



PEOPLE & PLACES
Insight

TOWN BENCHMARKING



OTLEY

2024 REPORT

MIKE KING
PEOPLE AND PLACES INSIGHT DIRECTOR
MIKE.KING@PEOPLE-PLACES.CO.UK



EXECUTIVE SUMMARY

GENERAL

Commercial Offer

- Mirroring the National average, A1 Shops (48%) make up the majority of the ground floor units in Otley followed by A3 Restaurants and Cafes (11%) and D1 Non-Residential Institutions (9%)
- 87% of the A1 Shops mainly sell Comparison goods, identical to the National average.
- Three quarters of the A1 Shops in Otley are unique to the town centre, 14% higher than the National average.
- 15 Traders were present at the Friday Market, higher than the National Small Towns (10) average.

Footfall

- On the Friday Market Day, Footfall (160 persons per ten minutes) in the busiest location (Kirkgate, Straight Line from Kirkgate Arcade Entrance across the Road) is 15% lower than the 2023 average but higher than the 2020, 2021 and 2023 figures and 30% increase on the National average.

Trading

- As in previous evaluations, Businesses reported that 'Saturday' was the Busiest Trading Day of the Week, however the figure of 35% is a drop from 51% in 2020 and 48% in 2021. 29% of Businesses stated that 'Friday' was the Busiest Trading Day.
- When Businesses were asked to provide a numerical figure ranging from 10 (High) to 1 (Low), relating to how likely they would be to recommend setting up a Business in Otley, the average score was 6.

Town Centre Users

- 39% of those Town Centre Users interviewed were Non-Residents but lived within a 30-minute drive of Otley.
- 48% of the random sample of Town Centre Users stopped in Otley were aged 'Over 56'.
- 37% of those Town Centre Users interviewed Face-to-Face were in 'Full-Time Employment', whilst reflecting the Age Question analysis 33% were 'Retired'.
- 41% of those Town Centre Users interviewed Face-to-Face were in Otley for 'Work', whilst 13% for 'Convenience Shopping' and 11% 'Market(s)'.
- 35% of all those interviewed Face-to-Face reported that they would stay 'All Day' whilst 24% stated that they would be in Otley for '1-2 Hours' and 20% for '2-4 Hours'. 68% of those who were in Otley for 'Work' indicated that they would be in the Town Centre 'All Day', whilst 80% of 'Visitors' (Non-Workers) stated that they would be in Otley for 'Over 2 hours'.
- In terms of 'Workers', customer spend was lower 68% reporting a figure of '£0.01-£10.00'.
- 'Car' (42%), 'On Foot' (26%) and 'Bus' (22%) were the most popular modes of Transport to visit Otley Town Centre.
- 91% of those interviewed reported that they would visit the 'Town Centre' on their visit with 17% the 'Riverside' and 15% 'The Chevin'. 32% of 'Visitors (Non-Workers) stated that they would also visit 'Otley Chevin' and the same figure 'The Riverside' on their visit to the Town Centre.



Car Parking

- Vacancy rates in the car parks on Market Day (12%), Non-Market Day (26%) and Saturday (8%) in Autumn 2024 were the lowest recorded since Benchmarking evaluations started in Otley. The Saturday average has dropped significantly from the 33% recorded in 2020.

POSITIVE

Visit Recommendation

- Impressively, when asked On a Scale of 10 (High) to 1 (Low) how likely Town Centre Users would be to recommend a visit to Otley the average score was 9 out of 10.

Footfall

- Saturday Footfall in Otley, 205 persons per ten minutes in the busiest location (Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road) was the highest figure recorded at the weekend since Benchmarking began in the Town Centre and a 23% increase on the 2023 average.
- Non-Market Day Footfall was the highest recorded in Otley with an average of 130 persons per ten minutes.

Vacancy Rates

- The vacancy rate in Otley (7%) is the lowest since Town Benchmarking started in Otley in 2020 and 2% lower than the National average.

Customer Spend

- 38% of Business respondents reported that the Average Transaction from Face-To-Face Customers on their premises was 'More than £20.00'.
- Augmenting the Business Survey, 28% of those interviewed Face to Face reported that they would spend over £20.01 on their visit to Otley Town Centre.
- 'Tourists' (Non-Workers) were likely to spend more with 33% reporting 'More than £50.00', compared to 0% for 'Workers', 8% 'Overall' and 21% 'Visitors' (Non-Workers).

Regular Customers

- Over three-quarters of those interviewed in Otley Town Centre reported that they visited Otley Town Centre at least Once a Week. Regular customers include both Resident and Non-Resident Workers, the latter contributing to the Town Centre economy during the day.
- Regular Visitors and Tourists contribute spend to the daytime economy.

Potential Customers

- As in previous Otley Benchmarking Evaluations and the National averages (74%), the majority of Businesses classed 'Potential Local Customers' as the most positive aspect of trading from the Town Centre.
- 6% of those interviewed in the Town Centre Face-to-Face were 'First Time Visitors'.

Geographical Location

- 64% of Business stated 'Geographical Location' as a positive aspect of trading in Otley Town Centre, 20% higher than in 2021 and 17% higher than the National figure.



Physical Appearance

- 52% of Businesses reported that 'Physical Appearance' was a positive aspect of trading in Otley Town Centre.

Lack of Business Crime

- 89% of Businesses stated that they 'had not suffered' from any Crime over the last 12 months, 16% higher than the National average.

ROOM FOR IMPROVEMENT

Profitability for Businesses

- Over half (52%) of Businesses reported that Profitability had 'Decreased' over the last 12 months, noticeably higher than the 2021 evaluation and 13% higher than the National average.

Business Confidence

- Business Confidence has declined in Otley with 40% indicating that they expected their 'Turnover' to 'Decrease', 25% higher than the 2021 evaluation and 21% higher than the National average.

Transport Links

- Nearly three quarters of Business (73%) respondents reported that 'Transport Links' were a negative aspect of Otley Town Centre, vastly higher than in 2021 (38%) and 2020 (26%) and a 58% increase on the National average. In previous evaluations the issue of 'Traffic Congestion' has been prominent in the qualitative feedback from both Businesses and Town Centre Users.

Car Parking

- 58% of Businesses stated that 'Car Parking' was a negative aspect of the Town Centre, higher than the 2020 and 2021 evaluations and 14% higher than the National figure.
- Qualitative comments from Businesses highlighted the need for more 'Free Parking'.

