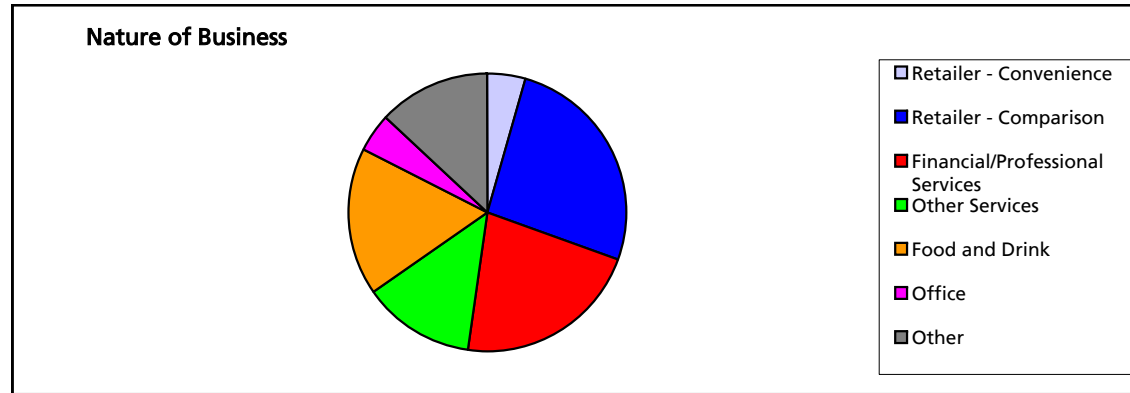


## Tring Town Centre Businesses Survey 2005

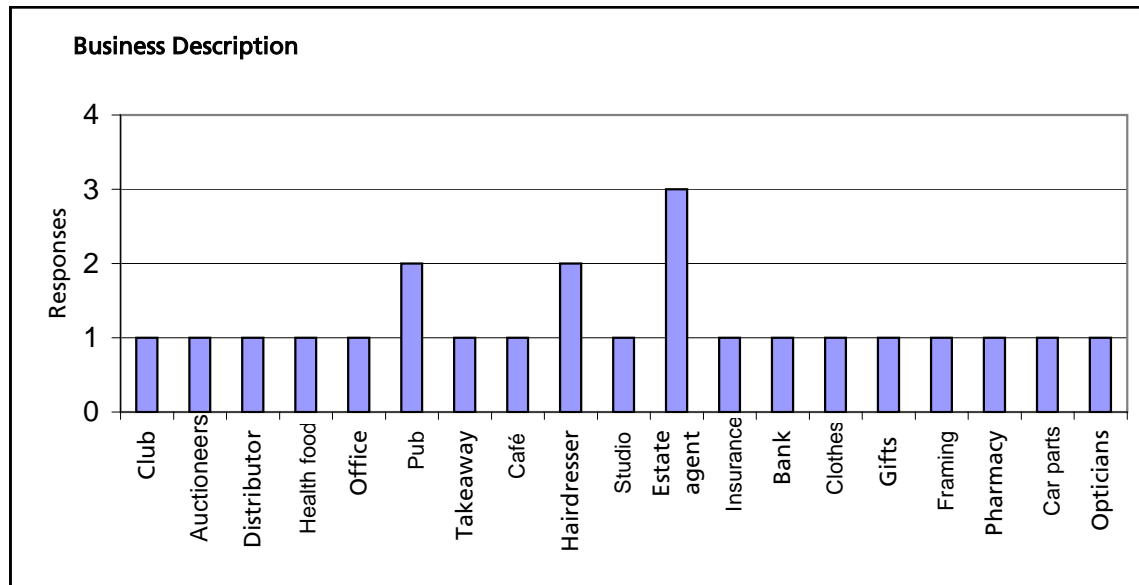
### Nature of Businesses

| Nature of Businesses Surveyed   | Number |
|---------------------------------|--------|
| Retailer - Convenience          | 1      |
| Retailer - Comparison           | 6      |
| Financial/Professional Services | 5      |
| Other Services                  | 3      |
| Food and Drink                  | 4      |
| Office                          | 1      |
| Other                           | 3      |



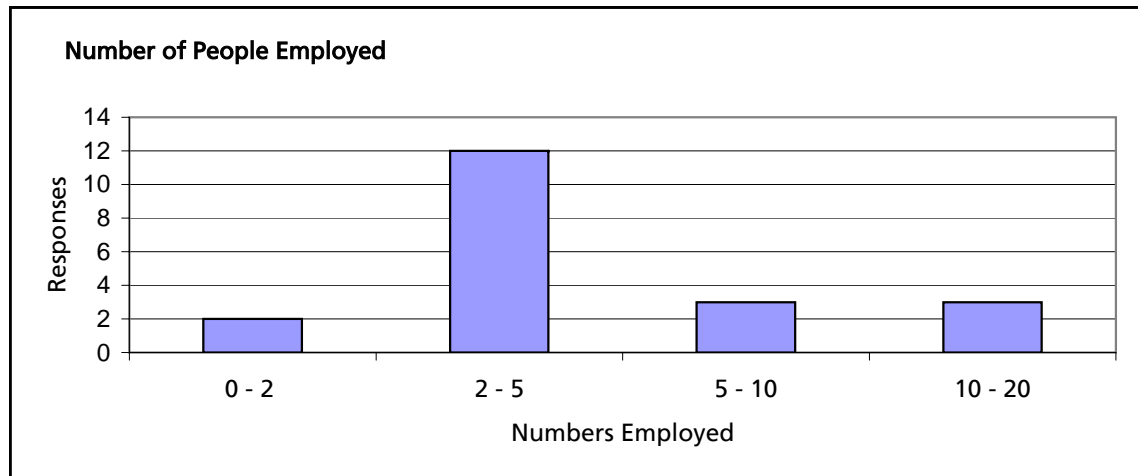
### Business Description

| Business Description | Number |
|----------------------|--------|
| Club                 | 1      |
| Auctioneers          | 1      |
| Distributor          | 1      |
| Health food          | 1      |
| Office               | 1      |
| Pub                  | 2      |
| Takeaway             | 1      |
| Café                 | 1      |
| Hairdresser          | 2      |
| Studio               | 1      |
| Estate agent         | 3      |
| Insurance            | 1      |
| Bank                 | 1      |
| Clothes              | 1      |
| Gifts                | 1      |
| Framing              | 1      |
| Pharmacy             | 1      |
| Car parts            | 1      |
| Opticians            | 1      |



