facilities, cafes/ restaurants next to the river instead of offices and car parks
- Cafes open in evening
- Increase volume of bistros, restaurants and bars - encouraging people to spend their leisure pound
- More shops, restaurants nice bars needed



- More pavement cafes
- Pop up restaurants/ Bars

‘Making more of the Riverside’ was cited by a number of Town Centre Users:

- More Riverside Cafes
- Making more of Riverside
- Make more of having a river and park in the town centre adding more picnic benches and planting like John Cole’s Park. Make this a nice area to visit and people will likely use the town centre when using the park
- Make more of the river. More retail shops and eateries overlooking the river would improve the appearance of the town
- Make it river facing.
- Celebrate the river
- Make the river a feature
- Make the river part of the town again
- Make more of the river to attract others to the town.
- Use the river as a destination.
- Make more of the riverbank walks, coffee shop, pub etc.
- Make better use of beautiful river
- Have more places/shops/cafes facing the river
- the riverside a focus
- Improve the river frontage
- The riverbank could be made an attractive feature.
- More river facilities on the riverbank
- Improve its look - you have a beautiful river that you do nothing with! Rowing boats, canoes - use it!
- More leisure facilities, cafes restaurants next to the river instead of offices and car parks
- Use the river area more for leisure amenities
- Improve river

‘Improving the Physical Appearance’ was another key theme mentioned by Town Centre Users, comments included:

- Better street maintenance
- Cleaner pavements
- improve pavements, drops to crossroads
- Improve cleanliness and appearance
- Smarten it up
- Improve the town bridge, the metal is unsightly
- clean graffiti
- Make it more attractive, it looks awful and cheap
- It looks as though it’s been ram raided. Broken window effect anyone?
- Repair dangerous pavements on routes to shops

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 postcodes 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

	NATIONAL SMALL TOWNS (%)	CHIPPENHAM 2022 (%)	CHIPPENHAM 2019 (%)	CHIPPENHAM 2017 (%)
LOCALS	55	N/A	N/A	N/A
VISITORS	29	N/A	N/A	N/A
TOURISTS	15	N/A	N/A	N/A



APPENDIX

COMMERCIAL OFFER

Name	No	Street	Use	Type	Type	Notes
Alluminated		Audley Road	B1	n/a	n/a	
Shoestrings Chargrill		Audley Road	A3	n/a	n/a	
Snap Fitness Gym		Audley Road	D2	n/a	n/a	
Grounded		Bath Road	A3	n/a	n/a	
Alliance		Bath Road	B1	n/a	n/a	
Chippenham Community Hub		Borough Parade	D1	n/a	n/a	
Yannis		Borough Parade	A3	n/a	n/a	
David Christopher	2	Borough Parade	A1	Comp	Mut	
Claire's Accessories	4	Borough Parade	A1	Comp	Mult	
Mobile Booth		Borough Parade	A1	Comp	Ind	
The Body Shop	6	Borough Parade	A1	Comp	Mult	
n/a	n/a	Borough Parade	n/a	n/a	n/a	Vacant
Lilies Tea Room	9	Borough Parade	n/a	n/a	n/a	Vacant
Fashion		Borough Parade	SG	n/a	n/a	
O2	10 to 11	Borough Parade	A1	Comp	Mult	
Café Nero	18 to 19	Borough Parade	A3	n/a	n/a	
TSB	20 to 21	Borough Parade	n/a	n/a	n/a	Vacant
Thorntons & Toy master	22	Borough Parade	n/a	n/a	n/a	Vacant
Global West		Borough Parade	A1	Comp	Ind	
Wetherspoons		Borough Parade	A4	n/a	n/a	
Argos	27 to 28	Borough Parade	n/a	n/a	n/a	Vacant
Robert Dyas	30	Borough Parade	A1	Comp	Mult	
Edinburgh Woollen Mill		Borough Parade	n/a	n/a	n/a	Vacant
New Look	32	Borough Parade	A1	Comp	Mult	
Waitrose	33	Borough Parade	A1	Conv	Key	
Waterstones	29	Borough Parade	A1	Comp	Key	
F Hinds	1	Emery Gate	A1	Comp	Mult	
Tesco	21	Emery Gate	A1	Conv	Key	
Bon Marche		Emery Gate	A1	Comp	Mult	
Entertainment Exchange		Emery Gate	A1	Comp	Mult	
The Bay Tree		Emery Gate	A1	Comp	Ind	
Grape Tree	14	Emery Gate	A1	Conv	Mult	
Peacocks		Emery Gate	A1	Comp	Mult	
LA Barbers		Emery Gate	A1	Comp	Ind	
Timpson	6	Emery Gate	A1	Conv	Mult	
Card Factory	9	Emery Gate	A1	Comp	Mult	
Julian Charles		Emery Gate	A1	Comp	Mult	



