



Want to measure the economic performance of your town centre?

- ✓ Need **evidence** and **practical help** to realise your aspirations for your town?
- ✓ Need to identify your town's strengths and weaknesses, gather vital evidence and unlock funding?

Then AMT Town Benchmarking can help!

A nationally recognised toolkit

AMT Town Benchmarking is a nationally recognised toolkit. The system gathers and analyses the economic performance of town centres based on 12 Key Performance Indicators (KPIs) including:

- ✓ Retail offering
- ✓ Footfall
- ✓ Business Confidence
- ✓ Town Centre User Surveys
- ✓ Shoppers Origin

Designed by experienced experts

Designed by Town Centre Managers and Research Professionals, Town Benchmarking has evolved since its launch in 2004, and subsequent redesign in 2011, moving from 14 license holders to 75.

The process is simple, and has been designed for users such as Local Authorities, Town Councils and Community Partnerships to conduct the data gathering themselves. For £200 a year, each locality receives the AMT Town Benchmarking Handbook



In association with



amt-i- the research consultancy and social enterprise focusing on the needs of towns across Britain

and associated documents. The Handbook provides a detailed, easy to use methodology, explaining how and when the data needs to be collected and collated in a standardised manner. At the end of the year license holders email their completed Benchmarking system to AMT and a mere month later, each town receives their very own report.

The report includes:

- ✓ An introduction to the importance of each KPI
- ✓ An analysis of each KPI for the town
- ✓ An analysis of each KPI for the town compared to all other towns in the region
- ✓ An analysis of each KPI for the town compared to all other towns Benchmarked nationally
- ✓ An analysis of each KPI for the town compared to other towns of a similar 'typology'

The report is produced in a format with statistical charts and graphs that can be understood without a degree in Applied Mathematics! License holders are encouraged to add their own commentary to each of the KPI's, offering the all important local interpretation to interesting trends.

Benchmarking users include

The reports are used by **local authorities, town and parish councils, local partnerships and key stakeholders:**

- ✓ To Benchmark clusters of towns to ascertain high performers / under achievers
- ✓ To complete PPS4, Planning for Sustainable Economic Growth, which requires the continued monitoring of the vitality and viability of centres in Policy EC9
- ✓ To understand their locality in a regional and national context
- ✓ To measure town centre performance year on year
- ✓ To identify strengths, weaknesses, and opportunities for improvement
- ✓ To measure the impact of initiatives and developments within the town centre
- ✓ As an evidence base for funding applications

Don't just take our word for it

"AMT's expertise has been invaluable to Cheshire East Council. Their staffs' attitude and flexibility to working with us has been extremely helpful and supportive and we look forward to continuing to work with AMT as our Sustainable Towns work develops."

Jez Goodman, Economic Development Manager, Cheshire East Council

An Exciting Future

AMT Town Benchmarking underwent a redesign in March 2011. The new approach has:

- ✓ Simplified the system, will all data simply being entered onto specifically designed Microsoft Word documents
- ✓ Vastly reduced the amount of data entry required, with all Business Confidence and Town Centre Users Surveys being sent directly to AMT for input and analysis
- ✓ Allowed for Business Confidence and Town Centre Users surveys to be completed online
- ✓ Allowed for towns with a population over 40,000 to be Benchmarked in the AMT Large Town Benchmarking System
- ✓ Allowed for enhanced analysis as requested by individual towns

AMT are delighted to offer this opportunity to local authorities, town and parish councils and communities the length and breadth of Great Britain to undertake research on their own towns. Alternatively, if you would like your town to be part of Benchmarking, yet do not have the resources to undertake the research yourself, AMT can offer advice and guidance or even conduct the work on your behalf.

For further information please contact: Mike King, amt-i Senior Consultant
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