Harrogate Borough Council

Harrogate Town Centre Strategy & Masterplan
Baseline Report – Volume Two (Appendices)

Peter Brett Associates
December 2014

61 Oxford Street, Manchester, M1 6EQ T: +44 (0)161 245 8900 F: +44 (0)161 245 8901

E: manchester@peterbrett.com

Document Control Sheet

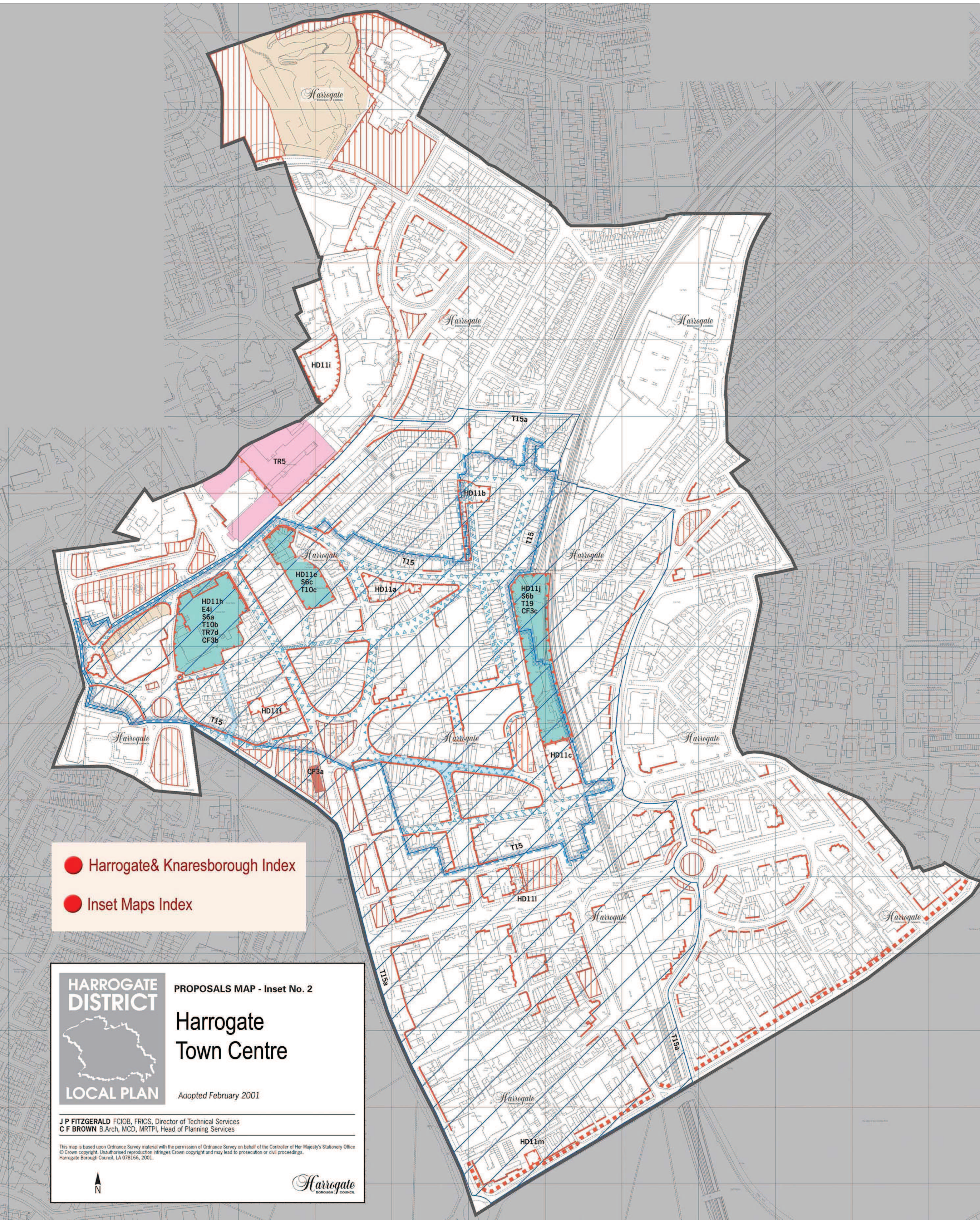
Project Name: **Harrogate Town Centre Strategy & Masterplan**
Report Title: **Baseline Report – Volume Two Appendices**
Project Ref: 29912

	Name	Position	Signature	Date
Prepared by:	JW/GK/MB/NK/MW			
Reviewed by:	Jonathan Wadcock	Associate	JW	16.12.14
Approved by:	Bernard Greep	LLP Director	BG	23.12.14
For and on behalf of Peter Brett Associates LLP				

THIS REPORT IS FORMATTED FOR DOUBLE-SIDED PRINTING.

VOLUME 2 - APPENDICES

APPENDIX A LOCAL PLAN INSET MAP



HD11i
TR5
T15a
HD11b
T15
HD11e
S6c
T10c
HD11a
HD11j
S6b
T19
CF3c
HD11h
E4i
S6a
T10b
TR7d
CF3b
HD11f
T15
HD11c
CF3a
T15
HD11l
T15a
T15a
HD11m
Harrogate& Knaresborough Index
Inset Maps Index
HARROGATE DISTRICT
LOCAL PLAN
PROPOSALS MAP - Inset No. 2
Harrogate
Town Centre
Adopted February 2001
J P FITZGERALD FCIOB, FRICS, Director of Technical Services
C F BROWN B.Arch, MCD, MRTPI, Head of Planning Services
This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office
© Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.
Harrogate Borough Council, LA 078166, 2001.
N
Harrogate
BOROUGH COUNCIL

HARROGATE DISTRICT LOCAL PLAN 2001

COUNTRYSIDE

C1	Nidderdale Area of Outstanding Natural Beauty
C9	Special Landscape Area
C10	Green Wedge
C11	Screen Planting
C15	Development Limit

NATURE CONSERVATION

NC1/ NC2	International Wildlife Site/Site of Special Scientific Interest
NC2	Site of Special Scientific Interest
NC3	Local Nature Reserve
NC3	Site of Importance for Nature Conservation

GREEN BELT

GB1	Green Belt
GB7	D "Major Developed Site" in the Green Belt

HERITAGE & DESIGN

HD3	Conservation Area
HD4	M Scheduled Ancient Monument
HD6	Historic Battlefield
HD7A	Park or Garden of Historic Interest
HD9	Building Protection
HD10	Stray Frontage
HD11	Townscape & Environmental Improvement Area
HD12	Amenity Open Space

RECREATION

R1	Existing Recreation Open Space
R1	Existing Recreation Open Space in Green Belt
R3	Additional Recreation Open Space
R9	Golf Club Extension
R10	Area of Concentration: River Ure & Ouse Navigation

AMENITY

A7	A B Potential Subsidence Arising from Gypsum Dissolution A - no known gypsum present B - some gypsum present at depth C - gypsum present & susceptible to dissolution

HOUSING

H3	Housing Commitment
H4	Housing Allocation
H11	Gypsy Site
H12	Residential Mobile Home Site

EMPLOYMENT

E3	Employment Commitment
E4	Employment Allocation
E4	Employment Allocation (Multiple Proposal)

SHOPPING

S2	Shopping Centre
S5	Primary Shopping Frontage
S5	Secondary Shopping Frontage
S6	Shopping Site (Multiple Proposal)
S8	Retail Warehousing

TRANSPORTATION

T5	Highway (firm route)
T6	or Highway Improvement
T10	Car Park (Multiple Proposal)
T11	Park and Ride
T12	Coach Parking (Multiple Proposal)
T15	Area of Constrained Private Parking
T15a	Area of Commuter Parking Restraint
T18	Railway Halt
T19	Bus Station (Multiple Proposal)
T22	Foot/Cycle Path Route
T23	Pedestrian Priority Area

TOURISM

TR5	Conference/Exhibition Facilities
TR7	Tourism Priority Site
TR7	Tourism Priority Site (Multiple Proposal)

COMMUNITY FACILITIES & UTILITY SERVICES

CF1	Primary School
CF2	Community Centre/Village Hall
CF3	Public Toilets
CF3	Public Toilets (Multiple Proposal)
CF4	Public Library (Multiple Proposal)
CF5	Cemetery Extension

APPENDIX B GOAD DIVERSITY OF USES

Goad Code	Operator Type	No. of Units				Floorspace			
		No. of units	% of Total	UK Average %	Index (UK=100)	Floorspace (sq.m)	% of Total	UK Average %	Index (UK=100)
	Number (and %) of Convenience Goods Outlets								
G1A	Bakers	9	1.82%	2.20%	83	1030	1.20%	1.11%	108
G1B	Butchers	2	0.40%	0.76%	53	160	0.19%	0.41%	46
G1C	Greengrocers & fishmongers	1	0.20%	0.62%	33	90	0.10%	1.34%	8
G1D	Grocery and frozen foods	12	2.43%	2.93%	83	10600	12.36%	12.83%	96
G1E	Off-licences and home brew	1	0.20%	0.50%	40	120	0.14%	0.31%	45
G1F	Confectioners, tobacconists, newsagents	4	0.81%	1.92%	42	830	0.97%	2.03%	48
	TOTAL	**29**	**5.87%**	**8.93%**	**66**	**12830**	**14.96%**	**18.03%**	**83**
	Number (and %) of Comparison Goods Outlets								
G2A	Footwear & repair	12	2.43%	1.75%	139	1200	1.40%	1.26%	111
G2B	Men's & boys' wear	11	2.23%	0.99%	225	2530	2.95%	0.87%	339
G2C	Women's, girls, children's clothing	44	8.91%	3.53%	252	6880	8.02%	3.42%	235
G2D	Mixed and general clothing	29	5.87%	3.96%	148	7140	8.33%	6.31%	132
G2E	Furniture, carpets & textiles	27	5.47%	3.35%	163	4670	5.45%	3.70%	147
G2F	Booksellers, arts/crafts, stationers/copy bureaux	25	5.06%	4.32%	117	2880	3.36%	3.15%	107
G2G	Electrical, home entertainment, telephones and video	19	3.85%	3.78%	102	2090	2.44%	2.78%	88
G2H	DIY, hardware & household goods	19	3.85%	2.47%	156	2570	3.00%	4.85%	62
G2I	Gifts, china, glass and leather goods	7	1.42%	1.67%	85	600	0.70%	0.90%	78
G2J	Cars, motorcycles & motor accessories	5	1.01%	1.17%	87	810	0.94%	1.81%	52
G2K	Chemists, toiletries & opticians	14	2.83%	3.88%	73	2680	3.13%	3.91%	80
G2L	Variety, department & catalogue showrooms	5	1.01%	0.60%	169	7660	8.93%	6.29%	142
G2M	Florists and gardens	3	0.61%	0.88%	69	110	0.13%	0.40%	32
G2N	Sports, toys, cycles and hobbies	12	2.43%	2.03%	120	1670	1.95%	2.23%	87
G2O	Jewellers, clocks & repair	18	3.64%	1.96%	186	1410	1.64%	0.90%	183
G2P	Charity shops, pets and other comparison	15	3.04%	4.27%	71	1380	1.61%	2.97%	54
	TOTAL	**265**	**53.64%**	**40.61%**	**132**	**46280**	**53.98%**	**45.75%**	**118**
	Number (and %) of Service Uses								
G3A	Restaurants, cafes, coffee bars, fast food & take-aways	79	15.99%	16.35%	98	11640	13.58%	11.95%	114
G3B	Hairdressers, beauty parlours & health centres	36	7.29%	9.24%	79	2950	3.44%	4.62%	74
G3C	Laundries & drycleaners	1	0.20%	0.93%	22	60	0.07%	0.41%	17
G3D	Travel agents	5	1.01%	1.16%	87	640	0.75%	0.67%	111
G3E	Banks & financial services (incl. accountants)	15	3.04%	4.25%	71	3330	3.88%	4.43%	88
G3F	Building societies	4	0.81%	0.58%	140	530	0.62%	0.45%	137
G3G	Estate agents & auctioneers	17	3.44%	3.85%	89	1990	2.32%	2.15%	108
	TOTAL	**157**	**31.78%**	**36.36%**	**87**	**21140**	**24.66%**	**24.68%**	**100**
	Number (and %) of Miscellaneous Uses								
G4A	Employment, careers, Post Offices and information	3	0.61%	1.17%	52	500	0.58%	1.03%	57
G4B	Vacant units (all categories)	40	8.10%	12.57%	64	4990	5.82%	10.50%	55
	TOTAL	**43**	**8.70%**	**13.74%**	**63**	**5490**	**6.40%**	**11.53%**	**56**
	GRAND TOTAL	**494**	**100%**	**100%**		**85740**	**100%**	**100%**	

Source: Experian GOAD (December 2013)

