

**MANSFIELD DISTRICT RETAIL & LEISURE STUDY — 2011 UPDATE**

**APPENDIX 3 — Framework for monitoring PPS4 indicators**

The table below sets out RTP's recommendations for the Council in assessing the performance of the town and district centres in Mansfield District against the indicators set out at Annex D of PPS4. Much of the benchmarking work is already undertaken by the Council through their annual Retail Monitoring Reports. However we suggest below a number of additional information sources which may be of interest to the Council.

PPS4 Indicator (Source: Annex D, PPS4)	Data Sources	Method for Data Collection	Suggested Monitoring Body	Suggested Monitoring Frequency	Notes
<b>A1</b> Diversity of main town centre uses (by number, type and amount of floorspace)	<ul style="list-style-type: none"> <li>Experian Goad plans</li> <li>On-foot surveys</li> </ul>	Collect data on nature of occupation of each unit in centre. Compare against suitable equivalent UK averages if possible. Reported via the Retail Monitoring Report.	MDC	Annually	It is recommended this indicator is updated using on-foot surveys, given that only a small number of units tend to change over the course of a year. Indicators should be assessed against sub-categories in the convenience, comparison and services sectors as well as headline figures.
<b>A2</b> Amount of retail, leisure and office floorspace in out-of-centre locations	<ul style="list-style-type: none"> <li>Retail, leisure and office floorspace planning permissions</li> </ul>	Annual returns from LPAs showing the quanta of planning permissions granted and floorspace completed in the monitoring period. Reported via the Retail Monitoring Report.	MDC	Annually	Care should be taken to provide a consistent approach – for example reporting figures in gross or net, and ensuring a precise definition of 'commitments', i.e. extant planning permissions and minded to approve applications that are subject to a Section 106 Agreement, rather than development plan allocations.
<b>A3</b> Potential for growth or change of centres in the network	<ul style="list-style-type: none"> <li>Discussions with local property market agents</li> <li>Discussions with traders and landowners</li> </ul>	This is a qualitative indicator and therefore could be monitored by a variety of means. It is important to be aware of plans of businesses and landowners in the two town centres in respect of their aspirations and whether any potential redevelopment sites may come forward for redevelopment.	MDC	Ongoing (at least every two years)	It is unlikely that development of a scale which will alter the position of any of the centres in the District in the current retail hierarchy.
<b>A4</b> Retailer representation and intentions to change representation	<ul style="list-style-type: none"> <li>FOCUS Commercial Property database <i>Town Reports</i></li> <li>Local property market agents</li> </ul>	<i>Town Reports</i> contain a time-series summary of operator requirements, and regularly updated schedule of 'live' operator requirements. These operators can then be contacted to establish their exact property requirements for the town. Local commercial agents are a useful additional source of information, particularly in respect of the aspirations of existing retailers.	MDC	Annually	FOCUS updates its <i>Town Reports</i> regularly, but we recommend monitoring at the same time as other indicators. The Council already has a comprehensive schedule of changes in its Retail Monitoring reports and this work should be continued.
<b>A5</b> Patterns of movement of prime Zone A shopping	<ul style="list-style-type: none"> <li>Colliers CRE's <i>In-Town Retail Rents</i>, produced each summer</li> </ul>	Compile time-series data of rental movements. Compare with benchmark/comparator centres.	MDC	Annually	Colliers CRE is the recognised industry source of published rental data – this will cover Mansfield town centre but not the