Name	No	Street	Use	Type	Type	Notes
YMCA	15	Emery Gate	A1	Comp	Mult	
Holland and Barrett	16	Emery Gate	A1	Conv	Mult	
Haines and Smith	10	Emery Gate	A1	Comp	Reg	
Pavers		Emery Gate	A1	Comp	Mult	
Boswells		Emery Gate	A3	n/a	n/a	
Fragrance Shop	6	Emery Gate	A1	Comp	Mult	
Sports Direct		Emery Gate	A1	Comp	Mult	
Beauty Spot	20	Emery Gate	SG	n/a	n/a	
Fone Zone	4	Emery Gate	A1	Comp	Ind	
Outfit 78		Emery Gate	A1	Comp	Ind	
Giamo Rose		Emery Gate	n/a	n/a	n/a	Vacant
Playtime Toyshop 1		Emery Gate	n/a	n/a	n/a	Vacant
Playtime Toyshop 2		Emery Gate	n/a	n/a	n/a	Vacant
Kandu Arts		Emery Gate	A1	Comp	Ind	
Squeeky		Emery Gate	A1	Comp	Ind	
Fone Revive		Emery Gate	A1	Comp	Mult	
Christopher James		Emery Gate	A1	Comp	Ind	
Top Cut Hairdressers	37a	Foghamshire	A1	Comp	Ind	
Consti Club		Foghamshire	A4	n/a	n/a	
Salvation Army		Foghamshire	D1	n/a	n/a	
Leo Matthews Gym		Foghamshire	D2	n/a	n/a	
Octoprint		Foundry Road	B1	n/a	n/a	
The Dancing Academy		Foundry Road	D2	n/a	n/a	
Shirt Work		Foundry Road	A1	Comp	Ind	
Aldi		Foundry Road	A1	Conv	Mult	
Travel Lodge		Foundry Road	C1	n/a	n/a	
Castle Lodge		Gladstone Road	C2	n/a	n/a	
Gladstone Arms	34	Gladstone Road	A4	n/a	n/a	
Saxon Court Care	21	Gladstone Road	C2	n/a	n/a	
Halfords		Hathaway Retail Park	A1	Comp	Mult	
Bensons for Beds		Hathaway Retail Park	A1	Comp	Mult	
Jolley's Pet Supplies		Hathaway Retail Park	A1	Comp	Mult	
Dreams		Hathaway Retail Park	A1	Comp	Mult	
Greggs		Hathaway Retail Park	A3	n/a	n/a	
B and M		Hathaway Retail Park	A1	Conv	Mult	
Sally Salon Services		Hathaway Retail Park	A1	Comp	Ind	
Tapi Carpets		Hathaway Retail Park	A1	Comp	Ind	
Tesco Express		Hathaway Retail Park	A1	Conv	Key	
Super Drug	1	High Street	A1	Comp	Key	
WH Smith	2	High Street	A1	Comp	Key	
Gary Hatto	3	High Street	A1	Comp	Reg	
British Heart Foundation	4	High Street	A1	Comp	Mult	
West Country Pasty	Town Hall	High Street	A3	n/a	n/a	



