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What issues do Town Centres face?

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What information do you need to understand your town centre?

AMT Town Benchmarking

- History
- Types of users
- KPI’s- How to do the work
- Reports
- Benchmarking Plus- Mystery Shopping, Additional Footfall Counts, Signage Audits, Enhanced reports with recommendations from Case Studies

How Benchmarking is used to regenerate Town Centres

- Provides an evidence base
  - to attract funding
- Allows you to understand your town
  - important if developing projects
  - perceptions different from reality

How Benchmarking is used to regenerate Town Centres

- Provides typologies of towns
- Case Studies of Good Practice

  -Princes Risborough- market, continental market, Xmas festival, tourist destination

  -Southam- shop improvement grants, retail training, Southam First, Orbis Housing

  -Amesbury- Heritage Trail and retail developments

Stamford: Gateway Project

- £1.5 m of funding attracted
- 12 funding partners