Competition from the Internet

- 42% of Businesses reported that 'Competition from the Internet' was a negative aspect of operating in Otley.

Evening Economy

- When Businesses were asked to provide a numerical figure ranging from 10 (High) to 1 (Low), relating to how likely they would rate the Evening Economy in Otley the average score was 6.
- Qualitative feedback from the Businesses was the need to 'Increase the number of Restaurants'.

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.

In 2024 Otley Town Council commissioned People and Places Insight Limited to undertake a Full Town Benchmarking Review to measure town centre performance. Town Benchmarking has been conducted in Otley since 2020 in either a Full or Short format. The detailed results of the Town Benchmarking Review can be found in the following report whilst the Executive Summary provides the headline figures.

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 **317** 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 over the last 18 months.



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
- Provide an evidence base for Neighbourhood Plans

Each KPI in a typical Benchmarking Review is collected in a standardized manner as per 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, Weekday Non-Market Day and Saturday from 10.00-13.00 on each day
Car Parking	Audit of total number of spaces and vacancy rate on a Weekday Market Day, Weekday Non-Market Day and Saturday between 11.00-14.00
Business Survey	Hand Delivered to all Businesses in the defined town centre area
Visitors Survey	Face to Face

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 **296** occupied units recorded.

		NATIONAL (%)	OTLEY 2024 (%)	OTLEY 2023 (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
A1	Shops	51	48	50	52	53	53
A2	Financial and Professional Services	13	6	6	6	7	8
A3	Restaurants and Cafes	9	11	10	9	10	10
A4	Drinking Establishments	4	7	7	7	7	6
A5	Hot Food Takeaways	4	3	4	3	4	4
B1	Businesses	3	6	5	5	3	3
B2	General Industrial	1	1	1	1	2	4
B8	Storage and Distribution	0	0	0	0	0	0
C1	Hotels	1	0	1	0	0	0
C2	Residential Institutions	0	0	0	0	0	0
C2A	Secure Residential Institution	0	0	0	0	0	0
D1	Non-Residential Institutions	7	9	9	9	8	6
D2	Assembly and Leisure	1	1	1	1	1	1
SG	Sui Generis	5	6	5	5	5	5

As in the National average, A1 Shops (48%) make up the majority of the ground floor units in Otley followed by A3 Restaurants and Cafes (11%) and D1 Non-Residential Institutions (9%).



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 (%)	OTLEY 2024 (%)	OTLEY 2023 (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
COMPARISON	87	87	91	88	88	90
CONVENIENCE	13	13	9	12	12	10

87% of the A1 Shops mainly sell Comparison goods, identical to the National 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

- Wilkinsons
- 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 (%)	OTLEY 2024 (%)	OTLEY 2023 (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
KEY ATTRACTOR	7	3	3	3	3	3
MULTIPLE	22	12	11	11	11	11
REGIONAL	10	10	11	11	11	11
INDEPENDENT	61	75	75	76	75	75

Three quarters of the A1 Shops in Otley are unique to the town centre, 14% 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 (%)	OTLEY 2024 (%)	OTLEY 2023 (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
VACANCY	9	7	8	9	10	10

The vacancy rate of ground floor units in Otley (7%) is the lowest since Town Benchmarking started in Otley in 2020 and 2% lower than the National average.



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 the 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	OTLEY 2024	OTLEY 2023	OTLEY 2022	OTLEY 2021	OTLEY 2020
TRADERS	10	15	13	13	18	15

15 Traders were present at the Friday Market, higher than 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

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	OTLEY 2024	OTLEY 2023	OTLEY 2022	OTLEY 2021	OTLEY 2020
MARKET DAY	115	160	188	148	147	157
NON-MARKET DAY	107	130	115	102	110	85
SATURDAY	N/A	205	167	150	144	167

On the Friday Market Day, Footfall (160 persons per ten minutes) in the busiest location (Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road) was 15% lower than the 2023 average but higher than the 2020, 2021 and 2023 figures and 30% increase on the National average. Non-Market Day Footfall was the highest recorded in Otley with an average of 130 persons per ten minutes.

Saturday Footfall in Otley, 205 persons per ten minutes in the busiest location (Kirkgate, Straight Line form Kirkgate Arcade Entrance across the Road) was the highest figure recorded at the weekend in the Town Centre and a 23% increase on the 2023 average.



The following tables provide the full detail of each footfall count in 2024.

MARKET DAY-FRIDAY

From Savage Crangle on Bridge Street across to Bay House Court Entrance	
10.30-10.40	48
11.30-11.40	71
12.30-12.40	62
TOTAL	171
AVERAGE	57

Westgate, Straight Line from Beech Hill Car Park across the Road	
10.30-10.40	36
11.30-11.40	33
12.30-12.40	42
TOTAL	111
AVERAGE	37

Boroughgate, Straight Line from Traffic Lights across the road	
10.30-10.40	24
11.30-11.40	59
12.30-12.40	30
TOTAL	113
AVERAGE	38

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the road to Costa	
10.30-10.40	170
11.30-11.40	161
12.30-12.40	150
TOTAL	481
AVERAGE	160

Market Place, Straight Line from Greggs to Leeds House	
10.30-10.40	138
11.30-11.40	163
12.30-12.40	150
TOTAL	451
AVERAGE	150



NON-MARKET DAY

From Savage Crangle on Bridge Street across to Bay House Court Entrance	
10.30-10.40	18
11.30-11.40	24
12.30-12.40	31
TOTAL	73
AVERAGE	24

Westgate, Straight Line from Beech Hill Car Park across the Road	
10.30-10.40	25
11.30-11.40	34
12.30-12.40	49
TOTAL	108
AVERAGE	36

Boroughgate, Straight Line from Traffic Lights across the road	
10.30-10.40	24
11.30-11.40	32
12.30-12.40	50
TOTAL	106
AVERAGE	35

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the road to Costa	
10.30-10.40	98
11.30-11.40	124
12.30-12.40	156
TOTAL	378
AVERAGE	126

Market Place, Straight Line from Greggs to Leeds House	
10.30-10.40	105
11.30-11.40	144
12.30-12.40	140
TOTAL	389
AVERAGE	130



SATURDAY

From Savage Crangle on Bridge Street across to Bay House Court Entrance	
10.30-10.40	58
11.30-11.40	81
12.30-12.40	138
TOTAL	277
AVERAGE	92