Name	No	Street	Use	Type	Type	Notes
Wilko	31 to 33	High Street	A1	Comp	Key	
Coiffure	19	High Street	A1	Comp	Reg	
Next to Town Hall		High Street	n/a	n/a	n/a	Vacant
Neeld & Town Hall		High Street	D1	n/a	n/a	
Vodaphone	7	High Street	A1	Comp	Key	
Boots Opticians	10	High Street	A1	Comp	Key	
Boots Chemist	10	High Street	A1	Comp	Key	
Hayes Travel		High Street	A1	Comp	Mult	
Millets	17	High Street	A1	Comp	Mult	
Scrivens Hearing Company	18	High Street	A1	Comp	Mult	
Greggs		High Street	A3	n/a	n/a	
Blue Cross		High Street	A1	Comp	Mult	
Costa	24	High Street	A3	n/a	n/a	
Poundland	25	High Street	A1	Comp	Mult	
Lloyd Bank	29	High Street	A2	n/a	n/a	
Nat West Bank	30	High Street	A2	n/a	n/a	
Works Store	11 to 12	High Street	A1	Comp	Mult	
Thorntons		High Street	A1	Comp	Mult	
Santander	15 to 16	High Street	A2	n/a	n/a	
Three	21	High Street	A1	Comp	Mult	
Parsons Bakery		High Street	A1	Conv	Reg	
Julia's House		High Street	A1	Comp	Reg	
Coffee #1		High Street	A3	n/a	n/a	
Julian House		High Street	A1	Comp	Reg	
Jeary and Lewis Solicitors		High Street	n/a	n/a	n/a	Vacant
Cash brokers		High Street	A2	n/a	n/a	
E Wootten and Son		High Street	n/a	n/a	n/a	Vacant
Halifax		High Street	A2	n/a	n/a	
Iceland		High Street	A1	Conv	Mult	
Nationwide		High Street	A2	n/a	n/a	
Chippenham MOT Station		Langley Road	B1	n/a	n/a	
Lee's		Langley Road	A5	n/a	n/a	
Langley's Fish & Chips		Langley Road	A5	n/a	n/a	
The Hale Veterinary Group		Langley Road	SG	n/a	n/a	
Burton Menswear	1	Market Place	A1	Comp	Key	
HSBC Bank		Market Place	A2	n/a	n/a	
Sarah-Janes Café	3	Market Place	A3	n/a	n/a	
Stitch Express		Market Place	A1	Comp	Ind	
Flying Monk		Market Place	A4	n/a	n/a	
Lucky Star Nails	7	Market Place	SG	n/a	n/a	
Best Western Hotel	8	Market Place	C1	n/a	n/a	
Chippenham Museum		Market Place	D1	n/a	n/a	
Acorn Recruitment	11	Market Place	A2	n/a	n/a	



Name	No	Street	Use	Type	Type	Notes
Bear Hotel	12	Market Place	n/a	n/a	n/a	Vacant
American Nails & Beauty	13	Market Place	SG	n/a	n/a	
I Fixer		Market Place	A2	n/a	n/a	
Picture House Tattoo		Market Place	SG	n/a	n/a	
Goodman Warren Beck		Market Place	A2	n/a	n/a	
Barclays Bank		Market Place	A2	n/a	n/a	
Bet Fred		Market Place	A2	n/a	n/a	
Chappel and Matthews		Market Place	A2	n/a	n/a	
British Red Cross		Market Place	A1	Comp	Mult	
Alan & Harris Estate Agents	37	Market Place	A2	n/a	n/a	
Mander Duffill		Market Place	A2	n/a	n/a	
Connells Estate Agents		Market Place	A2	n/a	n/a	
Total Lettings Service	58	Market Place	A2	n/a	n/a	
Esquire Barber Shop	56	Market Place	A1	Comp	Ind	
Humbugs Sweet Shop		Market Place	A1	Conv	Ind	
Floral Culture	54	Market Place	n/a	n/a	n/a	
No 32		Market Place	B1	n/a	n/a	
Next to No 32		Market Place	n/a	n/a	n/a	Vacant
F W Jones	30	Market Place	A1	Comp	Ind	
Keskins		Market Place	A5	n/a	n/a	
New World	26	Market Place	A5	n/a	n/a	
Jinkzed		Market Place	SG	n/a	n/a	
Coates	25	Market Place	A1	Comp	Ind	
One Stop		Market Place	A1	Conv	Mult	
Caprinos		Market Place	A3	n/a	n/a	
Thai Taste	22a	Market Place	A3	n/a	n/a	
The Rose and Crown	22	Market Place	A4	n/a	n/a	
The Puffin Hut	19 to 20	Market Place	A1	Conv	Reg	
Jollys Cafe	18	Market Place	A3	n/a	n/a	
The Courtyard	17a	Market Place	A1	Comp	Ind	
Smoke Vape City	16	Market Place	A1	Conv	Ind	
St Andrews		Market Place	D1	n/a	n/a	
Binks	35	Market Place	A1	Comp	Ind	
St Andrews Church Office		Market Place	B1	n/a	n/a	
King Alfred Hall		Market Place	D1	n/a	n/a	
Natures Solution		Market Place	D1	n/a	n/a	
Da's	36	Market Place	A1	Comp	Ind	
Awdry, Bailey, Douglas	38	Market Place	A2	n/a	n/a	
Boston Burger	40	Market Place	A5	n/a	n/a	
Vampire Vape		Market Place	A1	Conv	Ind	
No. 62		Market Place	n/a	n/a	n/a	Vacant
Savers	5	Market Place	A1	Comp	Mult	
Coral Racing		Market Place	A2	n/a	n/a	
Strakers Estate Agents	33	Market Place	A2	n/a	n/a	