**People Employed**

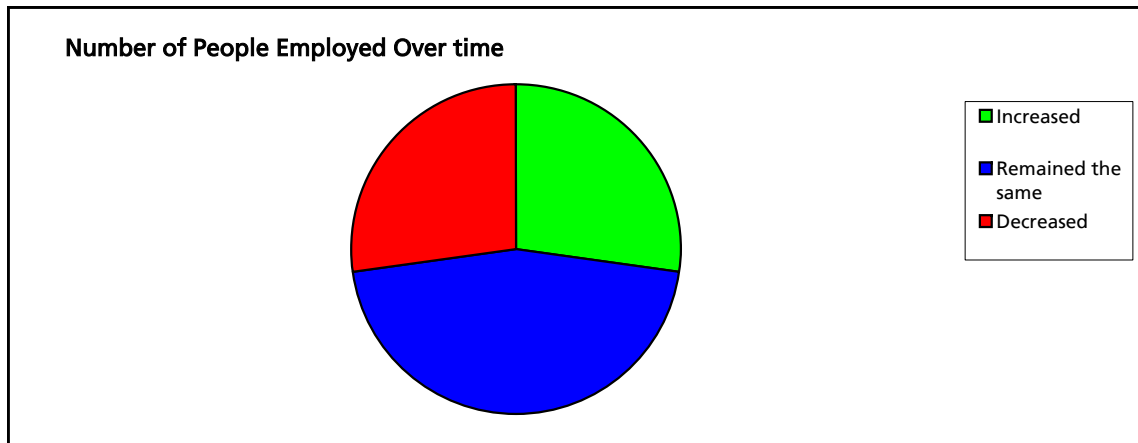
| Number of People Employed | Number |
|---------------------------|--------|
| 0 - 2                     | 2      |
| 2 - 5                     | 12     |
| 5 - 10                    | 3      |
| 10 - 20                   | 3      |



**Number of People Employed over time**

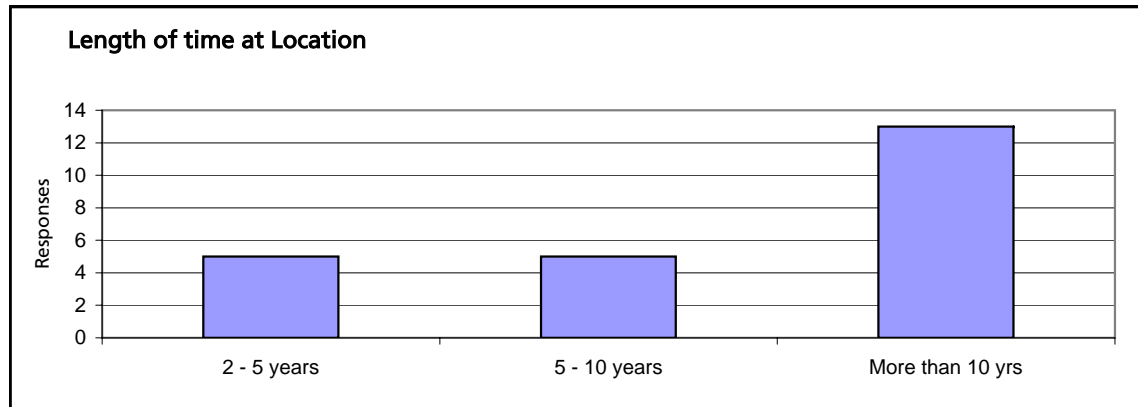
Businesses whose number of people employed has:

|                   |    |
|-------------------|----|
| Increased         | 6  |
| Remained the same | 10 |
| Decreased         | 6  |