Westgate, Straight Line from Beech Hill Car Park across the Road	
10.30-10.40	36
11.30-11.40	57
12.30-12.40	72
TOTAL	165
AVERAGE	55

Boroughgate, Straight Line from Traffic Lights across the road	
10.30-10.40	134
11.30-11.40	121
12.30-12.40	162
TOTAL	417
AVERAGE	139

Kirkgate, Straight Line form Kirkgate Arcade Entrance across the road to Costa	
10.30-10.40	158
11.30-11.40	221
12.30-12.40	236
TOTAL	615
AVERAGE	205

Market Place, Straight Line from Greggs to Leeds House	
10.30-10.40	160
11.30-11.40	187
12.30-12.40	204
TOTAL	551
AVERAGE	184



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 parking facilities is therefore a key element of town centre vitality. An acceptable number of available spaces with a regular, quick turnover for shoppers are 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-street 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 the overall percentage of vacant spaces on a Market Day/Non-Market Day/Saturday in 2020,2021,2022,2023 and 2024 with the latter providing a comparison against the National average.

OVERALL	NATIONAL (%)	OTLEY 2024 (%)
MARKET DAY	27	12
NON-MARKET DAY	33	26
SATURDAY	N/A	8

Vacancy rates in all the car parking provisions in Otley were 15% lower on Market Day than the National Small Towns average

OVERALL	OTLEY 2024 (%)	OTLEY 2023 (%)	OTLEY 2022 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
MARKET DAY	12	17	18	25	20
NON-MARKET DAY	26	32	31	37	36
SATURDAY	8	13	19	29	33

Vacancy rates in the car parks on Market Day (12%), Non-Market Day (26%) and Saturday (8%) in Autumn 2024 were the lowest recorded since Benchmarking evaluations started in Otley. The Saturday average has dropped significantly from the 33% recorded in 2020.



KPI: BUSINESS SURVEYS

With regards to the 'business confidence' by establishing the trading conditions of Town Centre businesses, stakeholders can focus their regeneration efforts on building on existing strengths and addressing any specific issues.

The following percentage figures are based on the **39** returned Business Confidence Surveys.

	NATIONAL (%)	OTLEY 2024 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
WHAT IS THE NATURE OF YOUR BUSINESS?				
RETAIL	N/A	44	N/A	N/A
FINANCIAL SERVICES	N/A	9	N/A	N/A
PROFESSIONAL SERVICES	N/A	24	N/A	N/A
GENERAL INDUSTRIAL	N/A	6	N/A	N/A
FOOD AND DRINK	N/A	18	N/A	N/A
WHAT TYPE OF BUSINESS ARE YOU?				
MULTIPLE TRADER	11	6	6	4
REGIONAL TRADER	6	6	3	2
INDEPENDENT	83	88	91	92
HOW LONG HAS THE BUSINESS BEEN IN THE TOWN?				
LESS THAN A YEAR	8	6	6	4
ONE TO FIVE YEARS	20	18	12	15
SIX TO TEN YEARS	13	9	3	17
MORE THAN TEN YEARS	59	68	79	64

44% of Business respondents are 'Retailers'. 88% of the Businesses are 'Independent' traders and over two-thirds (68%) have been based in Otley for 'More than Ten Years'.



	NATIONAL (%)	OTLEY 2024 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
COMPARED TO LAST YEAR HAS YOUR TURNOVER?				
INCREASED	39	27	49	23
STAYED THE SAME	27	39	18	13
DECREASED	34	33	33	64
COMPARED TO LAST YEAR HAS YOUR PROFITABILITY?				
INCREASED	30	19	37	24
STAYED THE SAME	32	29	27	17
DECREASED	39	52	37	59
OVER THE NEXT 12 MONTHS DO YOU THINK YOUR TURNOVER WILL...?				
INCREASE	42	20	52	21
STAY THE SAME	39	40	33	26
DECREASE	19	40	15	53

39% of Business stated that over the last 12 months their Turnover had 'Stayed the Same', whilst over half (52%) reported that Profitability had 'Decreased', noticeably higher than the 2021 evaluation and 13% higher than the National average. Business Confidence has declined in Otley with 40% indicating that the expected their 'Turnover' to 'Decrease', 25% higher than the 2021 evaluation and 21% higher than the National average.

ON A SCALE OF 10 (HIGH) TO 1(LOW) HOW LIKELY WOULD YOU BE TO RECOMMEND SETTING UP A BUSINESS IN OTLEY?	
AVERAGE SCORE?	6

When Businesses were asked to provide a numerical figure ranging from 10 (High) to 1(Low), relating to how likely they would be to recommend setting up a Business in Otley, the average score was 6.

DOES YOUR BUSINESS BENEFIT FROM ANY OF THE EVENTS OR FESTIVALS BASED IN OTLEY?	%
YES	41
NO	59

59% of Businesses reported that they did not benefit from any of the Events or Festivals based in Otley, comments supplied from this cohort are copied below:

- Not even beneficial to open on Victorian evening, footfall down so will not be opening.
- I am not included in the area fenced in for the Victorian Fayre, so no one wanders past
- Events on the showground pull customers out of the town centre. Other events like Victorian Fayre close roads restricting access for local regular customers, also these events bring in multiple food and drink stalls taking business from Otley businesses
- Does not apply to our Business
- Accessibility for the shop is worse when there are events on
- The services that we provide are not dependent on tourists and day trippers
- Cannot park. Noisy. Litter.
- We're not really in the centre of Otley or have clients that 'drop in'

- *We are too far out of the centre*
- *Not a direct increase in immediate business but anything that brings people into town makes them look in our window and possibly book their holiday with us*

From the 41% of Businesses who indicated that Events and Festivals were beneficial, comments included:

- *Folk Festival*
- *Victorian Fayre. Otley Show. Increased footfall.*
- *Mainly the Victorian Fayre*
- *More footfall in the town*
- *Not directly but through being seen supporting the community events*
- *Brings people into town, but we sometimes benefit in the weeks after an event*
- *Just simply increased footfall into Otley. I do not have huge tradings on the day, possibly due to my locations slightly out of town) but look at the longer-term picture.*
- *Summer Wednesday's always bring people into town. We know we will benefit in the future from events even if we don't benefit on the day*
- *We benefit from the Victorian Fayre which is held on Sunday in December. We always open on that day but don't normally open on Sundays. If there are any special events, we tend to open on these days.*

WHICH DAY OF THE WEEK IS YOUR BUSIEST TRADING DAY?	NATIONAL (%)	OTLEY 2024 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
MONDAY	N/A	19	14	15
TUESDAY	N/A	6	0	2
WEDNESDAY	N/A	6	0	2
THURSDAY	N/A	3	3	5
FRIDAY	N/A	29	31	18
SATURDAY	N/A	35	48	51
SUNDAY	N/A	0	3	7

As in previous evaluations, Businesses reported that 'Saturday' was the Busiest Trading Day of the Week, however this figure dropped from 51% in 2020 and 48% in 2021. 29% of Businesses stated that 'Friday' was the Busiest Trading Day.