APPENDIX C VISITOR SURVEY RESULTS

QA So that we know where people are coming from could you please tell me where you live?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Within Harrogate	52.8%	162	48.8%	62	55.6%	100	63.0%	34	57.1%	48	47.6%	80	52.3%	91	53.5%	68	48.9%	116	65.7%	46	100.0%	162	0.0%	0	0.0%	0	0.0%	0
Elsewhere within Harrogate Borough	7.8%	24	6.3%	8	8.9%	16	7.4%	4	6.0%	5	8.3%	14	7.5%	13	7.9%	10	8.9%	21	4.3%	3	0.0%	0	100.0%	24	0.0%	0	0.0%	0
Elsewhere within Yorkshire	16.9%	52	15.0%	19	18.3%	33	16.7%	9	13.1%	11	19.0%	32	18.4%	32	15.0%	19	16.9%	40	17.1%	12	0.0%	0	0.0%	0	100.0%	52	0.0%	0
Other	22.5%	69	29.9%	38	17.2%	31	13.0%	7	23.8%	20	25.0%	42	21.8%	38	23.6%	30	25.3%	60	12.9%	9	0.0%	0	0.0%	0	0.0%	0	100.0%	69
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q01 What is the main purpose of your visit to Harrogate town centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Visiting the town centre shops	45.0%	138	30.7%	39	55.0%	99	44.4%	24	45.2%	38	45.2%	76	47.1%	82	41.7%	53	46.0%	109	41.4%	29	55.6%	90	45.8%	11	42.3%	22	21.7%	15
Visiting pub / café / restaurant	2.3%	7	4.7%	6	0.6%	1	3.7%	2	1.2%	1	2.4%	4	2.3%	4	2.4%	3	2.1%	5	2.9%	2	3.7%	6	0.0%	0	1.9%	1	0.0%	0
Visiting bank or other services (hairdresser, post office, solicitor etc.)	7.2%	22	8.7%	11	6.1%	11	3.7%	2	8.3%	7	7.1%	12	7.5%	13	6.3%	8	6.8%	16	8.6%	6	8.6%	14	25.0%	6	3.8%	2	0.0%	0
Visiting an entertainment / leisure facility	2.9%	9	3.9%	5	2.2%	4	3.7%	2	2.4%	2	3.0%	5	1.7%	3	4.7%	6	2.5%	6	4.3%	3	2.5%	4	4.2%	1	3.8%	2	2.9%	2
As a day visitor	9.4%	29	13.4%	17	6.7%	12	1.9%	1	4.8%	4	14.3%	24	6.3%	11	13.4%	17	9.7%	23	8.6%	6	0.6%	1	4.2%	1	19.2%	10	24.6%	17
As a staying visitor	6.2%	19	8.7%	11	4.4%	8	1.9%	1	2.4%	2	9.5%	16	5.2%	9	7.9%	10	6.3%	15	5.7%	4	0.0%	0	0.0%	0	0.0%	0	27.5%	19
Attending a conference or event	6.5%	20	7.1%	9	6.1%	11	3.7%	2	10.7%	9	5.4%	9	8.0%	14	4.7%	6	7.2%	17	4.3%	3	1.2%	2	0.0%	0	9.6%	5	18.8%	13
Education	1.0%	3	2.4%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.8%	2	1.4%	1	1.2%	2	0.0%	0	1.9%	1	0.0%	0
Work here	13.4%	41	16.5%	21	11.1%	20	22.2%	12	19.0%	16	7.7%	13	13.2%	23	14.2%	18	12.7%	30	15.7%	11	19.1%	31	16.7%	4	7.7%	4	2.9%	2
Other	1.3%	4	0.8%	1	1.7%	3	1.9%	1	0.0%	0	1.8%	3	0.6%	1	1.6%	2	0.8%	2	2.9%	2	1.9%	3	0.0%	0	1.9%	1	0.0%	0
Visiting family / friends	3.6%	11	2.4%	3	4.4%	8	5.6%	3	4.8%	4	2.4%	4	5.2%	9	1.6%	2	3.8%	9	2.9%	2	3.1%	5	4.2%	1	7.7%	4	1.4%	1
(Don't know)	1.3%	4	0.8%	1	1.7%	3	1.9%	1	1.2%	1	1.2%	2	1.1%	2	1.6%	2	1.3%	3	1.4%	1	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q02 What else, if anything, will you be doing in Harrogate town centre today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Visiting the town centre shops	14.7%	45	13.4%	17	15.6%	28	11.1%	6	13.1%	11	16.7%	28	15.5%	27	14.2%	18	15.2%	36	12.9%	9	9.3%	15	12.5%	3	25.0%	13	20.3%	14
Visiting pub / café / restaurant	25.1%	77	17.3%	22	30.6%	55	27.8%	15	23.8%	20	25.0%	42	32.2%	56	15.0%	19	26.6%	63	20.0%	14	22.8%	37	12.5%	3	40.4%	21	23.2%	16
Visiting bank or other services (hairdresser, post office, solicitor etc.)	3.9%	12	3.2%	4	4.4%	8	5.6%	3	3.6%	3	3.6%	6	4.6%	8	3.2%	4	4.6%	11	1.4%	1	3.7%	6	4.2%	1	7.7%	4	1.4%	1
Visiting an entertainment / leisure facility	2.9%	9	3.2%	4	2.8%	5	1.9%	1	1.2%	1	4.2%	7	2.9%	5	3.2%	4	3.4%	8	1.4%	1	0.6%	1	0.0%	0	5.8%	3	7.2%	5
As a day visitor	2.0%	6	2.4%	3	1.7%	3	1.9%	1	4.8%	4	0.6%	1	1.1%	2	3.2%	4	2.5%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	2	5.8%	4
As a staying visitor	3.3%	10	0.8%	1	5.0%	9	0.0%	0	7.1%	6	2.4%	4	4.6%	8	1.6%	2	3.8%	9	1.4%	1	0.0%	0	0.0%	0	1.9%	1	13.0%	9
Attending a conference or event	2.0%	6	3.2%	4	1.1%	2	3.7%	2	1.2%	1	1.8%	3	2.9%	5	0.8%	1	2.5%	6	0.0%	0	1.9%	3	0.0%	0	1.9%	1	2.9%	2
Education	1.0%	3	0.8%	1	1.1%	2	3.7%	2	0.0%	0	0.6%	1	1.7%	3	0.0%	0	0.4%	1	2.9%	2	1.2%	2	0.0%	0	0.0%	0	1.4%	1
Work here	0.7%	2	0.8%	1	0.6%	1	1.9%	1	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	2.9%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	1.2%	2	1.1%	2	0.0%	0	0.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1
Visiting family / friends	1.6%	5	0.0%	0	2.8%	5	1.9%	1	1.2%	1	1.8%	3	2.3%	4	0.8%	1	2.1%	5	0.0%	0	1.9%	3	0.0%	0	1.9%	1	1.4%	1
Going for a walk / browsing / sight-seeing	2.9%	9	5.5%	7	1.1%	2	0.0%	0	3.6%	3	3.6%	6	4.0%	7	1.6%	2	3.8%	9	0.0%	0	2.5%	4	0.0%	0	0.0%	0	7.2%	5
(Don't know)	1.6%	5	0.8%	1	2.2%	4	1.9%	1	0.0%	0	2.4%	4	1.1%	2	2.4%	3	1.3%	3	2.9%	2	1.2%	2	0.0%	0	3.8%	2	1.4%	1
Nothing else	48.5%	149	53.5%	68	45.0%	81	53.7%	29	51.2%	43	45.2%	76	40.8%	71	58.3%	74	44.7%	106	61.4%	43	56.8%	92	75.0%	18	28.8%	15	34.8%	24
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q02X What will you be doing in Harrogate town centre today? (Any mention) [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Visiting the town centre shops	59.3%	182	44.1%	56	70.0%	126	55.6%	30	58.3%	49	61.3%	103	62.1%	108	55.9%	71	60.8%	144	54.3%	38	64.8%	105	58.3%	14	65.4%	34	42.0%	29
Visiting pub / café / restaurant	27.4%	84	22.0%	28	31.1%	56	31.5%	17	25.0%	21	27.4%	46	34.5%	60	17.3%	22	28.7%	68	22.9%	16	26.5%	43	12.5%	3	42.3%	22	23.2%	16
Visiting bank or other services (hairdresser, post office, solicitor etc.)	11.1%	34	11.8%	15	10.6%	19	9.3%	5	11.9%	10	10.7%	18	12.1%	21	9.4%	12	11.4%	27	10.0%	7	12.3%	20	29.2%	7	11.5%	6	1.4%	1
Visiting an entertainment / leisure facility	5.9%	18	7.1%	9	5.0%	9	5.6%	3	3.6%	3	7.1%	12	4.6%	8	7.9%	10	5.9%	14	5.7%	4	3.1%	5	4.2%	1	9.6%	5	10.1%	7
As a day visitor	11.4%	35	15.7%	20	8.3%	15	3.7%	2	9.5%	8	14.9%	25	7.5%	13	16.5%	21	12.2%	29	8.6%	6	0.6%	1	4.2%	1	23.1%	12	30.4%	21
As a staying visitor	9.4%	29	9.4%	12	9.4%	17	1.9%	1	9.5%	8	11.9%	20	9.8%	17	9.4%	12	10.1%	24	7.1%	5	0.0%	0	0.0%	0	1.9%	1	40.6%	28
Attending a conference or event	8.1%	25	9.4%	12	7.2%	13	7.4%	4	11.9%	10	6.5%	11	10.3%	18	5.5%	7	9.3%	22	4.3%	3	3.1%	5	0.0%	0	9.6%	5	21.7%	15
Education	2.0%	6	3.2%	4	1.1%	2	9.3%	5	0.0%	0	0.6%	1	3.4%	6	0.0%	0	1.3%	3	4.3%	3	2.5%	4	0.0%	0	1.9%	1	1.4%	1
Work here	14.0%	43	17.3%	22	11.7%	21	24.1%	13	20.2%	17	7.7%	13	14.4%	25	14.2%	18	12.7%	30	18.6%	13	20.4%	33	16.7%	4	7.7%	4	2.9%	2
Other	2.0%	6	1.6%	2	2.2%	4	1.9%	1	0.0%	0	3.0%	5	1.7%	3	1.6%	2	1.7%	4	2.9%	2	2.5%	4	0.0%	0	1.9%	1	1.4%	1
Visiting family / friends	1.6%	5	0.0%	0	2.8%	5	1.9%	1	1.2%	1	1.8%	3	2.3%	4	0.8%	1	2.1%	5	0.0%	0	1.9%	3	0.0%	0	1.9%	1	1.4%	1
Going for a walk / browsing / sight-seeing	2.9%	9	5.5%	7	1.1%	2	0.0%	0	3.6%	3	3.6%	6	4.0%	7	1.6%	2	3.8%	9	0.0%	0	2.5%	4	0.0%	0	0.0%	0	7.2%	5
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q03 How long will you spend in Harrogate town centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Less than one hour	11.7%	36	15.0%	19	9.4%	17	5.6%	3	15.5%	13	11.9%	20	10.9%	19	11.8%	15	10.5%	25	15.7%	11	16.7%	27	16.7%	4	5.8%	3	2.9%	2
1-2 hours	30.3%	93	22.8%	29	35.6%	64	24.1%	13	28.6%	24	32.7%	55	29.9%	52	29.9%	38	30.4%	72	30.0%	21	41.4%	67	41.7%	10	15.4%	8	11.6%	8
2-4 hours	24.4%	75	21.3%	27	26.7%	48	31.5%	17	13.1%	11	28.0%	47	27.0%	47	22.0%	28	25.3%	60	21.4%	15	19.8%	32	20.8%	5	40.4%	21	24.6%	17
Over 4 hours	32.9%	101	39.4%	50	28.3%	51	38.9%	21	41.7%	35	26.8%	45	32.2%	56	34.6%	44	33.3%	79	31.4%	22	21.6%	35	20.8%	5	38.5%	20	59.4%	41
(Don't know)	0.7%	2	1.6%	2	0.0%	0	0.0%	0	1.2%	1	0.6%	1	0.0%	0	1.6%	2	0.4%	1	1.4%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	1
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q04 How often do you visit Harrogate town centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
More than once a week	49.2%	151	40.9%	52	55.0%	99	61.1%	33	48.8%	41	45.8%	77	50.0%	87	49.6%	63	45.6%	108	61.4%	43	81.5%	132	41.7%	10	9.6%	5	5.8%	4
Once a week	10.7%	33	11.8%	15	10.0%	18	9.3%	5	11.9%	10	10.1%	17	10.3%	18	9.4%	12	11.4%	27	8.6%	6	11.7%	19	16.7%	4	19.2%	10	0.0%	0
Once every 2-3 weeks	5.9%	18	6.3%	8	5.6%	10	7.4%	4	4.8%	4	6.0%	10	5.7%	10	5.5%	7	5.9%	14	5.7%	4	3.7%	6	25.0%	6	9.6%	5	1.4%	1
Monthly	4.9%	15	4.7%	6	5.0%	9	3.7%	2	3.6%	3	6.0%	10	5.2%	9	4.7%	6	4.6%	11	5.7%	4	1.9%	3	12.5%	3	15.4%	8	1.4%	1
Less often / not regularly	21.8%	67	22.8%	29	21.1%	38	14.8%	8	23.8%	20	23.2%	39	21.8%	38	22.8%	29	24.5%	58	12.9%	9	1.2%	2	4.2%	1	42.3%	22	60.9%	42
First visit today	7.5%	23	13.4%	17	3.3%	6	3.7%	2	7.1%	6	8.9%	15	6.9%	12	7.9%	10	8.0%	19	5.7%	4	0.0%	0	0.0%	0	3.8%	2	30.4%	21
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q05 How did you travel here today?

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Car	43.3% 133	50.4% 64	38.3% 69	40.7% 22	47.6% 40	41.7% 70	45.4% 79	40.2% 51	53.6% 127	8.6% 6	28.4% 46	62.5% 15	61.5% 32	58.0% 40
Bus	12.4% 38	11.0% 14	13.3% 24	16.7% 9	6.0% 5	14.3% 24	9.2% 16	17.3% 22	8.0% 19	27.1% 19	12.3% 20	33.3% 8	11.5% 6	5.8% 4
Coach	2.9% 9	3.2% 4	2.8% 5	0.0% 0	0.0% 0	5.4% 9	1.1% 2	4.7% 6	3.0% 7	2.9% 2	0.0% 0	0.0% 0	3.8% 2	10.1% 7
Train	7.8% 24	6.3% 8	8.9% 16	7.4% 4	14.3% 12	4.8% 8	9.2% 16	6.3% 8	6.3% 15	12.9% 9	2.5% 4	4.2% 1	19.2% 10	13.0% 9
Walk	32.2% 99	29.1% 37	34.4% 62	35.2% 19	31.0% 26	32.1% 54	34.5% 60	29.1% 37	28.7% 68	44.3% 31	54.3% 88	0.0% 0	3.8% 2	13.0% 9
Cycle	0.3% 1	0.0% 0	0.6% 1	0.0% 0	1.2% 1	0.0% 0	0.0% 0	0.8% 1	0.4% 1	0.0% 0	0.6% 1	0.0% 0	0.0% 0	0.0% 0
Other	1.0% 3	0.0% 0	1.7% 3	0.0% 0	0.0% 0	1.8% 3	0.6% 1	1.6% 2	0.0% 0	4.3% 3	1.9% 3	0.0% 0	0.0% 0	0.0% 0
Base:	307	127	180	54	84	168	174	127	237	70	162	24	52	69

Q06 Where did you park today?
Those who travelled by car at Q05

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Jubilee Multi-storey (Union Street)	8.3% 11	12.5% 8	4.3% 3	4.5% 1	5.0% 2	11.4% 8	7.6% 6	9.8% 5	7.9% 10	16.7% 1	4.3% 2	0.0% 0	6.3% 2	17.5% 7
Victoria Centre Multi-storey (East Parade)	20.3% 27	15.6% 10	24.6% 17	27.3% 6	27.5% 11	14.3% 10	24.1% 19	15.7% 8	20.5% 26	16.7% 1	17.4% 8	26.7% 4	18.8% 6	22.5% 9
West Park Multi-storey (Tower Street)	1.5% 2	0.0% 0	2.9% 2	0.0% 0	0.0% 0	1.4% 1	0.0% 0	2.0% 1	0.8% 1	16.7% 1	0.0% 0	6.7% 1	3.1% 1	0.0% 0
Other town centre car park	12.0% 16	10.9% 7	13.0% 9	9.1% 2	17.5% 7	10.0% 7	11.4% 9	13.7% 7	12.6% 16	0.0% 0	13.0% 6	0.0% 0	15.6% 5	12.5% 5
On-street	30.1% 40	39.1% 25	21.7% 15	18.2% 4	22.5% 9	38.6% 27	22.8% 18	39.2% 20	30.7% 39	16.7% 1	34.8% 16	60.0% 9	25.0% 8	17.5% 7
Dropped off	7.5% 10	3.1% 2	11.6% 8	18.2% 4	2.5% 1	7.1% 5	7.6% 6	7.8% 4	7.1% 9	16.7% 1	15.2% 7	0.0% 0	9.4% 3	0.0% 0
Other	4.5% 6	3.1% 2	5.8% 4	0.0% 0	7.5% 3	4.3% 3	6.3% 5	2.0% 1	4.7% 6	0.0% 0	4.3% 2	6.7% 1	3.1% 1	5.0% 2
Employer's car park (unspecified)	4.5% 6	4.7% 3	4.3% 3	9.1% 2	5.0% 2	2.9% 2	5.1% 4	3.9% 2	4.7% 6	0.0% 0	8.7% 4	0.0% 0	3.1% 1	2.5% 1
Hotel car park (unspecified)	9.0% 12	10.9% 7	7.2% 5	9.1% 2	10.0% 4	8.6% 6	12.7% 10	3.9% 2	9.4% 12	0.0% 0	0.0% 0	0.0% 0	9.4% 3	22.5% 9
Station car park, Station Avenue	2.3% 3	0.0% 0	4.3% 3	4.5% 1	2.5% 1	1.4% 1	2.5% 2	2.0% 1	1.6% 2	16.7% 1	2.2% 1	0.0% 0	6.3% 2	0.0% 0
Base:	133	64	69	22	40	70	79	51	127	6	46	15	32	40

