



PEOPLE & PLACES
Insight

Otley



2022 Town Benchmarking Report

January 2023

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EXECUTIVE SUMMARY

VISITOR SATISFACTION

Recommendations

- All of those interviewed in Otley would recommend a visit to the town, the highest response in Benchmarking history (c2008).
- All of those who attended the Victorian Fayre would recommend a visit.

COMMERCIAL OFFER

Stable Vacancy Rates

- 9% of the ground floor units were vacant in during the audit in August 2022, identical to the National Small Towns average and 1% lower than the 2021 and 2020 evaluations.

Shops Selling Comparison Goods

- 52% of the ground floor units in the defined Otley town centre area are A1 Shops, 1% higher than the National Small Towns average with 9% A3 Restaurants and Cafes, 1% lower than the National average. 88% of the A1 Shops mainly sell Comparison goods, 6% higher than the National Small Towns average.

Independent Traders

- Three quarters of the A1 Shops in Otley are unique to the town centre, 15% higher than the National average.

FOOTFALL

Busy Saturdays with Increasing Footfall

- Saturday footfall in August in the busiest town centre location (Market Place), averaging 225 persons per ten minutes, is a 24% increase from 2021 and 10% from 2020. In the Autumn, Saturday footfall recorded 148 persons per ten minutes.

Stable Non-Market Day Footfall

- Non-Market Day Footfall in the busiest location in Otley remains stable across the seasons with 106 persons per ten minutes in the Summer, dropping slightly to 102 person per ten minutes in the Autumn.
- In 2022, Autumn Non-Market Day Footfall in the busiest location on the day (Market Place), at 102 persons per ten minutes is comparable to the National average of 105 persons per ten minutes and placed between the 2021 (110) and 2020 (85) data.



Stable Autumn Market Day Footfall

- On the Autumn Market Day, Footfall in the busiest location (Market Place) is 35% higher in Otley than the National Small Towns average and is consistent with the previous evaluations, 147 persons per ten minutes in 2021 and 157 persons per ten minutes in 2020.

VICTORIAN FAYRE

Huge Footfall

- The People and Places Insight Research Team also conducted footfall counts on Sunday 3rd December 2022 at Otley Victorian Fayre. The impact of the event was marked in terms of increased footfall with 566 persons per ten minutes in the busiest location.

High Spend at Event but not in the Wider Town Centre

- Over three-quarters of those interviewed at the Victorian Fayre spent over £20.00 at the event, however 87% did not spend any further money in the wider town centre.

CAR PARKING

Lower than Average Vacancy Rates

- Vacancy rates in all the car parking provision in Otley are lower than the National Small Towns average on both the Non-Market Day and the Market Day. The Non-Market Day average of 31% is 2% lower than the National figure whilst the Market Day average of 18% is 9% lower. Vacancy rates are similar on Market Day and Saturday (19%).
- The general trend is that Car Parking vacancy rates have been dropping in both Summer and Autumn longitudinally.

VISITOR PROFILE

Older Visitors During the Week Convenience Shopping

- 34% of all of those interviewed were 'Over 65' years of age. Breaking down the data, 38% of 'Non-Residents' and 38% those surveyed on a 'Weekday' in Otley were aged 'Over 65'.
- 44% of those in town centre on a 'Weekday' had travelled 'On their Own'.
- 26% of respondents were in Otley for 'Convenience Shopping'.

Younger Visitors at the Weekend

- A younger demographic visited Otley at the Weekend with 23% aged '26-35' compared to the Overall average of 15%. 47% of those interviewed at the Weekend were 'Full Time Employed' and 36% were with 'Younger Family Members'. Quantitative data was supported by qualitative, as during in- depth interviews (available in the Appendix) Businesses highlighted that there was a weekday customer base of the retired and young mothers whilst at the weekend this switched to families and the 'once a week town centre users' who lived nearby or in new housing developments near to Otley.



Visitors from the Hinterland

- Otley is a locality that attracts people from the hinterland with 38% travelling in from locations within a 30-minute drive. When analysing where the 'Visitors/ Tourists' came from, 25% had travelled from Leeds, 17% Ilkley, 7% Bradford and 7% Skipton
- Indicating the wider appeal of Otley, 19% of all those interviewed reported that they were visiting for 'Sightseeing'.
- Cross tabulation highlights that 30% of Non-Residents visited Otley for 'Sightseeing' whilst at the Weekend 'Convenience Shopping' (36%) and 'Market' (26%) were the main reasons for visiting.
- 38% of Non-Residents visited indicated that on their visit they used 'The Riverside'.

Tourist Season

- Highlighting the tourism offer, 38% of those interviewed in Summer were in Otley for 'Sightseeing' with 21% 'Meeting Friends and Family' and 11% 'Walking/ Cycling'.
- 70% of those interviewed in the Summer visited 'The Riverside'.
- At Gallows Hill footfall was noticeably higher in Summer 2022 compared to the 2021 and 2020 averages, peaking at 27 persons per ten minutes on the Saturday, nearly quadruple the 2021 figure.
- At Wharfemeadow footfall was noticeably higher in Summer 2022 compared to the 2021 and 2020 averages, peaking at 65 persons per ten minutes on the Saturday, nearly double the 2021 figure.

Pull of the Town Centre

- 79% of all those interviewed visited the 'Town Centre', a figure that increased by 10% when reviewing the data supplied by Non-Residents. At the Weekend the majority of those interviewed the 'Town Centre' (89%).

Lack of Overnight Visitors

- 94% of Non-Residents on the day they were interviewed stated that they would not be staying in Otley overnight, increasing to 95% and 97% when analysing the results of the 'Summer' and 'Weekend' respondents. All of those interviewed separately at the Victorian Fayre reported that they were not staying in Otley overnight.



METHODOLOGY

THE APPROACH

People and Places Insight strive to improve the performance of localities through a series of well used and advanced Town Centre Services. People and Places Insight have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community and Town Partnerships and Retailers on a wide range of projects including Town Benchmarking, First Time Visitor Reviews, Signage and Wayfinding Reviews, Footfall Counting, Event Evaluation, Car Parking Studies, Disability Access Audits and Neighbourhood Planning.

Replicating 2020 and 2021, Otley Town Council commissioned People and Places Insight Limited to undertake a Benchmarking Review to measure town centre performance. Two waves of evaluation took place, the first in August 2022 and the second in late October/ early November 2022. The detailed results of the Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline figures. *(It must be noted that the National Benchmarking figures are based on data recorded pre Covid-19)*

The People and Places Insight Town Benchmarking System has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators selected by those involved in Town Centre management. By having the tools to measure performance, strategic decision-making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

THE SYSTEM

The Benchmarking system is divided into two sections:

- National Large Towns; consisting of those localities with more than 350 units
- National Small Towns; consisting of those localities with less than 350 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **Otley** consists of **320** units and is thus classed as a **Small** Town.

The analysis provides data on each KPI for the Benchmarked town individually and in a National and Longitudinal. The National figure is the average for all the towns which participated in Benchmarking from July 2018 to January 2020.



THE REPORTS

The People and Places Insight Town Benchmarking report provides statistical analysis of each of the KPIs. The reports are used by a variety of key stakeholders such as Local Authorities, Town and Parish Councils, Business Improvement Districts, Local Partnerships, Retailers and Universities to;

- Measure the longitudinal performance of town centres
- Measure town centre performance against the national averages
- Measure High Street regeneration projects
- Develop Town Centre regeneration
- Measure the impact of events and festivals against normal trading conditions Support Business Improvement Districts
- Provide an evidence base for Funding Applications, Parking Initiatives, Neighbourhood Planning
- Support the recovery post Covid-19

Each KPI in a typical Benchmarking Review is collected in a standardized manner as highlighted in the Table below:

KEY PERFORMANCE INDICATOR	METHODOLOGY
Commercial Offer: Use Class	Visual Survey of ground floor units in defined Town Centre area.
Commercial Offer: Retail Type	Visual Survey of ground floor units in defined Town Centre area.
Commercial Offer: Trader Type	Visual Survey of ground floor units in defined Town Centre area.
Commercial Offer: Vacancy Rates	Visual Survey of ground floor units in defined Town Centre area.
Markets	Visual Survey of total number of traders on a Weekday Market
Footfall	Footfall Survey on a Weekday Market Day and Weekday Non-Market Day from 10.00-13.00 on each day
Car Parking	Audit of total number of spaces and vacancy rate on a Weekday Market Day and Weekday Non-Market Day.
Business Survey	Hand Delivered to all Businesses in the defined town centre area
Visitors Survey	Face to Face/ Online/ Paper Based

In the Otley Trade and Tourism Research Proposal the standard Town Benchmarking Footfall and Car Parking methodology was extended to understand:

- Saturday footfall
- Seasonal footfall

Thus, in Otley footfall counts were conducted in August 2021 and will be conducted in late October 2021. The October footfall counts provide the baseline figures for 'normal trading conditions' whilst the August footfall counts allow a review of seasonal fluctuations.

Business Surveys had been conducted in 2020 and 2021 so this element was replaced with in-depth qualitative interviews with selected traders concerning business performance and the profile of those using their premises. (Full details are provided in the Appendix) The traditional approach to Visitor Surveys was also replaced with a random sample of town centre and visitor attraction users being face to face interviewed across a series of days in both Summer and Autumn.



KEY FINDINGS

KPI: COMMERCIAL OFFER; USE CLASS

It is important to understand the scale and variety of the “offer” throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.

The following table provides a detailed breakdown of each of the Use Classes:

CLASS	TYPE OF USE	CLASS INCLUDES
A1	Shops	Shops, retail warehouses, hairdressers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2	Financial and Professional Services	Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.
A3	Restaurants and Cafes	Food and drink for consumption on the premises- restaurants, snack bars and cafes.
A4	Drinking Establishments	Public houses, wine bars or other drinking establishments (but not nightclubs).
A5	Hot Food Takeaways	Sale of hot food for consumption off the premises.
B1	Businesses	Offices (other than those that fall within A2) research and development of products and processes, light industry appropriate in a residential area.
B2	General Industrial	General Industrial.
B8	Storage and Distribution	Warehouses, includes open air storage.
C1	Hotels	Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).
C2	Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.
C2A	Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders’ institution, detention centre, secure training



		centre, custody centre, short-term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.
D1	Non-Residential Institutions	Clinics, health centres, crèches, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.
D2	Assembly and Leisure	Cinemas, music and concert halls, bingo and dance halls (but not nightclubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
SG	Sui Generis ("unique" establishments)	Theatres, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/ or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi business, amusement centres, casinos, haulage yards, transport depots, veterinary clinics, dog parlours, tanning and beauty salons and tattoo studios.