Name	No	Street	Use	Type	Type	Notes
Bewley House		Marshfield Road	B1	n/a	n/a	
Reel Cinema (Astoria Group)		Marshfield Road	D2	n/a	n/a	
The Pines Hotel		Marshfield Road	C1	n/a	n/a	
Opposite No 77		Marshfield Road	n/a	n/a	n/a	Vacant
Avon Reach		Monkton Hill	B1	n/a	n/a	Multiple Offices
Central Methodist Church		Monkton Hill	D1	n/a	n/a	
Central Methodist Church Hall		Monkton Hill	D1	n/a	n/a	
Athena	66	New Road	A3	n/a	n/a	
Atwell Martin	65	New Road	A2	n/a	n/a	
First Move	64	New Road	A2	n/a	n/a	
Kingsley Pike	63	New Road	A2	n/a	n/a	
Black Horse Pub	62	New Road	A4	n/a	n/a	
MP Donelan		New Road	A2	n/a	n/a	
Aziz		New Road	A1	Comp	Ind	
Route 23	59	New Road	SG	n/a	n/a	
Prezzo		New Road	A3	n/a	n/a	
Atlas Gym	56	New Road	D2	n/a	n/a	
British Heart Foundation	55	New Road	n/a	n/a	n/a	Vacant
The Brunel Pub		New Road	A4	n/a	n/a	
TC Group		New Road	n/a	n/a	n/a	Vacant
Goughs Solicitors	1	New Road	A2	n/a	n/a	
Hair Company	3	New Road	A1	Comp	Ind	
Golden	3	New Road	SG	n/a	n/a	
A & J Bewley		New Road	A1	Comp	Reg	
Tax Assist Accountants		New Road	A2	n/a	n/a	
Pizza Hut		New Road	A5	n/a	n/a	
Istanbul Manov	9	New Road	A3	n/a	n/a	
Chippenham Kebab and Pizza	10	New Road	A5	n/a	n/a	
Smart Tec	10b	New Road	A1	Comp	Ind	
Café India	5A	New Road	A3	n/a	n/a	
Baptist Church		New Road	D1	n/a	n/a	
Rivo Lounge		New Road	A3	n/a	n/a	
Rubydoocakes	6	New Road	A1	Conv	Ind	
Station House	6 to 8	New Road	n/a	n/a	n/a	Vacant
Nettl	5	New Road	B1	n/a	n/a	
Coral		New Road	A2	n/a	n/a	
Burt's Boards		New Road	A1	Comp	Ind	
Cousin Norman's	24	New Road	A1	Conv	Ind	
Angels Barbers		New Road	A1	Comp	Ind	
Have a Goosey 2 nd Hand Shop		New Road	A1	Comp	Ind	
Spice Heaven Takeaway		New Road	A5	n/a	n/a	
Salvation Army Shop		New Road	A1	Comp	Ind	
Lyndon Newsagent	11c	New Road	A1	Conv	Ind	
Hathaway Surgery		New Road	D1	n/a	n/a	