WHAT IS THE AVERAGE TRANSACTION VALUE FROM FACE-TO-FACE CUSTOMERS ON YOUR PREMISES?	%
NOTHING	7
£0.01-£5.00	3
£5.01-£10.00	17
£10.01-£15.00	17
£15.01-£20.00	17
MORE THAN £20.00	38

38% of Business respondents reported that the Average Transaction from Face-To-Face Customers on their premises was 'More than £20.00'.



WHAT ARE THE POSITIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL (%)	OTLEY 2024 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
PHYSICAL APPEARANCE	50	52	31	66
PROSPERITY OF THE TOWN	42	36	34	40
LABOUR POOL	15	3	0	6
GEOGRAPHICAL LOCATION	47	64	44	47
MIX OF RETAIL OFFER	50	24	44	38
POTENTIAL TOURIST CUSTOMERS	36	33	42	40
POTENTIAL LOCAL CUSTOMERS	74	76	72	79
AFFORDABLE HOUSING	16	9	6	2
TRANSPORT LINKS	41	12	3	17
FOOTFALL	31	15	16	30
CAR PARKING	27	21	28	38
BUSINESS RENTS	N/A	30	22	23
BUSINESS RATES	N/A	21	31	26
MARKET(S)	13	36	44	49
EVENTS/ACTIVITIES	20	21	28	38
MARKETING/PROMOTIONS	10	18	9	32
LOCAL PARTNERSHIPS/ORGANISATIONS	20	24	22	40
OTHER	4	15	6	9

As in previous Otley Benchmarking Evaluations and the National averages (74%), the majority of Businesses classed 'Potential Local Customers' as the most positive aspect of trading from the Town Centre. 64% of Business stated 'Geographical Location' as a positive, 20% higher than in 2021 and 17% higher than the National figure. 52% of Businesses reported that 'Physical Appearance' was a positive aspect.



WHAT ARE THE NEGATIVE ASPECTS OF THE TOWN CENTRE?	NATIONAL (%)	OTLEY 2024 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
PHYSICAL APPEARANCE	18	24	15	10
PROSPERITY OF THE TOWN	22	18	12	17
LABOUR POOL	16	12	4	7
GEOGRAPHICAL LOCATION	8	3	0	0
MIX OF RETAIL OFFER	25	15	8	7
POTENTIAL TOURIST CUSTOMERS	13	3	4	5
POTENTIAL LOCAL CUSTOMERS	5	3	0	2
AFFORDABLE HOUSING	14	9	12	14
TRANSPORT LINKS	15	73	38	26
FOOTFALL	23	21	23	19
CAR PARKING	44	58	42	38
BUSINESS RENTS	N/A	15	12	21
BUSINESS RATES	N/A	12	0	19
MARKET(S)	9	3	0	2
COMPETITION FROM OUT-OF-TOWN LOCATIONS	39	27	23	26
COMPETITION FROM OTHER TOWNS/CITIES	29	30	31	24
COMPETITION FROM THE INTERNET	44	42	54	48
EVENTS/ ACTIVITIES	6	6	8	5
MARKETING/PROMOTIONS	6	9	8	5
LOCAL PARTNERSHIPS/ORGANISATIONS	6	6	0	0
OTHER	10	12	7	24

Nearly three quarters of Business (73%) respondents reported that 'Transport Links' were a negative aspect of Otley Town Centre, vastly higher than in 2021 (38%) and 2020 (26%) and a 58% increase on the National average. Similarly, 58% of Businesses stated that 'Car Parking' was a negative aspect of the Town Centre, both higher than the 2020 and 2021 evaluations and 14% higher than the National figure.

42% of Businesses reported that 'Competition from the Internet' was a negative aspect of operating in Otley.

HAS YOUR BUSINESS SUFFERED FROM ANY CRIME OVER THE LAST 12 MONTHS?	NATIONAL %	OTLEY 2024 (%)	OTLEY 2021 (%)	OTLEY 2020 (%)
YES	27	11	6	9
NO	73	89	94	91



WHAT TYPE OF CRIME HAS YOUR BUSINESS SUFFERED OVER THE LAST 12 MONTHS? (PLEASE CHOOSE ALL THAT APPLY)				
THEFT	66	75	100	100
CRIMINAL DAMAGE	27	25	0	25
ABUSE	12	0	0	25
OTHER	8	0	0	0

89% of Businesses stated that they 'had not suffered' from any Crime over the last 12 months, 16% higher than the National average.

ON A SCALE OF 10 (HIGH) TO 1(LOW) HOW WOULD YOU RATE THE EVENING ECONOMY IN OTLEY?
AVERAGE SCORE? 5

When Businesses were asked to provide a numerical figure ranging from 10 (High) to 1(Low), relating to how likely they would rate the Evening Economy in Otley the average score was 6.

WHAT SUGGESTIONS WOULD YOU MAKE TO IMPROVE OTLEY'S ECONOMY?

DURING THE DAYTIME

'Free Parking' was the key theme to emerge from the qualitative suggestions, including:

- *Provide Free Parking for 1 hour in all locations*
- *Free car parking.*
- *More free parking*
- *Free parking - reinstate parking on Kirkgate as it was and reintroduce parking on the market square*

DURING THE EVENING

As in the 2021 Otley Town Benchmarking Study. 'Increasing the Number of Restaurants' was the key theme to emerge with comments such as:

- *Better range of places to eat*
- *Increase number of restaurants (dine in)*
- *More restaurants*
- *More restaurants and nightlife*
- *Encourage more restaurants - we have a lot of cafes but not loads of evening eateries if you don't want to go to a pub*



KPI: TOWN CENTRE SURVEYS

Face-to-Face Interviews were the only method deployed in the 2024 evaluation, thus longitudinal comparisons are not available as a combination of Face-to-Face, Online and Paper-Based were deployed in 2020, 2021 and 2022. **168** Face-to-Face Surveys were completed in Autumn 2024.