The following table provides a detailed analysis of the offering in the town centre by Use Class. The figures are presented as a percentage of the occupied units recorded.



CLASS	TYPE OF USE	NATIONAL SMALL TOWNS (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
A1	Shops	51	52	53	53
A2	Financial and Professional Services	13	6	7	8
A3	Restaurants and Cafes	9	9	10	10
A4	Drinking Establishments	4	7	7	6
A5	Hot Food Takeaways	4	3	4	4
B1	Businesses	3	5	3	3
B2	General Industrial	1	1	2	4
B8	Storage and Distribution	0	0	0	0
C1	Hotels	1	0	0	0
C2	Residential Institutions	0	0	0	0
C2A	Secure Residential Institution	0	0	0	0
D1	Non-Residential Institutions	7	9	8	6
D2	Assembly and Leisure	1	1	1	1
SG	Sui Generis	5	5	5	5

52% of the ground floor units in the defined Otley town centre area are A1 Shops, 1% higher than the National Small Towns average with 9% A3 Restaurants and Cafes, 1% lower than the National average.



KPI: COMMERCIAL OFFER; RETAIL TYPE

A1 Retail units selling goods can be split into two different types, Comparison and Convenience.

Convenience goods - Low-cost, everyday items that consumers are unlikely to travel far to purchase.

Defined as:

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods

Comparison goods - All other retail goods.

Defined as:

- Books
- Clothing and Footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists' goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and Miscellaneous goods
- Hairdressing

The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors / potential customers.

The following table provides a percentage of the A1 Shops which sell mainly Comparison Goods/ Convenience Goods.

	NATIONAL SMALL TOWNS (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
COMPARISON	82	88	88	90
CONVENIENCE	18	12	12	10

88% of the A1 Shops mainly sell Comparison goods, 6% higher than the National Small Towns average.



KPI: COMMERCIAL OFFER; TRADER TYPE

The vitality of a Town Centre depends highly on the quality and variety of retailers represented. A sustainable balance of key attractors and multiple names alongside local independent shops is likely to have the greatest positive impact on the vitality and viability of a town.

The following shops are considered Key attractors by Experian Goad.

DEPARTMENT STORES

- Marks and Spencer
- Debenhams
- House of Fraser
- John Lewis

MIXED GOODS RETAILERS

- Wilkinson
- Argos
- Boots
- TK Maxx
- WH Smith

SUPERMARKETS

- Waitrose
- Sainsbury's
- Tesco

CLOTHING

- Burton
- Dorothy Perkins
- H & M
- New Look
- Primark
- River Island
- Topman
- Topshop

OTHER RETAILERS

- Carphone Warehouse
- Clarks
- Clintons
- O2
- Superdrug
- Phones 4 U
- Vodafone
- Waterstones

Multiple traders have a countrywide presence and are well known household names. Regional shops are identified as those with stores/units in several towns throughout one geographical region only and Independent shops are identified as those that are specific to a particular town. The following table provides a percentage of the A1 Shops which are Key Attractors, Multiples, Regional and Independent to the locality.

	NATIONAL SMALL TOWNS (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
KEY ATTRACTOR	8	3	3	3
MULTIPLE	21	11	11	11
REGIONAL	10	11	11	11
INDEPENDENT	61	76	75	75

Three quarters of the A1 Shops in Otley are unique to the town centre, 15% higher than the National average.



KPI: COMMERCIAL OFFER; VACANCY RATES

Vacant units are an important indicator of the vitality and viability of a Town Centre. The presence of vacant units over a period of time can identify potential weaknesses, whether due to locational criteria, high rent levels or strong competition from other centres.

The following table provides the percentage figure of vacant units from the total number of commercial units.

	NATIONAL SMALL TOWNS (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
VACANCY	9	9	10	10

29 of the ground floor units in the defined town centre out of a total of 320 were vacant in during the audit in August 2022 providing an average of 9%, identical to the National Small Towns average and 1% lower than the 2021 and 2020 evaluations.



KPI: MARKETS

Good quality markets provide competition and choice for consumers. A busy and well-used street market can therefore be a good indicator of the vitality of a town centre. Conversely, if a market is in decline (e.g., empty pitches reducing numbers), it can be an indication of potential weaknesses in the town centre e.g., a lack of footfall customers due to an inappropriate retail mix or increased competitor activity. Street markets can also generate substantial benefits for the local economy. Markets can also provide a local mechanism for a diverse range of local enterprises to start, flourish and grow, adding to the sustainable mix of shops services on offer throughout the town.

The following table provides the average number of market traders at the main regular (at least once a fortnight) weekday market within the locality.

	NATIONAL SMALL TOWNS	OTLEY 2021 (FRIDAY)	OTLEY 2020 (FRIDAY)	OTLEY 2021 (FRIDAY)
SUMMER TRADERS	15	14	14	11
AUTUMN TRADERS	15	13	18	15

In the August review 14 Traders were present at the Friday Market, identical to the 2021 evaluation and close to the National Small Towns average.



KPI: FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of most businesses within the Town Centre. Measuring passing people in a consistent manner in the same place, at the same time builds up a picture of the town, its traders and their relative success over the weeks and months.

Benchmarking footfall is conducted on weekdays in specific locations for a set period, between 10.00am to 1.00pm, counting the people passing in both directions through a fixed point (e.g., an imaginary line across the road) for a precise ten minutes in every hour (e.g., 10.00–10.10am, 11.20am–11.30am, 12.40pm–12.50pm). Aside from the above basic rules are applied to the process:

- An accurate stopwatch and a hand operated mechanical counter are used
- If a person walks pass
- more than once they are included in the count each time they pass through the 'line'
- Children under 12 are not included in the count
- Footfall counts are not conducted in weather conditions which will limit the number of town centre users i.e., heavy rain, snow

As noted earlier in the Report footfall data for January, August and December and Weekends is not included in the National System. Thus, the Summer 2022 figures for Otley are not compared against the National Small Towns average but are compared against 2021 and 2020. The table below thus illustrates the data collected in Autumn each year in Otley which is comparable to the data collected across the country in the National Benchmarking System.

	NATIONAL SMALL TOWNS	OTLEY 2022	OTLEY 2021	OTLEY 2020
MARKET DAY	110	148	147	157
NON-MARKET DAY	105	102	110	85
SATURDAY	N/A	150	144	167

In 2022, Non-Market Day Footfall in the busiest location on the day (Market Place), at 102 persons per ten minutes is comparable to the National average of 105 persons per ten minutes and placed between the 2021 (110) and 2020 (85) data.

On the Market Day, Footfall in the busiest location (Market Place) is 35% higher in Otley than the National Small Towns average and is consistent with the previous evaluations, 147 persons per ten minutes in 2021 and 157 persons per ten minutes in 2020.

Replicating the consistency trend, Footfall in the busiest location (Kirkgate Arcade) on the Saturday at 150 persons per ten minutes was placed between the 2021 (144) and 2020 (167) evaluations.



	OTLEY SUMMER 2022	OTLEY SUMMER 2021	OTLEY SUMMER 2020
MARKET DAY (FRIDAY)	130	197	137
NON-MARKET DAY	106	124	93
SATURDAY	225	182	204

When comparing the Summer Benchmarking time slots at the busiest locations on each day in Otley (Kirkgate Arcade on the Non-Market Day and Market Place on the Market Day), it is evident that footfall returned closer to the Summer 2020 averages during the week and dropped from Summer 2021. Saturday footfall in the busiest town centre location (Market Place) however, averaging 225 persons per ten minutes, is a 24% increase from 2021 and 10% from 2020.

	OTLEY SUMMER 2022	OTLEY AUTUMN 2022
MARKET DAY (FRIDAY)	130	148
NON-MARKET DAY	106	102
SATURDAY	225	148

Non-Market Day Footfall in the busiest location in Otley remains stable across the seasons with 106 persons per ten minutes in the Summer, dropping slightly to 102 persons per ten minutes in the Autumn. There is a 14% difference in terms of footfall on the Market Day in Otley, increasing in the Autumn from the Summer. The most marked difference is on a Saturday when the average of 225 persons per ten minutes in the busiest location in Summer decreased by 34% to 148 persons per ten minutes in the Autumn.

The People and Places Insight Research Team also conducted footfall counts on Sunday 3rd December 2022 at Otley Victorian Fayre. The impact of the event was marked in terms of increased footfall with 566 persons per ten minutes in the busiest location. Full details are highlighted in the tables below.

Saturday Counts	
	Bay Horse Court/ Bridge Street
VICTORIAN FAYRE	428
2022 AVERAGE	50
2021 AVERAGE	35
2020 AVERAGE	83

At Bay Horse Court/ Bridge Street the average of 428 persons per ten minutes was a 756 % increase on the Autumn 2022 weekend count.

Saturday Counts	
	Westgate, Straight Line from outside Lunds Carpets across the Road
VICTORIAN FAYRE	364
2022 AVERAGE	28
2021 AVERAGE	21
2020 AVERAGE	38



At Westgate the average of 364 persons per ten minutes was a 1200% increase on the Autumn 2022 weekend count.

Saturday Counts	
	Boroughgate, Straight Line from Traffic Lights across the road
VICTORIAN FAYRE	172
2022 AVERAGE	52
2021 AVERAGE	46
2020 AVERAGE	55

At Boroughgate the average of 172 persons per ten minutes was a 231% increase on the Autumn 2022 weekend count.

Saturday Counts	
	Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road
VICTORIAN FAYRE	566
2022 AVERAGE	149
2021 AVERAGE	57
2020 AVERAGE	150

At Kirkgate the average of 566 persons per ten minutes was a 280% increase on the Autumn 2022 weekend count.

Saturday Counts	
	Market Place, Straight Line from Greggs to Leeds House
VICTORIAN FAYRE	540
2022 AVERAGE	148
2021 AVERAGE	144
2020 AVERAGE	164

At Market Place the average of 540 persons per ten minutes was a 265% increase on the Autumn 2022 weekend count.



The following tables provide the full detail of each footfall count in 2022 with comparisons to the 2020 and 2021 figures.

In Summer 2022 the highest town centre footfall average was recorded in the Market Place count point, with the Saturday footfall the heaviest in this location with an aggregate total of 1355 persons across the three counts.

In Autumn 2022 the highest town centre footfall average was recorded in the Market Place count point, with the Market Day and Saturday footfall the heaviest in this location with an aggregate total of 1195 persons across the three counts.

In Summer 2022, over the three days across the five town centre count points, the Saturday recorded the highest aggregate with 1604 persons from the three count periods. In Autumn 2022, over the three days across the five town centre count points, the Market Day recorded the highest aggregate with 1342 persons.