Q07 What do you currently like about Harrogate town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Appearance or character of the town centre	71.3%	219	70.1%	89	72.2%	130	57.4%	31	73.8%	62	74.4%	125	71.8%	125	70.1%	89	72.6%	172	67.1%	47	64.8%	105	58.3%	14	76.9%	40	87.0%	60
Cleanliness of the town centre	36.2%	111	41.7%	53	32.2%	58	31.5%	17	32.1%	27	39.9%	67	39.1%	68	32.3%	41	37.6%	89	31.4%	22	32.1%	52	29.2%	7	34.6%	18	49.3%	34
Convenient to home	22.2%	68	18.1%	23	25.0%	45	22.2%	12	23.8%	20	21.4%	36	23.6%	41	19.7%	25	21.5%	51	24.3%	17	35.2%	57	12.5%	3	13.5%	7	1.4%	1
Convenient to work	8.1%	25	9.4%	12	7.2%	13	14.8%	8	13.1%	11	3.6%	6	9.2%	16	6.3%	8	8.4%	20	7.1%	5	13.0%	21	4.2%	1	3.8%	2	1.4%	1
General affordability	1.3%	4	1.6%	2	1.1%	2	1.9%	1	0.0%	0	1.8%	3	1.7%	3	0.8%	1	0.8%	2	2.9%	2	0.6%	1	0.0%	0	3.8%	2	1.4%	1
Good / cheap parking	1.3%	4	1.6%	2	1.1%	2	3.7%	2	1.2%	1	0.6%	1	2.3%	4	0.0%	0	1.7%	4	0.0%	0	0.0%	0	8.3%	2	3.8%	2	0.0%	0
Habit / always used it / familiar	9.8%	30	7.9%	10	11.1%	20	7.4%	4	6.0%	5	12.5%	21	10.3%	18	8.7%	11	8.0%	19	15.7%	11	11.7%	19	8.3%	2	13.5%	7	2.9%	2
It is easy to walk / cycle around	20.2%	62	20.5%	26	20.0%	36	9.3%	5	16.7%	14	25.6%	43	17.2%	30	24.4%	31	21.1%	50	17.1%	12	18.5%	30	16.7%	4	23.1%	12	23.2%	16
It is easy to get to by bus	4.6%	14	5.5%	7	3.9%	7	5.6%	3	3.6%	3	4.8%	8	5.2%	9	3.9%	5	5.5%	13	1.4%	1	6.8%	11	0.0%	0	5.8%	3	0.0%	0
It is easy to get to by train	1.3%	4	1.6%	2	1.1%	2	3.7%	2	1.2%	1	0.6%	1	1.1%	2	1.6%	2	1.3%	3	1.4%	1	1.2%	2	0.0%	0	1.9%	1	1.4%	1
Quality of shops or markets	45.3%	139	35.4%	45	52.2%	94	46.3%	25	42.9%	36	46.4%	78	51.1%	89	37.0%	47	46.8%	111	40.0%	28	42.0%	68	66.7%	16	53.8%	28	39.1%	27
Range of shops or markets	42.3%	130	36.2%	46	46.7%	84	53.7%	29	41.7%	35	39.3%	66	48.9%	85	33.1%	42	45.6%	108	31.4%	22	43.2%	70	50.0%	12	48.1%	25	33.3%	23
Range or quality of leisure facilities (e.g. cinema, theatre etc.)	18.6%	57	15.7%	20	20.6%	37	25.9%	14	16.7%	14	17.3%	29	25.9%	45	7.1%	9	20.3%	48	12.9%	9	24.7%	40	8.3%	2	13.5%	7	11.6%	8
Range or quality of places to eat	34.9%	107	33.1%	42	36.1%	65	33.3%	18	32.1%	27	36.9%	62	39.7%	69	27.6%	35	35.9%	85	31.4%	22	38.9%	63	16.7%	4	38.5%	20	29.0%	20
Range or quality of pubs or bars	22.2%	68	18.1%	23	25.0%	45	25.9%	14	17.9%	15	23.2%	39	29.3%	51	11.0%	14	22.8%	54	20.0%	14	30.2%	49	8.3%	2	15.4%	8	13.0%	9
Range or quality of services (e.g. banks, hairdressers etc.)	14.7%	45	13.4%	17	15.6%	28	22.2%	12	7.1%	6	15.5%	26	19.0%	33	6.3%	8	15.2%	36	12.9%	9	21.0%	34	12.5%	3	9.6%	5	4.3%	3
Visitor accommodation or facilities	5.2%	16	7.1%	9	3.9%	7	3.7%	2	7.1%	6	4.8%	8	5.2%	9	5.5%	7	5.5%	13	4.3%	3	6.8%	11	4.2%	1	0.0%	0	5.8%	4
Safety of the town centre	10.1%	31	7.9%	10	11.7%	21	11.1%	6	7.1%	6	11.3%	19	11.5%	20	6.3%	8	11.8%	28	4.3%	3	12.3%	20	12.5%	3	5.8%	3	7.2%	5
Parks or open spaces	39.4%	121	38.6%	49	40.0%	72	33.3%	18	29.8%	25	46.4%	78	42.5%	74	33.9%	43	44.3%	105	22.9%	16	37.0%	60	54.2%	13	28.8%	15	47.8%	33
Other	0.7%	2	0.8%	1	0.6%	1	0.0%	0	1.2%	1	0.6%	1	0.6%	1	0.8%	1	0.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1
A good place to live generally	1.0%	3	0.8%	1	1.1%	2	0.0%	0	0.0%	0	1.8%	3	0.6%	1	1.6%	2	0.4%	1	2.9%	2	1.2%	2	4.2%	1	0.0%	0	0.0%	0
Compact / good layout	3.3%	10	3.2%	4	3.3%	6	1.9%	1	3.6%	3	3.6%	6	4.6%	8	1.6%	2	3.8%	9	1.4%	1	2.5%	4	0.0%	0	5.8%	3	4.3%	3
Everything	2.3%	7	3.2%	4	1.7%	3	0.0%	0	6.0%	5	1.2%	2	3.4%	6	0.8%	1	3.0%	7	0.0%	0	2.5%	4	4.2%	1	0.0%	0	2.9%	2
Friendly people	2.0%	6	3.2%	4	1.1%	2	0.0%	0	1.2%	1	3.0%	5	1.1%	2	3.2%	4	1.3%	3	4.3%	3	0.6%	1	0.0%	0	1.9%	1	5.8%	4
Well-pedestrianised	2.0%	6	3.9%	5	0.6%	1	0.0%	0	1.2%	1	3.0%	5	1.7%	3	2.4%	3	2.1%	5	1.4%	1	0.0%	0	4.2%	1	3.8%	2	4.3%	3
Nothing	1.6%	5	1.6%	2	1.7%	3	3.7%	2	0.0%	0	1.8%	3	0.0%	0	3.9%	5	1.3%	3	2.9%	2	2.5%	4	0.0%	0	0.0%	0	1.4%	1
(Don't know)	1.0%	3	0.8%	1	1.1%	2	0.0%	0	2.4%	2	0.6%	1	1.1%	2	0.8%	1	0.8%	2	1.4%	1	1.2%	2	0.0%	0	0.0%	0	1.4%	1
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q08 What do you currently dislike about Harrogate town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Poor appearance or character of the town centre	1.0%	3	0.8%	1	1.1%	2	0.0%	0	1.2%	1	1.2%	2	0.6%	1	1.6%	2	1.3%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness of the town centre	3.3%	10	4.7%	6	2.2%	4	0.0%	0	6.0%	5	3.0%	5	2.3%	4	4.7%	6	3.0%	7	4.3%	3	4.9%	8	0.0%	0	3.8%	2	0.0%	0
Difficult / expensive parking	7.5%	23	5.5%	7	8.9%	16	9.3%	5	13.1%	11	4.2%	7	6.9%	12	8.7%	11	8.9%	21	2.9%	2	8.0%	13	16.7%	4	7.7%	4	2.9%	2
Congestion	6.8%	21	7.9%	10	6.1%	11	7.4%	4	7.1%	6	6.5%	11	6.9%	12	6.3%	8	7.2%	17	5.7%	4	9.3%	15	8.3%	2	3.8%	2	2.9%	2
Too expensive	2.6%	8	1.6%	2	3.3%	6	1.9%	1	3.6%	3	2.4%	4	1.1%	2	4.7%	6	2.5%	6	2.9%	2	3.7%	6	0.0%	0	1.9%	1	1.4%	1
Difficult to walk / cycle around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of shops	1.6%	5	1.6%	2	1.7%	3	5.6%	3	0.0%	0	1.2%	2	0.6%	1	3.2%	4	2.1%	5	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.4%	1
Poor range of shops	6.5%	20	4.7%	6	7.8%	14	11.1%	6	7.1%	6	4.8%	8	6.3%	11	7.1%	9	7.2%	17	4.3%	3	9.3%	15	4.2%	1	5.8%	3	1.4%	1
Poor range of leisure facilities (e.g. cinema, theatre etc.)	3.9%	12	4.7%	6	3.3%	6	9.3%	5	3.6%	3	2.4%	4	3.4%	6	4.7%	6	4.6%	11	1.4%	1	4.9%	8	4.2%	1	3.8%	2	1.4%	1
Poor range or quality places to eat	1.3%	4	2.4%	3	0.6%	1	0.0%	0	1.2%	1	1.8%	3	0.6%	1	2.4%	3	1.7%	4	0.0%	0	1.9%	3	4.2%	1	0.0%	0	0.0%	0
Poor range or quality of pubs or bars	1.0%	3	0.8%	1	1.1%	2	1.9%	1	0.0%	0	1.2%	2	1.1%	2	0.8%	1	0.8%	2	1.4%	1	1.2%	2	0.0%	0	0.0%	0	1.4%	1
Poor range or quality of services (e.g. banks, hairdressers etc.)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to get to by bus	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to get to by train	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lack of safety of the town centre	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor parks or open spaces	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Poor visitor accommodation or facilities	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other	4.6%	14	4.7%	6	4.4%	8	1.9%	1	6.0%	5	4.8%	8	5.2%	9	3.9%	5	4.2%	10	5.7%	4	3.7%	6	4.2%	1	7.7%	4	4.3%	3
Difficult to get to by bicycle	1.0%	3	0.8%	1	1.1%	2	1.9%	1	1.2%	1	0.6%	1	1.1%	2	0.8%	1	0.8%	2	1.4%	1	1.2%	2	0.0%	0	1.9%	1	0.0%	0
Lack of independent / niche shops	1.3%	4	0.8%	1	1.7%	3	0.0%	0	1.2%	1	1.8%	3	1.1%	2	1.6%	2	1.3%	3	1.4%	1	1.9%	3	0.0%	0	0.0%	0	1.4%	1
Lack of public toilets and street furniture (seating, bins etc.)	1.6%	5	3.9%	5	0.0%	0	1.9%	1	1.2%	1	1.8%	3	1.1%	2	2.4%	3	1.7%	4	1.4%	1	1.2%	2	4.2%	1	1.9%	1	1.4%	1
Not enough facilities / activities for young people	1.3%	4	0.0%	0	2.2%	4	3.7%	2	1.2%	1	0.6%	1	1.7%	3	0.8%	1	1.7%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0
Poor condition of roads and pavements	2.0%	6	2.4%	3	1.7%	3	1.9%	1	1.2%	1	2.4%	4	2.3%	4	0.8%	1	2.1%	5	1.4%	1	3.1%	5	4.2%	1	0.0%	0	0.0%	0
Too many one-way streets	1.0%	3	0.0%	0	1.7%	3	0.0%	0	1.2%	1	1.2%	2	1.1%	2	0.8%	1	0.8%	2	1.4%	1	0.0%	0	0.0%	0	3.8%	2	1.4%	1
Ugly / unattractive conference centre	1.0%	3	1.6%	2	0.6%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0	2.4%	3	1.3%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1
Undesirable / unfriendly people	2.0%	6	3.9%	5	0.6%	1	0.0%	0	2.4%	2	2.4%	4	0.6%	1	3.9%	5	0.8%	2	5.7%	4	3.7%	6	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Nothing	62.5%	192	62.2%	79	62.8%	113	59.3%	32	57.1%	48	66.1%	111	66.1%	115	56.7%	72	62.9%	149	61.4%	43	52.5%	85	66.7%	16	67.3%	35	81.2%	56
(Don't know)	0.7%	2	0.8%	1	0.6%	1	0.0%	0	1.2%	1	0.6%	1	0.6%	1	0.8%	1	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q09 How do you think Harrogate town centre should be improved? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Different or better shops or markets	12.1%	37	8.7%	11	14.4%	26	18.5%	10	14.3%	12	8.9%	15	11.5%	20	13.4%	17	12.7%	30	10.0%	7	16.7%	27	12.5%	3	11.5%	6	1.4%	1
Different or better places to eat or drink	1.0%	3	1.6%	2	0.6%	1	0.0%	0	1.2%	1	1.2%	2	0.6%	1	1.6%	2	1.3%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Different or better leisure facilities	4.9%	15	5.5%	7	4.4%	8	13.0%	7	4.8%	4	2.4%	4	5.2%	9	4.7%	6	5.1%	12	4.3%	3	8.0%	13	8.3%	2	0.0%	0	0.0%	0
Different or better service facilities	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.6%	2	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
More or better car parking	10.4%	32	7.9%	10	12.2%	22	11.1%	6	15.5%	13	7.7%	13	8.6%	15	12.6%	16	11.8%	28	5.7%	4	13.0%	21	12.5%	3	9.6%	5	4.3%	3
Improved visitor information	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
More or better public transport or cycle facilities	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.2%	2	0.6%	1	0.8%	1	0.4%	1	1.4%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality or cleanliness of public spaces	4.2%	13	5.5%	7	3.3%	6	0.0%	0	4.8%	4	5.4%	9	2.9%	5	6.3%	8	3.8%	9	5.7%	4	5.6%	9	4.2%	1	3.8%	2	1.4%	1
Improved visitor accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.9%	18	6.3%	8	5.6%	10	5.6%	3	6.0%	5	6.0%	10	8.0%	14	3.2%	4	5.1%	12	8.6%	6	6.8%	11	4.2%	1	7.7%	4	2.9%	2
Better signage	1.6%	5	3.2%	4	0.6%	1	1.9%	1	0.0%	0	2.4%	4	1.7%	3	1.6%	2	2.1%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.8%	4
Cheaper car parking	1.0%	3	0.8%	1	1.1%	2	1.9%	1	0.0%	0	1.2%	2	1.1%	2	0.8%	1	0.8%	2	1.4%	1	1.2%	2	4.2%	1	0.0%	0	0.0%	0
Improved accessibility	4.6%	14	4.7%	6	4.4%	8	3.7%	2	6.0%	5	4.2%	7	5.2%	9	3.2%	4	5.1%	12	2.9%	2	4.9%	8	4.2%	1	5.8%	3	2.9%	2
Improved maintenance of roads / pavements	1.3%	4	0.8%	1	1.7%	3	1.9%	1	0.0%	0	1.8%	3	1.7%	3	0.8%	1	1.3%	3	1.4%	1	1.9%	3	4.2%	1	0.0%	0	0.0%	0
Introduce a Park & Ride scheme	1.0%	3	0.0%	0	1.7%	3	1.9%	1	1.2%	1	0.6%	1	1.1%	2	0.8%	1	1.3%	3	0.0%	0	1.2%	2	4.2%	1	0.0%	0	0.0%	0
Lower prices / cheaper shops	1.6%	5	2.4%	3	1.1%	2	0.0%	0	2.4%	2	1.8%	3	0.0%	0	3.9%	5	1.3%	3	2.9%	2	2.5%	4	4.2%	1	0.0%	0	0.0%	0
More facilties / activities for young people	2.0%	6	2.4%	3	1.7%	3	3.7%	2	3.6%	3	0.6%	1	2.3%	4	1.6%	2	1.3%	3	4.3%	3	3.7%	6	0.0%	0	0.0%	0	0.0%	0
More public toilets and street furniture	1.6%	5	3.9%	5	0.0%	0	0.0%	0	2.4%	2	1.8%	3	0.6%	1	3.2%	4	2.1%	5	0.0%	0	0.6%	1	4.2%	1	0.0%	0	4.3%	3
Stop over-modernising	1.6%	5	1.6%	2	1.7%	3	0.0%	0	0.0%	0	3.0%	5	0.0%	0	3.9%	5	1.3%	3	2.9%	2	2.5%	4	4.2%	1	0.0%	0	0.0%	0
Nothing in particular	46.3%	142	45.7%	58	46.7%	84	35.2%	19	47.6%	40	48.8%	82	48.9%	85	41.7%	53	47.3%	112	42.9%	30	41.4%	67	33.3%	8	46.2%	24	62.3%	43
(Don't know)	8.8%	27	11.0%	14	7.2%	13	11.1%	6	2.4%	2	11.3%	19	8.0%	14	10.2%	13	8.0%	19	11.4%	8	3.7%	6	8.3%	2	15.4%	8	15.9%	11
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

Q10 What kind of changes would you like to see to shops or markets? [MR]

Those who said 'different or better shops or markets' at Q09

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Better quality shops	32.4% 12	36.4% 4	30.8% 8	10.0% 1	41.7% 5	40.0% 6	20.0% 4	47.1% 8	33.3% 10	28.6% 2	25.9% 7	100.0% 3	33.3% 2	0.0% 0
More affordable shops	40.5% 15	27.3% 3	46.2% 12	40.0% 4	58.3% 7	26.7% 4	35.0% 7	47.1% 8	43.3% 13	28.6% 2	48.1% 13	33.3% 1	16.7% 1	0.0% 0
Larger shops	18.9% 7	9.1% 1	23.1% 6	30.0% 3	16.7% 2	13.3% 2	20.0% 4	17.6% 3	23.3% 7	0.0% 0	18.5% 5	33.3% 1	16.7% 1	0.0% 0
More or new national retailers	21.6% 8	18.2% 2	23.1% 6	30.0% 3	25.0% 3	13.3% 2	25.0% 5	17.6% 3	23.3% 7	14.3% 1	22.2% 6	33.3% 1	16.7% 1	0.0% 0
More or new independent shops	45.9% 17	45.5% 5	46.2% 12	20.0% 2	41.7% 5	66.7% 10	45.0% 9	47.1% 8	46.7% 14	42.9% 3	44.4% 12	33.3% 1	50.0% 3	100.0% 1
More shops selling clothing / footwear	24.3% 9	27.3% 3	23.1% 6	30.0% 3	33.3% 4	13.3% 2	25.0% 5	23.5% 4	26.7% 8	14.3% 1	22.2% 6	33.3% 1	33.3% 2	0.0% 0
More shops selling food / drink	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More shops selling small household goods	5.4% 2	9.1% 1	3.8% 1	0.0% 0	0.0% 0	13.3% 2	5.0% 1	5.9% 1	6.7% 2	0.0% 0	7.4% 2	0.0% 0	0.0% 0	0.0% 0
More shops selling electrical goods	2.7% 1	9.1% 1	0.0% 0	0.0% 0	0.0% 0	6.7% 1	0.0% 0	5.9% 1	3.3% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	0.0% 0
More shops selling books, CDs etc.	5.4% 2	18.2% 2	0.0% 0	10.0% 1	0.0% 0	6.7% 1	5.0% 1	5.9% 1	6.7% 2	0.0% 0	3.7% 1	0.0% 0	16.7% 1	0.0% 0
More shops selling toys or recreational goods	2.7% 1	9.1% 1	0.0% 0	0.0% 0	0.0% 0	6.7% 1	0.0% 0	5.9% 1	3.3% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	0.0% 0
More chemists or shops selling beauty products	8.1% 3	9.1% 1	7.7% 2	0.0% 0	8.3% 1	13.3% 2	5.0% 1	11.8% 2	10.0% 3	0.0% 0	7.4% 2	0.0% 0	16.7% 1	0.0% 0
More shops selling furniture, DIY or gardening goods	2.7% 1	9.1% 1	0.0% 0	0.0% 0	0.0% 0	6.7% 1	0.0% 0	5.9% 1	3.3% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	0.0% 0
More shops selling specialist goods	2.7% 1	9.1% 1	0.0% 0	0.0% 0	0.0% 0	6.7% 1	0.0% 0	5.9% 1	3.3% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	0.0% 0
More frequent markets	2.7% 1	9.1% 1	0.0% 0	0.0% 0	0.0% 0	6.7% 1	0.0% 0	5.9% 1	3.3% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	0.0% 0
Better quality markets	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Different types of markets	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	8.1% 3	9.1% 1	7.7% 2	0.0% 0	8.3% 1	13.3% 2	5.0% 1	11.8% 2	10.0% 3	0.0% 0	7.4% 2	33.3% 1	0.0% 0	0.0% 0
(Don't know)	2.7% 1	9.1% 1	0.0% 0	10.0% 1	0.0% 0	0.0% 0	5.0% 1	0.0% 0	3.3% 1	0.0% 0	3.7% 1	0.0% 0	0.0% 0	0.0% 0
Base:	37	11	26	10	12	15	20	17	30	7	27	3	6	1

