



NORTHAMPTON BOROUGH COUNCIL

OVERVIEW AND SCRUTINY

SCRUTINY PANEL 2– RETAIL EXPERIENCE

27TH JUNE 2012

BRIEFING NOTE: BASELINE DATA PERFORMANCE DATA

1 Introduction

- 1.1 The Panel, at its initial scoping meeting, agreed that there was a need for baseline data to be provided to inform the evidence base:

National and local statistics

Demographics- local and national

Definition of the Town Centre

Vision for the Town Centre

- 1.2 It was further agreed that that performance data also be provided:

Town Centre Footfall

Vacancy Rates

Numbers and Types of retail within the town

Car Park Usage

2 Information

- 2.1 The definition of Town Centre: The boundary includes the commercial hub of the town centre inside the inner ring road comprising of Lower & Upper Mounts, York Road, Cheyne Walk, Victoria Promenade, St Peter's way, Gas Street, Horsemarket Street, Broad Street & Campbell Street.

- 2.2 The Vision for Town Centre is currently in draft format: Northampton town centre to be recognised as the economic and cultural hub for Northamptonshire and the destination of choice for people within the county and beyond.

- 2.3 Population figures for Northampton: In 2009 the town's population was c210,000 but by 2026 it is expected to grow to nearer 240,000.

- 2.4 Appended to this briefing note are details of car park statics and data in relation to footfall.
- 2.5 It is expected that data in relation to national and local demographics and vacancy rates will be provided at the meeting.

3 Conclusions

- 3.1 That the information provided inform the evidence base of this Scrutiny Review.