Totalling all the footfall counts 3669 people were recorded in Summer 2022 in the Town Centre, dropping 4% to 3517 in Autumn 2022.

SUMMER-TOWN CENTRE LOCATIONS

Bay Horse Court/ Bridge Street	
	Wednesday 10 th August 2022
10.30-10.40	41
11.30-11.40	74
12.30-12.40	51
TOTAL	166
2022 AVERAGE	53
2021 AVERAGE	35
2020 AVERAGE	45

Bay Horse Court/ Bridge Street	
	Friday 12 th August 2022
10.30-10.40	61
11.30-11.40	60
12.30-12.40	36
TOTAL	157
2022 AVERAGE	52
2021 AVERAGE	67
2020 AVERAGE	45



Bay Horse Court/ Bridge Street	
	Saturday 13 th August 2022
10.30-10.40	65
11.30-11.40	60
12.30-12.40	65
TOTAL	190
2022 AVERAGE	63
2021 AVERAGE	72
2020 AVERAGE	59

Westgate, Straight Line from outside Lunds Carpets across the Road	
	Wednesday 10 th August 2022
10.30-10.40	27
11.30-11.40	27
12.30-12.40	27
TOTAL	81
2022 AVERAGE	27
2021 AVERAGE	17
2020 AVERAGE	59

Westgate, Straight Line from outside Lunds Carpets across the Road	
	Friday 12 th August 2022
10.30-10.40	33
11.30-11.40	10
12.30-12.40	28
TOTAL	71
2022 AVERAGE	27
2021 AVERAGE	45
2020 AVERAGE	16

Westgate, Straight Line from outside Lunds Carpets across the Road	
	Saturday 13 th August 2022
10.30-10.40	33
11.30-11.40	33
12.30-12.40	40
TOTAL	106
2022 AVERAGE	35
2021 AVERAGE	37
2020 AVERAGE	25



Boroughgate, Straight Line from Traffic Lights across the road	
	Wednesday 10 th August 2022
10.30-10.40	32
11.30-11.40	32
12.30-12.40	21
TOTAL	84
2022 AVERAGE	28
2021 AVERAGE	43
2020 AVERAGE	47

Boroughgate, Straight Line from Traffic Lights across the road	
	Friday 12 th August 2022
10.30-10.40	30
11.30-11.40	56
12.30-12.40	68
TOTAL	154
2022 AVERAGE	51
2021 AVERAGE	53
2020 AVERAGE	49

Boroughgate, Straight Line from Traffic Lights across the road	
	Saturday 13 th August 2021
10.30-10.40	62
11.30-11.40	52
12.30-12.40	52
TOTAL	166
2022 AVERAGE	55
2021 AVERAGE	84
2020 AVERAGE	58

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
	Wednesday 10 th August 2021
10.30-10.40	81
11.30-11.40	123
12.30-12.40	114
TOTAL	318
AVERAGE	106
2020 AVERAGE	124
% DIFFERENCE	93



Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
	Friday 12 th August 2022
10.30-10.40	100
11.30-11.40	121
12.30-12.40	134
TOTAL	355
AVERAGE	118
2020 AVERAGE	137
% DIFFERENCE	95

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road	
	Saturday 13 th August 2022
10.30-10.40	172
11.30-11.40	169
12.30-12.40	125
TOTAL	466
AVERAGE	155
2020 AVERAGE	126
% DIFFERENCE	127

Market Place, Straight Line from Greggs to Leeds House	
	Wednesday 10 th August 2021
10.30-10.40	124
11.30-11.40	85
12.30-12.40	58
TOTAL	289
2022 AVERAGE	96
2021 AVERAGE	94
2020 AVERAGE	73

Market Place, Straight Line from Greggs to Leeds House	
	Friday 12 th August 2022
10.30-10.40	176
11.30-11.40	100
12.30-12.40	114
TOTAL	390
2022 AVERAGE	130
2021 AVERAGE	197
2020 AVERAGE	137



Market Place, Straight Line from Greggs to Leeds House	
	Saturday 13 th August 2021
10.30-10.40	253
11.30-11.40	264
12.30-12.40	159
TOTAL	676
2022 AVERAGE	225
2021 AVERAGE	182
2020 AVERAGE	204



SUMMER- TOURIST DESTINATIONS

At Wharfemeadow footfall was noticeably higher in Summer 2022 compared to the 2021 and 2020 averages, peaking at 65 persons per ten minutes on the Saturday nearly double the 2021 figure.

Wharfemeadow	
	Wednesday 10 th August 2022
10.30-10.40	38
11.30-11.40	42
12.30-12.40	70
TOTAL	150
2022 AVERAGE	50
2021 AVERAGE	30
2020 AVERAGE	52

Wharfemeadow	
	Friday 12 th August 2022
10.30-10.40	36
11.30-11.40	36
12.30-12.40	32
TOTAL	100
2022 AVERAGE	33
2021 AVERAGE	20
2020 AVERAGE	14

Wharfemeadow	
	Saturday 13 th August 2022
10.30-10.40	42
11.30-11.40	54
12.30-12.40	98
2022 AVERAGE	194
2021 AVERAGE	65
2020 AVERAGE	33
% DIFFERENCE	42



At Gallows Hill footfall was noticeably higher in Summer 2022 compared to the 2021 and 2020 averages, peaking at 27 persons per ten minutes on the Saturday nearly quadruple the 2021 figure.

Gallows Hill	
	Wednesday 10 th August 2022
10.30-10.40	32
11.30-11.40	28
12.30-12.40	18
TOTAL	78
2022 AVERAGE	26
2021 AVERAGE	8
2020 AVERAGE	7

Gallows Hill	
	Friday 12 th August 2022
10.30-10.40	17
11.30-11.40	27
12.30-12.40	26
TOTAL	70
2022 AVERAGE	23
2021 AVERAGE	4
2020 AVERAGE	5

Gallows Hill	
	Saturday 13 th August 2022
10.30-10.40	24
11.30-11.40	27
12.30-12.40	29
TOTAL	80
2022 AVERAGE	27
2021 AVERAGE	7
2020 AVERAGE	9



At Surprise View on the Non-Market Day in the Summer the footfall figure of 20 persons per ten minutes was higher than 2021 (13) but still lower than in 2020 (41), whilst the Market Day figure of 13 remained similar to 2021 (15). The Saturday average of 33 persons per ten minutes was identical to 2021 and higher than 2020 (20).

Surprise View	
	Wednesday 10 th August 2022
10.30-10.40	17
11.30-11.40	19
12.30-12.40	24
TOTAL	60
2022 AVERAGE	20
2021 AVERAGE	13
2020 AVERAGE	41

Surprise View	
	Friday 12 th August 2022
10.30-10.40	15
11.30-11.40	13
12.30-12.40	10
TOTAL	38
2022 AVERAGE	13
2021 AVERAGE	15
2020 AVERAGE	4

Surprise View	
	Saturday 13 th September 2022
10.30-10.40	34
11.30-11.40	36
12.30-12.40	29
TOTAL	99
2022 AVERAGE	33
2021 AVERAGE	33
2020 AVERAGE	20

**AUTUMN- TOWN CENTRE LOCATIONS**

Westgate, Straight Line from outside Lunds Carpets across the road	
	Monday 31 st October 2022
10.30-10.40	16
11.30-11.40	18
12.30-12.40	20
TOTAL	54
2022 AVERAGE	18
2021 AVERAGE	31
2020 AVERAGE	20

Westgate, Straight Line from outside Lunds Carpets across the road	
	Friday 4 th November 2022
10.30-10.40	58
11.30-11.40	39
12.30-12.40	40
TOTAL	137
2022 AVERAGE	46
2021 AVERAGE	44
2020 AVERAGE	28

Westgate, Straight Line from outside Lunds Carpets across the road	
	Saturday 5 th November 2022
10.30-10.40	18
11.30-11.40	31
12.30-12.40	36
TOTAL	85
2022 AVERAGE	28
2021 AVERAGE	21
2020 AVERAGE	38

Boroughgate, Straight Line from Traffic Lights across the road	
	Monday 31 st October 2022
10.30-10.40	25
11.30-11.40	31
12.30-12.40	28
TOTAL	84
2022 AVERAGE	28
2021 AVERAGE	45
2020 AVERAGE	42



Boroughgate, Straight Line from Traffic Lights across the road	
	Friday 4 th November 2022
10.30-10.40	66
11.30-11.40	59
12.30-12.40	43
TOTAL	168
2022 AVERAGE	56
2021 AVERAGE	41
2020 AVERAGE	68

Boroughgate, Straight Line from Traffic Lights across the road	
	Saturday 5 th November 2022
10.30-10.40	32
11.30-11.40	65
12.30-12.40	60
TOTAL	157
2022 AVERAGE	52
2021 AVERAGE	46
2020 AVERAGE	55

Kirkgate, Straight Line from Kirkgate Arcade Entrance across the road	
	Monday 31 st October 2022
10.30-10.40	102
11.30-11.40	77
12.30-12.40	79
TOTAL	258
2022 AVERAGE	86
2021 AVERAGE	100
2020 AVERAGE	85

Kirkgate, Straight Line from Kirkgate Arcade Entrance across the road	
	Friday 4 th November 2022
10.30-10.40	166
11.30-11.40	187
12.30-12.40	64
TOTAL	417
2022 AVERAGE	139
2021 AVERAGE	105
2020 AVERAGE	124



Kirkgate, Straight Line from Kirkgate Arcade Entrance across the road	
	Saturday 5 th November 2022
10.30-10.40	162
11.30-11.40	143
12.30-12.40	142
TOTAL	447
2022 AVERAGE	149
2021 AVERAGE	57
2020 AVERAGE	150

Market Place, Straight Line from Greggs to Leeds House	
	Monday 31 st October 2022
10.30-10.40	138
11.30-11.40	67
12.30-12.40	100
TOTAL	305
2022 AVERAGE	102
2021 AVERAGE	110
2020 AVERAGE	69

Market Place, Straight Line from Greggs to Leeds House	
	Friday 4 th November 2022
10.30-10.40	160
11.30-11.40	172
12.30-12.40	113
TOTAL	445
2022 AVERAGE	148
2021 AVERAGE	147
2020 AVERAGE	157

Market Place, Straight Line from Greggs to Leeds House	
	Saturday 5 th November 2022
10.30-10.40	160
11.30-11.40	172
12.30-12.40	113
TOTAL	445
2022 AVERAGE	148
2021 AVERAGE	144
2020 AVERAGE	164



Bay House Court/ Bridge Street	
	Monday 31 st October 2022
10.30-10.40	53
11.30-11.40	57
12.30-12.40	71
TOTAL	181
2022 AVERAGE	60
2021 AVERAGE	51
2020 AVERAGE	38

Bay House Court/ Bridge Street	
	Friday 4 th November 2022
10.30-10.40	70
11.30-11.40	77
12.30-12.40	28
TOTAL	175
2022 AVERAGE	58
2021 AVERAGE	67
2020 AVERAGE	52

Bay House Court/ Bridge Street	
	Saturday 5 th November 2022
10.30-10.40	48
11.30-11.40	57
12.30-12.40	44
TOTAL	149
2022 AVERAGE	50
2021 AVERAGE	35
2020 AVERAGE	83

**AUTUMN- TOURIST DESTINATIONS**

Footfall at Wharfemeadow in Autumn 2022 was noticeably lower than in previous years on the Weekday and Market Day, but higher on the Saturday.