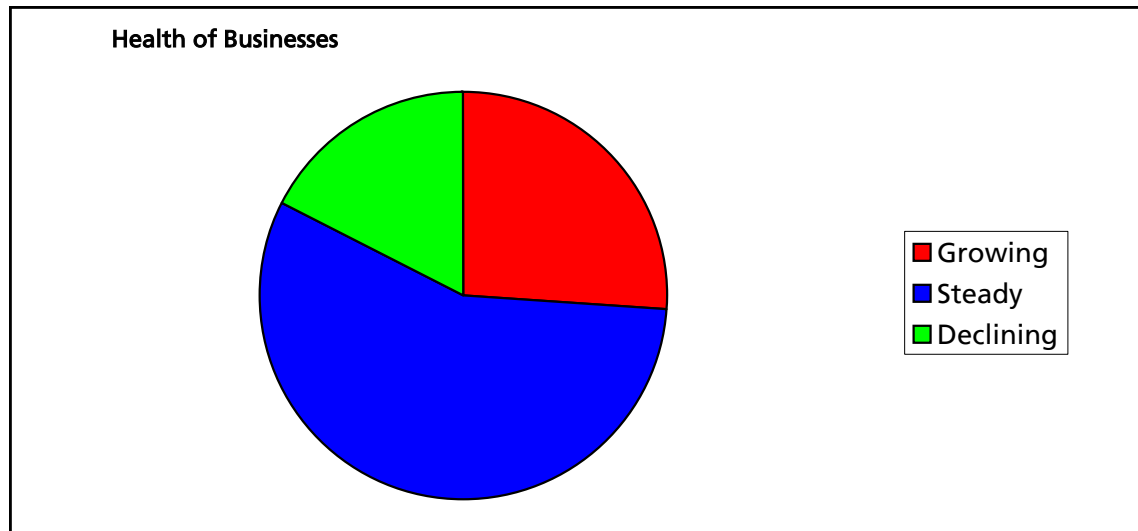
**Length of time at Current Location**

| Length of Time Business has been at its current address | Number |
|---|--------|
| 2 - 5 years   | 5      |
| 5 - 10 years  | 5      |
| More than 10 yrs  | 13     |



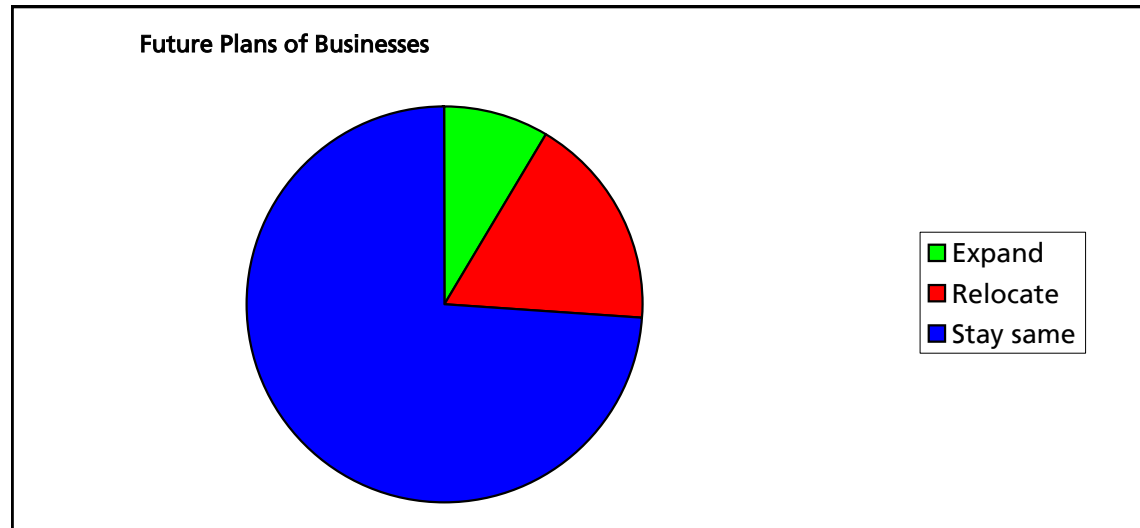
**Business Health**

| Number of businesses: | Number |
|-----------------------|--------|
| Growing               | 6      |
| Steady                | 13     |
| Declining             | 4      |



### Future Plans

| Businesses which are planning to | Number |
|----------------------------------|--------|
| Expand                           | 2      |
| Relocate                         | 4      |
| Stay same                        | 17     |



### Summary

A total of 23 businesses within Tring responded to this questionnaire.

26% of respondents to the questionnaire were from comparison retailers. 22% came from the financial and professional service sector. There was only one convenience good retailer respondent.

A majority of respondents worked in businesses which employed between two and five people. No respondents worked in a businesses which employed over twenty people.

45% of respondents claim that the number of people they employ has remained the same over time.

57% of the businesses who responded have been at their current address for more than ten years

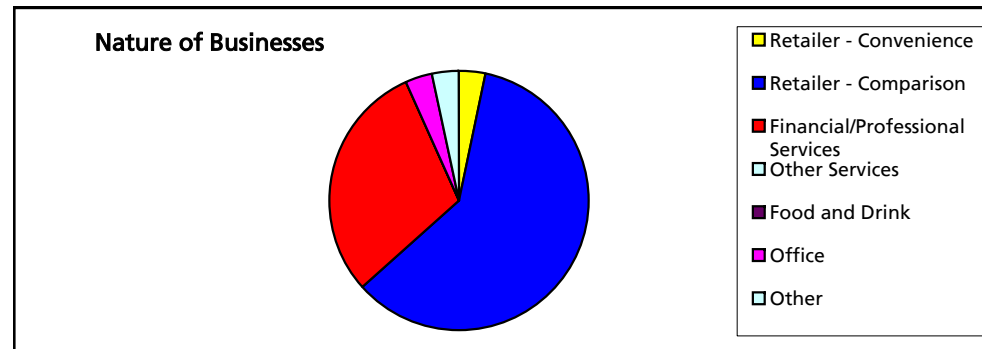
57% of respondents describe their level of business as steady.

