

Indicator	Data Sources	Method for Data Collection	Suggested Monitoring Frequency	Notes
Attractions				
Diversity of main town centre uses Presence of national multiples and high-profile retailers Proportion of vacant street-level property	<ul style="list-style-type: none"> Experian Goad plans On-foot surveys (other centres) 	Update the Goad Analysis tables produced in this study. The tables provide an index against the GB average for the convenience, comparison, services and 'miscellaneous' sectors, and all constituent sub-sectors.	Annually	Experian updates individual Goad plans approximately every 2 years. However, the Goad plans can easily be updated by on-foot surveys, since only a minority of units change use each year.
Retail property offer and operator demand	<ul style="list-style-type: none"> Retail property market agents Current traders and/or FOCUS <i>Town Reports</i> www.focusnet.com 	Discussions with agents and current occupants is the best source of information for this qualitative indicator.	Every 2 years, or annually if sufficient resources are available to undertake consultations	
Retail yields	Valuation Office, <i>Property Market Reports</i> (www.voa.gov.uk)	Update the time-series data Compare with yield trends at comparator centres	Annually	The Valuation Office produces two <i>Property Market Reports</i> each year (January and July), which contain time-series data. Yield data are not published for smaller centres.
Zone A shopping rents	<ul style="list-style-type: none"> Colliers CRE's <i>In-Town Retail Rents</i>, produced each summer Property market agents (other centres) 	Compile time-series data of rental movements. Compare with benchmark/comparator centres.	Annually	Colliers CRE is the recognised industry source of published rental data.

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Retail rankings	Javelins Venuescore 2006	Update the summary table produced in this study	Annually	
Accessibility				
Accessibility by car, and quality/availability of car parking	<ul style="list-style-type: none">Attitudinal surveys of pedestriansDiscussions with traders/other town centre stakeholders	These indicators are less quantifiable than others. Discussions with users of the centres is the best source of information.	Every 2 years	An attitudinal survey of pedestrians could include questions on various indicators, such as accessibility, perceptions of the centre's retail offer, perceptions of safety/security, etc
Quality of public transport facilities				
Pedestrian comfort and facilities for mobility restricted users				
Amenities				
Environmental quality	<ul style="list-style-type: none">On-foot centre surveysCan be supplemented by attitudinal surveys of pedestrians	Qualitative assessment of issues commented on in this study (see Section 4), such as: <ul style="list-style-type: none">➤ cleanliness/litter➤ signage➤ visual attractiveness/general ambience➤ street surfacing➤ architectural quality➤ external condition of buildings➤ public art➤ graffiti➤ landscaping, trees, open	Annually	If pedestrian surveys are used to inform monitoring of this and/or other indicators, we would suggest a minimum sample of 100 successful responses. A standard proforma can be used to record issues through on-foot centre surveys

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		spaces ➤ areas in need of environmental /other improvements		
Action				
Organisational capacity and resourcing	As appropriate	Review the availability and quality of strategic documents in the light of findings from other indicators (detailed above). Decide whether there is a need to update existing studies/commission new studies to investigate identified issues in greater detail	Annually	