Wharfemeadow	
	Monday 31 st October 2022
10.30-10.40	13
11.30-11.40	14
12.30-12.40	15
TOTAL	42
2022 AVERAGE	14
2021 AVERAGE	30
2020 AVERAGE	30

Wharfemeadow	
	Friday 4 th November 2022
10.30-10.40	16
11.30-11.40	8
12.30-12.40	6
TOTAL	30
2022 AVERAGE	10
2021 AVERAGE	27
2020 AVERAGE	33

Wharfemeadow	
	Saturday 5 th November 2022
10.30-10.40	34
11.30-11.40	31
12.30-12.40	27
TOTAL	92
2022 AVERAGE	31
2021 AVERAGE	17
2020 AVERAGE	26



At Gallows Hill footfall remained low with average counts of Weekday (3), Market Day (7) and Saturday (8).

Gallows Hill	
	Monday 31 st October 2022
10.30-10.40	4
11.30-11.40	2
12.30-12.40	3
TOTAL	9
2022 AVERAGE	3
2021 AVERAGE	7
2020 AVERAGE	6

Gallows Hill	
	Friday 4 th November 2022
10.30-10.40	7
11.30-11.40	9
12.30-12.40	5
TOTAL	21
2022 AVERAGE	7
2021 AVERAGE	10
2020 AVERAGE	4

Gallows Hill	
	Saturday 5 th November 2022
10.30-10.40	4
11.30-11.40	15
12.30-12.40	4
TOTAL	23
2022 AVERAGE	8
2021 AVERAGE	13
2020 AVERAGE	15

At Surprise View footfall was considerably lower than in previous evaluations on the Weekday but noticeably higher on the Saturday.

Surprise View	
	Monday 31 st October 2022
10.30-10.40	11
11.30-11.40	7
12.30-12.40	9
TOTAL	27
2022 AVERAGE	9
2021 AVERAGE	21
2020 AVERAGE	21



Surprise View	
	Friday 4 th November 2022
10.30-10.40	10
11.30-11.40	13
12.30-12.40	13
TOTAL	36
2022 AVERAGE	12
2021 AVERAGE	16
2020 AVERAGE	17

Surprise View	
	Saturday 5 th November 2022
10.30-10.40	29
11.30-11.40	29
12.30-12.40	20
TOTAL	78
2022 AVERAGE	26
2021 AVERAGE	14
2020 AVERAGE	18



KPI: CAR PARKING

A large proportion of spending customers in a Town Centre come by car. In the rural setting, the car tends to be an essential tool, used by both those who come to spend and those who come to work. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turn-over for shoppers are the ideal while adequate longer stay, less convenient spaces for local owners/ workers and visitors must be considered too.

Within the town on street and off parking within the core commercial offering were identified as being integral to the study. The following tables provide a summary of the Car Parking offering broken down into;

- Percentage number of spaces in the designated car parks.
- Percentage number of short-stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on Market Day/Non-Market Day/Saturdays
- Percentage number of on street car parking spaces
- Percentage number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on a Market Day/Non-Market Day/Saturdays
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Market Day/Non-Market Day/Saturdays
- Seasonal differences between August and October

Please note that in the traditional Benchmarking system data is not recorded in January, August or December, thus the Summer figures recorded for Otley cannot be compared to the National figures. The tables below reflect the Autumn 2022 data.

Overall	NATIONAL SMALL TOWNS %	OTLEY 2022 %
Vacant spaces on a Non-Market Day:	33	31
Vacant spaces on a Market Day:	27	18
Vacant spaces on a Saturday:	N/A	19

Vacancy rates in all the car parking provision in Otley is lower than the National Small Towns average on both the Non-Market Day and the Market Day. The Non-Market Day average of 31% is 2% lower than the National figure whilst the Market Day average of 18% is 9% lower. Vacancy rates are similar on the Market Day and the Saturday (19%).



Overall	SUMMER 2022 %	SUMMER 2021 %	SUMMER 2020 %
Vacant spaces on a Non-Market Day:	23	30	30
Vacant spaces on a Market Day:	22	23	26
Vacant spaces on a Saturday	27	18	21

On the Summer Non-Market Day in Otley Car Parking vacancy rates dropped 7% to 23%. On the Friday Market Day and Saturday vacancy rates dropped 1% to 22%. Interestingly, despite recording the heaviest footfall figure vacancy rates in the car parks increased to 27%.

Overall	AUTUMN 2022 %	AUTUMN 2021 %	AUTUMN 2020 %
Vacant spaces on a Non-Market Day:	31	37	36
Vacant spaces on a Market Day:	18	25	20
Vacant spaces on a Saturday	19	29	33

Vacancy rates in the car parks in Autumn 2022 were the lowest recorded since Benchmarking evaluations started in Otley, 31% on the Non-Market Day, 18% on the Market Day and 19% on the Saturday.



KPI: VISITORS SURVEY

The aim of the Visitor Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be different to someone who has never been to the place before.

651 face-to-face surveys were completed with a random sample of visitors in both the Summer and Autumn audits.

The data has been cross tabulated in a number of formats:

- The Overall column refers to all those interviewed
- The Non-Residents column refers to those interviewed who live outside of Otley (48%)
- The Weekday column refers to all those interviews which were conducted on a Weekday (67%)
- The Weekend column refers to all those interviews which were conducted on a Saturday (33%)
- The Victorian Fayre column refers to all those interviews which were conducted on the 3rd December 2022 at the Victorian Fayre, please note that the 96 interviews in this analysis are NOT included in the data in any of the other columns due to the unique nature of the event.

	OVERALL	NON-RES	WEEKDAY	WEEKEND	VIC. FAYRE
GENDER	%	%	%	%	%
Male	46	47	45	50	75
Female	54	53	55	50	22
Prefer not to answer	0	0	0	0	3

	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
AGE	%	%	%		%
16-25	8	5	10	4	3
26-35	15	6	12	23	9
36-45	14	20	13	16	13
46-55	13	14	15	9	19
56-65	15	17	11	23	22
Over 65	34	38	38	26	28
Prefer not to answer	0	0	0	0	6

34% of all of those interviewed were 'Over 65' years of age. Breaking down the data, 38% of 'Non-Residents' and 38% those surveyed on a 'Weekday' in Otley were aged 'Over 65' A younger demographic visited in Otley at the Weekend with 23% aged '26-35' compared to the Overall average of 15%.



	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
LOCAL/ VISITOR/ TOURIST?	%	%	%	%	%
LOCAL- Otley Resident	52	N/A	51	55	52
VISITOR-Live within 30-min. drive	38	N/A	38	41	29
TOURIST-Live 30-min. + drive away	10	N/A	11	4	19

52% of all those randomly face-to-face surveyed were 'Locals'. Further analysis highlights that at the 'Weekend' there are slightly more 'Locals' and 'Visitors' in Otley than the overall pattern. When analysing where the 'Visitors/ Tourists' came from, 25% had travelled from Leeds, 17% Ilkley, 7% Bradford and 7% Skipton.

	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
DO YOU HAVE ANY DISABILITIES?	%	%	%	%	%
Yes	7	8	9	6	3
No	93	92	91	94	97

93% of all those interviewed did not have any disabilities.

	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
WHAT IS YOUR EMPLOYMENT STATUS?	%	%	%	%	%
Full-Time Employed	39	39	35	47	52
Part-Time Employed	14	13	13	17	3
Unemployed	2	3	2	3	0
Retired	41	43	45	30	35
Prefer not to answer	4	3	5	3	10

41% of all those interviewed were 'Retired' and 39% 'Full-Time Employed'. Cross analysis highlights that the socio-economic status of 'Non-Residents' and those in Otley on a 'Weekday' mirrors the overall pattern, whilst at Weekends those in Full Time Employment are more likely to visit Otley (47%).



	OVERALL	NON-RES.	WEEKDAY	WEEKEND
WHAT IS THE MAIN REASON FOR YOUR VISIT TO OTLEY TODAY? (PLEASE CHOOSE ONE OPTION ONLY)	%	%	%	%
Work	14	13	19	6
Convenience Shopping- Food	26	23	24	36
Comparison Shopping- Clothes	3	4	3	4
Market(s)	12	15	6	26
Access to Services e.g. Bank, Library	2	1	2	3
Eating and Dining Out	0	0	0	0
Walking/ Cycling	6	3	5	6
Meeting Friends and Family	13	9	14	10
Sightseeing	19	30	25	1
Other	4	2	2	9

Overall, there was an even spread of reasons for interviewees being in Otley. 26% of all those interviewed were 'Convenience Shopping' whilst 19% were 'Sightseeing'. Cross tabulation highlights that 30% of 'Non-Residents' visited Otley for 'Sightseeing'. At the Weekend 'Convenience Shopping' (36%) and 'Market' (26%) were the main reasons for visiting Otley.

	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
WHAT MODE OF TRANSPORT DID YOU USE TO VISIT OTLEY TODAY?	%	%	%	%	%
On Foot	40	0	37	45	43
Bicycle	0	0	0	0	0
Motorbike	2	2	2	1	0
Car	43	65	41	44	50
Bus	12	21	15	10	0
Organised Coach Tour	1	3	2	0	7
Other	1	8	2	0	0

43% of all those interviewed used the 'Car' to visit Otley whilst 40% travelled 'On Foot'. Further analysis highlights that 65% of Non-Residents travelled to Otley by 'Car' and 21% by 'Bus'. On a 'Weekday' 15% of those interviewed visited Otley by 'Bus'. At the Weekend 45% travelled into Otley 'On Foot', 44% by 'Car' and 10% on the 'Bus'.



	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
WHERE WILL YOU GO IN OTLEY TODAY?	%	%	%	%	%
Town Centre	79	89	80	87	100
Otley Chevin	13	13	15	10	3
The Riverside	37	38	44	13	0
Other	0	0	0	0	0

79% of all those interviewed visited the 'Town Centre', a figure that increased by 10% when reviewing the data supplied by 'Non-Residents'. 38% of 'Non-Residents' also went to 'The Riverside'. 80% of 'Weekday' visitors went to the 'Town Centre' were more likely to also travel to 'The Riverside' (44%). At the Weekend the majority of those interviewed the 'Town Centre' (89%).