A majority of businesses are planning to stay in the same location, only 26% are planning to expand or relocate

## Berkhamsted Town Centre Businesses Survey 2005

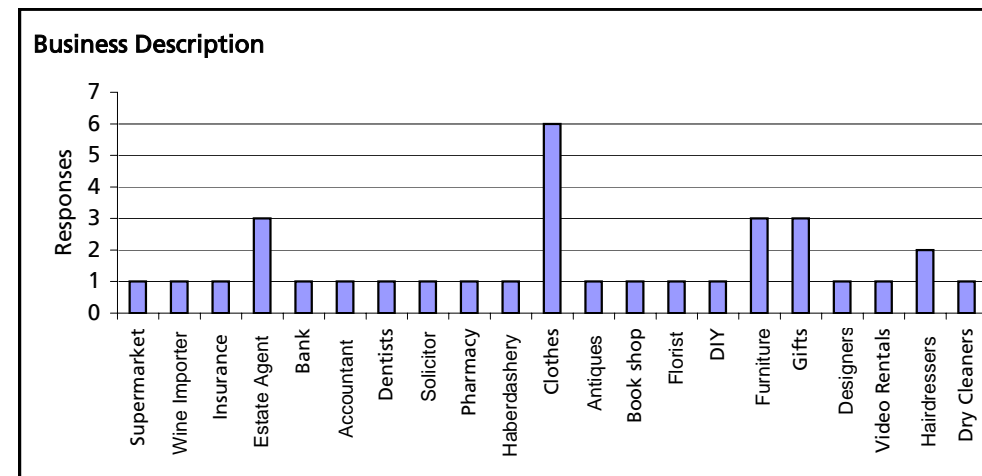
### Nature of Businesses

| Nature of Businesses Surveyed   | Number |
|---------------------------------|--------|
| Retailer - Convenience          | 1      |
| Retailer - Comparison           | 18     |
| Financial/Professional Services | 9      |
| Other Services                  | 0      |
| Food and Drink                  | 0      |
| Office                          | 1      |
| Other                           | 1      |



### Business Description

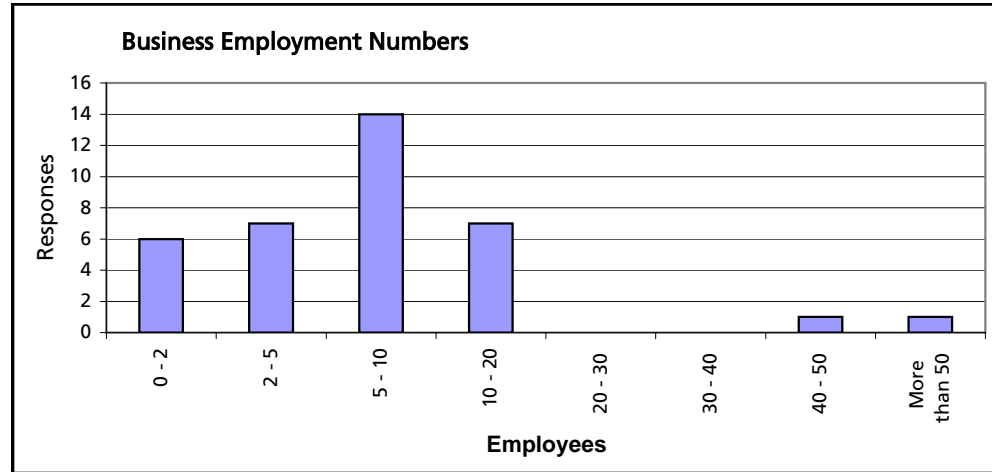
| Business Description | Number |
|----------------------|--------|
| Supermarket          | 1      |
| Wine Importer        | 1      |
| Insurance            | 1      |
| Estate Agent         | 3      |
| Bank                 | 1      |
| Accountant           | 1      |
| Dentists             | 1      |
| Solicitor            | 1      |
| Pharmacy             | 1      |
| Haberdashery         | 1      |
| Clothes              | 6      |
| Antiques             | 1      |
| Book shop            | 1      |
| Florist              | 1      |
| DIY                  | 1      |
| Furniture            | 3      |
| Gifts                | 3      |
| Designers            | 1      |
| Video Rentals        | 1      |
| Hairdressers         | 2      |
| Dry Cleaners         | 1      |



|              |   |
|--------------|---|
| Dry Cleaners | 1 |
|--------------|---|

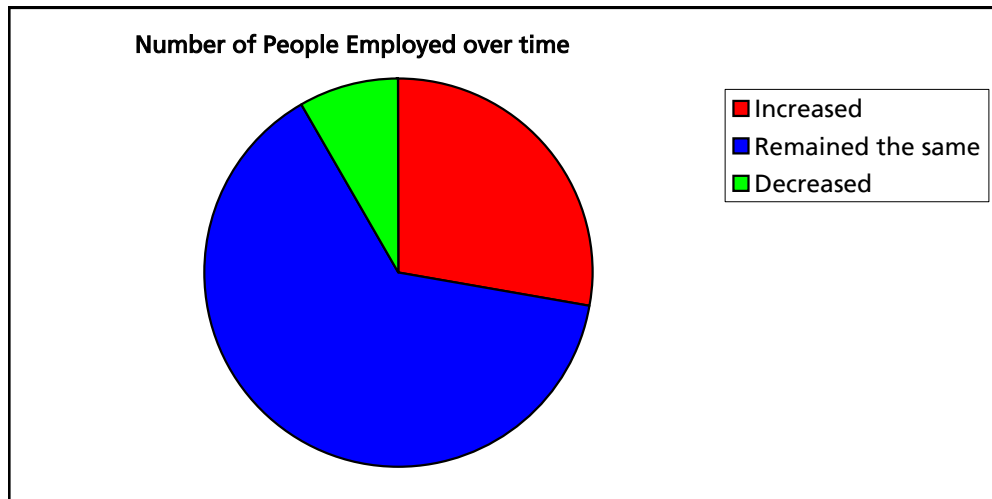
### People Employed

| Number of People Employed | Number |
|---------------------------|--------|
| 0 - 2                     | 6      |
| 2 - 5                     | 7      |
| 5 - 10                    | 14     |
| 10 - 20                   | 7      |
| 20 - 30                   | 0      |
| 30 - 40                   | 0      |
| 40 - 50                   | 1      |
| More than 50              | 1      |



