



PEOPLE & PLACES
Insight

Caernarfon

Town Benchmarking Report

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Executive Summary

General

Commercial Offer

- 41% of the occupied ground floor commercial units are A1 Shops, which is 11% lower than the National Large Towns average and 10% lower than the National Small Towns average. 12% are A3 Restaurants and Cafes, 11% Financial and Professional Services and 10% B1 Businesses, the latter noticeably higher than the National Small Towns (3%) and Large Towns (4%) figures.
- 80% of the A1 Shops mainly sell Comparison Goods.
- 68% of the A1 Shops in Caernarfon are unique to the town centre, 16% higher than the National Large Towns average and 3% higher than the National Small Towns figure.

Car Parking

- 91% of car parking in Caernarfon is off road. Overall, on the Busy Day in Caernarfon 28% of all car parking provision was vacant, lower than both the National Small (31%) and National Large (32%) Towns figures and a decrease on the 2016 figure (34%). The Quiet Day figure of 32% vacancy is 5% lower than both the National Small and Large Towns figures and the lowest recorded in Caernarfon.

Business Confidence

- 67% of Business respondents indicated that their Turnover had Stayed the Same over the last 12 months which is 37% higher than the National Small Towns average and 35% higher than the National Large Towns figure. Following the same theme, 55% of Businesses indicated that Profitability had Stayed the Same.
- In regard to Business Confidence, 35% of Businesses expect their Turnover to Increase over the next 12 months and the same figure expected Turnover to Stay the Same.

Tourist Town

- 34% of the Post Codes gathered in the Shoppers Origin Survey were from Tourists, those living more than a 30-minute drive away, more than double the National Small and National Large Towns figures.



Positive

Visit Recommendation

- 78% respondents indicated that they would recommend a visit to the Town Centre, 4% higher than 2015, 17% higher than the National Large Towns average and a 14% increase on the National Small Towns figure.

Footfall

- Footfall in Caernarfon on the Busy Day, 219 persons per ten minutes is the highest since Benchmarking began in Caernarfon and sits between the National Large Towns (310) and Small Towns (93) averages.

Tourist Trade

- 81% of Businesses reported that Potential Tourist Customers was a positive aspect of trading in Caernarfon more than double the National Large and Small Towns averages.
- Highlighting the tourist nature of the town 15% of Town Centre Users stayed All Day.
- 'History' and 'Caernarfon Castle' were considered to be the Unique Selling Points of the town according to Businesses.

Food and Drink

- 64% of Town Centre Users rated Cafes/ Restaurants as a positive aspect of Caernarfon, nearly double the National Small and Large Towns averages. Linked to the food and drink offer, 45% of Town Centre Users stated that Pubs/ Bars/ Nightclubs are a positive aspect, noticeably higher than the National Large Towns (13%) and Small Towns (25%) figures.

Room for Improvement

Vacancy Rates

- 12% of the ground floor commercial units in the town centre were vacant at the time of the audit, similar to the National Small Towns (10%) and Large Towns (11%) averages and the previous Caernarfon Benchmarking averages.
- 67% of Business indicated that the Number of Vacant Units was a negative aspect of the town centre.

Footfall

- Perhaps the truer reflection of town centre operations, the Quiet Day figure (118), is 51% lower than the National Large Towns average and a decrease on the 2016(139) and 2015 (152) Benchmarking Evaluations.





Car Parking

- Three quarters of Business (76%) rated Car Parking as a negative aspect of Caernarfon, over 20% higher the National Large and Small Towns averages and consistent with the 2015 (74%) and 2012 (61%) averages.
- 40% of Town Centre Users rated Car Parking (40%) as a negative aspect of Caernarfon.

Customer Spend

- 32% of Town Centre Users spend less than £5.00 on a normal visit to Caernarfon, 21% higher than the National Large Towns (11%) average and 17% higher than the National Small Towns figure.

Retail Offer

- 44% of Town Centre Users rated Retail Offer as a negative aspect of Caernarfon.

Cleanliness and Physical Appearance

- Over half of Town Centre Users stated Cleanliness (54%) was a negative aspect of Caernarfon. Improvements to Cleanliness was also a key theme to emerge from the qualitative suggestions supplied by Town Centre Users.
- 49% of Town Centre Users reported that Physical Appearance was a negative aspect of Caernarfon and the quantitative feedback was substantiated by a number of qualitative comments.