Q11 What kind of changes would you like to see to places to eat or drink? [MR]
Those who said 'different or better places to eat or drink' at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Better range of restaurants or cafes	33.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Better quality restaurants or cafes	33.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
More affordable restaurants or cafes	33.3%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	50.0%	1	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
More independent restaurants or cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of pubs and bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality pubs and bars	33.3%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	50.0%	1	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
More or better nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More opportunities to eat or drink outside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	33.3%	1	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		3		2		1		0		1		2		1		2		3		0		3		0		0		0

Q12 What kind of changes would you like to see to leisure facilities? [MR]
Those who said 'different or better leisure facilities' at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
More or better cinemas or theatres	33.3%	5	42.9%	3	25.0%	2	28.6%	2	75.0%	3	0.0%	0	33.3%	3	33.3%	2	41.7%	5	0.0%	0	30.8%	4	50.0%	1	0.0%	0	0.0%	0
More or better gym and fitness facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More or better sports facilities	20.0%	3	28.6%	2	12.5%	1	14.3%	1	25.0%	1	25.0%	1	22.2%	2	16.7%	1	25.0%	3	0.0%	0	23.1%	3	0.0%	0	0.0%	0	0.0%	0
More or better museums	13.3%	2	28.6%	2	0.0%	0	14.3%	1	25.0%	1	0.0%	0	11.1%	1	16.7%	1	8.3%	1	33.3%	1	15.4%	2	0.0%	0	0.0%	0	0.0%	0
More or better art galleries	6.7%	1	14.3%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	33.3%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0
More or better entertainment for children / families	40.0%	6	57.1%	4	25.0%	2	14.3%	1	75.0%	3	50.0%	2	33.3%	3	50.0%	3	33.3%	4	66.7%	2	46.2%	6	0.0%	0	0.0%	0	0.0%	0
Other	13.3%	2	0.0%	0	25.0%	2	14.3%	1	0.0%	0	25.0%	1	22.2%	2	0.0%	0	16.7%	2	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	20.0%	3	14.3%	1	25.0%	2	28.6%	2	0.0%	0	25.0%	1	22.2%	2	16.7%	1	25.0%	3	0.0%	0	15.4%	2	50.0%	1	0.0%	0	0.0%	0
Base:		15		7		8		7		4		4		9		6		12		3		13		2		0		0

Q13 What kind of changes would you like to see to service facilities? [MR]

Those who said 'different or better service facilities' at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
More or better banking / financial services	50.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	50.0%	1	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
More or better hairdressing / beauty services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More or better public services (e.g. health, libraries)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	50.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	50.0%	1	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		2		2		0		0		0		2		0		2		2		0		2		0		0		0

Q14 What kind of changes would you like to see to car parking? [MR]

Those who said 'more or better car parking' at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
More long stay car parking	34.4%	11	30.0%	3	36.4%	8	33.3%	2	30.8%	4	38.5%	5	40.0%	6	31.3%	5	35.7%	10	25.0%	1	28.6%	6	66.7%	2	40.0%	2	33.3%	1
More short stay car parking	9.4%	3	0.0%	0	13.6%	3	33.3%	2	7.7%	1	0.0%	0	13.3%	2	6.3%	1	10.7%	3	0.0%	0	9.5%	2	0.0%	0	0.0%	0	33.3%	1
Better located parking	9.4%	3	0.0%	0	13.6%	3	33.3%	2	7.7%	1	0.0%	0	13.3%	2	6.3%	1	7.1%	2	25.0%	1	9.5%	2	33.3%	1	0.0%	0	0.0%	0
Cheaper car parking	50.0%	16	40.0%	4	54.5%	12	66.7%	4	46.2%	6	46.2%	6	53.3%	8	43.8%	7	50.0%	14	50.0%	2	42.9%	9	66.7%	2	40.0%	2	100.0%	3
More disabled car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parent / child parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.4%	3	10.0%	1	9.1%	2	0.0%	0	7.7%	1	15.4%	2	13.3%	2	6.3%	1	10.7%	3	0.0%	0	4.8%	1	33.3%	1	20.0%	1	0.0%	0
Introduce a Park & Ride scheme	12.5%	4	0.0%	0	18.2%	4	16.7%	1	15.4%	2	7.7%	1	20.0%	3	6.3%	1	14.3%	4	0.0%	0	9.5%	2	0.0%	0	40.0%	2	0.0%	0
(Don't know)	18.8%	6	40.0%	4	9.1%	2	16.7%	1	23.1%	3	15.4%	2	6.7%	1	31.3%	5	17.9%	5	25.0%	1	28.6%	6	0.0%	0	0.0%	0	0.0%	0
Base:		32		10		22		6		13		13		15		16		28		4		21		3		5		3

Q15 What kind of changes would you like to see to visitor information? [MR]

Those who said 'improved visitor information' at Q09

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
Improved signage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved visitor information centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More or better information on events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More or better information on travel options	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More or better information on history / architecture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	100.0%	1	100.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	1	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1		1		0		0		1		0		0		1		1		0		1		0		0		0

Q16 What kind of changes would you like to see to public transport or cycle facilities? [MR]
Those who said 'more or better public transport or cycle facilities' at Q09

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Improved railway station	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Improved bus station	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More frequent train services	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More frequent bus services	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Better located bus stops	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More cycle parking	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Better located cycle parking	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Better quality cycle parking (e.g. more secure, covered etc.)	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Better cycle links	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	50.0% 1	0.0% 0	50.0% 1	0.0% 0	0.0% 0	50.0% 1	100.0% 1	0.0% 0	0.0% 0	100.0% 1	50.0% 1	0.0% 0	0.0% 0	0.0% 0
(Don't know)	50.0% 1	0.0% 0	50.0% 1	0.0% 0	0.0% 0	50.0% 1	0.0% 0	100.0% 1	100.0% 1	0.0% 0	50.0% 1	0.0% 0	0.0% 0	0.0% 0
Base:	2	0	2	0	0	2	1	1	1	1	2	0	0	0

Q17 What kind of changes would you like to see to improve quality or cleanliness of public spaces? [MR]
Those who said 'improved quality or cleanliness of public spaces' at Q09

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Better routes / crossings for pedestrians	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More green spaces	7.7% 1	14.3% 1	0.0% 0	0.0% 0	0.0% 0	11.1% 1	0.0% 0	12.5% 1	11.1% 1	0.0% 0	11.1% 1	0.0% 0	0.0% 0	0.0% 0
Cleaner streets or parks	61.5% 8	57.1% 4	66.7% 4	0.0% 0	50.0% 2	66.7% 6	60.0% 3	62.5% 5	66.7% 6	50.0% 2	66.7% 6	0.0% 0	100.0% 2	0.0% 0
More or better play facilities	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Better access for disabled / elderly / pushchairs	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More bins	46.2% 6	42.9% 3	50.0% 3	0.0% 0	50.0% 2	44.4% 4	60.0% 3	37.5% 3	55.6% 5	25.0% 1	44.4% 4	0.0% 0	100.0% 2	0.0% 0
Less traffic / congestion	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	7.7% 1	0.0% 0	16.7% 1	0.0% 0	0.0% 0	11.1% 1	20.0% 1	0.0% 0	0.0% 0	25.0% 1	11.1% 1	0.0% 0	0.0% 0	0.0% 0
(Don't know)	30.8% 4	42.9% 3	16.7% 1	0.0% 0	50.0% 2	22.2% 2	20.0% 1	37.5% 3	33.3% 3	25.0% 1	22.2% 2	100.0% 1	0.0% 0	100.0% 1
Base:	13	7	6	0	4	9	5	8	9	4	9	1	2	1

Q18 What kind of changes would you like to see to visitor accommodation? [MR]
Those who said 'improved visitor accommodation' at Q09

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Better quality accommodation	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More affordable accommodation	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More hotels	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More B&Bs	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More self-catering accommodation	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
More accommodation for groups	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Base:	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Q19 What one thing does Harrogate Town Centre do better than other places that you visit?

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
Architecture / Environment	17.9% 55	13.4% 17	21.1% 38	13.0% 7	26.2% 22	15.5% 26	21.3% 37	14.2% 18	19.0% 45	14.3% 10	18.5% 30	12.5% 3	15.4% 8	20.3% 14
Conference facilities	2.0% 6	2.4% 3	1.7% 3	1.9% 1	4.8% 4	0.0% 0	1.7% 3	1.6% 2	2.5% 6	0.0% 0	1.2% 2	4.2% 1	1.9% 1	2.9% 2
Entertainment facilities (e.g. theatre)	1.3% 4	0.8% 1	1.7% 3	1.9% 1	1.2% 1	1.2% 2	1.1% 2	1.6% 2	1.3% 3	1.4% 1	0.6% 1	4.2% 1	1.9% 1	1.4% 1
Events	0.7% 2	0.0% 0	1.1% 2	0.0% 0	0.0% 0	1.2% 2	0.6% 1	0.8% 1	0.4% 1	1.4% 1	1.2% 2	0.0% 0	0.0% 0	0.0% 0
Food / Drink	6.8% 21	8.7% 11	5.6% 10	11.1% 6	4.8% 4	6.5% 11	6.3% 11	7.1% 9	8.4% 20	1.4% 1	8.0% 13	8.3% 2	5.8% 3	4.3% 3
Nightlife	0.7% 2	0.8% 1	0.6% 1	3.7% 2	0.0% 0	0.0% 0	1.1% 2	0.0% 0	0.8% 2	0.0% 0	0.6% 1	4.2% 1	0.0% 0	0.0% 0
Shopping	8.8% 27	8.7% 11	8.9% 16	16.7% 9	6.0% 5	7.7% 13	9.2% 16	8.7% 11	7.6% 18	12.9% 9	5.6% 9	4.2% 1	26.9% 14	4.3% 3
Transport facilities	1.3% 4	1.6% 2	1.1% 2	3.7% 2	0.0% 0	1.2% 2	1.1% 2	1.6% 2	1.3% 3	1.4% 1	1.2% 2	0.0% 0	1.9% 1	1.4% 1
Visitor accommodation	0.7% 2	0.8% 1	0.6% 1	0.0% 0	0.0% 0	1.2% 2	1.1% 2	0.0% 0	0.8% 2	0.0% 0	0.6% 1	0.0% 0	0.0% 0	1.4% 1
Other	2.6% 8	3.2% 4	2.2% 4	1.9% 1	0.0% 0	4.2% 7	1.7% 3	3.9% 5	1.7% 4	5.7% 4	1.9% 3	4.2% 1	3.8% 2	2.9% 2
Atmosphere / ambience / friendliness	7.8% 24	6.3% 8	8.9% 16	1.9% 1	9.5% 8	8.9% 15	6.9% 12	9.4% 12	7.6% 18	8.6% 6	7.4% 12	12.5% 3	5.8% 3	8.7% 6
Clean / well-presented	7.2% 22	9.4% 12	5.6% 10	5.6% 3	10.7% 9	6.0% 10	8.0% 14	5.5% 7	7.6% 18	5.7% 4	6.8% 11	20.8% 5	0.0% 0	8.7% 6
Compact layout	2.6% 8	2.4% 3	2.8% 5	0.0% 0	1.2% 1	4.2% 7	2.3% 4	3.2% 4	2.1% 5	4.3% 3	3.1% 5	4.2% 1	1.9% 1	1.4% 1
Cultural amenities	2.9% 9	1.6% 2	3.9% 7	3.7% 2	2.4% 2	3.0% 5	4.0% 7	1.6% 2	3.4% 8	1.4% 1	3.1% 5	0.0% 0	3.8% 2	2.9% 2
Floral displays	10.1% 31	8.7% 11	11.1% 20	3.7% 2	7.1% 6	13.7% 23	10.3% 18	9.4% 12	11.4% 27	5.7% 4	11.1% 18	4.2% 1	7.7% 4	11.6% 8
Not too crowded	1.0% 3	0.8% 1	1.1% 2	1.9% 1	0.0% 0	1.2% 2	0.6% 1	1.6% 2	0.8% 2	1.4% 1	1.2% 2	4.2% 1	0.0% 0	0.0% 0
Plenty of green open spaces	4.6% 14	6.3% 8	3.3% 6	5.6% 3	4.8% 4	4.2% 7	5.7% 10	3.2% 4	4.2% 10	5.7% 4	6.8% 11	0.0% 0	1.9% 1	2.9% 2
Plenty of street furniture (benches, bins etc.)	1.0% 3	2.4% 3	0.0% 0	0.0% 0	0.0% 0	1.8% 3	0.6% 1	1.6% 2	1.3% 3	0.0% 0	0.0% 0	0.0% 0	3.8% 2	1.4% 1
Prestige / grandeur	1.6% 5	0.8% 1	2.2% 4	0.0% 0	2.4% 2	1.8% 3	1.1% 2	2.4% 3	1.7% 4	1.4% 1	1.2% 2	4.2% 1	0.0% 0	2.9% 2
The Stray	1.3% 4	0.8% 1	1.7% 3	0.0% 0	1.2% 1	1.8% 3	1.7% 3	0.0% 0	1.3% 3	1.4% 1	1.9% 3	0.0% 0	1.9% 1	0.0% 0
Nothing in particular	9.8% 30	12.6% 16	7.8% 14	14.8% 8	6.0% 5	10.1% 17	4.6% 8	17.3% 22	6.8% 16	20.0% 14	11.7% 19	8.3% 2	11.5% 6	4.3% 3
(Don't know)	7.5% 23	7.9% 10	7.2% 13	9.3% 5	11.9% 10	4.8% 8	8.6% 15	5.5% 7	8.0% 19	5.7% 4	6.2% 10	0.0% 0	3.8% 2	15.9% 11
Base:	307	127	180	54	84	168	174	127	237	70	162	24	52	69