### Number of People Employed Over Time

|                   |    |
|-------------------|----|
| Increased         | 10 |
| Remained the same | 23 |
| Decreased         | 3  |

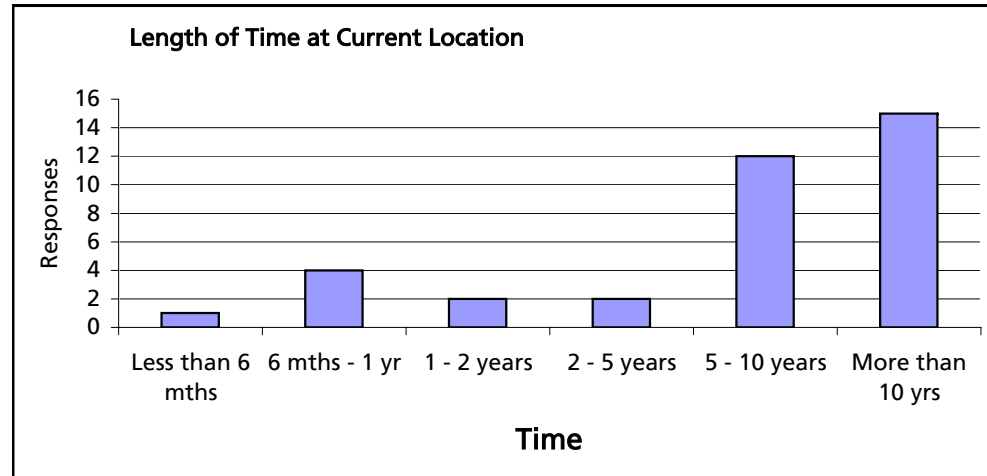






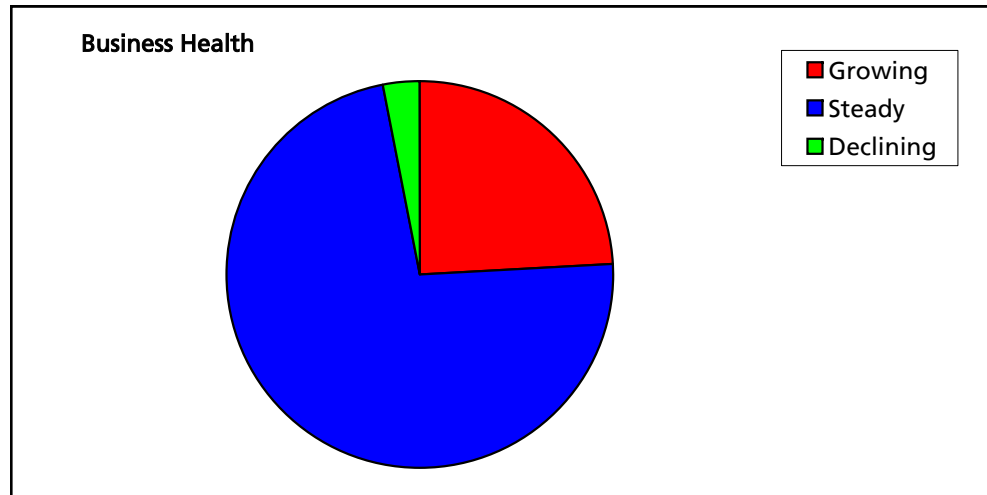
**Length of Time at Current Location**

| Length of Time Business has been at its current address | Number |
|---|--------|
| Less than 6 mths  | 1      |
| 6 mths - 1 yr   | 4      |
| 1 - 2 years   | 2      |
| 2 - 5 years   | 2      |
| 5 - 10 years  | 12     |
| More than 10 yrs  | 15     |



**Business Health**

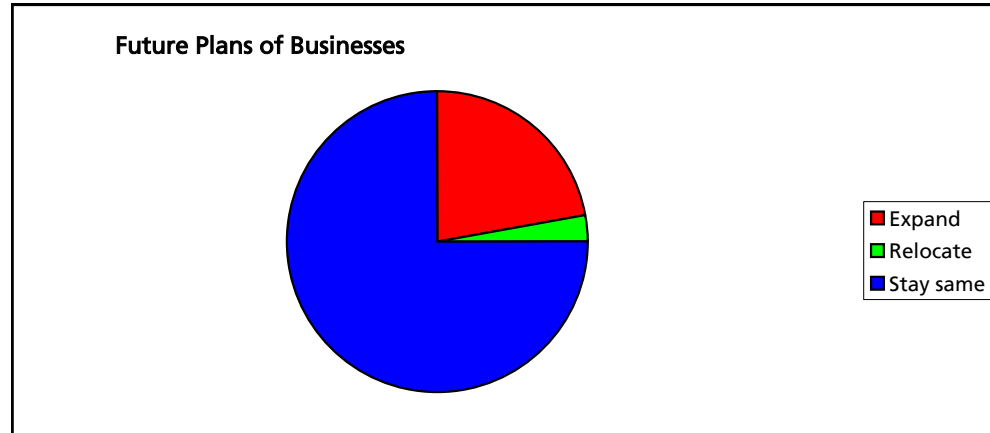
| Number of businesses: | Number |
|-----------------------|--------|
| Growing               | 8      |
| Steady                | 24     |
| Declining             | 1      |





### Future Plans

| Businesses which are planning to | Number |
|----------------------------------|--------|
| Expand                           | 8      |
| Relocate                         | 1      |
| Stay same                        | 27     |



### Summary

A total of 36 businesses in Berkhamsted responded to this survey

Over half of the respondents to the questionnaire were comparison goods retailers, 5 of these were clothes retailers

39% of businesses which responded, employed between 5 - 10 people; two employed over 40 people. A majority of businesses described their employee levels as being steady and 3 stated that the number of employees had decreased.