	OVERALL	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
WHO HAVE YOU TRAVELLED INTO OTLEY WITH TODAY?	%	%	%	%	%
On Own	40	34	44	34	3
With Younger Family Members	28	32	25	36	52
With Older Family Members	13	18	11	19	3
With Friends	19	15	18	6	35
Organised Tour	1	2	2	0	6

40% of all those interviewed had travelled into Otley 'On their Own' whilst 28% with 'Younger Family Members'. Further analysis indicates that the pattern for 'Non-Residents' mirrors the overall analysis whilst on a 'Weekday' people are most likely to travel 'On their Own' whilst at the Weekend respondents are more likely to travel with 'Younger Family Members' (36%).

	NON-RES.	WEEKDAY	WEEKEND	VIC. FAYRE
IF YOU ARE A VISITOR/ TOURIST WILL YOU BE STAYING IN OTLEY OVERNIGHT?	%	%	%	%
Yes	6	5	3	0
No	94	95	97	100

94% of Non-Residents on the day they were interviewed stated that they would not be staying in Otley overnight, increasing to 97% when analysing the results of Weekend respondents. All of those interviewed separately at the Victorian Fayre reported that they were not staying in Otley overnight.

	OVERALL	NON-RES.	WEEKEND	WEEKEND	VIC. FAYRE
WOULD YOU RECOMMEND A VISIT TO OTLEY?	%	%	%	%	%
Yes	100	100	100	100	100
No	0	0	0	0	0

Impressively, all of those face-to-face surveyed would recommend a visit to Otley.

**VICTORIAN FAYRE**

HOW MUCH MONEY WILL YOU SPEND TODAY..... ?	AT THE VICTORIAN FAYRE %	IN THE WIDER TOWN CENTRE %
Nothing	3	87
£0.01-£5.00	7	7
£5.01-£10.00	7	0
£10.01-£20.00	7	0
More than £20.00	77	7

Over three-quarters of those interviewed at the Victorian Fayre spent over £20.00 at the event, however 87% did not spend any further money in the wider town centre.

	OVERALL
WOULD YOU RECOMMEND A VISIT TO THE VICTORIAN FAYRE	%
Yes	100
No	0

All of the attendees at the Victorian Fayre would recommend a visit.

SUMMER

The following tables have cross tabulated those interviews conducted in the Summer to ascertain if Otley enjoys a 'Tourist Season'.

	OVERALL	SUMMER
GENDER	%	%
Male	46	51
Female	54	49
Prefer not to answer	0	0

	OVERALL	SUMMER
AGE	%	%
16-25	8	5
26-35	15	6
36-45	14	20
46-55	13	14
56-65	15	17
Over 65	34	38
Prefer not to answer	0	0

The demographic of those interviewed is slightly older in the Summer with 38% reporting that they are Over 65.

	OVERALL	SUMMER
LOCAL/ VISITOR/ TOURIST?	%	%
LOCAL- Otley Resident	52	55
VISITOR-Live within 30-min. drive	38	28
TOURIST-Live 30-min. + drive away	10	16

44% of those interviewed in Summer were Non-Residents of Otley, 16% of which lived more than a 30-minute drive away.

	OVERALL	SUMMER
DO YOU HAVE ANY DISABILITIES?	%	%
Yes	7	7
No	93	93

93% of those interviewed in the Summer reported that they did not have any disabilities.

	OVERALL	SUMMER
WHAT IS YOUR EMPLOYMENT STATUS?	%	%
Full-Time Employed	39	43
Part-Time Employed	14	6
Unemployed	2	2
Retired	41	40
Prefer not to answer	4	9

Mirroring the 'Overall' trend 43% of respondents in Summer were 'Full-Time Employed' and 40% 'Retired'.

	OVERALL	SUMMER
WHAT IS THE MAIN REASON FOR YOUR VISIT TO OTLEY TODAY? (PLEASE CHOOSE ONE OPTION ONLY)	%	%
Work	14	18
Convenience Shopping- Food	26	7
Comparison Shopping- Clothes	3	0
Market(s)	12	0
Access to Services e.g. Bank, Library	2	0
Eating and Dining Out	0	0
Walking/ Cycling	6	11
Meeting Friends and Family	13	21
Sightseeing	19	38
Other	4	5

Highlighting the tourism offer, 38% of those interviewed in Summer were in Otley for 'Sightseeing' with 21% 'Meeting Friends and Family' and 11% 'Walking/ Cycling'.



	OVERALL	SUMMER
WHAT MODE OF TRANSPORT DID YOU USE TO VISIT OTLEY TODAY?	%	%
On Foot	40	35
Bicycle	0	0
Motorbike	2	1
Car	43	49
Bus	12	7
Organised Coach Tour	1	4
Other	1	4

49% of those interviewed in the Summer arrived in Otley by 'Car'.

	OVERALL	SUMMER
WHERE WILL YOU GO IN OTLEY TODAY?	%	%
Town Centre	79	55
Otley Chevin	13	10
The Riverside	37	70
Other	0	0

70% of those interviewed in the Summer visited 'The Riverside'.

	OVERALL	SUMMER
WHO HAVE YOU TRAVELLED INTO OTLEY WITH TODAY?	%	%
On Own	40	32
With Younger Family Members	28	25
With Older Family Members	13	11
With Friends	19	28
Organised Tour	1	3

In the Summer 28% of those interviewed travelled into Otley 'With Friends'.

	NON-RES.	SUMMER
IF YOU ARE A VISITOR/ TOURIST WILL YOU BE STAYING IN OTLEY OVERNIGHT?	%	
Yes	6	5
No	94	95

95% Visitors and Tourists in Summer were not staying overnight in Otley.



	OVERALL	SUMMER
WOULD YOU RECOMMEND A VISIT TO OTLEY?	%	
Yes	100	100
No	0	0

All of those interviewed would recommend a visit to Otley.



APPENDIX

Street Name	Business Name	Use Class	Comp/Con	Type	Notes
Gay Lane	Chevin Cycles	A1	Comp	reg	
Gay Lane	BP petrol station	SG	n/a	n/a	
Gay Lane	Modelsport	A1	Comp	ind	
Gay Lane	Bloomfield Square	A3	n/a	n/a	
Gay Lane	Gay Lane Fisheries	A5	n/a	n/a	
Gay Lane	Tates	SG	n/a	n/a	
Gay Lane	Yorkshire Pecorino Cheese Ltd	B1	n/a	n/a	
Off Gay Lane	St Johns Ambulance	D1	n/a	n/a	
Crossgate	Pizza Base	A5	n/a	n/a	
Crossgate	Otley Barbers	A1	Comp	ind	
Crossgate	Old Cock PH	A4	n/a	n/a	
Crossgate	Gills Doorstep Solutions	n/a	n/a	n/a	Vacant
Crossgate	Crossgate Garage	B2	n/a	n/a	
Crossgate	House of Furniture	A1	Comp	reg	
Crossgate	Otley Action for Older People	D1	n/a	n/a	
Boroughgate	Original Factory Shop	A1	Comp	Reg	
Walkergate	Otley and Yeardon Labour Club	D1	n/a	n/a	
Walkergate	Yorks Plumbing Supp	A1	Comp	Ind	
Walkergate	Manor House PH	A4	n/a	n/a	
Nelson Street	Post Office	A1	Conv	mult	
Nelson Street	Otley Hub and Library	D1	n/a	n/a	
Manchester Square	Insta Glam	SG	n/a	n/a	
Manchester Square	Otley Angling Centre	A1	Comp	ind	
Bondgate	Junction PH	A4	n/a	n/a	
Bondgate	Meza	n/a	n/a	n/a	Vacant
Bondgate	Korks	n/a	n/a	n/a	Vacant
Bondgate	Yorkshire Runner	A1	Comp	ind	
Bondgate	Bondgate Bakery	A1	Comp	ind	
Bondgate	Parkes & Co	A2	n/a	n/a	
Bondgate	Rose & Crown PH	A4	n/a	n/a	
Bondgate	Bowling Green PH	A4	n/a	n/a	
Bondgate	Ivy House	A1	Comp	ind	
Bondgate	Woolpack Studios	B1	n/a	n/a	
Bondgate	Alpha Male	A1	Comp	ind	
Bondgate	North Bar	A4	n/a	n/a	
Bondgate	Target Group	B1	n/a	n/a	
Bondgate	Dacre Son & Hartley	A2	n/a	n/a	
Bondgate	Christopher Little & Co	A2	n/a	n/a	
Bondgate	Chevin Designs	A1	Comp	Ind	
Bondgate	Atrium LXI	A1	Comp	Ind	



Bondgate	Bamboo Rooms	SG	n/a	n/a	
Bondgate	Fire Station	SG	n/a	n/a	
Bondgate	Kwik Fit	B2	n/a	n/a	
Bondgate	Sainsbury's	A1	Comp	Key	
Bondgate	Uncle Joes	A5	n/a	n/a	
Bondgate	Dowgill House	C1	n/a	n/a	
Bondgate	Chippendale Café and Tea Rooms	A3	n/a	n/a	
Bondgate	Top Dry Cleaners	A1	Comp	ind	
Station Road	Blue Octopus	A2	n/a	n/a	
Station Road	Bowman Fireplaces	B1	n/a	n/a	
Station Road	Wok Away	A5	n/a	n/a	
Station Road	Glide + Slide	A1	Comp	ind	
Station Road	Greenholme Flooring	A1	Comp	ind	
Station Road	Club Energy	D2	n/a	n/a	
Station Road	Kelida	B1	n/a	n/a	
Candleworks Yard	Sowdens	A1	Comp	Ind	
Candleworks Yard	Beech Hill	B1	n/a	n/a	
Candleworks Yard	Hargreaves And Auty	B1	n/a	n/a	
Candleworks Yard	Yody Motors	B1	n/a	n/a	
Candleworks Yard	Otley Lawnmowers	B1	n/a	n/a	
Westgate	The Fleece	A4	n/a	n/a	
Westgate	Monkey Puzzle	D1	n/a	n/a	
Westgate	Westgate Surgey	D1	n/a	n/a	
Westgate	Waitrose	A1	Conv	key	
Westgate	The Westgate Barber	A1	comp	ind	
Westgate	No 54	A5	n/a	n/a	
Westgate	Best Kebab	A5	n/a	n/a	
Westgate	Cross Pipes PH	n/a	n/a	n/a	Vacant (Refurb)
Westgate	Patisserie Viennoise	A1	Conv	ind	
Westgate	Tax Assist	A2	n/a	n/a	
Westgate	Paleys	A1	comp	ind	
Westgate	Physiologic	D1	n/a	n/a	
Westgate	Beech Hill Church	D1	n/a	n/a	
Westgate	Endless Hair	n/a	n/a	n/a	Vacant
Westgate	Little Munchkins	A1	comp	ind	
Westgate	Harriets	A1	comp	reg	
Westgate	Soft Options	A1	comp	ind	
Westgate	Black Horse PH	A4	n/a	n/a	
Westgate	GR Autoparts	A1	comp	reg	
Westgate	Pinecraft	A1	comp	Ind	
Westgate	Bowman Home Improvements	n/a	n/a	n/a	Vacant
Westgate	Dragon City	A5	n/a	n/a	
Westgate	Gordion	A2	n/a	n/a	