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
GEN Gender:																												
Male	41.4%	127	100.0%	127	0.0%	0	40.7%	22	41.7%	35	41.7%	70	33.3%	58	52.8%	67	42.2%	100	38.6%	27	38.3%	62	33.3%	8	36.5%	19	55.1%	38
Female	58.6%	180	0.0%	0	100.0%	180	59.3%	32	58.3%	49	58.3%	98	66.7%	116	47.2%	60	57.8%	137	61.4%	43	61.7%	100	66.7%	16	63.5%	33	44.9%	31
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69
AGE Age Group:																												
18 - 24 years	9.1%	28	8.7%	11	9.4%	17	51.9%	28	0.0%	0	0.0%	0	10.3%	18	7.9%	10	9.7%	23	7.1%	5	11.7%	19	4.2%	1	7.7%	4	5.8%	4
25 - 34 years	8.5%	26	8.7%	11	8.3%	15	48.1%	26	0.0%	0	0.0%	0	8.6%	15	8.7%	11	6.8%	16	14.3%	10	9.3%	15	12.5%	3	9.6%	5	4.3%	3
35 - 44 years	11.4%	35	9.4%	12	12.8%	23	0.0%	0	41.7%	35	0.0%	0	15.5%	27	6.3%	8	12.7%	30	7.1%	5	11.1%	18	4.2%	1	7.7%	4	17.4%	12
45 - 54 years	16.0%	49	18.1%	23	14.4%	26	0.0%	0	58.3%	49	0.0%	0	18.4%	32	12.6%	16	16.9%	40	12.9%	9	18.5%	30	16.7%	4	13.5%	7	11.6%	8
55 - 64 years	23.1%	71	22.0%	28	23.9%	43	0.0%	0	0.0%	0	42.3%	71	23.0%	40	23.6%	30	24.5%	58	18.6%	13	20.4%	33	25.0%	6	30.8%	16	23.2%	16
65 + years	31.6%	97	33.1%	42	30.6%	55	0.0%	0	0.0%	0	57.7%	97	24.1%	42	40.9%	52	29.1%	69	40.0%	28	29.0%	47	33.3%	8	30.8%	16	37.7%	26
(Refused)	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69
SEG Socio-Economic Grouping:																												
AB	25.7%	79	21.3%	27	28.9%	52	20.4%	11	38.1%	32	21.4%	36	45.4%	79	0.0%	0	31.2%	74	7.1%	5	22.2%	36	20.8%	5	36.5%	19	27.5%	19
C1	30.9%	95	24.4%	31	35.6%	64	40.7%	22	32.1%	27	27.4%	46	54.6%	95	0.0%	0	30.0%	71	34.3%	24	34.0%	55	33.3%	8	25.0%	13	27.5%	19
C2	30.6%	94	41.7%	53	22.8%	41	18.5%	10	17.9%	15	41.1%	69	0.0%	0	74.0%	94	30.8%	73	30.0%	21	25.9%	42	37.5%	9	28.8%	15	40.6%	28
DE	10.7%	33	11.0%	14	10.6%	19	20.4%	11	10.7%	9	7.7%	13	0.0%	0	26.0%	33	5.5%	13	28.6%	20	16.0%	26	4.2%	1	7.7%	4	2.9%	2
(Refused)	2.0%	6	1.6%	2	2.2%	4	0.0%	0	1.2%	1	2.4%	4	0.0%	0	0.0%	0	2.5%	6	0.0%	0	1.9%	3	4.2%	1	1.9%	1	1.4%	1
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69
ADU Number of adults: [MR]																												
One	26.7%	82	25.2%	32	27.8%	50	18.5%	10	20.2%	17	32.7%	55	21.3%	37	35.4%	45	14.3%	34	68.6%	48	30.2%	49	29.2%	7	23.1%	12	20.3%	14
Two	55.7%	171	59.8%	76	52.8%	95	46.3%	25	54.8%	46	59.5%	100	56.3%	98	53.5%	68	65.8%	156	21.4%	15	50.0%	81	58.3%	14	59.6%	31	65.2%	45
Three	10.1%	31	6.3%	8	12.8%	23	18.5%	10	19.0%	16	3.0%	5	13.2%	23	6.3%	8	11.8%	28	4.3%	3	11.1%	18	0.0%	0	11.5%	6	10.1%	7
Four	6.2%	19	7.9%	10	5.0%	9	16.7%	9	4.8%	4	3.6%	6	8.0%	14	3.9%	5	6.8%	16	4.3%	3	6.8%	11	8.3%	2	5.8%	3	4.3%	3
Five	1.0%	3	0.8%	1	1.1%	2	0.0%	0	1.2%	1	1.2%	2	1.1%	2	0.8%	1	0.8%	2	1.4%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in Hhold - Yes	Car in Hhold - No	Within Harrogate	Elsewhere within Harrogate Borough	Elsewhere within Yorkshire	Other
CHI No. of children 15 years and under: [MR]														
One	9.1% 28	9.4% 12	8.9% 16	18.5% 10	19.0% 16	1.2% 2	9.8% 17	8.7% 11	11.4% 27	1.4% 1	11.7% 19	0.0% 0	5.8% 3	8.7% 6
Two	7.2% 22	6.3% ✚7.	7.8% 14	14.8% 8	16.7% 14	0.0% 0	9.2% 16	4.7% 6	8.0% 19	4.3% 3	9.3% 15	8.3% 2	7.7% 4	1.4% 1
Three	1.0% 3	0.8% 1	1.1% 2	1.9% 1	2.4% 2	0.0% 0	0.6% 1	1.6% 2	0.8% 2	1.4% 1	1.2% 2	0.0% 0	0.0% 0	1.4% 1
Four	1.0% 3	0.0% 0	1.7% 3	1.9% 1	2.4% 2	0.0% 0	1.7% 3	0.0% 0	1.3% 3	0.0% 0	1.2% 2	4.2% 1	0.0% 0	0.0% 0
Five	0.7% 2	1.6% 2	0.0% 0	1.9% 1	1.2% 1	0.0% 0	0.0% 0	1.6% 2	0.4% 1	1.4% 1	0.6% 1	0.0% 0	0.0% 0	1.4% 1
(Refused)	2.0% 6	1.6% 2	2.2% 4	1.9% 1	1.2% 1	1.8% 3	1.7% 3	1.6% 2	2.5% 6	0.0% 0	1.9% 3	4.2% 1	3.8% 2	0.0% 0
(None)	79.2% 243	80.3% 102	78.3% 141	59.3% 32	57.1% 48	97.0% 163	77.0% 134	81.9% 104	75.5% 179	91.4% 64	74.1% 120	83.3% 20	82.7% 43	87.0% 60
Base:	307	127	180	54	84	168	174	127	237	70	162	24	52	69
CAR Number of cars in household: [MR]														
One	40.4% 124	40.2% 51	40.6% 73	35.2% 19	27.4% 23	48.8% 82	36.2% 63	44.9% 57	52.3% 124	0.0% 0	37.7% 61	54.2% 13	40.4% 21	42.0% 29
Two	28.3% 87	30.7% 39	26.7% 48	29.6% 16	42.9% 36	20.8% 35	36.2% 63	18.1% 23	36.7% 87	0.0% 0	27.8% 45	20.8% 5	25.0% 13	34.8% 24
Three	5.2% 16	4.7% 6	5.6% 10	5.6% 3	9.5% 8	3.0% 5	8.0% 14	1.6% 2	6.8% 16	0.0% 0	3.7% 6	8.3% 2	7.7% 4	5.8% 4
Four	1.0% 3	0.8% 1	1.1% 2	0.0% 0	2.4% 2	0.6% 1	1.1% 2	0.8% 1	1.3% 3	0.0% 0	0.6% 1	0.0% 0	0.0% 0	2.9% 2
(Refused)	2.3% 7	2.4% 3	2.2% 4	1.9% 1	1.2% 1	2.4% 4	1.7% 3	2.4% 3	3.0% 7	0.0% 0	1.9% 3	4.2% 1	3.8% 2	1.4% 1
(None)	22.8% 70	21.3% 27	23.9% 43	27.8% 15	16.7% 14	24.4% 41	16.7% 29	32.3% 41	0.0% 0	100.0% 70	28.4% 46	12.5% 3	23.1% 12	13.0% 9
Base:	307	127	180	54	84	168	174	127	237	70	162	24	52	69
DAY Day:														
Monday	16.3% 50	9.4% 12	21.1% 38	16.7% 9	22.6% 19	13.1% 22	19.0% 33	13.4% 17	14.3% 34	22.9% 16	16.7% 27	20.8% 5	23.1% 12	8.7% 6
Tuesday	16.3% 50	22.0% 28	12.2% 22	16.7% 9	20.2% 17	14.3% 24	15.5% 27	18.1% 23	18.1% 43	10.0% 7	15.4% 25	4.2% 1	15.4% 8	23.2% 16
Wednesday	16.0% 49	21.3% 27	12.2% 22	18.5% 10	11.9% 10	16.7% 28	13.8% 24	18.9% 24	18.1% 43	8.6% 6	11.7% 19	33.3% 8	11.5% 6	23.2% 16
Thursday	16.3% 50	14.2% 18	17.8% 32	13.0% 7	16.7% 14	17.3% 29	12.1% 21	22.0% 28	14.8% 35	21.4% 15	13.6% 22	16.7% 4	19.2% 10	20.3% 14
Friday	24.4% 75	21.3% 27	26.7% 48	18.5% 10	19.0% 16	29.2% 49	26.4% 46	22.0% 28	24.5% 58	24.3% 17	29.0% 47	12.5% 3	23.1% 12	18.8% 13
Saturday	10.7% 33	11.8% 15	10.0% 18	16.7% 9	9.5% 8	9.5% 16	13.2% 23	5.5% 7	10.1% 24	12.9% 9	13.6% 22	12.5% 3	7.7% 4	5.8% 4
Base:	307	127	180	54	84	168	174	127	237	70	162	24	52	69
LOC Location:														
Outside train station	24.8% 76	22.0% 28	26.7% 48	27.8% 15	34.5% 29	19.0% 32	23.6% 41	27.6% 35	21.9% 52	34.3% 24	25.3% 41	8.3% 2	36.5% 19	20.3% 14
Parliament Street (nr Conf Centre)	42.0% 129	48.0% 61	37.8% 68	38.9% 21	36.9% 31	45.2% 76	42.0% 73	40.9% 52	44.7% 106	32.9% 23	40.7% 66	58.3% 14	19.2% 10	56.5% 39
Cambridge Street	22.8% 70	21.3% 27	23.9% 43	25.9% 14	19.0% 16	23.8% 40	25.3% 44	18.9% 24	24.1% 57	18.6% 13	22.8% 37	25.0% 6	34.6% 18	13.0% 9
Montpellier Hill	10.4% 32	8.7% 11	11.7% 21	7.4% 4	9.5% 8	11.9% 20	9.2% 16	12.6% 16	9.3% 22	14.3% 10	11.1% 18	8.3% 2	9.6% 5	10.1% 7
Base:	307	127	180	54 54	84	168	174	127	237	70	162	24	52	69

Harrogate In-Centre Visitors' Survey
For Peter Brett Associates

PC Postcode Sector:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
AL3 6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B14 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B29 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
B46 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
BB7 2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
BD11 2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BD2 3	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BD21 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BD23 3	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BD23 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BD3 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
BD34 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
CA3 0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
CM2 8	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
CO10 8	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
DL11	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
DL6 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
DL8 5	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
DN37 9	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
E15 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
EH10 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
G84 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
GU8 6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
HA2 9	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
HD4 1	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
HD9 6	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
HD9 7	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
HG1	2.0%	6	2.4%	3	1.7%	3	5.6%	3	1.2%	1	1.2%	2	0.6%	1	3.9%	5	2.1%	5	1.4%	1	3.1%	5	0.0%	0	0.0%	0	1.4%	1
HG1 0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG1 1	2.6%	8	3.2%	4	2.2%	4	5.6%	3	2.4%	2	1.8%	3	4.6%	8	0.0%	0	3.0%	7	1.4%	1	4.9%	8	0.0%	0	0.0%	0	0.0%	0
HG1 2	3.3%	10	2.4%	3	3.9%	7	1.9%	1	4.8%	4	3.0%	5	4.0%	7	2.4%	3	2.5%	6	5.7%	4	6.2%	10	0.0%	0	0.0%	0	0.0%	0
HG1 3	4.2%	13	3.9%	5	4.4%	8	5.6%	3	8.3%	7	1.8%	3	3.4%	6	5.5%	7	4.6%	11	2.9%	2	8.0%	13	0.0%	0	0.0%	0	0.0%	0
HG1 4	5.5%	17	6.3%	8	5.0%	9	1.9%	1	7.1%	6	6.0%	10	4.0%	7	7.9%	10	4.6%	11	8.6%	6	8.6%	14	12.5%	3	0.0%	0	0.0%	0
HG1 5	5.5%	17	7.9%	10	3.9%	7	5.6%	3	7.1%	6	4.8%	8	4.6%	8	7.1%	9	3.4%	8	12.9%	9	9.9%	16	0.0%	0	0.0%	0	1.4%	1
HG1 6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG2	1.3%	4	0.8%	1	1.7%	3	3.7%	2	1.2%	1	0.6%	1	0.6%	1	2.4%	3	1.3%	3	1.4%	1	2.5%	4	0.0%	0	0.0%	0	0.0%	0
HG2 0	4.6%	14	3.2%	4	5.6%	10	0.0%	0	6.0%	5	5.4%	9	4.6%	8	3.9%	5	3.8%	9	7.1%	5	8.6%	14	0.0%	0	0.0%	0	0.0%	0
HG2 3	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG2 4	0.7%	2	0.8%	1	0.6%	1	1.9%	1	0.0%	0	0.6%	1	0.6%	1	0.8%	1	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
HG2 5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG2 6	0.7%	2	1.6%	2	0.0%	0	1.9%	1	1.2%	1	0.0%	0	1.1%	2	0.0%	0	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
HG2 7	5.2%	16	6.3%	8	4.4%	8	5.6%	3	4.8%	4	5.4%	9	4.6%	8	6.3%	8	5.1%	12	5.7%	4	9.9%	16	0.0%	0	0.0%	0	0.0%	0
HG2 8	4.6%	14	0.8%	1	7.2%	13	7.4%	4	2.4%	2	4.8%	8	5.7%	10	3.2%	4	5.5%	13	1.4%	1	8.6%	14	0.0%	0	0.0%	0	0.0%	0
HG2 9	3.6%	11	1.6%	2	5.0%	9	1.9%	1	3.6%	3	4.2%	7	3.4%	6	3.2%	4	4.2%	10	1.4%	1	6.8%	11	0.0%	0	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
HG3	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG3 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG3 2	2.9%	9	0.0%	0	5.0%	9	5.6%	3	2.4%	2	2.4%	4	4.0%	7	1.6%	2	3.4%	8	1.4%	1	3.1%	5	12.5%	3	1.9%	1	0.0%	0
HG3 3	1.0%	3	0.8%	1	1.1%	2	0.0%	0	2.4%	2	0.6%	1	1.1%	2	0.8%	1	1.3%	3	0.0%	0	0.6%	1	8.3%	2	0.0%	0	0.0%	0
HG3 4	1.0%	3	0.8%	1	1.1%	2	3.7%	2	0.0%	0	0.6%	1	1.1%	2	0.8%	1	0.8%	2	1.4%	1	0.6%	1	0.0%	0	3.8%	2	0.0%	0
HG4 1	1.0%	3	0.8%	1	1.1%	2	1.9%	1	0.0%	0	0.6%	1	0.6%	1	0.8%	1	0.8%	2	1.4%	1	0.0%	0	12.5%	3	0.0%	0	0.0%	0
HG4 3	0.7%	2	0.0%	0	1.1%	2	3.7%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	1.4%	1
HG4 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG4 5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
HG5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
HG5 0	2.9%	9	4.7%	6	1.7%	3	3.7%	2	2.4%	2	3.0%	5	1.1%	2	5.5%	7	3.0%	7	2.9%	2	0.0%	0	29.2%	7	3.8%	2	0.0%	0
HG5 9	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HG61 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HU16 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HU17 0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
KT13	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
LE10 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
LL19 9	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
LN4 8	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
LS11 8	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS16 5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS16 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS18 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS19 6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS21 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS21 2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS21 3	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
LS22 6	1.0%	3	1.6%	2	0.6%	1	0.0%	0	1.2%	1	1.2%	2	0.6%	1	1.6%	2	1.3%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0
LS22 7	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
LS23 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS23 6	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS6 1	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS6 3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS7 3	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS7 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LS9 3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
ME1 2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
N2	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
NE16 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
NE30 2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
NE40 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
NE62 5	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
NG16 5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
NR34 8	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
PE9 2	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
PR1 9	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in Hhold - Yes		Car in Hhold - No		Within Harrogate		Elsewhere within Harrogate Borough		Elsewhere within Yorkshire		Other	
PR3 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
PR7 4	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
RH19 3	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
S70 6	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
SG7 3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
SG8 5	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	1	0.8%	1	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2
SM6 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
SR3 1	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
SW3 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
TF1 2	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
TR18 7	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
TS15 0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
TS17 9	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
TS21 1	1.0%	3	0.8%	1	1.1%	2	0.0%	0	2.4%	2	0.6%	1	1.1%	2	0.8%	1	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
TW16	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
TW19 7	0.7%	2	0.0%	0	1.1%	2	0.0%	0	2.4%	2	0.0%	0	1.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
W5 3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
WA14 3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
WF10 2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
WN6 7	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
WS12 4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
YO1	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
YO19	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO2 3	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO24 1	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO24 4	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO26 7	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO30 5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO31	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO31 8	0.3%	1	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
YO51 9	0.3%	1	0.0%	0	0.6%	1	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
YO61 3	0.3%	1	0.0%	0	0.6%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
(Refused)	11.4%	35	11.0%	14	11.7%	21	7.4%	4	8.3%	7	14.3%	24	12.1%	21	10.2%	13	9.7%	23	17.1%	12	9.3%	15	0.0%	0	5.8%	3	24.6%	17
Base:		307		127		180		54		84		168		174		127		237		70		162		24		52		69

APPENDIX D BUSINESS SURVEY RESULTS

Harrogate Town Centre Business Survey
for Peter Brett Associates

Q01 What is the main activity of your business?