42% of businesses have been in the area for more than 10 years. Only 1 business had been there less than 6 months.

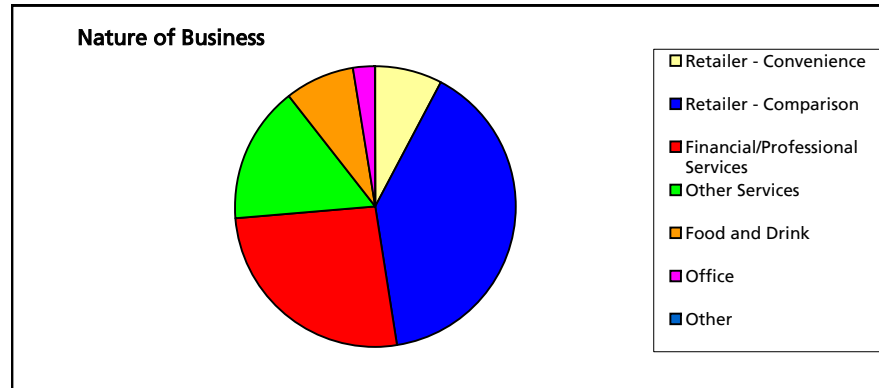
67% of respondents described their business as steady, however 8 described their business as growing.

A majority of businesses described their future plans as staying the same with no plans to relocate or expand; 8 described their businesses as expanding in the near future.

## Hemel Hempstead Town Centre Businesses Survey 2005

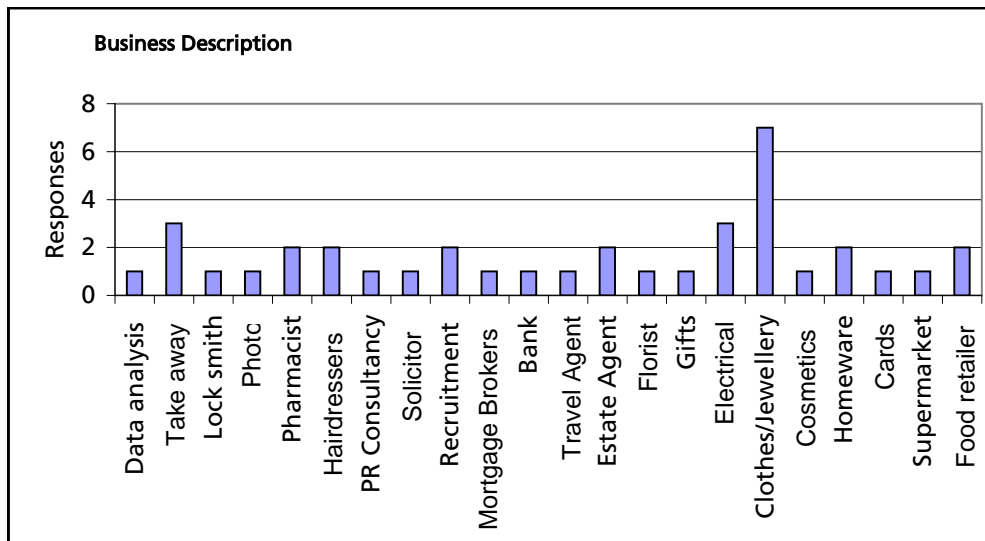
### Nature of businesses

| Nature of Businesses Surveyed   | Number |
|---------------------------------|--------|
| Retailer - Convenience          | 3      |
| Retailer - Comparison           | 15     |
| Financial/Professional Services | 10     |
| Other Services                  | 6      |
| Food and Drink                  | 3      |
| Office                          | 1      |
| Other                           | 0      |



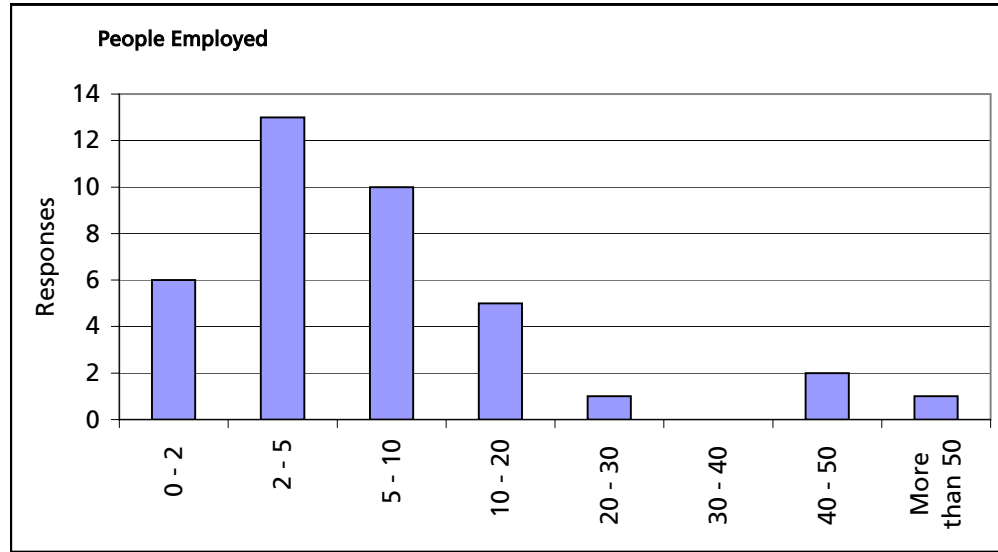
### Business Description

| Business Description | Number |
|----------------------|--------|
| Data analysis        | 1      |
| Take away            | 3      |
| Lock smith           | 1      |
| Photo                | 1      |
| Pharmacist           | 2      |
| Hairdressers         | 2      |
| PR Consultancy       | 1      |
| Solicitor            | 1      |
| Recruitment          | 2      |
| Mortgage Brokers     | 1      |
| Bank                 | 1      |
| Travel Agent         | 1      |
| Estate Agent         | 2      |
| Florist              | 1      |
| Gifts                | 1      |
| Electrical           | 3      |
| Clothes/Jewellery    | 7      |
| Cosmetics            | 1      |
| Homeware             | 2      |
| Cards                | 1      |
| Supermarket          | 1      |
| Food retailer        | 2      |