LOCAL/ VISITOR/ TOURSIT	OTLEY 2024 (%)
LOCAL- OTLEY RESIDENT	32
VISITOR-LIVE WITHIN 30-MIN. DRIVE	39
TOURIST-LIVE 30-MIN. + DRIVE AWAY	29

39% of those Town Centre Users interviewed were Non-Residents but lived within a 30-minute drive of Otley.

	TOTAL	WORKER	NON-WORKER
RESIDENT	32%	11%	21%
NON-RESIDENT	68%	30%	38%
TOTAL	100%	41%	59%

Cross-Tabulation provides the following analysis of Town Centre Users highlighting a health mix of Workers, Residents, Visitors and Tourists.

The following table is an analysis of the details of those interviewed who were Non-Residents and supplied their home location.

LOCATION	MILES	MINUTES
POOL-IN WHARFEDALE	3	5
POOL-IN-WHARFEDALE	3	5
POOL-IN-WHARFEDALE	3	5
GUISELEY	5	10
GUISELEY	5	10
GUISELEY	5	10
ILKLEY	6	16
ILKLEY	6	16
ILKLEY	6	16
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19
SHIPLEY	7	19



SHIPLEY	7	19
SHIPLEY	7	19
HARROGATE	11	22
HARROGATE	11	22
HARROGATE	11	22
KEIGHLEY	11	30
KEIGHLEY	11	30
KEIGHLEY	11	30
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
LEEDS	11	31
BRADFORD	12	31
BRADFORD	12	31
BRADFORD	12	31
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
SKIPTON	16	30
HALIFAX	19	49
HALIFAX	19	49
HALIFAX	19	49
HALIFAX	19	49
HALIFAX	19	49
HALIFAX	19	49
GRASSINGTON	22	37
GRASSINGTON	22	37
GRASSINGTON	22	37
TOSSIDE	32	58
TOSSIDE	32	58
ROCHDALE	63	37
LIVERPOOL	78	115



OTLEY BENCHMARKING REPORT 2024

LIVERPOOL	78	115
PONTELAND	99	109
NOTTINGHAM	121	83
AMBLE	123	127
AMBLE	123	127
CLIFTON	126	87
CLIFTON	126	87
BEDFORD	161	187
BEDFORD	161	187
LUTON	180	412
GERMANY	828	731
GERMANY	828	731

WILL YOU BE STAYING IN OTLEY OVERNIGHT?	OTLEY 2024 (%)
YES	3
NO	97

97% of Visitors/ Tourists to Otley stated that they would not be staying overnight in Otley.

AGE?	OTLEY 2024 (%)
UNDER 16	0
16-25	9
26-35	15
36-45	13
46-55	13
56-65	24
OVER 65	24
PREFER NOT TO ANSWER	2

48% of the random sample of Town Centre Users stopped in Otley were aged 'Over 56'.

WHAT IS YOUR EMPLOYMENT STATUS?	OTLEY 2024 (%)
FULL-TIME EMPLOYMENT	37
PART-TIME EMPLOYMENT	19
UNEMPLOYED	6
RETIRED	33
STUDENT	0
PREFER NOT TO SAY	2
OTHER	4

37% of those Town Centre Users interviewed Face-to-Face were in 'Full-Time Employment', whilst reflecting

the Age Question analysis 33% were 'Retired'.

WHAT IS THE MAIN REASON FOR YOUR VISIT TO OTLEY TODAY?	OTLEY 2024 (%)
WORK	41
CONVENIENCE SHOPPING	13
COMPARISON SHOPPING	6
MARKET(S)	11
ACCESS TO SERVICES	2
EATING AND DRINKING OUT	0
OUTDOOR LEISURE ACTIVITIES	2
INDOOR LEISURE ACTIVITIES	2
MEETING FRIENDS AND FAMILY	4
SIGHTSEEING	2
OTHER	19

41% of those Town Centre Users interviewed Face-to-Face were in Otley for 'Work', whilst 13% for 'Convenience Shopping' and 11% 'Market(s)'. From the 19% who stated 'Other' these included 'Food/Drink' and Sightseeing'.

HOW OFTEN DO YOU VISIT OTLEY TOWN CENTRE?	OTLEY 2024 (%)	WORKERS (%)	VISITORS (NON-WORKERS) (%)	TOURISTS (NON-WORKERS) (%)
DAILY	24	36	5	0
MORE THAN ONCE A WEEK	41	45	25	0
WEEKLY	11	5	20	22
FORTNIGHTLY	2	0	5	0
MORE THAN ONCE A MONTH	7	0	20	22
ONCE A MONTH OR LESS	9	5	20	44
FIRST VISIT	6	9	5	11

Over three-quarters of those interviewed in Otley Town Centre reported that they visited Otley Town Centre at least 'Once a Week', interestingly, 6% were on their 'First Visit'.

Additional analysis reviewing those who reported that they visited Otley Town Centre to 'Work' highlighted that 81% [did so at least 'Once a Week'](#).

From the cohort of those Town Centre Users who lived outside of Otley and did not visit for Work, 30% travelled into at least 'Once a Week' with 25% visiting 'Once a Month or Less/ First Visit'.

The final cross tabulation is 'Tourists' (those living more than 30-minutes away from Otley) who had not visited for 'Work'. 55% of 'Tourists' from the cohort visited Otley 'Once a Month or Less/ First Visit'.



WHAT MODE OF TRANSPORT DID YOU USE TO VISIT OTLEY TOWN CENTRE TODAY?	OTLEY 2024 (%)	WORKERS (%)	VISITORS (NON-WORKERS) (%)	TOURISTS (NON-WORKERS) (%)
ON FOOT	26	27	0	0
BICYCLE	0	0	0	0
MOTORBIKE	2	0	5	0
CAR	41	41	60	78
BUS	22	18	25	23
ORGANISED BUS TOUR	0	0	0	0
OTHER	9	14	10	0

'Car' (42%), 'On Foot' (26%) and 'Bus' (22%) were the most popular modes of Transport to visit Otley Town Centre.

Cross tabulation illustrates that 27% of 'Workers' travelled 'On Foot' and 41% by 'Car', with 60% of 'Visitors (Non-Workers)' arriving by 'Car' and 25% by 'Bus'. From those 'Tourists' (living more than 30 minutes from Otley and Non-Workers) 73% visited by 'Car'.