Westgate	Toyland	A1	comp	Reg	
Westgate	Falcon Social Club	A4	n/a	n/a	
Westgate	Lunds Carpets	n/a	n/a	n/a	Vacant
Westgate	Digital Activities	A1	comp	Ind	
Westgate	Wharfedale Practice	D1	n/a	n/a	
Westgate	Buttercups	D1	n/a	n/a	
Westgate	Courtyard Planters	A1	comp	Ind	
Westgate	Taylors	n/a	n/a	n/a	Vacant
Westgate	Arturos	A3	n/a	n/a	
Bay Horse Court	Chevin Books	A1	comp	Ind	
Bay Horse Court	3 Dimensions	A1	comp	Ind	
Bay Horse Court	Hello Darling	B1	n/a	n/a	
Bay Horse Court	Stead and Co	A2	n/a	n/a	
Bay Horse Court	Beauty Within	SG	n/a	n/a	
Bay Horse Court	Vintage Squirrel	A1	comp	ind	
Bay Horse Court	Nostalgia	A3	n/a	n/a	
Bay House Court	Gaynor Coward	D2	n/a	n/a	
Bay House Court	Rachel Michael	A1	comp	Ind	
Market Place	Weegmans	A1	comp	Ind	
Market Place	Bay Horse PH	A4	n/a	n/a	
Boroughgate	plantsdotcom	A1	comp	ind	
Boroughgate	Puffin Pottery	A1	comp	ind	
Boroughgate	Paint It	A1	comp	ind	
Boroughgate	ECK Vapours	A1	Conv	reg	
Boroughgate	Goods Funeral Service	A1	comp	mult	
Boroughgate	SB	A1	Conv	ind	
Boroughgate	Skipton Building Soc	A2	n/a	n/a	
Boroughgate	Chevin Health Store	n/a	n/a	n/a	Vacant
Boroughgate	Grade 1	A1	comp	ind	
Boroughgate	Methodist Church	n/a	n/a	n/a	Vacant
Boroughgate	Wesley Hall	D1	n/a	n/a	
Boroughgate	Mr Blings	n/a	n/a	n/a	Vacant
Boroughgate	Underground Bakery	A1	Conv	ind	
Boroughgate	Tailored Dog Grooming	SG	n/a	n/a	
Boroughgate	Tormore Guest House	C1	n/a	n/a	
Boroughgate	No. 56	n/a	n/a	n/a	Vacant
Boroughgate	Maypole Food Bar	n/a	n/a	n/a	Vacant
Boroughgate	Otley Tap House	A4	n/a	n/a	
Boroughgate	White Swan PH	A4	n/a	n/a	
Boroughgate	Roadrunner	A1	comp	ind	
Boroughgate	Shadow Brewing	A4	n/a	n/a	
Boroughgate	Cucina	A3	n/a	n/a	
Boroughgate	Oxfam	A1	comp	mult	
Boroughgate	Little Corner of the World	A3	n/a	n/a	



Boroughgate	Butterfly Rose	A1	comp	Ind	
Boroughgate	Beauty Box	SG	n/a	n/a	
Boroughgate	Ottas Leah	A3	n/a	n/a	
Boroughgate	JB Wilkinson	A1	comp	Reg	
Boroughgate	For The Home	A1	comp	Ind	
Boroughgate	Easy Location	A2	n/a	n/a	
Boroughgate	Rest Assured	B1	n/a	n/a	
Boroughgate	Mind	A1	comp	mult	
Boroughgate	Otley Dental Centre	D1	n/a	n/a	
Boroughgate	Otley Conservative Club	A4	n/a	n/a	
Cross Green	Colman Tyres	A1	comp	Ind	
Cross Green	Rowanway	B1	n/a	n/a	
Cross Green	Denton	B1	n/a	n/a	
Cross Green	Second World War Experience	D1	n/a	n/a	
Cross Green	Jenni's Dresser	A1	comp	Ind	
Cross Green	Maypole Fisheries	A5	n/a	n/a	
Cross Green	Angling & Country Sports	A1	comp	Ind	
Cross Green	Denton Cars Com	SG	n/a	n/a	
Cross Green	ASDA	A1	Conv	mult	
Cross Green	Rachels Made To Measure	A1	comp	Ind	
Cross Green	No. 33-35	n/a	n/a	n/a	Vacant
Cross Green	Co Op Funerals	A1	comp	mult	
Cross Green	Cross Green Vet	D1	n/a	n/a	
Cross Green	Otley Childrens Centre	D1	n/a	n/a	
Cross Green	Cross Green Chapel Hall	D1	n/a	m/a	
Cross Green	JW.ORG	D1	n/a	n/a	
Garnett Street	Otley Civic Centre	n/a	n/a	n/a	Vacant
Market Street	Isca	A1	comp	Ind	
Market Street	Siam Fusion Massage	D1	n/a	n/a	
Market Street	Fink Eyewear	A1	comp	Ind	
Market Street	Silk Sisters	A1	comp	Ind	
Market Street	Allsorts	n/a	n/a	n/a	Vacant
Orchard Gate	Thomas's Tavern	A4	n/a	n/a	
Market Street	JR Sports	A1	comp	Ind	
Orchard Gate	Cats Protection	A1	comp	mult	
Market Street	Ison Harrison	A2	n/a	n/a	
Market Street	Orchard Florist	A1	comp	Ind	
Orchard Gate	11	A1	Conv	Ind	
Orchard Gate	Bus Station Kiosk	A1	Conv	ind	
Market Street	O'Fresh	A1	Conv	Ind	
Market Street	Fusion Game Xchange	A1	comp	Ind	
Market Street	Ethical Jewellers	A1	comp	Ind	
Market Street	Geo Middlemiss	A1	comp	Ind	
Market Street	Mounseys	A1	comp	Ind	



Market Place	Black Bull PH	A4	n/a	n/a	
Market Place	Superdrug	A1	comp	Key	
Market Place	Greggs	A1	comp	mult	
Market Place	William Hill	SG	n/a	n/a	
Market Place	Ramsdens	A1	comp	mult	
Market Place	Bookshop on the Square	A1	comp	Ind	
Market Place	Nicole Bowden	A1	comp	Ind	
Market Place	Hardisty	n/a	n/a	n/a	Vacant
Market Place	T.O.P. Nails	A1	comp	Ind	
Market Place	Leeds House	A3	n/a	n/a	
Market Place	Fultons	n/a	n/a	n/a	Vacant
New Inn Court	St Gemma's	A1	comp	Reg	
New Inn Court	Peek A Boo	A1	comp	Ind	
New Inn Court	Aura Jewellers	A1	comp	Ind	
New Inn Court	Rumblin Tum	A3	n/a	n/a	
New Inn Court	Chevin Health Store	A1	comp	Ind	
New Inn Court	Courtyard Barber	A1	comp	ind	
New Inn Court	Gifted Angel	A1	comp	ind	
New Inn Court	Rosie JFlo's	A1	comp	ind	
Bridge Street	R Sykes	SG	n/a	n/a	
Bridge Street	Next to R Sykes	n/a	n/a	n/a	Vacant
Bridge Street	Otley Show Office	B1	n/a	n/a	
Bridge Street	Chevin Physio	D1	n/a	n/a	
Bridge Street	Otley Bridge Church	D1	n/a	n/a	
Bridge Street	Horse & Farrier	C1	n/a	n/a	
Bridge Street	Chevin Medical Practice	D1	n/a	n/a	
Bridge Street	Bridge St Dental	D1	n/a	n/a	
Bridge Street	Esquire et Cie	A1	comp	ind	
Bridge Street	Jewel of India	A3	n/a	n/a	
Bridge Street	Cohens Chemist	A1	comp	mult	
Courthouse Street	Dales Veterinary	D1	n/a	n/a	
Courthouse Street	The Courthouse	D2	n/a	n/a	
Courthouse Street	DNA Audio	A1	comp	ind	
Courthouse Street	Artworks	A1	comp	ind	
Courthouse Street	Miss Muffets	A1	comp	ind	
Courthouse Street	Christine Mawson Hair	A1	comp	ind	
Manor Square	Cabello	A1	comp	ind	
Manor Square	Dodgshons	A1	comp	ind	
Manor Square	Somlee	SG	n/a	n/a	
Manor Square	Cut it, Style it, Love it	n/a	n/a	n/a	Vacant
Bridge Street	Savage Crangle	A2	n/a	n/a	
Manor Square	WRM	A2	n/a	n/a	
Manor Square	Next to Cannine Health	n/a	n/a	n/a	Vacant
Manor Square	Stew and Oyster	n/a	n/a	n/a	Vacant