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Retail	41.0%	41	43.8%	21	44.0%	11	46.7%	7	11.1%	1	33.3%	1	0.0%	0	0.0%	0	54.5%	6	43.5%	10	39.7%	25
Leisure - Food & drink	15.0%	15	8.3%	4	16.0%	4	13.3%	2	55.6%	5	0.0%	0	0.0%	0	33.3%	1	9.1%	1	13.0%	3	15.9%	10
Leisure - Accommodation	8.0%	8	8.3%	4	0.0%	0	13.3%	2	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0	13.0%	3	7.9%	5
Leisure - other	9.0%	9	12.5%	6	8.0%	2	0.0%	0	11.1%	1	0.0%	0	0.0%	0	33.3%	1	36.4%	4	4.3%	1	4.8%	3
Financial services	9.0%	9	8.3%	4	8.0%	2	13.3%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	11.1%	7
Property services	4.0%	4	2.1%	1	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.8%	3
Legal services	2.0%	2	2.1%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Other professional services	7.0%	7	6.3%	3	12.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	7.9%	5
Charitable sector	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.0%	5	8.3%	4	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	4.3%	1	4.8%	3
Base:		100		48		25		15		9		3		0		3		11		23		63

Mean score [Number of employees]: Less than 5 = 2, 5 to 9 = 7, 10 to 19 = 14.5, 20 to 49 = 34.5, 50 to 100 = 75, More than 100 = 150

Q02 How many people does your business employ at this location?

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Less than 5	48.0%	48	100.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	63.6%	7	39.1%	9	49.2%	31
5 to 9	25.0%	25	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	2	27.3%	3	26.1%	6	22.2%	14
10 to 19	15.0%	15	0.0%	0	0.0%	0	100.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	17.4%	4	15.9%	10
20 to 49	9.0%	9	0.0%	0	0.0%	0	0.0%	0	100.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	4	7.9%	5
50 to 100	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
More than 100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*10.24*		*2.00*		*7.00*		*14.50*		*34.50*		*75.00*		*0.00*		*5.33*		*4.50*		*11.13*		*11.15*
Base:		100		48		25		15		9		3		0		3		11		23		63

Mean score [Years]: Less than 12 months = 0.5, 1 year to less than 5 years = 3, 5 years to 10 years = 7.5, More than 10 years = 15

Q03 How long have you been based in Harrogate town centre?

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Less than 12 months	3.0%	3	2.1%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
1 year to less than 5 years	11.0%	11	14.6%	7	12.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	11	0.0%	0	0.0%	0
5 years to 10 years	23.0%	23	18.8%	9	24.0%	6	26.7%	4	44.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	23	0.0%	0
More than 10 years	63.0%	63	64.6%	31	56.0%	14	66.7%	10	55.6%	5	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	63
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*11.52*		*11.54*		*10.60*		*12.20*		*11.67*		*15.00*		*0.00*		*0.50*		*3.00*		*7.50*		*15.00*
Base:		100		48		25		15		9		3		0		3		11		23		63

Mean score: Very satisfied = 3, Fairly satisfied = 2, Fairly dissatisfied = 1, Very dissatisfied = 0

Q04 How satisfied are you with your existing business accommodation? [PR]

	Total	Less than 5 employees	5 to 9	10 to 19	20 to 49	50 to 100	More than 100	Less than 12 months in Harrogate town centre	1 year to less than 5 years	5 years to 10 years	More than 10 years
Very satisfied	51.0% 51	50.0% 24	48.0% 12	46.7% 7	66.7% 6	66.7% 2	0.0% 0	33.3% 1	63.6% 7	43.5% 10	52.4% 33
Fairly satisfied	41.0% 41	37.5% 18	44.0% 11	53.3% 8	33.3% 3	33.3% 1	0.0% 0	66.7% 2	27.3% 3	43.5% 10	41.3% 26
Fairly dissatisfied	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Very dissatisfied	5.0% 5	10.4% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.1% 1	4.3% 1	4.8% 3
(Not sure / no opinion)	3.0% 3	2.1% 1	8.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.7% 2	1.6% 1
Mean:	*2.42*	*2.30*	*2.52*	*2.47*	*2.67*	*2.67*	*0.00*	*2.33*	*2.45*	*2.38*	*2.44*
Base:	100	48	25	15	9	3	0	3	11	23	63

Q05 As you are generally satisfied with your business premises can you tell me why that is? [MR]
Those satisfied at Q04

	Total	Less than 5 employees	5 to 9	10 to 19	20 to 49	50 to 100	More than 100	Less than 12 months in Harrogate town centre	1 year to less than 5 years	5 years to 10 years	More than 10 years
Good footfall / central location	48.9% 45	33.3% 14	56.5% 13	73.3% 11	66.7% 6	33.3% 1	0.0% 0	0.0% 0	50.0% 5	55.0% 11	49.2% 29
Appropriate size or layout	17.4% 16	19.0% 8	21.7% 5	13.3% 2	0.0% 0	33.3% 1	0.0% 0	0.0% 0	10.0% 1	5.0% 1	23.7% 14
Good car parking	13.0% 12	11.9% 5	4.3% 1	20.0% 3	33.3% 3	0.0% 0	0.0% 0	0.0% 0	10.0% 1	5.0% 1	16.9% 10
Close to similar businesses	7.6% 7	9.5% 4	8.7% 2	6.7% 1	0.0% 0	0.0% 0	0.0% 0	33.3% 1	0.0% 0	10.0% 2	6.8% 4
It is owned outright	6.5% 6	9.5% 4	0.0% 0	6.7% 1	11.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.0% 1	8.5% 5
Affordable or low rent / rates	5.4% 5	7.1% 3	4.3% 1	6.7% 1	0.0% 0	0.0% 0	0.0% 0	33.3% 1	10.0% 1	0.0% 0	5.1% 3
Good / convenient transport links	4.3% 4	4.8% 2	0.0% 0	0.0% 0	22.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	6.8% 4
Nice looking premises	4.3% 4	7.1% 3	4.3% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	20.0% 2	10.0% 2	0.0% 0
Other	1.1% 1	2.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.7% 1
Access to skills and labour	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don’t know / No particular reason)	14.1% 13	16.7% 7	13.0% 3	13.3% 2	0.0% 0	33.3% 1	0.0% 0	33.3% 1	30.0% 3	25.0% 5	6.8% 4
Base:	92	42	23	15	9	3	0	3	10	20	59

Q06 As you are generally dissatisfied with your business premises can you tell me why that is? [MR]
Those dissatisfied at Q04

	Total	Less than 5 employees	5 to 9	10 to 19	20 to 49	50 to 100	More than 100	Less than 12 months in Harrogate town centre	1 year to less than 5 years	5 years to 10 years	More than 10 years
Other	40.0% 2	40.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 1	0.0% 0	33.3% 1
Insufficient car parking	40.0% 2	40.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 1	33.3% 1
Inappropriate size or layout	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Distant from similar businesses	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Access to skills and labour	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Poor transport links	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Expensive or high rent / rates	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don’t know)	20.0% 1	20.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	33.3% 1
Base:	5	5	0	0	0	0	0	0	1	1	3

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Q07 Do you have any plans to relocate your business within the next 5 years?																						
Yes	14.0%	14	16.7%	8	16.0%	4	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	13.0%	3	15.9%	10
No	81.0%	81	77.1%	37	80.0%	20	80.0%	12	100.0%	9	100.0%	3	0.0%	0	100.0%	3	90.9%	10	78.3%	18	79.4%	50
(Don't know)	5.0%	5	6.3%	3	4.0%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	4.8%	3
Base:		100		48		25		15		9		3		0		3		11		23		63
Q08 Where do you intend to relocate to? [PR] *Those with plans to relocate at Q07*																						
Within Harrogate Town Centre	50.0%	7	50.0%	4	25.0%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	60.0%	6
Elsewhere within Harrogate Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere within Harrogate District	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Outside of Harrogate District	21.4%	3	12.5%	1	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3
(Don't know)	21.4%	3	25.0%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	66.7%	2	0.0%	0
Base:		14		8		4		2		0		0		0		0		1		3		10
Q09 What would be the main reason for the relocation of your business? *Those with plans to relocate at Q07*																						
Other	28.6%	4	12.5%	1	50.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	30.0%	3
More space	21.4%	3	12.5%	1	25.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	20.0%	2
To reduce costs	21.4%	3	25.0%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	20.0%	2
To be closer to similar businesses or suppliers	14.3%	2	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2
Better car parking or transport links	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Better quality accommodation	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Access to skills and labour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less space	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		14		8		4		2		0		0		0		0		1		3		10

Q09A What is the approximate size of the premises you would want to relocate to?

Those with plans to relocate at Q07

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
500 square feet	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
730 square feet	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
2000 square feet	7.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
(Don't know / unsure)	78.6%	11	75.0%	6	100.0%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	66.7%	2	80.0%	8
Base:		14		8		4		2		0		0		0		0		1		3		10

Q10 Thinking specifically about Harrogate, what kind of improvements to the town centre do you think would support the growth of your business? [MR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
More car parking	36.0%	36	37.5%	18	32.0%	8	40.0%	6	22.2%	2	66.7%	2	0.0%	0	33.3%	1	18.2%	2	34.8%	8	39.7%	25
Less traffic or congestion	13.0%	13	10.4%	5	12.0%	3	33.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3	8.7%	2	12.7%	8
Improvements to the public realm (e.g more pedestrianised areas, improved green spaces)	10.0%	10	8.3%	4	8.0%	2	20.0%	3	11.1%	1	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	12.7%	8
Cheaper / free car parking	9.0%	9	10.4%	5	8.0%	2	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	6	4.8%	3
More events / markets / festivals	9.0%	9	8.3%	4	4.0%	1	13.3%	2	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	9.5%	6
More businesses or facilities of a similar or complementary nature (e.g. more retail, restaurants, etc)	7.0%	7	6.3%	3	12.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	13.0%	3	3.2%	2
Other	6.0%	6	4.2%	2	8.0%	2	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	4.3%	1	6.3%	4
Improvements to the railway station or other public transport facilities	4.0%	4	4.2%	2	0.0%	0	6.7%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	4.8%	3
Greater diversity of business types	4.0%	4	2.1%	1	8.0%	2	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.8%	3
Better town centre marketing	3.0%	3	2.1%	1	4.0%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	3.2%	2
More modern business premises	3.0%	3	4.2%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	1.6%	1
More policing	2.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
(Don't know / None)	29.0%	29	35.4%	17	32.0%	8	13.3%	2	22.2%	2	0.0%	0	0.0%	0	66.7%	2	27.3%	3	34.8%	8	25.4%	16
Base:		100		48		25		15		9		3		0		3		11		23		63

Q11 If your business would benefit from the growth of complementary businesses or facilities within the town centre what kind of businesses or facilities would they be? [MR/PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Retail businesses	52.0%	52	52.1%	25	44.0%	11	66.7%	10	44.4%	4	66.7%	2	0.0%	0	33.3%	1	81.8%	9	56.5%	13	46.0%	29
Leisure or cultural facilities	44.0%	44	31.3%	15	52.0%	13	66.7%	10	44.4%	4	66.7%	2	0.0%	0	66.7%	2	54.5%	6	65.2%	15	33.3%	21
Conferencing / events facilities	43.0%	43	39.6%	19	40.0%	10	46.7%	7	77.8%	7	0.0%	0	0.0%	0	33.3%	1	45.5%	5	47.8%	11	41.3%	26
Hotels and other visitor accommodation	37.0%	37	33.3%	16	40.0%	10	40.0%	6	55.6%	5	0.0%	0	0.0%	0	33.3%	1	72.7%	8	39.1%	9	30.2%	19
Professional services	35.0%	35	31.3%	15	36.0%	9	33.3%	5	44.4%	4	66.7%	2	0.0%	0	100.0%	3	36.4%	4	43.5%	10	28.6%	18
Public services	31.0%	31	31.3%	15	36.0%	9	26.7%	4	11.1%	1	66.7%	2	0.0%	0	100.0%	3	45.5%	5	30.4%	7	25.4%	16
Food and drink businesses	27.0%	27	22.9%	11	32.0%	8	46.7%	7	11.1%	1	0.0%	0	0.0%	0	33.3%	1	45.5%	5	26.1%	6	23.8%	15
Other	1.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Would not benefit	16.0%	16	20.8%	10	16.0%	4	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	5	17.5%	11
(Don't know)	2.0%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Base:		100		48		25		15		9		3		0		3		11		23		63

Q12 If your business would benefit from improved transport facilities in the town centre what do you think should be the two main priorities from the following list… [MR/PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Improvements to town centre car parking	67.0%	67	70.8%	34	64.0%	16	60.0%	9	55.6%	5	100.0%	3	0.0%	0	66.7%	2	90.9%	10	56.5%	13	66.7%	42
Improvements to the road layout within the town centre	26.0%	26	33.3%	16	16.0%	4	13.3%	2	33.3%	3	33.3%	1	0.0%	0	0.0%	0	18.2%	2	30.4%	7	27.0%	17
Improvements to rail or bus services	24.0%	24	16.7%	8	20.0%	5	53.3%	8	22.2%	2	33.3%	1	0.0%	0	0.0%	0	18.2%	2	21.7%	5	27.0%	17
Improvements to the railway station	15.0%	15	10.4%	5	20.0%	5	20.0%	3	22.2%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2	13.0%	3	15.9%	10
Improvements to pedestrian links or cycle facilities	13.0%	13	8.3%	4	16.0%	4	20.0%	3	11.1%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	17.4%	4	14.3%	9
Would not benefit	5.0%	5	6.3%	3	4.0%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	3.2%	2
(Don't know / none of these)	3.0%	3	2.1%	1	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	3.2%	2
Base:		100		48		25		15		9		3		0		3		11		23		63

Q13 If your business would benefit from improvements to the available commerical accommodation within the town centre what do you think should be the two main priorities from the following list…. [MR/PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Providing accommodation with more car parking for customers or staff	64.0%	64	68.8%	33	76.0%	19	46.7%	7	44.4%	4	33.3%	1	0.0%	0	66.7%	2	54.5%	6	47.8%	11	71.4%	45
Providing more affordable accommodation	30.0%	30	27.1%	13	24.0%	6	26.7%	4	55.6%	5	66.7%	2	0.0%	0	66.7%	2	18.2%	2	39.1%	9	27.0%	17
Providing more modern accommodation	6.0%	6	2.1%	1	8.0%	2	6.7%	1	22.2%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	6.3%	4
Providing a greater range of larger premises	4.0%	4	4.2%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.8%	3
Providing accommodation with better arrangements for servicing	3.0%	3	2.1%	1	4.0%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	9.1%	1	0.0%	0	1.6%	1
Would not benefit	17.0%	17	18.8%	9	12.0%	3	20.0%	3	11.1%	1	33.3%	1	0.0%	0	0.0%	0	18.2%	2	26.1%	6	14.3%	9
(Don't know / none of these)	3.0%	3	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	3.2%	2
Base:		100		48		25		15		9		3		0		3		11		23		63

Q14 If your business would benefit from general improvements to the town centre enivronment what do you think should be the two main priorities from the following list….. [MR/PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Less traffic and congestion in the town centre	42.0%	42	35.4%	17	44.0%	11	46.7%	7	55.6%	5	66.7%	2	0.0%	0	0.0%	0	36.4%	4	34.8%	8	47.6%	30
Improved maintenance of existing buildings	23.0%	23	29.2%	14	24.0%	6	6.7%	1	22.2%	2	0.0%	0	0.0%	0	33.3%	1	45.5%	5	26.1%	6	17.5%	11
Improved cleanliness of streets and public spaces	23.0%	23	18.8%	9	32.0%	8	6.7%	1	33.3%	3	66.7%	2	0.0%	0	0.0%	0	27.3%	3	17.4%	4	25.4%	16
New outdoor spaces for events and markets	16.0%	16	6.3%	3	12.0%	3	53.3%	8	11.1%	1	33.3%	1	0.0%	0	0.0%	0	9.1%	1	17.4%	4	17.5%	11
Extension of the pedestrianised area of the town centre	7.0%	7	0.0%	0	8.0%	2	26.7%	4	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	3	6.3%	4
Better access to existing parks and green spaces	4.0%	4	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	4.3%	1	3.2%	2
Would not benefit	18.0%	18	22.9%	11	12.0%	3	13.3%	2	22.2%	2	0.0%	0	0.0%	0	33.3%	1	18.2%	2	21.7%	5	15.9%	10
(Don't know / none of these)	6.0%	6	8.3%	4	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	7.9%	5
Base:		100		48		25		15		9		3		0		3		11		23		63