HOW LONG WILL YOU STAY IN OTLEY TOWN CENTRE TODAY?	OTLEY 2024 (%)	WORKERS (%)	VISITORS (NON-WORKERS) (%)	TOURISTS (NON-WORKERS) (%)
LESS THAN AN HOUR	4	5	0	0
1-2 HOURS	24	0	20	12
2-4 HOURS	20	5	45	44
4-6 HOURS	15	23	15	0
ALL DAY	35	68	15	44
OTHER	2	0	5	0

35% of all those interviewed Face-to-Face reported that they would stay 'All Day'. 24% stated that they would be in Otley for '1-2 Hours' and 20% '2-4 Hours'.

68% of those who were in Otley for 'Work' indicated that they would be in the Town Centre 'All Day', whilst 80% of 'Visitors' (Non-Workers) stated that they would stay in Otley for 'Over 2 hours'. From the cohort of 'Tourists', 44% were in Otley for '2-4' hours and 44% 'All Day'.



HOW MUCH MONEY WILL YOU SPEND OTLEY TOWN CENTRE TODAY?	OTLEY 2024 (%)	WORKERS (%)	VISITORS (NON-WORKERS) (%)	TOURISTS (NON-WORKERS) (%)
NOTHING	4	9	0	0
£0.01-£5.00	11	23	0	0
£5.01-£10.00	26	45	5	11
£10.01-£20.00	28	23	21	22
£20.01-£50.00	23	0	47	33
MORE THAN £50.00	8	0	21	33

28% of those interviewed Face to Face reported that they would spend £10.00-£20.00 in Otley Town Centre on the day of survey completion. 31% of Town Centre Users stated that they would spend over £20.01 on their visit.

Cross tabulation highlighted that 'Workers' customer spend was lower, 68% reporting a figure of £0.01-£10.00'. 'Tourists' (Non-Workers) were likely to spend more with 33% reporting 'More than £50.00', compared to 0% for 'Workers', 8% 'Overall' and 21% 'Visitors' (Non-Workers).

WHERE WILL YOU GO IN OTLEY TODAY?	OTLEY 2024 (%)	WORKERS (%)	VISITORS (NON-WORKERS) (%)	TOURISTS (NON-WORKERS) (%)
OTLEY TOWN CENTRE	91	91	95	88
OTLEY CHEVIN	15	0	32	50
RIVERSIDE	17	5	32	50
OTHER	6	9	0	0

91% of those interviewed reported that they would visit the 'Town Centre' on their visit with 17% the 'Riverside' and 15% 'The Chevin'.

Cross tabulation illustrates that 'Tourists' (Non-Workers) and 'Visitors' (Non-Workers) were most likely to visit 'Otley Chevin' (50%/32%) and 'Riverside' (50%/32%).

WHAT DO YOU LOVE ABOUT OTLEY TOWN CENTRE?

'Friendliness' was the key theme to emerge with comments such as:

- *It's where I grew up, lots of fun memories. Love to come back. Very friendly folk*
- *Very friendly*
- *Friendly welcoming town*
- *Friendly happy place*
- *The people here are friendly*
- *Pleasant and friendly*
- *It's pretty and friendly*
- *Nice people*



- *People here are nice*
- *Nice people and nice place*

WHAT IMPROVEMENTS ARE NEEDED IN OTLEY TOWN CENTRE?

Improvements to 'Car Parking' was a key theme to emerge:

- *Needs more long stay parking and more accessible parking*
- *I don't like to bring my disabled mother as I have to park too far away*
- *More parking on the street*
- *Disabled or elderly parking needed*
- *More free parking is needed*

A number of comments centered on the need for 'More Cash Machines':

- *Need reliable cash machine (ATM).*
- *Town needs more cash machines.*
- *I miss my bank and having a cash machine that has money in it (always empty when I go)*
- *Lack of cash machines*
- *ATM ... needs more accessible ones . Should be more in town centre*
- *Cash machines, there is not enough*

ON A SCALE OF 10 (HIGH) TO 1(LOW) HOW LIKELY WOULD YOU BE TO RECOMMEND A VISIT OTLEY?	OTLEY 2024 (%)	WORKERS (%)	VISITORS (NON-WORKERS) (%)	TOURISTS (NON-WORKERS) (%)
AVERAGE SCORE?	9	8	9	9

Impressively, when asked On a Scale of 10 (High) to 1 (Low) how likely Town Centre Users would be to recommend a visit to Otley the average score was 9 out of 10.



APPENDIX

BUSINESS UNIT DATABASE

STREET	BUSINESS NAME	USE	TYPE	TYPE	NOTES
Bay Horse Court	Chevin Books	A1	Comp	Ind	Temp Closed
Bay Horse Court	3 Dimensions	A1	Comp	Ind	
Bay Horse Court	Stead and Co	A2	n/a	n/a	
Bay Horse Court	Beauty Within	SG	n/a	n/a	
Bay Horse Court	Coast to Country	A3	n/a	n/a	
Bay House Court	Gaynor Coward	D2	n/a	n/a	
Bay House Court	Rachel Michael	A1	Comp	Ind	
Bay House Court	Bonnie Lash	SG	n/a	n/a	
Bay House Court	Parisian Chic	A3	n/a	n/a	
Bondgate	The Junction Inn	A4	n/a	n/a	
Bondgate	Mumbai of Otley	N/A	n/a	n/a	Vacant
Bondgate	Treehouse	A4	n/a	n/a	
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	Dacre Son & Hartley	A2	n/a	n/a	
Bondgate	Christopher Little & Co	A2	n/a	n/a	
Bondgate	House of Pottery	SG	n/a	n/a	
Bondgate	Solo	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	Chippendale Café and Tea Rooms	A3	n/a	n/a	
Bondgate	Top Dry Cleaners	A1	Comp	Ind	
Boroughgate	Original Factory Shop	N/A	n/a	n/a	Vacant
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	