Maes/ Castle Square

- 'Amending the traffic flow on the Maes (Castle Square)' was a key theme to emerge from the Town Centre User suggestions.





Introduction

The Approach

The People and Places Insight Limited 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 250 units
- National Small Towns; consisting of those localities with less than 250 units

Towns, depending on their size, contribute to either the Large or Small-Town analysis. The defined town centre area of **Caernarfon** consists of **300** units and is thus classed as a **Large Town**, however data for the National Small Towns has been provided with Longitudinal data for comparative purposes.





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 2017 to January 2019. Where appropriate as a continued user of the Benchmarking System longitudinal analysis against the 2016 and 2015 Caernarfon figures are supplied.

The Reports

The People and Places Insight Limited Town Benchmarking report provides statistical analysis of each of the KPI's. 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;

- Measuring High Street regeneration projects
- Developing Town Centre regeneration projects
- Measuring the impact of events and festivals against normal trading conditions
- Providing an evidence base for funding applications
- Providing an evidence base for car parking initiatives
- Providing an evidence base for Neighbourhood Planning
- Supporting Business Improvement Districts
- Supporting community groups

Case Studies

Case Studies of good practice in the use of Benchmarking data include;

OurBuryStEdmunds; Bury St Edmunds BID initially used Benchmarking to create a deliverable project plan for which the organisation could use for the first 12 months of inception. Subsequently the Key Performance Indicators have been measured each year to ascertain the impact of a wide range of projects and initiatives. Most noticeably the Town Centre User Surveys identified that a large number of visitors were unhappy over an increase in car parking fees throughout the locality. As a result the BID were able to present the information to their Local Authority and oversaw the introduction of a 'Free Parking After 3pm' policy. Data from the Business Confidence, Footfall and Town Centre Users Surveys was also used to improve signage for first time visitors throughout the town centre.





Love Newmarket; The Business Improvement District used the data to measure the Town Centre in normal trading conditions and then replicate footfall, customer spend, length of stay and origin at the Christmas Events to understand impact.

Bradford on Avon Town Council; The Town Council used the data from a general Benchmarking Study to commission People and Places to conduct an Advanced Car Parking Study. Anecdotal information and the Benchmarking highlighted an issue with a severe shortage of parking provision in the Town Centre at pinch points during the day. The initial data was supported by the evidence gathered in the in-depth study providing the Town Council with a detached report to address the issue.

Southam First; Stratford upon Avon District Council (SDC) used Section 106 money to commission a Benchmarking review of Southam town centre. Key points from the analysis included improving the business economy, marketing the locality, the creation of a calendar of events and festivals and the development of a Farmers Market. SDC used the data as a detached, evidence-based tool to create a Town Centre Partnership consisting of a private and public mix to address the issues raised from the Benchmarking Report. A public event both highlighted the findings of the report and asked for nominations for Board and Working Group members. Within 2 months 'Southam First' was a fully functioning organisation delivering actions on a project plan which was based on the Benchmarking Review. The evidence led approach allowed for Southam First to apply successfully for funding from a wide range of bodies to ensure sustainability.





Methodology

Each KPI is collected in a standardized manner as highlighted in the Table below.

KEY PERFORMANCE INDICATOR	METHODOLOGY
KPI: COMMERCIAL UNITS; USE CLASS	Visual Survey of ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; COMPARISON/CONVENIENCE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; TRADER TYPE	Visual Survey of A1 ground floor units in defined town centre area.
KPI: COMMERCIAL UNITS; VACANCY RATES	Visual Survey of A1 ground floor units in defined town centre area.
KPI: MARKETS	Visual Survey of total number of traders.
KPI: FOOTFALL	Footfall Survey on a Busy Weekday and a Quiet Weekday.
KPI: CAR PARKING	Audit of total number of spaces and vacancy rate on a Busy Weekday and a Quiet Weekday.
KPI: BUSINESS SURVEYS	Hand delivered.
KPI: TOWN CENTRE USERS SURVEYS	Online and Face to Face.
KPI: SHOPPERS ORIGIN SURVEYS	Distributed with Business Confidence Surveys and Businesses are asked to record the Shoppers Origin over a set time period.