Q15 If your business would benefit from improved town centre marketing and information for visitors what do you think should be the two main priorities from the following list…. [MR/PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
Stronger branding of Harrogate	32.0%	32	27.1%	13	32.0%	8	26.7%	4	55.6%	5	66.7%	2	0.0%	0	0.0%	0	36.4%	4	52.2%	12	25.4%	16
More advertising to attract visitors	30.0%	30	25.0%	12	40.0%	10	20.0%	3	33.3%	3	66.7%	2	0.0%	0	33.3%	1	27.3%	3	21.7%	5	33.3%	21
Better maps and literature for visitors	23.0%	23	22.9%	11	24.0%	6	20.0%	3	22.2%	2	33.3%	1	0.0%	0	66.7%	2	9.1%	1	21.7%	5	23.8%	15
Improved signage within the town centre	19.0%	19	18.8%	9	12.0%	3	33.3%	5	11.1%	1	33.3%	1	0.0%	0	33.3%	1	27.3%	3	8.7%	2	20.6%	13
Improvements to the tourist information centre	9.0%	9	6.3%	3	16.0%	4	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	8.7%	2	9.5%	6
Would not benefit	20.0%	20	29.2%	14	12.0%	3	13.3%	2	11.1%	1	0.0%	0	0.0%	0	33.3%	1	27.3%	3	21.7%	5	17.5%	11
(Don't know / none of these)	6.0%	6	8.3%	4	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	7.9%	5
Base:		100		48		25		15		9		3		0		3		11		23		63

Q16 Overall, which of the following factors do you consider to be most important in terms of the growth of your business and your future investment plans? [PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
The number of shoppers in the town centre	15.0%	15	16.7%	8	12.0%	3	20.0%	3	11.1%	1	0.0%	0	0.0%	0	0.0%	0	45.5%	5	8.7%	2	12.7%	8
The number of staying visitors within the town centre	15.0%	15	12.5%	6	12.0%	3	20.0%	3	33.3%	3	0.0%	0	0.0%	0	33.3%	1	9.1%	1	26.1%	6	11.1%	7
The affluence of shoppers in the town centre	14.0%	14	14.6%	7	16.0%	4	13.3%	2	11.1%	1	0.0%	0	0.0%	0	33.3%	1	18.2%	2	8.7%	2	14.3%	9
The quality of the town centre environment	13.0%	13	14.6%	7	8.0%	2	13.3%	2	11.1%	1	33.3%	1	0.0%	0	0.0%	0	9.1%	1	13.0%	3	14.3%	9
The quality of external support and facilities available for businesses in the town centre	10.0%	10	4.2%	2	20.0%	5	13.3%	2	0.0%	0	33.3%	1	0.0%	0	33.3%	1	9.1%	1	4.3%	1	11.1%	7
The accessibility of the town centre	8.0%	8	6.3%	3	16.0%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	7.9%	5
The number of day visitors within the town centre	8.0%	8	4.2%	2	4.0%	1	13.3%	2	22.2%	2	33.3%	1	0.0%	0	0.0%	0	9.1%	1	13.0%	3	6.3%	4
The quality of commerical accommodation available within the town centre	4.0%	4	2.1%	1	8.0%	2	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.8%	3
(Don't know / none of these)	13.0%	13	25.0%	12	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	17.5%	11
Base:		100		48		25		15		9		3		0		3		11		23		63

Q17 For your business what would be the second most important factor? [PR]

Those who mentioned a factor at Q16

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
The number of shoppers in the town centre	17.2%	15	13.9%	5	20.8%	5	20.0%	3	22.2%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2	28.6%	6	13.5%	7
The number of day visitors within the town centre	16.1%	14	19.4%	7	12.5%	3	13.3%	2	22.2%	2	0.0%	0	0.0%	0	33.3%	1	18.2%	2	0.0%	0	21.2%	11
The number of staying visitors within the town centre	14.9%	13	13.9%	5	12.5%	3	6.7%	1	33.3%	3	33.3%	1	0.0%	0	0.0%	0	36.4%	4	14.3%	3	11.5%	6
The affluence of shoppers in the town centre	10.3%	9	11.1%	4	16.7%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	7.7%	4
The accessibility of the town centre	9.2%	8	5.6%	2	4.2%	1	20.0%	3	11.1%	1	33.3%	1	0.0%	0	33.3%	1	9.1%	1	0.0%	0	11.5%	6
The quality of external support and facilities available for businesses in the town centre	8.0%	7	8.3%	3	8.3%	2	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	9.5%	2	7.7%	4
The quality of commerical accommodation available within the town centre	5.7%	5	2.8%	1	4.2%	1	13.3%	2	11.1%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	7.7%	4
The quality of the town centre environment	4.6%	4	5.6%	2	4.2%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	5.8%	3
(Don't know / none of these)	13.8%	12	19.4%	7	16.7%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	9.1%	1	19.0%	4	13.5%	7
Base:		87		36		24		15		9		3		0		3		11		21		52

Q18 Overall, which of the following factors do you consider to be the main threat the growth of your business and your future investment plans? [PR]

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
The quality of the town centre environment	11.0%	11	8.3%	4	8.0%	2	20.0%	3	11.1%	1	33.3%	1	0.0%	0	33.3%	1	0.0%	0	13.0%	3	11.1%	7
The accessibility of the town centre	11.0%	11	10.4%	5	12.0%	3	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	13.0%	3	11.1%	7
The number of shoppers in the town centre	9.0%	9	6.3%	3	16.0%	4	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	9.5%	6
The number of day visitors within the town centre	4.0%	4	4.2%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	4.8%	3
The quality of commerical accommodation available within the town centre	4.0%	4	2.1%	1	4.0%	1	6.7%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	8.7%	2	1.6%	1
The affluence of shoppers in the town centre	4.0%	4	2.1%	1	8.0%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
The quality of external support and facilities available for businesses in the town centre	2.0%	2	2.1%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	4.3%	1	0.0%	0
The number of staying visitors within the town centre	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't know / none of these)	54.0%	54	62.5%	30	52.0%	13	20.0%	3	66.7%	6	66.7%	2	0.0%	0	66.7%	2	63.6%	7	47.8%	11	54.0%	34
Base:		100		48		25		15		9		3		0		3		11		23		63

Q19 For your business what would be the second most likely threat? [PR]
Those who mentioned a factor at Q18

	Total		Less than 5 employees		5 to 9		10 to 19		20 to 49		50 to 100		More than 100		Less than 12 months in Harrogate town centre		1 year to less than 5 years		5 years to 10 years		More than 10 years	
The accessibility of the town centre	10.9%	5	11.1%	2	16.7%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1	8.3%	1	10.3%	3
The number of shoppers in the town centre	10.9%	5	16.7%	3	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	8.3%	1	10.3%	3
The affluence of shoppers in the town centre	8.7%	4	22.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	8.3%	1	6.9%	2
The quality of external support and facilities available for businesses in the town centre	6.5%	3	0.0%	0	16.7%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	6.9%	2
The quality of commerical accommodation available within the town centre	6.5%	3	5.6%	1	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	3
The number of staying visitors within the town centre	6.5%	3	0.0%	0	0.0%	0	16.7%	2	33.3%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	8.3%	1	3.4%	1
The number of day visitors within the town centre	4.3%	2	5.6%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
The quality of the town centre environment	2.2%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
(Don't know / none of these)	43.5%	20	33.3%	6	66.7%	8	41.7%	5	33.3%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	58.3%	7	41.4%	12
Base:		46		18		12		12		3		1		0		1		4		12		29

APPENDIX E BEST PRACTICE EXAMPLES

Part 1 – Best Practice Examples for Serviced Accommodation

Danubius Hotels – Targeted diversification of hotels as spas

Danubius Hotels is the largest hotel group in Hungary, with 56 hotels located in Hungary, Great Britain, Czech Republic, Slovakia, and Romania. Reflecting the popularity of spa tourism in Europe, in 2008, Danubius began the process of rebranding and upgrading potential spa hotel candidates. These were selected initially from within the chain in medical tourism-oriented destinations in Hungary, Czech Republic, Slovakia and Romania.

Danubius Health Spa Resort Bük - Bük

Mostly 4 star hotels were selected for inclusion in this hotel brand. Services encompassed include bathing, spa and wellness treatments, beauty care and fitness. Once redeveloped, the new hotels are rebranded "Danubius Health Spa Resorts", based on the six elements of the brand; natural resources, medical expertise, therapeutic treatments, well-being and relaxation, fitness and beauty and spa cuisine.

Manchester - Diversifying the hotel offer and strengthening the city's conference product

The Free Trade Hall in Peter Street, Manchester, England, was a public hall constructed in 1853–6 on St Peter's Fields, the site of the Peterloo Massacre and is now a Radisson hotel. The Hall was built to commemorate the repeal of the Corn Laws in 1846 and became an important live music venue post War, housing the Hallé Orchestra until 1996. The Free Trade Hall was closed by freeholders Manchester City Council and sold to private developers in 1997 after the Hallé Orchestra moved to the Bridgewater Hall. The building was subsequently redeveloped as a £45 million, 263-bedroom five star hotel, opened in 2004 and operated by the Radisson Edwardian group (who subsequently acquired the freehold in 2011). Further expansion is planned following the acquisition of the freehold of the neighbouring Royal Theatre in 2012, with plans to add a substantial banqueting hall currently under consideration.

Radisson Edwardian Blu, Manchester

Manchester Central

With the presence of cities such as Manchester growing in the conference and expo market at a considerable rate, the attraction of a modern, five star hotel was considered crucial to the success of Manchester Central, the *rebranded conference quarter encompassing the former G-Mex Centre and the Midland Hotel – one of Manchester's classic, traditional four star hotels. In tandem with the development of the Radisson in one of the city's heritage gems, efforts were made to upgrade the Midland as part of the package, most notably offering a linked underground walkway between the hotel and former G-Mex. This enabled Manchester Central to provide a tight, security island for high profile conferences (such as the Labour and Conservative Annual Conferences, both of which have been held in Manchester in the past 5 years). This has also enabled Manchester Central to present a balanced package of accommodation options to conference organisers, with five star modern, traditional four star and branded budget all available within the security island.*

Part 2 – Best Practice Examples for Visitor Attractions

<u>Horrible Histories - Examples of innovative ‘brand partnerships’ at attractions</u>

Horrible Histories – a major player in the children’s publishing sector with over 1200 titles and total sales of £27m in 40 countries since 1993 have recently licensed their IP to Merlin at Warwick Castle and the Imperial War Museum in London to create actor-led, temporary exhibitions.

At Warwick Castle, five different areas of the castle use actors to animate different historical periods. At the Imperial War Museum, an interactive Horrible Histories ‘Spies’ exhibition is running for 6 months from July 2014 to Jan 2015, with adult entry costing £6.25.

The potential for a dedicated Horrible Histories attraction has also been explored over the years. Indeed efforts have been made to get a similar scheme off the ground over the past ten years in the North East of England. In 2004 a feasibility study was commissioned by Horrible Histories creator Terry Deary, the now defunct Regional Development Agency, One Northeast (ONE) and South Tyneside Council. The study involved concept development and investigation of the potential to develop a Horrible Histories themed education visitor attraction in South Shields.

The shorthand used for the scheme was a ‘Tudor Eastenders’ which involved on-going storylines which Terry Deary would have overseen and an emphasis on the theatrical. The South Shields scheme was costed at the time at £28m to include a full Tudor town, themed hotel and conference facility. Although the feasibility study and business plan demonstrated a financially viable case for the development (which would have been operating profitably within three years), the development ultimately did not proceed due to land issues.

<u>Virtual Reality and smartphone platform advances opening the way for town centre-scale virtual attractions</u>

The smartphone revolution and significant advances in affordable virtual reality (VR) hardware and software platforms have opened up significant potential for virtual visitor attractions and enhanced visitor experiences, with a light touch physical footprint. Mist promisingly of all, the technology and platforms are all largely in place.

Mintel (Visitor Attractions, 2013), for example cite the 2013 launch of Apple’s new iOS operating system as significant, and in particular a new feature within in call iBeacon. In principle, Mintel assert that iBeacon could be used “to create trails which people could follow to find out more information about an attraction and its exhibits”.

This would be achieved "through placing small transmitters, known as beacons, around a building or in a specific room in a building, allowing relevant content to be pushed to a user's mobile device as they walk past various beacons". Mintel are similarly effusive of the potential for VVR, particularly as next generation headsets such as Oculus Rift near mass launch in 2015.

The Oculus Rift is a head-mounted virtual-reality display; an immersive headset that gives the wearer a full 360-degree view of the virtual world they inhabit. The Oculus Rift pairs with headphones to make games, virtual worlds and live events feel 'real';

"*Potentially, it could be used as a high end experimental cinema (e.g. in place of current 4G cinemas in theme parks etc.) or to provide life-like experiences of different moments in history, such as what it was like to be part of the D-Day landings, or what Pompeii was like on the day of the eruption of Mount Vesuvius*" (Mintel, 2013).

Part 3: Best Practice Examples for Conference & Exhibition Facilities

Manchester Central Rebranding and repositioning of conference and exhibition offer

In 2005, the performance of Manchester's main venues, GMEX and the Manchester International Convention Centre (MICC), was lagging behind competitors such as Edinburgh and Birmingham. In addition, brand new facilities opening in Liverpool and Dublin were likely to reduce Manchester's appeal

The challenge was to create a more coherent proposition to an international target market, delivering increased economic impact and raising the city's profile as a conference destination. The solution was presenting the combined facilities under a single name, Manchester Central, with the addition of a more elastic brand name - Manchester Central Convention Complex - to encompass other business tourism facilities in the area, effectively creating a convention 'one-stop shop'.

Since the venues' re-launch at the end of 2009, Manchester Central has won significant national and international events, achieved annual income and profitability that average 16-19% above pre-rebrand levels, achieved a 64% shift in the proportion of its business that comes from the lucrative conference market, from 32.2% to 52.9%.

These successes have all been achieved against a background of increased competition and a declining market. 2009/10 sales targets had already been met by end April, despite the overall reduction in business tourism nationally as a result of the recent economic downturn. As a consequence of this investment and positioning strategy, Manchester is well placed to compete. The City ranks 68th in the global table alongside with Chicago, Moscow, San Francisco and The Hague, whilst at a UK level Manchester has moved into third place (source: International Congress and Convention Association, 2013 rankings).

"Undoubtedly, the rebranding of Manchester Central as the hub of the city centre's convention product has been one of the most significant developments to happen to Manchester's conference and exhibition offer in the last decade - this new approach has allowed the city to compete at a whole new level internationally."

Paul Simpson

Chief Executive, Visit Manchester

Part 4: Best Practice Examples for Commercial Leisure & Culture

A Play, a Pie and a Pint – Connecting new audiences in unusual venues with theatre

Started in 2004 in Oran Mor – a venue in a converted Church in Glasgow, A Play, A Pie and A Pint has grown in popularity, spreading across the world as venues switch on to the simplicity of the concept.

Oran Mor's lunchtime theatre which was started in 2004 by David MacLennan, the inimitable theatre producer. Having a chat one day with Colin Beattie, the owner of Oran Mor, he asked if he liked the idea of a lunchtime theatre, with perhaps some pies and pints thrown in to make the enterprise seem cosy and informal. A friendly theatre for the people of Glasgow.

Nonetheless, McClennan was not originally convinced it would be a success, and warned the owner Oran Mor he could "guarantee good plays but not a good audience".

However, the venture was to prove a growing success and from this modest start, Oran Mor now perform 38 plays on 42 weeks of the year, producing a potent combination of new plays, old classics and their infamously blue summer and winter pantos. Much in common with Harrogate, the audiences are loyal and older, although high-profile casts can shift the demographic of patrons significantly.

Another key factor in the success of the Play, a Pie and a Pint movement is the egalitarian ethos at its heart. New writers can submit their scripts in hope of being picked up, whilst well-known faces like Robbie Coltrane and Elaine C Smith tread the basement boards alongside newcomers. Famous and unknown, new plays and classics, pies and pantos: they all combine to create this uniquely democratic and inclusive theatre.

The concept has also began to be exported, as a uniquely British cultural phenomenon. Plays from PPP have been seen at the Edinburgh Festival, the Belfast Festival, the Brighton Festival, the Adelaide Festival, the Island Festival in Tasmania, the Golden Mask Festival in Moscow and the Last Frontier Theatre Festival in Alaska.

All Star Lanes – Reinventing the bowling alley for discerning urban audiences

In 2006 a new concept was unveiled in the London; a bowling alley that was intimate, accessible, luxurious and fun. Serving excellent quality food, award winning cocktails, with great music and exclusive private bowling rooms, the high end boutique bowling experience had arrived in the UK.