OTLEY BENCHMARKING REPORT 2024

Boroughgate	Grade 1	A1	Comp	Ind	
Boroughgate	Methodist Church	N/A	n/a	n/a	Vacant
Boroughgate	ZEERAS	D1	n/a	n/a	
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	Pawfect	SG	n/a	n/a	
Boroughgate	Maypole Food Bar	A1	Conv	Ind	
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	No. 44	N/A	n/a	n/a	Vacant
Boroughgate	Rest Assured Home Care	B1	n/a	n/a	
Boroughgate	Alpha	N/A	n/a	n/a	Vacant
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	Mondo	A3	n/a	n/a	
Boroughgate	JB Wilkinson	A1	Comp	Reg	
Boroughgate	Mind	A1	Comp	Mult	
Boroughgate	Otley Dental Centre	D1	n/a	n/a	
Boroughgate	Otley Conservative Club	A4	n/a	n/a	
Boroughgate	I Vision	A1	Comp	Reg	
Boroughgate	No. 56	N/A	n/a	n/a	Vacant
Bridge Street	Otley Show Office	B1	n/a	n/a	
Bridge Street	Peak Physiotherapy	D1	n/a	n/a	
Bridge Street	Otley Bridge Church	D1	n/a	n/a	
Bridge Street	Horse & Farrier	A4	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	
Bridge Street	Police Station	C2A	n/a	n/a	
Bridge Street	Adlington House Care Home	C2	n/a	n/a	
Bridge Street	Our Lady and All Saint Catholic Church	D1	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	
Courthouse Street	Dales Veterinary	D1	n/a	n/a	
Courthouse Street	The Courthouse	D2	n/a	n/a	



OTLEY BENCHMARKING REPORT 2024

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	
Cross Green	Target Group	B1	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 Archive	D1	n/a	n/a	
Cross Green	Jenni's Dresser	A1	Comp	Ind	
Cross Green	Maypole Fisheries	A5	n/a	n/a	
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	Co Op Otley Funeral Care	A1	Comp	Mult	
Cross Green	Cross Green Vet	D1	n/a	n/a	
Cross Green	Cross Green Community Centre	D1	n/a	n/a	
Cross Green	Cross Green Chapel Hall	D1	n/a	m/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	The Chippendale Centre	D1	n/a	n/a	
Garnett Street	Otley Civic Centre	N/A	n/a	n/a	Vacant
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	
Gay Lane	Chevin View Laundry	SG	n/a	n/a	
Kirkgate	Halifax	N/A	n/a	n/a	Vacant
Kirkgate	Specsavers	A1	Comp	Mult	
Kirkgate	Pinecraft	A1	Comp	Ind	
Kirkgate	Electropic	SG	n/a	n/a	
Kirkgate	Cutting Crew	A1	Comp	Ind	
Kirkgate	Post Office Banking Hub	A2	n/a	n/a	
Kirkgate	Althams	A1	Comp	Reg	
Kirkgate	Efes	A3	n/a	n/a	
Kirkgate	Woollett Home Electrical	A1	Comp	Ind	
Kirkgate	Cohens chemist	A1	Comp	Mult	
Kirkgate	Antalya	A1	Comp	Ind	
Kirkgate	Bargain Booze	A1	Conv	Reg	



OTLEY BENCHMARKING REPORT 2024

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	Bagaholics	A1	Comp	Ind	
Kirkgate	The Rookery	A4	n/a	n/a	
Kirkgate	Best Kebab	N/A	n/a	n/a	Vacant
Kirkgate	Shankland Barraclough	A2	n/a	n/a	
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 Academy	Mema Tangy Pearl	A3	n/a	n/a	
Kirkgate Arcade	BEKs	A1	Comp	Ind	
Kirkgate Arcade	Wobbly Bobs	A1	Conv	Ind	
Kirkgate Arcade	The Collectors Centre	A1	Comp	Ind	
Kirkgate Arcade	Get Yer Hair Cut	A1	Comp	Ind	
Kirkgate Arcade	Otley Watch & Clock Repairs	A1	Comp	Ind	
Kirkgate Arcade	Shop No Name	A1	Comp	Ind	
Kirkgate Arcade	Kadiance	SG	n/a	n/a	
Kirkgate Arcade	Prima Blinds	A1	Comp	Ind	
Kirkgate Arcade	Java Café	A3	n/a	n/a	
Kirkgate Arcade	Zeras Chilli	A1	Conv	Ind	
Manor Square	Cabello	A1	Comp	Ind	
Manor Square	Dodgshons	A1	Comp	Ind	
Manor Square	Somlee	SG	n/a	n/a	
Manor Square	In Love Club Bridal	A1	Comp	Ind	
Manor Square	Savage Crangle	A2	n/a	n/a	
Manor Square	Fast and Friendly	A2	n/a	n/a	
Manor Square	WRM	A2	n/a	n/a	
Manor Square	Milk Bar	A3	n/a	n/a	
Manor Square	Solo	N/A	n/a	n/a	Vacant
Manor Square	Manor Square Dental	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	Functional Drinks Club	A1	Comp	Ind	
Manor Square	Hug on a Tray	A1	Comp	Ind	
Manor Square	Nam Jai Thai	A3	n/a	n/a	



OTLEY BENCHMARKING REPORT 2024

Manor Square	Sift	A3	n/a	n/a	
Manor Square	JMR	D1	n/a	n/a	
Manor Square	Sharp Nets	A1	Comp	Ind	
Manor Square	Arundel Travel	A1	Comp	Ind	
Market Place	Weegmans	A1	Comp	Ind	
Market Place	Bay Horse PH	A4	n/a	n/a	
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	Mult	
Market Place	Nicole Bowden	A1	Comp	Ind	
Market Place	T.O.P. Nails	SG	n/a	n/a	
Market Place	Leeds House	A3	n/a	n/a	
Market Place	Fultons	N/A	n/a	n/a	Vacant
Market Place	Wharfedale Embroidery	A1	Comp	Ind	
Market Place	Joys	A3	n/a	n/a	
Market Place	M'deena	A3	n/a	n/a	
Market Place	Sydney Goldwyn	A1	Comp	Ind	
Market Place	Otley Pharmacy	A1	Comp	Ind	
Market Place	Hello Darling	B1	n/a	n/a	
Market Street	House of Beauty	SG	n/a	n/a	
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	No.2 (Mobile Phone Shop No Name)	A1	Comp	Ind	
Market Street	JR Sports	A1	Comp	Ind	
Market Street	Ison Harrison	A2	n/a	n/a	
Market Street	Orchard Florist	A1	Comp	Ind	
Market Street	Noonoo and Ninni	A3	n/a	n/a	
Market Street	O'Fresh	A1	Conv	Ind	
Market Street	Fusion Exchange and Repair	A1	Comp	Ind	
Market Street	Ethical Jewellers	A1	Comp	Ind	
Market Street	Geo Middlemiss	A1	Comp	Ind	
Market Street	Mounseys	A1	Comp	Ind	
Market Street	Orchid Florist	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	Otley Lions Bookshop	A1	Comp	Ind	