Key Findings

KPI: COMMERCIAL UNITS; USE CLASS

It is important to understand the scale and variety of the “commercial 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 commercial offering in the town centre by Use Class. The figures are presented as a percentage of the **263** occupied units recorded.

		National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2015 %
A1	Shops	51	50	41	43	44
A2	Financial and Professional Services	13	14	11	11	12
A3	Restaurants and Cafes	8	11	12	11	11
A4	Drinking Establishments	4	4	5	5	5
A5	Hot Food Takeaways	4	3	3	3	3
B1	Businesses	3	4	10	10	9
B2	General Industrial	1	0	1	1	1
B8	Storage and Distribution	0	0	0	0	0
C1	Hotels	1	1	4	4	4
C2	Residential Institutions	0	0	1	1	1
C2A	Secure Residential Institution	0	0	0	0	0
D1	Non-Residential Institutions	7	5	7	7	7
D2	Assembly and Leisure	1	1	1	1	1
SG	Sui Generis ("unique" establishments)	6	6	4	2	2
N/R	Not recorded	0	0	0	1	0

41% of the occupied ground floor commercial units are A1 Shops, which is 11% lower than the National Large Towns average and 10% lower than the National Small Towns average. 12% are A3 Restaurants and Cafes, 11% Financial and Professional Services and 10% B1 Businesses, the latter noticeably higher than the National Small Towns (3%) and Large Towns (4%) figures.



KPI: COMMERCIAL UNITS; COMPARISON VERSUS CONVENIENCE

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.

- 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 %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2015 %
Comparison	81	84	80	77	76
Convenience	19	16	20	23	24

80% of the A1 Shops mainly sell Comparison Goods.





KPI: COMMERCIAL UNITS; TRADER TYPES

The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. However, the character and profile of a town often also depends on the variety and mix of independent shops that can give a town a “unique selling point” and help distinguish it from other competing centres. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore 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. (2017)

Department Stores	Clothing
BHS	Burton
Debenhams	Dorothy Perkins
House of Fraser	H & M
John Lewis	New Look
Marks and Spencer	Primark
	River Island
Mixed Goods Retailers	Topman
Argos	Topshop
Boots	
TK Maxx	Other Retailers
WH Smith	Carphone Warehouse
Wilkinson	Clarks
	Clintons
Supermarkets	O2
Sainsbury's	Superdrug
Tesco	Phones 4 U
Waitrose	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 %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2014 %
Key Attractor	7	10	4	5	5
Multiple	18	29	22	23	21
Regional	10	9	6	7	6
Independent	65	52	68	66	68

68% of the A1 Shops in Caernarfon are unique to the town centre, 16% higher than the National Large Towns average and 3% higher than the National Small Towns figure.





KPI; COMMERCIAL UNITS 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 in a town centre, 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 %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2015 %	Caern. 2012 %
Vacancy	10	11	12	11	11	12

12% of the ground floor commercial units in the town centre were vacant at the time of the audit, similar to the National Small Towns (10%) and Large Towns (11%) averages and the previous Caernarfon Benchmarking averages.





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	National Large Towns	Caern. 2019	Caern. 2016	Caern. 2015	Caern. 2012
Traders	15	68	n/a	n/a	n/a	n/a





FOOTFALL

The arrival and movement of people, whether as residents, workers, visitors or a shopper is vital to the success of the majority of businesses within the town centre. The more people that are attracted to the town, the better it trades and the more prosperous the businesses in it become, provided there is ample available disposable income in that population. 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 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 passed 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 the rain*

The following table provides the average number of people per 10 minutes between 10am and 1pm from the busiest footfall location in the locality **Bangor Street/ North Penault** on the **Busy Day** and **Pool Street (Entrance from Castle Square)** on the **Quiet Day**.

	National Small Towns	National Large Towns	Caern. 2019	Caern. 2016	Caern. 2015	Caern. 2012
Busy Day	93	310	219	166	n/a	n/a
Quiet Day	83	241	118	139	152	104

Footfall in Caernarfon on the Busy Day, 219 persons per ten minutes is the highest since Benchmarking work stated in Caernarfon and sits between the National Large Towns (310) and Small Towns (93) averages. Perhaps the truer reflection of town centre operations, the Quiet Day figure (118), is 51% lower than the National Large Towns average and a decrease on the 2016(139) and 2015 (152) Benchmarking Evaluations.