Name	No	Street	Use	Type	Type	Notes
18c		New Road	n/a	n/a	n/a	Vacant
The Beauty Salon		New Road	SG	n/a	n/a	
Antiques (No name)		New Road	A1	Comp	Ind	
Post Office		New Road	A1	Conv	Mult	
n/a	23a	New Road	n/a	n/a	n/a	Vacant
Pinelease Furniture	14	New Road	A1	Comp	Ind	
Dolmans	12	New Road	A1	Comp	Ind	
3D Computers		New Road	A1	Comp	Ind	
The Dance Spot		New Road	A1	Comp	Ind	
The 1:1 Diet Cambridge Weight Plan	11a	New Road	A1	Conv	Ind	
Michael Anthony Estate Agents		New Road	A2	n/a	n/a	
Coles Fadeaways		New Road	A1	Comp	Ind	
Chalkland Veterinary Surgery		New Road	SG	n/a	n/a	
Moose Hall Chiropractors		New Road	D1	n/a	n/a	
House of Beauty		New Road	SG	n/a	n/a	
Maria Christina Hair & Beauty Salon		New Road	A1	Comp	Ind	
New Road Nursey		New Road	D1	n/a	n/a	
Aurora Dental Clinic		New Road	D1	n/a	n/a	
Brignell Opticians	33	New Road	A1	Comp	Ind	
Hanlon & Gardner Dental Practice		New Road	D1	n/a	n/a	
The Old Road Tavern		Old Road	A4	n/a	n/a	
National Probation Service		Park Lane	B1	n/a	n/a	
Fixer (IT / Phones)		Park Lane	A1	Comp	Ind	
Badboy Fitness Supplements		Park Lane	A1	Conv	Ind	
Belle Aura Beauty Salon		Park Lane	SG	n/a	n/a	
Pretty Peacocks (Gifts)		Park Lane	A1	Comp	Ind	
Grace Tuition		Park Lane	D1	n/a	n/a	
Turner Osteopathy		Park Lane	D1	n/a	n/a	
Chippenham Aesthetic House		Park Lane	SG	n/a	n/a	
Marshwood Financial Services		Park Lane	A2	n/a	n/a	
La Passione Italian Restaurant		Park Lane	A3	n/a	n/a	
Salon Secrets		Park Lane	A1	Comp	Ind	
Top to Toe		Park Lane	SG	n/a	n/a	
Hand of Glory	15	St Mary Street	A1	Comp	Ind	
Pet Shop (No name)		St Paul's Street	A1	Comp	Ind	
WDC		St Paul's Street	B1	n/a	n/a	
Doorway		Station Hill	SG	n/a	n/a	
Prince of Wales Pub	8	Station Hill	A4	n/a	n/a	
Sacred Symbols	10 to 14	Station Hill	SG	n/a	n/a	
Regs	5	Station Hill	A5	n/a	n/a	
Fabric Time	11	Station Hill	n/a	n/a	n/a	Vacant
Park Lane	6	Station Hill	SG	n/a	n/a	
Mailboxes - Citadel	8	The Bridge	B1	n/a	n/a	



Name	No	Street	Use	Type	Type	Notes
Oxfam	5	The Bridge	A1	Comp	Mult	
Headways	7	The Bridge	A1	Comp	Ind	
Lucky Eat	9	The Bridge	A5	n/a	n/a	
Eleven	11	The Bridge	SG	n/a	n/a	
RSPCA	13	The Bridge	A1	Comp	Mult	
The Garden	15 to 17	The Bridge	A3	n/a	n/a	
Shoestrings	19	The Bridge	A5	n/a	n/a	
Akash	19	The Bridge	A3	n/a	n/a	
PSP Group	20 to 24	The Bridge	A2	n/a	n/a	
Subway	16	The Bridge	A3	n/a	n/a	
Co Op Funeral Care	14	The Bridge	A1	Comp	Mult	
SK Fruits	16	The Bridge	A1	Conv	Ind	
Dorothy House	12	The Bridge	A1	Comp	Mult	
Age UK	10	The Bridge	A1	Comp	Mult	
Betzone	6a	The Bridge	A2	n/a	n/a	
Chippenham Library		Timber Street	D1	n/a	n/a	
Chippenham Registry	4	Timber Street	B1	n/a	n/a	
Buckles	11	Timber Street	A5	n/a	n/a	
COQ	20	Timber Street	A3	n/a	n/a	
Armstrong Architects	21	Timber Street	B1	n/a	n/a	
Twenty-Four Seven	3	Timber Street	A2	n/a	n/a	
Goldiggers Hair and Beauty		Timber Street	A1	Comp	Ind	
Academy Insurance		Timber Street	A2	n/a	n/a	
Emjay Engineering		Union Road	B1	n/a	n/a	
Elkins Architects		Union Road	B1	n/a	n/a	
Inspire Fitness		Union Road	D2	n/a	n/a	