From that original, thriving 'All Star Lanes' venue in Holborn, the company added more London venues - Brick Lane, Bayswater, Westfield Stratford and most recently Deansgate Manchester completes the current UK portfolio, - all with distinct vibes to echo their neighbourhood, they offer the perfect mix of great food and chic bowling entertainment.

For example, the Manchester development (opened 2013) is infused with a strong retro Americana theme, and encompasses eight lanes and a private room, plus authentic American restaurant and bars. Best for 1950s nostalgia and cocktails. The private room is based on Elvis's bowling cave, while two semi-private lanes to the right of the main set are designed to echo the one which President Richard Nixon had fitted in the basement of the White House.

Targeted knowingly at the 25-40 market, with a strong tilt at the after-work and corporate market, the strength of the All-Stars concept is that is manages to bring bowling to town and city centres within a strong, tailored food and drink offer which enables the venues to enjoy a long trading day, whilst providing a chic non-alcohol dependent alternative for the evening economy.

Part 5: Best Practice Examples for Food and Beverage

North Laine Brewery – revitalising the brewpub concept

The Brewpub was a novel idea which proliferated in the 80's and 90s, before dying back in the wake of the Millennium. More often than not, issues in terms of the consistency of the product and range, with limitations in the technology effectively saw the concept overtaken by the proliferation of micro-brewers and the opening up of the supply chain through SIBA (a small brewer's initiative affording access to tied pubs) new market entrants like JD Wetherspoons. However, as technology has advanced and interest in bespoke craft ales has grown (as seen in the inexorable rise of Brewdog), recent years have seen brewpubs begin to make a return in a modern guise.

A good example of this new trend is the North Laine, Brighton. Launched in September 2012, the Laine Brewery located at the edge of the bustling Laines shopping and evening district, North Laine.

A stylish and welcoming public house on a big scale offering traditional food with a modern slant, nonetheless the unique selling proposition is the presence of an onsite microbrewery. The pub describes itself as "a temple to the worship of cask ale and continuing a brewing heritage that once saw ten sizable breweries operating in Brighton", and to date they have produced 12 beers. Among the most popular are the IPA, ESB and Porter.

Prater Biergarten – Berlin's oldest beer garden

The beer gardens (biergarten) of Berlin have been a key part of its visitor offer over the years. However, the great majority operate on a strictly seasonal basis with noise and numbers limited to the Summer months. A great example of this is the historic Prater Biergarten of Berlin.

Open every year from April to September, beer has been served under the shade of chestnut trees since 1837, making Prater Berlin's oldest beer garden. Visitors can enjoy food and drink in an outdoor oasis in the heart of Prenzlauer Berg. The kitchen serves fresh homemade Berlin cuisine throughout the year. The menu includes classics like Königsberger Klopse (meatballs in caper sauce), Wiener Schnitzel (veal cutlet) and Senfeier mit Quetschkartoffeln (mustard eggs and mash). In addition, theatre and events are staged in the space adjacent making this a rounded cultural, as well as gastronomic experience for visitors and locals.

Hindley Street, Adelaide – Using arts and culture to drive destination development

Hindley Street – or the West End as it is also referred to, is Adelaide's bustling, slightly seedy night-time destination (and shopping area during the day). Recognising the potential of the area, In 1999, Adelaide City Council launched its West End Arts-led Urban Renewal Programme, supported by Arts South Australia and the state government.

The aim was to work with artists and arts organisations to develop arts and creative industry projects and programmes within the area, thereby providing the West End and Hindley Street with a more diverse identity and character. Early projects included the relocation of the Adelaide Festival Office to a shop front on Hindley Street, Shop@rt – a programme of exhibitions in vacant shop windows, an arts market and the FestWest street festival. An annual event – West End Open House – is now held where all the venues and a number of shops, restaurants and offices hold open exhibitions along the length of Hindley Street and throughout the West End.

Projects completed subsequently include a new AU$30m centre for performing and visual arts on Light Square, an arts café on Hindley Street and a relocation of the Adelaide Symphony Orchestra. In addition, a tenancy plan was implemented reducing the number of less desirable uses which had proliferated over the years (e.g. strip clubs, tattoo parlours. This subsequently paved the way for new residential development and whilst the ensuing gentrification has meant in some aspects, the area has lost an element of its bite, it has nonetheless remained an area of character with a strongly discernible identity.

APPENDIX F MOSAIC TYPOLOGIES

Mosaic Type	Key characteristics	Expenditure insights
Suburban Mindsets **15% Harrogate** **11% of UK households** **“predominantly middle class or skilled working class”**	Suburban Mindsets are mostly married people of middle age, living together with their children in family houses. Suburban Mindsets are predominantly middle class or skilled working class individuals looking for a comfortable house in which to bring up a family, one which is affordable, accessible to where they work and relatively free of social problems. The most common feature of these people is their industriousness. Whilst some Suburban Mindsets have modest incomes, very few people are without a job, suffer long term sickness or claim benefit. People in this group value their independence, rely on their own judgement, rather than social or community attitudes, and do not necessarily get involved with their local community.	Much of this group’s personal wealth is tied up in their property. Suburban Mindset people have unpretentious tastes and are among the most likely to purchase mainstream brands and to shop at nationally known retail chains. They are responsive to advertising that illustrates value for money as well as endorsements from satisfied users. These people are financially stable. They have established accounts with mainstream banks and are at the stage in their lives where many are able to take advantage of ISA allowances and to build up worthwhile deposits in monthly savings accounts. Readership of mid-market national tabloid newspapers is popular amongst this group, and they are also more likely to respond to advertisements in regional newspapers, to direct marketing, telephone marketing and door-to-door selling.
Professional Rewards **14% Harrogate** **8% of UK households**	Professional rewards are the UK’s professional and managerial classes. Often in their 40s, 50s or 60s, some may be owners of small or medium sized businesses whilst others will have risen to senior positions in large multi-national corporations. These people have significant equity in	The house is likely to be detached, have four or more bedrooms, is well maintain and equipped, and surrounded by property of a similar style. Tastes in clothing and furniture are generally conservative, with preferences for good taste over

Mosaic Type	Key characteristics	Expenditure insights
"the UK's professional and managerial classes"	their own homes. With incomes from their investments as well as from employment, their affluence means they are often paying a higher rate of tax. Professional Rewards are usually married and are living in spacious family homes with children, many of whom will be at university or finding their feet in successful careers. Professional Rewards neighbourhoods are found in residential areas in the outer suburbs of large cities or in semi-rural dormitory villages from where their occupants often travel to work by car.	ostentation. Professional Rewards people will shop at retail stores where service is a key component of the overall proposition. They seek value for money rather than the lowest prices and will pay a premium for brands renowned for quality and reliability.
Industrial Heritage **11% Harrogate** **7% of UK households** **"traditional and conservative"**	Industrial Heritage people are traditional and conservative, living in communities that historically have been dependent on mines, mills and assembly plants for their livelihood. Most of these people are married and are approaching retirement age. Their children have left them in a family home larger than they really need and their mortgage is nearly paid off. These are socially responsible people who would consider that they come from a working class background. They live in the same community as the one in which they were born and have saved carefully and conscientiously to repay their mortgages and loans on time. Industrial Heritage neighbourhoods are scattered over those parts of the	Despite living in cohesive local communities, many of these people are highly dependent on cars for shopping and to get to work. They frequent new out-of-town retail parks developed on former brown field sites and shop as much in large national retail chains as in small independents. They frequently buy on price rather than range or value and are loyal to trusted, popular products and brands. These people are careful with their money. They avoid getting into debt and save small amounts of money on a regular basis. Industrial Heritage consumers prefer traditional sales approaches and promotions that emphasize value for money. They are responsive to door-

Mosaic Type	Key characteristics	Expenditure insights
	United Kingdom whose period of most rapid growth was during the late industrial revolution, South Wales, the coal fields of the East Midlands and South Yorkshire, the Pennine fringes and the North East of England.	to-door distribution and addressed mail, and are frequent readers of mid-market tabloid newspapers. Many know how to use the internet and have access to broadband but are infrequent users. Leisure time is often spent with family relations or in the pub, or watching sport on television. Holidays are often taken in the United Kingdom, touring with a caravan or using bed and breakfasts, enjoying traditional English fare.
Alpha Territory **3% of UK households** **4% Harrogate (but only 1% Yorkshire)** **"the most wealthy and influential individuals in the UK"**	Alpha Territory people are the most wealthy and influential individuals in the UK. They have risen to positions of power in the private and public sectors, whether as owners of their own businesses, as bankers in the city, as senior managers in industry or as top lawyers, surgeons or civil servants, as well as a small but influential cadre of celebrities in sport, the arts and entertainment. Alpha Territory neighbourhoods are concentrated in London. They are also common in the semi-rural commuter belt of Britain's largest regional centres.	Alpha Territory people are likely to purchase bespoke luxury items such as expensive brands of jewellery, cars, kitchens and furniture. They are most likely to pay for private education and healthcare, and to employ staff to clean their homes, tutor their children, and maintain their gardens. If not found on their own private yacht, then they are most likely to be seen in the business or first class cabins of airlines, to holiday in their own foreign property and to enjoy the service of exclusive hotels and restaurants. This group can be reached through media such as the financial press, leading business publications and through sponsorship of major sporting events to which many may be invited by friends and business partners.

Mosaic Type	Key characteristics	Expenditure insights
Active Retirement **4% of UK households** **6% Harrogate** **"Aged over 65 whose children have left home"**	Active Retirement neighbourhoods contain people aged over 65 whose children have grown up and, on retirement, have decided to live in a community among people of similar ages and incomes. Most of these people, have paid-off their mortgage, sold their property and used the proceeds to purchase a smaller property. The move to Active Retirement is an opportunity to downsize to a more manageable property. However some older retired people, especially those living in coastal resorts will be struggling to maintain their homes in the face of failing health and rising utility bills.	Active Retirement people are likely to have an occupational pension accompanied by savings accumulated during their working lives. Some may have sufficient income to maintain a car and indulge in overseas holidays, particularly cruises. Shopping centres which serve these neighbourhoods often contain outlets which meet the demands for specialist foods and drink, hair salons, estate agents and legal services. People in this group enjoy short trips to properties of historic interest and the more recently retired are often vigorous walkers and naturalists.

APPENDIX G ENVIRONMENTAL AUDIT

TRANSPORT HUB

The Transport Hub

Station Parade

Description & Character

At the centre of the town there is a well established Transport Hub, an arrival and departure interchange for rail users, cars, taxis, pedestrians, cycle, bus and coach users. This area accommodates the train station, the town's largest multi-storey car park, the bus terminal, taxi ranks, and cycle hire. It provides a 'gateway' directly into Harrogate Town Centre and is dominated by heavy vehicular and pedestrian traffic.

The York to Leeds railway line runs north to south, through the centre of the town, with the A61 running immediately parallel to the west of the train station. Sandwiched between the rail line and the road is the bus terminus, with adjacent taxi ranks and train station drop-off parking area. To the east of the rail line is the towns largest multi-storey car park, (Victoria Car Park), separated from the town centre by the rail line and road, the car park has bridge access directly into the 2nd floor of the Victoria Shopping Centre.

The bus station is tightly contained between a brick wall boundary to the station platform and the main highway (Station Parade). It comprises 12 bays and a covered passenger concourse. Pedestrian links into the town are across the busy A61.

Harrogate railway station, and in particular its entrance, is relatively inconspicuous. Above the station is the 12 storey Exchange office tower (the tallest building in the town) and adjacent is the multi storey Victoria car park. Both buildings are visible over a wide area.

The area is one of the least attractive locations in the town centre, with out of scale modern buildings, large areas of asphalt and unattractive boundary walls, However, it is the high volume of traffic and the density of pedestrian activity which leads to an uncomfortable mix. There is little room to ease congestion, but, as the main gateway into the town for many people, it is an area which should be a focus for enhancement.

Railway Station

Ride and Go facility

Good & Bad Attributes

General

- The road and rail line provide significant severance between the residential area to the east and the retail core to the west.
- Pedestrian access is provided by underpass, bridge and pedestrian crossings, but vehicles have priority with pedestrians pushed to the edges of the streets and directed to narrow crossing points.
- The railway station is visually unattractive and a poor ‘gateway’ to Harrogate.

Architectural

- The main entrance and facade of the railway station is unattractive.
- The Exchange Tower and Victoria car park are out of scale when compared with the rest of the buildings in Harrogate and do not reflect any local vernacular in their materials or fenestration.

Public Realm

- Station Square, located adjacent the Queen Victoria monument, is an important ‘people place’, a social & recreational focus.
- No toilets or other facilities for travellers within the bus station.
- Little/no use of natural stone materials within streetscape.
- Pedestrian & heavy traffic conflict with poor at-grade connections to retail core.

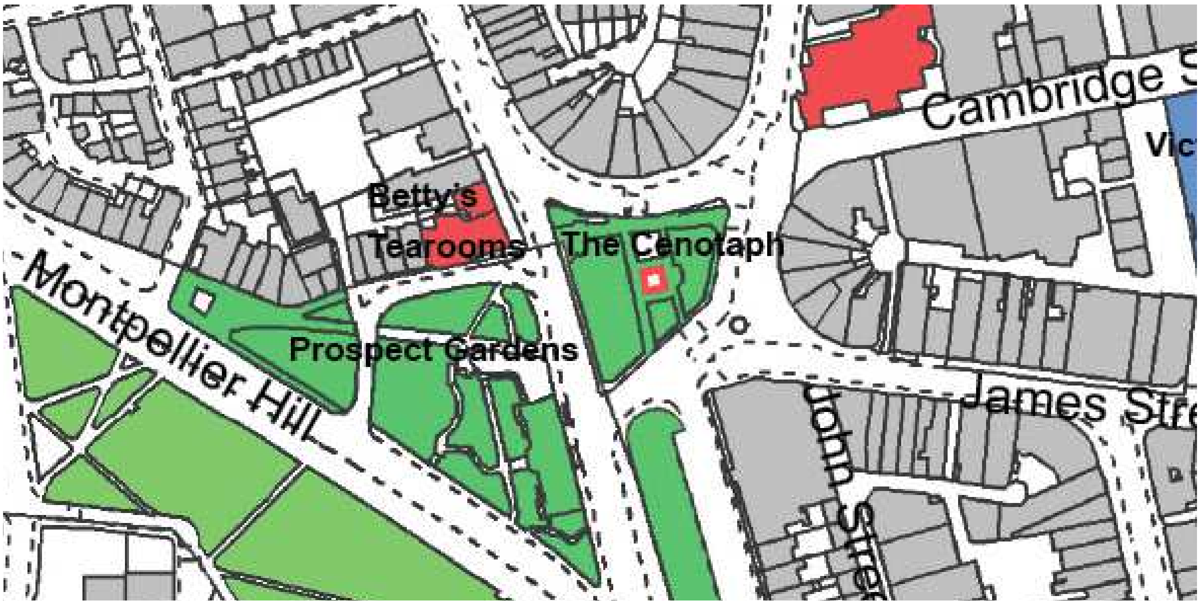
Opportunities to Enhance

- One of the few major potential re-development areas in the town centre, which could make a significant contribution to the enhancement and upgrading of an important Harrogate ‘gateway’.
- Even without redevelopment the railway gateway could be improved.
- Pedestrian and traffic improvements at the Bower Street and Station Parade Junction and

Bus Station access.

- Pedestrian desire lines improved for visual and access benefit from station entrance to James Street.
- Reducing the severance impact of the railway line and roads.
- Reducing James Street width, allowing ‘spill out’ onto footpaths and Station Square adjacent the Queen Victoria Monument.
- Re-visit landscape/planting to the square to reveal the Queen Victoria Monument and to create a more useable multi-functional event space with improved pedestrian linkages into James Street.

THE CENOTAPH



The Cenotaph Gardens a public space

The Cenotaph a social/leisure focus

Description & Character

Though titled the Cenotaph this note also covers the spaces, gardens, roads and buildings, around the Cenotaph monument. In a way this area sums up many of the key attributes and issues pertinent to Harrogate Town Centre. The best of retail and leisure attractions are located adjacent to the space or very close by, fine architecture is visible for all to see, greenery, floral displays, open spaces and recreational opportunities are provided in abundance and the location is a focus for people and social interaction. However, vehicular traffic, car parking and the infrastructure associated with vehicles; signage, lighting, road markings etc. detract from the ambiance of the area, causing noise, obstruction, and visual intrusion as elsewhere within the town.

The area is a highly visible and attractive ‘end stop’ to West Park (which is the main vehicular town centre through route) and it is also at the fulcrum of 8 streets, which feed into the space from the retail core and Montpellier Quarter. This area is a highly popular destination and a heavily used thoroughfare, as such it has huge importance and significance.

It is a memorable location for many reasons. Betty’s is located prominently on the corner, it is