PPS4 Indicator (Source: Annex D, PPS4)	Data Sources	Method for Data Collection	Suggested Monitoring Body	Suggested Monitoring Frequency	Notes
rents	<ul style="list-style-type: none"> <li>Property market agents</li> </ul>				district centres.
<b>A6</b> Proportion of vacant street-level property and length of time properties have been vacant	<ul style="list-style-type: none"> <li>On-foot surveys</li> </ul>	Update the schedule of vacant units via the Council's retail monitoring audits which are already published annually.	MDC	Annually	Vacancies can arise in even the strongest centres, so this indicator must be used with care. It will be necessary to update this measure through on-foot surveys. Records should be kept of which units are vacant year-on-year.
<b>A7</b> Commercial yields on non-domestic property	<ul style="list-style-type: none"> <li>Property market agents</li> </ul>	Information will need to be sourced from local commercial agents.	MDC	Annually	
<b>A8</b> Land values and the length of time sites have remained undeveloped	<ul style="list-style-type: none"> <li>Property market agents</li> </ul>	Monitor land values and the length of time which key sites have remained undeveloped	MDC	Ongoing (at least every two years)	Data on land values is not widely published, particularly for smaller centres and therefore discussion with local agents is the best source of this information.
<b>A9</b> Pedestrian flows (footfall)	<ul style="list-style-type: none"> <li>On-street footfall surveys</li> </ul>	Monitor the number of people moving in both directions, in different parts of the centre. Counts to be taken over several days, and at different times of day Council-operated pedestrian counters	MDC	Annually	If footfall surveys are commissioned, it is essential that any updates use the same methodology, i.e. same survey points/days. The Council operates two pedestrian count devices, consideration should be given to extending these elsewhere in the town centre.
<b>A10</b> Accessibility by a choice means of travel	<ul style="list-style-type: none"> <li>Attitudinal surveys of pedestrians</li> <li>Discussions with traders/other town centre stakeholders</li> </ul>	This is a less quantifiable indicator. Discussions with users of the centres are the best source of information.	MDC	3 years (or more regularly if resources allow)	An attitudinal survey of pedestrians which should include questions on points set out by PPS4, namely: <ul style="list-style-type: none"> <li>Quality, quantity and type of car parking;</li> <li>Frequency and quality of public transport services (incl range of customer origins served);</li> <li>Quality of provision for pedestrians, cyclists and disabled persons; and</li> <li>Ease of access from main arrival points to main attractions.</li> </ul> A 'before and after' survey assessing the impact of the improvements to public transport provision (new bus interchange) may be worthwhile.
<b>A11</b> Customers and residents views and behavior	<ul style="list-style-type: none"> <li>Attitudinal surveys of pedestrians</li> </ul>	This is a less quantifiable indicator. Discussions with users of the centres are the best source of information.	MDC	Annually	It is recommended that repeat surveys follow the same questions and methodology to ensure consistency in results, and to allow for time-series trends to be reviewed.

PPS4 Indicator (Source: Annex D, PPS4)	Data Sources	Method for Data Collection	Suggested Monitoring Body	Suggested Monitoring Frequency	Notes
					The Council has recently undertaken survey work and this should be repeated in the future.
<b>A12</b> Perception of safety and occurrence of crime	<ul style="list-style-type: none"> <li>○ Attitudinal surveys of pedestrians</li> <li>○ Discussions with traders/other town centre stakeholders</li> </ul>	This indicator is less quantifiable than others. Discussions with users of the centres are the best source of information.	MDC	3 years (or more regularly if resources allow)	A standard proforma can be used to record issues through on-foot centre surveys
<b>A13</b> State of the town centre environmental quality	<ul style="list-style-type: none"> <li>○ On-foot centre surveys</li> <li>○ Can be supplemented by attitudinal surveys of pedestrians</li> </ul>	Qualitative assessment of issues commented briefly on in the main report, such as: <ul style="list-style-type: none"> <li>➢ cleanliness/litter</li> <li>➢ signage</li> <li>➢ visual attractiveness/general ambience</li> <li>➢ street surfacing</li> <li>➢ architectural quality</li> <li>➢ external condition of buildings</li> <li>➢ public art</li> <li>➢ graffiti</li> <li>➢ landscaping, trees, open spaces</li> <li>➢ areas in need of environmental /other improvements</li> </ul>	MDC	3 years (or more regularly if resources allow)	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. Market Town Benchmarking reports collect this data already but might benefit from a greater level of analysis.