CAR PARKING

Name:	Bath Road
On Street/ Car Park:	Car Park
Total Spaces:	233
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	228
Disabled Spaces:	5
Vacant Spaces on a Market Day:	68
Vacant Spaces on a Non-Market Day:	61

Name:	Emery Gate (A)
On Street/ Car Park:	Car Park
Total Spaces:	79
Short Stay Spaces: (4 hours and under)	74
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non-Market Day:	24

Name:	Emery Gate (B)
On Street/ Car Park:	Car Park
Total Spaces:	263
Short Stay Spaces: (4 hours and under)	249
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	14
Vacant Spaces on a Market Day:	223
Vacant Spaces on a Non-Market Day:	234

Name:	Gladstone
On Street/ Car Park:	Car Park
Total Spaces:	33
Short Stay Spaces: (4 hours and under)	31
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market Day:	20
Vacant Spaces on a Non-Market Day:	19



Name:	Borough Parade
On Street/ Car Park:	Car Park
Total Spaces:	165
Short Stay Spaces: (4 hours and under)	158
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	7
Vacant Spaces on a Market Day:	25
Vacant Spaces on a Non-Market Day:	49

Name:	Wood Lane Car Park
On Street/ Car Park:	Car Park
Total Spaces:	77
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	73
Disabled Spaces:	4
Vacant Spaces on a Market Day:	27
Vacant Spaces on a Non-Market Day:	32

Name:	Sainsburys
On Street/ Car Park:	Car Park
Total Spaces:	30
Short Stay Spaces: (4 hours and under)	29
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on a Market Day:	10
Vacant Spaces on a Non-Market Day:	13

Name:	Chippenham Train Station
On Street/ Car Park:	Car Park
Total Spaces:	336
Short Stay Spaces: (4 hours and under)	40
Long Stay Spaces: (Over 4 hours)	288
Disabled Spaces:	8
Vacant Spaces on a Market Day:	269
Vacant Spaces on a Non-Market Day:	183

Name:	Saddlers Mead
On Street/ Car Park:	Car Park
Total Spaces:	223
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	212
Disabled Spaces:	11
Vacant Spaces on a Market Day:	197
Vacant Spaces on a Non-Market Day:	179



Name:	Hathaway Retail Park
On Street/ Car Park:	Car Park
Total Spaces:	307
Short Stay Spaces: (4 hours and under)	301
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	6
Vacant Spaces on a Market Day:	
Vacant Spaces on a Non-Market Day:	

Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	0

Name:	Market Place
On Street/ Car Park:	On Street
Total Spaces:	26
Short Stay Spaces: (4 hours and under)	23
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	2

Name:	Outside The Angel, Market Place
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	0

Name:	Station Hill
On Street/ Car Park:	On Street
Total Spaces:	24
Short Stay Spaces: (4 hours and under)	24
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non-Market Day:	0



Name:	Bridge Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non-Market Day:	2

Name:	Outside Chippenham 2000, Station Hill
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	3
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	0

Name:	Timber Street
On Street/ Car Park:	11
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	2
Disabled Spaces:	2
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non-Market Day:	2

Name:	Monkton Hill
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	2
Vacant Spaces on a Non-Market Day:	2

Name:	Foghamshire
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	0



Name:	St Paul's Street
On Street/ Car Park:	On Street
Total Spaces:	1
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on a Market Day:	0
Vacant Spaces on a Non-Market Day:	0

Name:	New Road
On Street/ Car Park:	On Street
Total Spaces:	14
Short Stay Spaces: (4 hours and under)	14
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non-Market Day:	3

Name:	New Road
On Street/ Car Park:	On Street
Total Spaces:	14
Short Stay Spaces: (4 hours and under)	14
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non-Market Day:	3

Name:	Park Lane
On Street/ Car Park:	On Street
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	2
Vacant Spaces on a Market Day:	3
Vacant Spaces on a Non-Market Day:	3