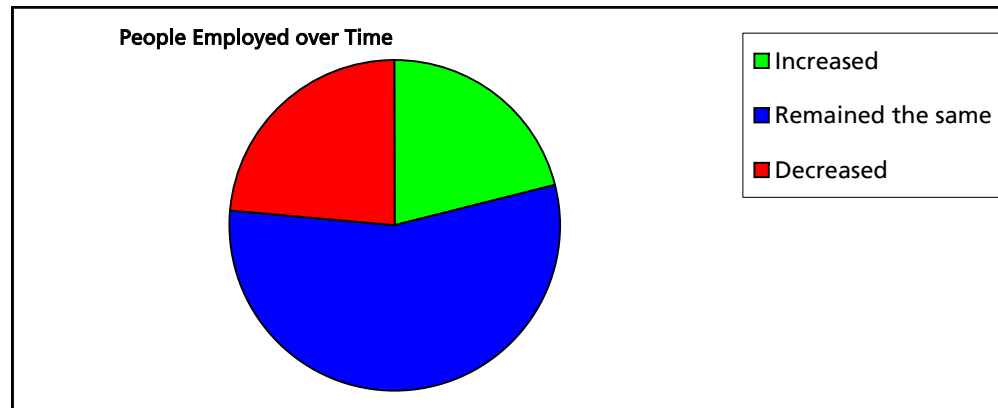
**People Employed**

| Number of People Employed | Number |
|---------------------------|--------|
| 0 - 2                     | 6      |
| 2 - 5                     | 13     |
| 5 - 10                    | 10     |
| 10 - 20                   | 5      |
| 20 - 30                   | 1      |
| 30 - 40                   | 0      |
| 40 - 50                   | 2      |
| More than 50              | 1      |



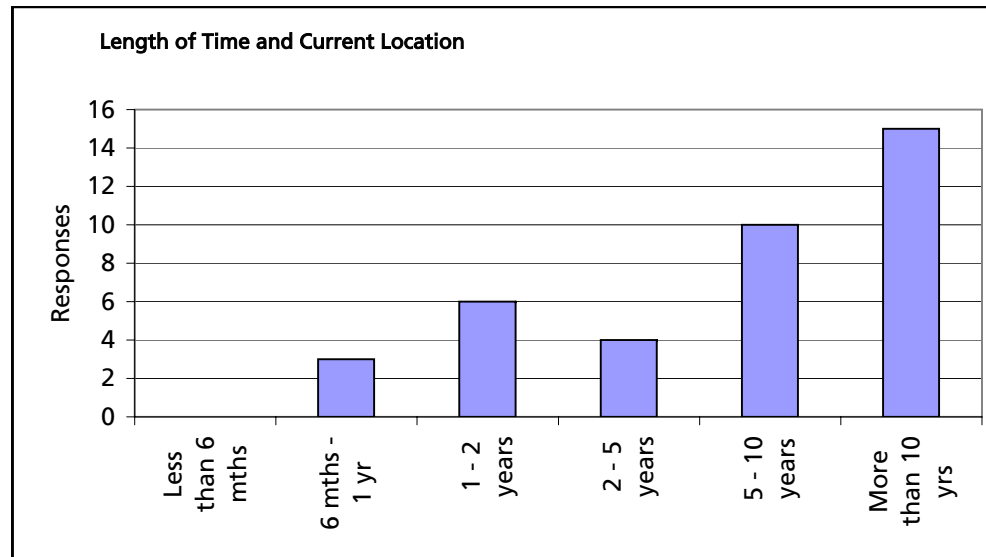
**Number of People Employed over Time**

|                   |    |
|-------------------|----|
| Increased         | 8  |
| Remained the same | 21 |
| Decreased         | 9  |



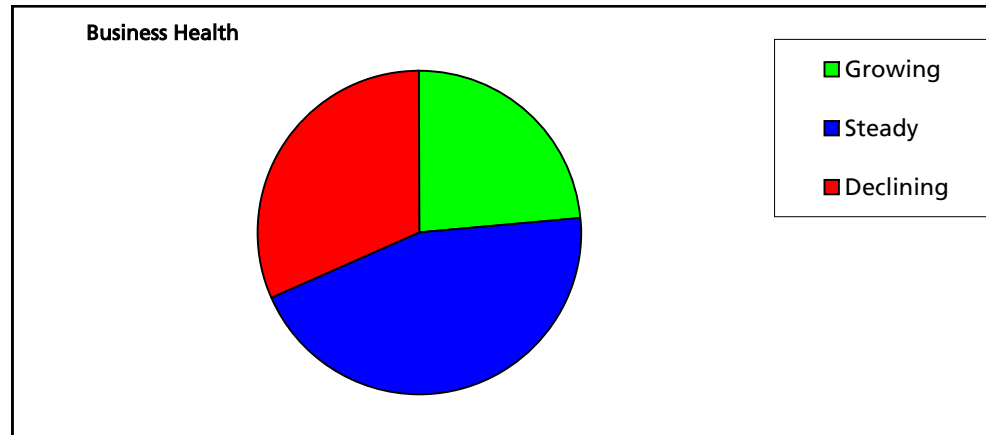
**Length of Time at Current Location**

| Length of Time Business has been at its current address | Number |
|---|--------|
| Less than 6 mths  | 0      |
| 6 mths - 1 yr   | 3      |
| 1 - 2 years   | 6      |
| 2 - 5 years   | 4      |
| 5 - 10 years  | 10     |
| More than 10 yrs  | 15     |