OTLEY BENCHMARKING REPORT 2024

Nelson Street	Post Office	A1	Conv	Mult	
Nelson Street	Otley Hub and Library	D1	n/a	n/a	
New Inn Court	Gifted Angel	A1	Comp	Ind	
New Inn Court	Rosie Flo's	A1	Comp	Ind	
New Inn Court	Courtyard Barbers	A1	Comp	Ind	
New Inn Court	Golden Scissors	A1	Comp	Ind	
New Inn Court	Peek a Boo	A1	Comp	Ind	
New Inn Court	Courtyard Antiques and Jewelers	A1	Comp	Ind	
New Inn Court	Aura Jewellery	A1	Comp	Ind	
New Inn Court	Chevin Health Store	A1	Comp	Ind	
New Inn Court	Berber next to Chevin Health Store	A1	Comp	Ind	
Newmarket	Otley Osteopath	D1	n/a	n/a	
Newmarket	Café Cafe	A3	n/a	n/a	
Newmarket	Studio Seven	A1	Comp	Ind	
Newmarket	Music Box	A1	Comp	Ind	
Newmarket	Red Pepper	A3	n/a	n/a	
Newmarket	Otley Tavern	A4	n/a	n/a	
Newmarket	O'Deli	A1	Conv	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	Between The Curious Hop and Gloucesters	N/A	n/a	n/a	Vacant
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	Churchill Chairs	A1	Comp	Reg	
Newmarket	The Rumblin Tum Cafe	A3	n/a	n/a	
Newmarket	No. 11	N/A	n/a	n/a	Vacant
Off Gay Lane	St Johns House	D1	n/a	n/a	
Off Gay Lane	Army Cadets	D1	n/a	n/a	
Orchard Gate	Thomas's Tavern	A4	n/a	n/a	
Orchard Gate	Cats Protection	A1	Comp	Mult	
Orchard Gate	Bus Station Kiosk	A1	Conv	Ind	
Orchard Gate	Little Battery Shop	A1	Comp	Ind	
Orchard Gate	Shoecraft	A1	Comp	Ind	
Orchard Gate	Otley Town Council	B1	n/a	n/a	
Orchard Gate	Fare	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	Barnardos	A1	Comp	Mult	
Orchard Gate	Coffee Station	A1	Conv	Ind	
Orchard Gate	Blinok	A3	n/a	n/a	



OTLEY BENCHMARKING REPORT 2024

Orchard Gate	Otley Mobiles	A1	Comp	Ind	
Orchard Gate	Home Instead	B1	n/a	n/a	
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	
Walkergate	Otley and Yearndon Labour Club	N/A	n/a	n/a	Vacant
Walkergate	Manor House PH	N/A	n/a	n/a	Vacant
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	
Westgate	The Fleece	A4	n/a	n/a	
Westgate	Monkey Puzzle	D1	n/a	n/a	
Westgate	Westgate Surgery	D1	n/a	n/a	
Westgate	Waitrose	A1	Conv	Key	
Westgate	Local 21	A1	Conv	Ind	
Westgate	Best Kebab	A5	n/a	n/a	
Westgate	Istanbul Doners	A5	n/a	n/a	
Westgate	Patisserie Viennoise	N/A	n/a	n/a	Vacant
Westgate	Tax Assist	A2	n/a	n/a	
Westgate	Paleys Flooring	A1	Comp	Ind	
Westgate	Physiologic	D1	n/a	n/a	
Westgate	Beech Hill Church	D1	n/a	n/a	
Westgate	Jac 51 Salon	A1	Comp	Ind	
Westgate	Little Munchkins	A1	Comp	Ind	
Westgate	Harriets	A1	Comp	Reg	
Westgate	Soft Options	A1	Comp	Reg	
Westgate	Black Horse PH	A4	n/a	n/a	
Westgate	GR Autoparts	A1	Comp	Reg	
Westgate	GSF Car Parts	B1	n/a	n/a	
Westgate	Oakcraft	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	Back 9 Golf	D2	n/a	n/a	
Westgate	Digital Activities	N/A	n/a	n/a	Vacant
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	Olive and Fig	A3	n/a	n/a	



	Flora Daisy	A1	Comp	Ind	
--	-------------	----	------	-----	--

CAR PARKING DATABASE

Name:	Walkergate Mews
On Street/ Car Park:	Car Park
Total Spaces:	75
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	75
Disabled Spaces:	0
Vacant Spaces on a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0
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 a Friday Market Day:	3
Vacant Spaces on a Non-Market Day:	34
Vacant Spaces on a Saturday:	0
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 a Friday Market Day:	18
Vacant Spaces on a Non-Market Day:	35
Vacant Spaces on a Saturday:	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 a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	2
Vacant Spaces on a Saturday:	0



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 a Friday Market Day:	11
Vacant Spaces on a Non-Market Day:	36
Vacant Spaces on a Saturday:	4
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 a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	1
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 a Friday Market Day:	1
Vacant Spaces on a Non-Market Day:	6
Vacant Spaces on a Saturday:	4
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 a Friday Market Day:	11
Vacant Spaces on a Non-Market Day:	24
Vacant Spaces on a Saturday:	13
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 a Friday Market Day:	7
Vacant Spaces on a Non-Market Day:	38
Vacant Spaces on a Saturday:	6



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 a Friday Market Day:	65
Vacant Spaces on a Non-Market Day:	100
Vacant Spaces on a Saturday:	50
Name:	Manchester Square
On Street/ Car Park:	Car Park
Total Spaces:	16
Short Stay Spaces: (4 hours and under)	16
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces on a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0
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 a Friday Market Day:	2
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0
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 a Friday Market Day:	1
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0
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 a Friday Market Day:	1
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0



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 a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	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 a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0
Name:	Boroughgate (Disabled)
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces on a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	1
Vacant Spaces on a Saturday:	0
Name:	Boroughgate/ Cross Green
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 a Friday Market Day:	4
Vacant Spaces on a Non-Market Day:	1
Vacant Spaces on a Saturday:	1
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 a Friday Market Day:	1
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0



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 a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	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 a Friday Market Day:	0
Vacant Spaces on a Non-Market Day:	0
Vacant Spaces on a Saturday:	0