Manor Square	Milk Bar	A3	n/a	n/a	
Manor Square	Solo	A1	comp	ind	
Manor Square	Manor Square Dentist	D1	n/a	n/a	
Manor Square	FM Lister	A2	n/a	n/a	
Manor Square	Barclays	n/a	n/a	n/a	Vacant
Manor Square	Canine Health	A1	comp	ind	
Manor Square	Hug on a Tray	A1	comp	ind	
Manor Square	Nam Jai Thai	A3	n/a	n/a	
Manor Square	Sift	A3	n/a	n/a	
Manor Square	Nat West	n/a	n/a	n/a	Vacant
Manor Square	Rummage	n/a	n/a	n/a	Vacant
Manor Square	Arundel Travel	A1	comp	ind	
Kirkgate	Halifax	A2	n/a	n/a	
Kirkgate	Specsavers	A1	comp	mult	
Kirkgate	Pinecraft	A1	comp	ind	
Kirkgate	Ladbrookes	n/a	n/a	n/a	Vacant
Kirkgate	Cutting Crew	A1	comp	ind	
Kirkgate	Coplands	A1	Conv	mult	
Kirkgate	Althams	A1	comp	Reg	
Kirkgate	The Mandini	A3	n/a	n/a	
Kirkgate	Woolletts	A1	comp	Ind	
Kirkgate	Cohens chemist	A1	comp	mult	
Kirkgate	Antalya	A1	comp	Ind	
Kirkgate	Bargain Booze	A1	Conv	reg	
Kirkgate	Red Lion PH	A4	n/a	n/a	
Kirkgate	Whitakers PH	A4	n/a	n/a	
Kirkgate	E Cigarette Zone	A1	Conv	reg	
Kirkgate	Halo	A1	comp	ind	
Kirkgate	Cranberry	A3	n/a	n/a	
Kirkgate	British Heart Foundation	A1	comp	mult	
Kirkgate	Cancer Research	A1	comp	mult	
Kirkgate	PDSA	A1	comp	mult	
Kirkgate	20p shop	A1	comp	ind	
Kirkgate	Yorkshire Bank	n/a	n/a	n/a	Vacant
Kirkgate	The Rookery	A4	n/a	n/a	
Kirkgate	Best Kebab	n/a	n/a	n/a	Vacant
Kirkgate	A Teale	A1	comp	ind	
Kirkgate	Boots	A1	comp	key	
Kirkgate	Yorkshire Trading Co	A1	comp	reg	
Kirkgate	Costa Coffee	A3	n/a	n/a	
Kirkgate	JBM Bargains	A1	comp	ind	
Kirkgate	Tapas and Tunes	A3	n/a	n/a	
Kirkgate	Dale Eddison	A2	n/a	n/a	
Kirkgate	Hunters	A2	n/a	n/a	



Kirkgate Arcade	Yorkshire Hampers	A1	comp	Reg	
Kirkgate Arcade	BEKs	A1	comp	Ind	
Kirkgate Arcade	Sweet Treats	A1	Conv	Ind	
Kirkgate Arcade	Antiques Collectables	A1	comp	Ind	
Kirkgate Arcade	Just Cuts	A1	comp	Ind	
Kirkgate Arcade	Otley Watch & Clock Repairs	A1	comp	Ind	
Kirkgate Arcade	Motorcycle Shop	A1	comp	Ind	
Kirkgate Arcade	Kadiance	SG	n/a	n/a	
Kirkgate Arcade	Get Ya Hair Cut	A1	comp	Ind	
Kirkgate Arcade	In Punc	A1	comp	Ind	
Kirkgate Arcade	Gemporium	A1	comp	Ind	
Kirkgate Arcade	Kirkgate Jewellers	A1	comp	Ind	
Kirkgate Arcade	Prima Blinds	A1	comp	Ind	
Kirkgate Arcade	Java Café	A3	n/a	n/a	
Kirkgate Arcade	Radiance	A1	comp	Ind	
Mercury Row	Ammo Box	A1	comp	Ind	
Mercury Row	Snack Bar	A3	n/a	n/a	
Mercury Row	Newstead & Walker	A2	n/a	n/a	
Mercury Row	Chevin Barber	A1	comp	Ind	
Mercury Row	Love 4 Bags	A1	comp	Ind	
Mercury Row	Antique Boutique	A1	comp	Ind	
Mercury Row	Womalds	B2	n/a	n/a	
Mercury Row	Il Vicoletto	A3	n/a	n/a	
Mercury Row	Lions Bookshop	A1	comp	Ind	
Newmarket	Otley Osteopath	D1	n/a	n/a	
Newmarket	Café Cafe	A3	n/a	n/a	
Newmarket	Studio 7	A1	comp	ind	
Newmarket	Music Box	A1	comp	ind	
Newmarket	Two For Joy	SG	n/a	n/a	
Newmarket	Red Pepper	A3	n/a	n/a	
Newmarket	Otley Tavern	A4	n/a	n/a	
Newmarket	O'Deli	A1	conv	ind	
Newmarket	Ivy Red	A1	comp	ind	
Newmarket	Traditional Sweet Shop	A1	conv	ind	
Newmarket	Imperio Pizza	A5	n/a	n/a	
Newmarket	Cranbourne accountants	A2	n/a	n/a	
Newmarket	The Curious Hop	A1	comp	ind	
Newmarket	The Kouzina	A5	n/a	n/a	
Newmarket	Gloucesters	A3	n/a	n/a	
Newmarket	Chez Vin	A1	conv	ind	
Newmarket	Hair@26	A1	comp	ind	
Newmarket	Debutante	A1	comp	ind	
Newmarket	Yorkshire Orthodontist	D1	n/a	n/a	
Newmarket	Churchill Chairs	A1	comp	reg	



Orchard Gate	Little Battery Shop	A1	comp	ind	
Orchard Gate	Groove Pad	A4	n/a	n/a	
Orchard Gate	Shoecraft	A1	comp	ind	
Orchard Gate	Otley Town Council	B1	n/a	n/a	
Orchard Gate	Fave	A3	n/a	n/a	
Orchard Gate	Like Nana Did	A1	comp	Ind	
Orchard Gate	Café Vergano	A3	n/a	n/a	
Orchard Gate	Card Factory	A1	comp	Reg	
Orchard Gate	Petwise	A1	comp	Ind	
Orchard Gate	M&Co	A1	comp	mult	
Orchard Gate	Coffee Station	A1	conv	Ind	
Orchard Gate	Blinok	A3	n/a	n/a	
Orchard Gate	Otley Mobiles	A1	comp	Ind	
Orchard Gate	The Orchard Florist	A1	comp	Ind	
Wesley Street	Browns Gallery	A1	comp	Ind	
Wesley Street	Winpenny Photography	B1	n/a	n/a	
Wesley Street	Fusion Private Hire	SG	n/a	n/a	
Wesley Street	Raffertys Café	A3	n/a	n/a	

**CAR PARKING**

Name:	Walkergate Mews
On Street/ Car Park:	Car Park (On Street)
Total Spaces:	75
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	75
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	0
Vacant Spaces on Saturday 13th August 2022	4
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	2

Name:	Otley North Parade
On Street/ Car Park:	Car Park
Total Spaces:	92
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	87
Disabled Spaces:	5
Vacant Spaces on Wednesday 10th August 2022	23
Vacant Spaces on Friday 12th August 2022	14
Vacant Spaces on Saturday 13th August 2022	26
Vacant Spaces on Monday 31st October 2022:	44
Vacant Spaces on Friday 4th November 2022:	12
Vacant Spaces on Saturday 5th November 2022:	36

Name:	Sainsburys
On Street/ Car Park:	Car Park
Total Spaces:	230
Short Stay Spaces: (4 hours and under)	220
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	10
Vacant Spaces on Wednesday 10th August 2022	38
Vacant Spaces on Friday 12th August 2022	44
Vacant Spaces on Saturday 13th August 2022	35
Vacant Spaces on Monday 31st October 2022:	49
Vacant Spaces on Friday 4th November 2022:	29
Vacant Spaces on Saturday 5th November 2022:	9



Name:	Burras Lane
On Street/ Car Park:	Car Park
Total Spaces:	38
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	38
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	0
Vacant Spaces on Saturday 13th August 2022	2
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	2

Name:	Beech Hill
On Street/ Car Park:	Car Park
Total Spaces:	78
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	76
Disabled Spaces:	2
Vacant Spaces on Wednesday 10th August 2022	34
Vacant Spaces on Friday 12th August 2022	5
Vacant Spaces on Saturday 13th August 2022	14
Vacant Spaces on Monday 31st October 2022:	30
Vacant Spaces on Friday 4th November 2022:	31
Vacant Spaces on Saturday 5th November 2022:	32

Name:	Westgate
On Street/ Car Park:	Car Park
Total Spaces:	37
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	37
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	0
Vacant Spaces on Saturday 13th August 2022	0
Vacant Spaces on Monday 31st October 2022:	1
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	4



Name:	Court House
On Street/ Car Park:	Car Park
Total Spaces:	59
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	55
Disabled Spaces:	4
Vacant Spaces on Wednesday 10th August 2022	24
Vacant Spaces on Friday 12th August 2022	5
Vacant Spaces on Saturday 13th August 2022	26
Vacant Spaces on Monday 31st October 2022:	14
Vacant Spaces on Friday 4th November 2022:	12
Vacant Spaces on Saturday 5th November 2022:	22

Name:	Asda
On Street/ Car Park:	Car Park
Total Spaces:	52
Short Stay Spaces: (4 hours and under)	49
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on Wednesday 10th August 2022	29
Vacant Spaces on Friday 12th August 2022	34
Vacant Spaces on Saturday 13th August 2022	20
Vacant Spaces on Monday 31st October 2022:	24
Vacant Spaces on Friday 4th November 2022:	13
Vacant Spaces on Saturday 5th November 2022:	12

Name:	Mill Lane
On Street/ Car Park:	Car Park
Total Spaces:	52
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	46
Disabled Spaces:	6
Vacant Spaces on Wednesday 10th August 2022	6
Vacant Spaces on Friday 12th August 2022	0
Vacant Spaces on Saturday 13th August 2022	15
Vacant Spaces on Monday 31st October 2022:	34
Vacant Spaces on Friday 4th November 2022:	16
Vacant Spaces on Saturday 5th November 2022:	17



Name:	Waitrose
On Street/ Car Park:	Car Park
Total Spaces:	218
Short Stay Spaces: (4 hours and under)	206
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	12
Vacant Spaces on Wednesday 10th August 2022	69
Vacant Spaces on Friday 12th August 2022	91
Vacant Spaces on Saturday 13th August 2022	114
Vacant Spaces on Monday 31st October 2022:	116
Vacant Spaces on Friday 4th November 2022:	63
Vacant Spaces on Saturday 5th November 2022:	40

Name:	Court House Street
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	1
Vacant Spaces on Saturday 13th August 2022	4
Vacant Spaces on Monday 31st October 2022:	1
Vacant Spaces on Friday 4th November 2022:	1
Vacant Spaces on Saturday 5th November 2022:	1

Name:	Manor Square
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
Vacant Spaces on Wednesday 10th August 2022	2
Vacant Spaces on Friday 12th August 2022	3
Vacant Spaces on Saturday 13th August 2022	1
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	2



Name:	Burras Lane
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	8
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	1
Vacant Spaces on Saturday 13th August 2022	2
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	4

Name:	Charles Street
On Street/ Car Park:	On Street
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	9
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	1
Vacant Spaces on Friday 12th August 2022	1
Vacant Spaces on Saturday 13th August 2022	1
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	1
Vacant Spaces on Saturday 5th November 2022:	0

Name:	Nelson Street
On Street/ Car Park:	On Street
Total Spaces:	15
Short Stay Spaces: (4 hours and under)	11
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on Wednesday 10th August 2022	1
Vacant Spaces on Friday 12th August 2022	4
Vacant Spaces on Saturday 13th August 2022	2
Vacant Spaces on Monday 31st October 2022:	2
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	5



