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**Promoting Vibrant and Viable Small Towns**



**[www.towns.org.uk](http://www.towns.org.uk)**

# What issues do Town Centres face?



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# What information do you need to understand your town centre?

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# 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**



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# 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



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# 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



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# Stamford: Gateway Project



- £1.5 m of funding attracted
- 12 funding partners



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