

# CAERNARFON BENCHMARKING FINDINGS



## POSITIVE FINDINGS:

- **68% OF A1 SHOPS ARE UNIQUE TO CAERNARFON.**
- **81% OF BUSINESSES THINK THAT TOURISM IS A POSITIVE ASPECT OF THE TOWN CENTRE.**
- **34% OF POSTCODES GATHERED FROM TOWN CENTRE USERS ARE FROM THOSE LIVING MORE THAN A 30 MINUTE DRIVE AWAY.**
- **64% OF TOWN CENTRE USERS STATED THAT CAFES AND RESTAURANTS ARE A POSITIVE ASPECT OF CAERNARFON.**
- **45% OF TOWN CENTRE USERS RATED PUBS AS A POSITIVE ASPECT OF CAERNARFON.**
- **78% OF TOWN CENTRE USERS WOULD RECOMMEND A VISIT TO CAERNARFON.**

WOULD YOU RECOMMEND A VISIT TO THE TOWN CENTRE?	NATIONAL SMALL TOWNS	NATIONAL LARGE TOWNS	CAERNARFON 2019	CAERNARFON 2015
YES	64	61	78	74
NO	36	39	22	26

## ROOM FOR IMPROVEMENT:

- **12% OF THE GROUND FLOOR UNITS IN THE TOWN CENTRE ARE VACANT.**
- **76% OF BUSINESSES AND 40% OF TOWN CENTRE USERS RATED CAR PARKING AS A NEGATIVE ASPECT OF CAERNARFON.**
- **44% OF TOWN CENTRE USERS REPORTED THAT THE RETAIL OFFER IN CAERNARFON IS A NEGATIVE ASPECT OF THEIR VISIT.**
- **CLEANLINESS (54%) AND PHYSICAL APPEARANCE (49%) ARE CLASSED AS NEGATIVE ASPECT OF CAERNARFON BY TOWN CENTRE USERS.**
- **FOOTFALL IN THE TOWN CENTRE ON THE QUIET DAY, 118 PERSONS PER TEN MINUTES, IS 51% LOWER THAN THE NATIONAL LARGE TOWNS AVERAGE.**

	NATIONAL SMALL TOWNS	NATIONAL LARGE TOWNS	CAERNARFON 2019	CAERNARFON 2016	CAERNARFON 2015	CAERNARFON 2012
QUIET DAY	83	241	118	139	152	104

The Quiet Day footfall figure in Caernarfon (118 persons per ten minutes), is 51% lower than the National Large Towns average and a decrease on the 2016 (139) and 2015 (152) Benchmarking Evaluations.