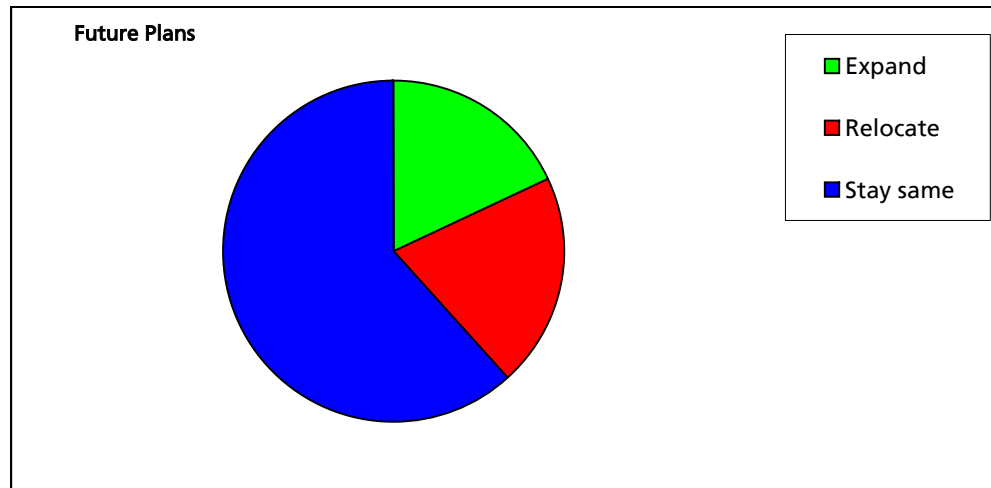
**Business Health**

| Number of businesses: | Number |
|-----------------------|--------|
| Growing               | 9      |
| Steady                | 17     |
| Declining             | 12     |



### Future Plans

| Businesses which are planning to | Number |
|----------------------------------|--------|
| Expand                           | 7      |
| Relocate                         | 8      |
| Stay same                        | 24     |



### Summary

A total of 38 businesses in Hemel Hempstead responded to this survey

40% of the respondents to the questionnaire were comparison goods retailers, 26% were professional service providers. 48% of the comparison goods retailers were clothing outlets.

34% of businesses which responded, employed between 2 - 5 people; four businesses employed over 20 people. 55% of the businesses described their employee levels as being steady and 21% stated that the number of employees had increased.

66% of respondents have been in the raea for over 5 years. Three businesses are relatively new, opening up in the last 6mth-1 year.

45% of respondents described their business as steady, however 32% described their businesses as declining.

A majority of businesses described their future plans as staying the same with no plans to relocate or expand; 7 described their businesses as expanding in the near future and 8 had plans to relocate.

|   | Tring | Berkhamsted | Hemel Hempstead |
|---|-------|-------------|-----------------|
| <b>Advantages of Town Centres</b>   |       |             |                 |
| Specialist retailers  | Red   |             |                 |
| Friendly town   | Red   |             |                 |
| Accessible  |       | Blue        | Green           |
| Large catchment area  |       | Blue        | Green           |
| Clean and tidy  |       |             | Green           |
| Affluent catchment  |       | Blue        | Green           |
| Good attractions  |       | Blue        |                 |
|   |       |             |                 |
| <b>Weaknesses of Town Centres</b>   |       |             |                 |
| Lack of parking   | Red   | Blue        | Green           |
| Litter  | Red   |             |                 |
| Lack of attractions   | Red   |             |                 |
| Heavy through traffic   | Red   |             |                 |
| Lack of variety of size of retail units                                   | Red   | Blue        |                 |
| Vacancy   |       |             | Green           |
| Competition between other centres   |       |             | Green           |
| Difficult to recruit staff  |       |             | Green           |
| Lacks uniqueness  |       |             | Green           |
| Poor architectural quality  |       |             | Green           |
|   |       |             |                 |
| <b>Problems experienced by retailers in towns</b>                         |       |             | Green           |
| Lack of convenient customer parking                                       |       |             | Green           |
| Low footfall in some retail areas within the town                         |       |             | Green           |
| Poor trading on Sundays/Thursday evenings                                 |       |             | Green           |
| Vandalism and petty crime   |       | Blue        | Green           |
| Not enough visitors from outside town centre                              |       |             | Green           |
| Traffic problems  | Red   | Blue        |                 |
|   |       |             |                 |
| <b>Improvements to increase attractiveness and prosperity of the town</b> |       |             |                 |
| Expand retail/leisure offer in town                                       | Red   |             | Green           |
| Pigeon control  | Red   |             |                 |
| Encourage late night shopping   | Red   |             |                 |
| Encourage Sunday trading  |       | Blue        |                 |
| Improve the market  |       |             | Green           |
| Improve the pavements   |       |             | Green           |
| Introduce more colour   |       | Blue        | Green           |
| Bring entertainments in to the area                                       |       | Blue        | Green           |
| Increase pedestrianisation  |       | Blue        |                 |
| Review parking measures   | Red   | Blue        |                 |
| Review traffic flow measures  |       | Blue        |                 |
|   |       |             |                 |
|   |       |             |                 |
|   |       |             |                 |
|   |       |             |                 |