Name:	Boroughgate (Disabled)
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces on Wednesday 10th August 2022	2
Vacant Spaces on Friday 12th August 2022	0
Vacant Spaces on Saturday 13th August 2022	1
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	0

Name:	Manchester Square
On Street/ Car Park:	On Street
Total Spaces:	16
Short Stay Spaces: (4 hours and under)	16
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	2
Vacant Spaces on Friday 12th August 2022	1
Vacant Spaces on Saturday 13th August 2022	1
Vacant Spaces on Monday 31st October 2022:	1
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	2

Name:	Boroughgate
On Street/ Car Park:	On Street
Total Spaces:	32
Short Stay Spaces: (4 hours and under)	30
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on Wednesday 10th August 2022	10
Vacant Spaces on Friday 12th August 2022	17
Vacant Spaces on Saturday 13th August 2022	11
Vacant Spaces on Monday 31st October 2022:	8
Vacant Spaces on Friday 4th November 2022:	8
Vacant Spaces on Saturday 5th November 2022:	9



Name:	Kirkgate
On Street/ Car Park:	On Street
Total Spaces:	9
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	1
Vacant Spaces on Saturday 13th August 2022	1
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	0
Vacant Spaces on Saturday 5th November 2022:	2

Name:	Station Road
On Street/ Car Park:	On Street
Total Spaces:	11
Short Stay Spaces: (4 hours and under)	11
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	6
Vacant Spaces on Saturday 13th August 2022	1
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	1
Vacant Spaces on Saturday 5th November 2022:	0

Name:	Bondgate
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	6
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on Wednesday 10th August 2022	0
Vacant Spaces on Friday 12th August 2022	0
Vacant Spaces on Saturday 13th August 2022	0
Vacant Spaces on Monday 31st October 2022:	0
Vacant Spaces on Friday 4th November 2022:	1
Vacant Spaces on Saturday 5th November 2022:	0



BUSINESS INTERVIEWS

HOW HAS YOUR BUSINESS PERFORMANCE BEEN IN THE LAST 12 MONTHS?

- It has dropped. We only opened 4 weeks before Covid and stayed open the whole time. Therefore as we have not had a 'proper' trading year we don't really know what to expect!
- We did ok during the pandemic due to home deliveries and the fact we stocked flour etc.
- Once everyone has gone back to work Trade has dropped. We had to lay off one member of staff over the Christmas period.
- Alright, wholesale has been up and down due to post covid.
- Retail is as good as ever
- It has been a rollercoaster. Habits have changed since Covid and now the Financial Crisis. Clients come in less often, people can do their own hair (they think) or they miss a session to save money.
- Happy, we have continued to be steady for the past 20 years. We are unique and offer what people need.
- Good, currently in busier times. Open at lunchtimes, it used to be busy then but now a bit quieter. Lunchtimes are busy at weekends.
- Trading in the town centre is hard with constant worries over costs, especially in the wider economic context
- It's been hard work but still here. The summer was good with lots of community music groups using the studio.

DO YOU HAVE ANY PREDICTIONS IN TERMS OF YOUR BUSINESS PERFORMANCE OVER THE NEXT 12 MONTHS?

- Otley is a great community so we are hopeful. We know we are going to struggle, costs have gone up and people are watching their pennies. We have to watch and wait as we have no idea of 'normal'
- Not optimistic. Expecting a tough year. It's not a business that people need – people are worried about cash flow
- Steady, depends on Financial situation, people will probably leave it longer between haircuts.
- It's quiet at the moment. Interviewee ran a Barbers Members Club with over 9000 members and the general consensus is that things will remain quiet. Been in the trade 39 years and had a shop 8.5 years and it's the most difficult time known. In the last 12 months 2 shops have closed with clients coming across.
- Expect it to continue to be steady.
- Not too sure, expecting price hikes over the coming months which might affect the number of customers. Worried for January, if price hikes kick in might have to let some staff go.



- Would like a bit of breathing space, we are currently applying for funding bids to run projects in the community.
- We still have to pay overheads – have to train up young staff for example. We do have good numbers attending groups, e.g. Instrumental groups.
- Businesses are wary about the future due to the wider economic climate

HOW WOULD DESCRIBE YOUR CUSTOMER BASE?

On the Premises

- All age groups, as been in Otley so long know the dynamics of customers. For example, Pensioners on Tuesdays due to Market. Monday is quiet day in town so offers for children under 11.
- Bars and restaurants call every day – we also deliver.
- 97% of our customers come to the shop. Majority are between 30 and 50, families and also the retired.
- Mixed, old and young.
- We have regular customers that come in regularly, we also have passing trade. A lot of custom comes from word of mouth.
- We have lots of retired people.
- As craft Brewery more older crowd but a mix of men and women. Locals and Visitors are the main clients to the bar and travel from within 5 miles. Jan and Feb quiet but Music Night was hugely successful.

Online

- Not much done online, although we do offer Click and Collect. Have also joined 'ShopOtley'.
- Click and collect and home deliveries continue to be very popular.
- All trade is done in person.
- We don't sell off the website but use it to promote the business.
- Do lots via Facebook, not sure on the success but notice drop in customers if don't do anything.
- We do have a website, we started doing online classes during lockdown and it really worked, we have 30 people in our ukulele orchestra, of which 15 are from outside the UK.

Weekday vs Weekends

- Weekends its families, weekdays it's the retired.
- Weekdays tend to be retired people and younger families, mums on school run etc. Lunchtime workers. Weekend tends to be once a week customers.
- Thursday is the busiest day. People think its Saturday so tend to book Thursdays, however that's purely perception. Have lots of walk-ins on Saturdays which props up business.
- Weekend we tend to get people asking for workwear shoes.
- Weekends we tend to see anyone, its party mode, we do private parties, tribute bands, music nights – we tend to attract people from outside the area.
- During the week we are busy with business meetings, women meeting friends and having lunch and older couples eating out.

Different Times of Year?

- Not sure as yet, too early to say.
- Mixed, holiday periods e.g. Christmas busy. Jan quiet but bread always sells.
- Highs before school holidays, lows after. Highs before Xmas



<ul style="list-style-type: none"> • Back to school is our busiest time of the year.
<ul style="list-style-type: none"> • Difficult to say, we rarely use Social Media or pay for sponsored posts but do use posters to attract customers different times of the year.
<ul style="list-style-type: none"> • Quiet time July and September, Busy in August, January and February.
General
<ul style="list-style-type: none"> • Good regular client base. Saturday busiest. Footfall down after Covid but trade up as diversified. Otley does not pull in outsiders like Otley and Harrogate. Retired with reasonable disposable income. Younger families middle class starting to see more of. New people moving into town. December paramount.
<ul style="list-style-type: none"> • Weekdays its retired and young mums whilst the weekend it is families or those 'once a week' visitors

DO YOU THINK THE CUSTOMER BASE IN OTLEY HAS CHANGED OVER THE PAST FEW YEARS?

<ul style="list-style-type: none"> • Lot of new to Otley residents are going into the bar. Sunday afternoons are busier than Friday.
<ul style="list-style-type: none"> • We are too new to notice a change.
<ul style="list-style-type: none"> • We benefit from a passing trade and a loyal customer base
<ul style="list-style-type: none"> • Had older people with us since we opened, now attracting younger families due to the new houses.
<ul style="list-style-type: none"> • Since Covid have seen the expansion of foreign barbers, this has meant we have lost some of our younger clients to them. This is due to the fact that they offer 'Skin Fade', a certain type of cut which they advertise. However have noticed that they are starting to come back.
<ul style="list-style-type: none"> • Not for us, our customer base has remained static.
<ul style="list-style-type: none"> • No, Otley is quieter now, even on Market days. Otley Council seem to be attracting cheap/charity shops which brings out the cheap shoppers, need more high-end shops to attract the right customers.
<ul style="list-style-type: none"> • Yes, bands from Ilkely now come to Otley, they didn't 15 years ago, attracts new customers.

WHAT TYPE OF CUSTOMER WOULD YOU LIKE TO SEE ATTRACTED TO OTLEY?

<ul style="list-style-type: none"> • Anybody. People who can spend money!
<ul style="list-style-type: none"> • Difficult to say, Otley isn't like Ilkley or Harrogate. We don't have ladies who lunch who have money.
<ul style="list-style-type: none"> • Anyone
<ul style="list-style-type: none"> • We are happy with the type of customer who currently come to Otley, customers from far and wide come to see us.
<ul style="list-style-type: none"> • Need younger people/people with money. Trying to get younger people in but it's not working. For example, we thought Otley Live would be similar to Camden Locks, attracting edgy/younger people. However, same old bands/people were invited to attend so no one attended. Could have made a massive splash of it with younger people bringing more people into the area.
<ul style="list-style-type: none"> • Should look at Harrogate as an example.
<ul style="list-style-type: none"> • Young people. Customers tend to stick around for 2/3 years and then move on. People came back to us during Covid, e.g. the choir – but expect them to move on.



- Younger generation. Young families moving into new housing in the area

DO THE VARIOUS EVENTS IN OTLEY HAVE AN IMPACT ON YOUR BUSINESS?

- Events at their end of town are very useful
- For town/the community all events are positive. The Victorian Fair we opened when we are normally shut and did very well. We joined in the window displays and will do anything to support the community.
- We participate in some of them. Cycle race (TDF?) very popular as started/finished outside the shop. Town packed for Victorian market although we didn't open for it.
- Yes, very much so. Have participated in the Snowman Trail, Christmas Window, Jubilee and Poppy events and all have resulted in an increase in business. It's nice to be part of the community – more than a barbers.
- However, very concerned about Banks in Otley, will have a major on business.
- The Tour De France destroyed our business, record lowest day for sales. Otley show, Carnival – we tend to lose our customer base.
- We opened for the Victorian Fair to be part of the community but didn't make any money – just covered costs.
- Carnival – dead – worst day trading ever.
- Coffee at the Church – asked businesses to do a deal, this affected us as we supplied food but then didn't get any trade.
- Otley Show – this saw an increase in trade – was very busy.
- Snowman Trail/Christmas Window – participating but not sure of how effective.
- We need different customers, not the same type.
- Need to listen to businesses, not just those who control the finances. Should do something like Fake Festival – Otley was rammed – need this in the Town Centre.
- Events in the town are good for the town, don't really have too much of an impact on us. We don't have a window so can't join in the window displays and we are not involved in the Victorian Fair.
- Good trade on Victorian Fayre. Good on a Sunday rather than a Friday when there were parking restrictions. Hope it stays. One event brings something to the business. The key is to ensure these people want to return to Otley on normal days