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

Busy Day	Pool Street (Entrance from Castle Square)	Penllyn (Outside Peacocks)	Bangor Street/ North Penrallt	St Helens Road
10.00-10.10	61	65	92	8
11.00-11.10	71	89	260	5
12.00-12.10	72	84	306	8
Total	204	238	658	21
Average	68	79	219	7

Quiet Day	Pool Street (Entrance from Castle Square)	Penllyn (Outside Peacocks)	Bangor Street/ North Penrallt	St Helens Road
10.00-10.10	103	86	71	32
11.00-11.10	90	110	81	18
12.00-12.10	162	114	119	22
Total	355	310	271	72
Average	118	103	90	24





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 the;

- 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 a Busy Day and on a Quiet Day
- 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 Busy Day and on a Quiet Day
- Overall percentage of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on a Busy Day and on a Quiet Day





	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2015 %	Caern. 2012 %
Car Park:						
Total Spaces:	84	93	91	91	93	93
Short Stay Spaces: (4 hours and under)	34	40	41	41	41	41
Long Stay Spaces: (Over 4 hours)	59	49	54	55	55	55
Disabled Spaces:	7	4	5	4	4	4
Not Registered	0	7	0	0	0	0
Vacant Spaces on a Busy Day:	34	34	30	36	n/a	n/a
Vacant Spaces on a Quiet Day:	40	38	33	38	45	45
On Street:						
Total Spaces:	16	7	9	9	7	7
Short Stay Spaces: (4 hours and under)	81	85	74	77	72	72
Long Stay Spaces: (Over 4 hours)	13	4	17	17	21	21
Disabled Spaces:	5	11	9	6	6	6
Not Registered	1	0	0	0	0	0
Vacant Spaces on a Busy Day:	15	12	14	17	n/a	n/a
Vacant Spaces on a Quiet Day:	18	17	18	20	19	19

91% of all car parking in the town centre is available in off-street car parks.





Overall	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2015 %	Caern. 2012 %
Total Spaces:	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
Short Stay Spaces: (4 hours and under)	41	43	45	44	43	43
Long Stay Spaces: (Over 4 hours)	52	46	50	51	52	52
Disabled Spaces:	7	4	5	4	5	5
Not Registered	3	7	0	0	0	0
Vacant Spaces on a Busy Day:	31	32	28	34	<i>n/a</i>	<i>n/a</i>
Vacant Spaces on a Quiet Day:	37	37	32	36	43	43

91% of car parking in Caernarfon is off road. Overall, on the Busy Day in Caernarfon 28% of all car parking provision was vacant, lower than both the National Small (31%) and National Large (32%) Towns figures and a decrease on the 2016 figure (34%). The Quiet Day figure of 32% vacancy is 5% lower than both the National Small and Large Towns figures and the lowest recorded in Caernarfon.





KPI: BUSINESS CONFIDENCE SURVEY

In regard 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 **28** returned Business Confidence Surveys.

Please note the Business Confidence Survey was not conducted in 2016.

	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Nature of Business					
Retail	58	54	67	50	63
Financial/ Professional Services	14	17	0	23	13
Public Sector	2	1	0	3	2
Food and Drink	13	14	24	10	15
Accommodation	2	0	0	3	-
Other	11	13	10	10	7
Type of Business					
Multiple Trader	9	9	19	25	31
Regional	7	10	19	6	4
Independent	84	81	62	69	65
How long has your business been in the town					
Less than a year	7	6	0	6	0
One to Five Years	21	24	24	9	20
Six to Ten Years	14	10	10	9	17
More than Ten Years	58	59	67	75	63

62% of the Businesses who responded to the survey are Independent and 67% have been based in Caernarfon for More than Ten Years.





Compared to last year has your turnover	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Increased	38	41	19	30	15
Stayed the Same	30	32	67	47	15
Decreased	32	27	14	23	70
Compared to last year has your profitability					
Increased	32	34	15	24	16
Stayed the Same	35	33	55	45	10
Decreased	33	33	30	31	74
Over the next 12 months do you think your turnover will...					
Increase	44	43	35	41	28
Stay the Same	38	38	35	28	31
Decrease	18	20	30	31	41

67% of Business respondents indicated that their Turnover had Stayed the Same over the last 12 months which is 37% higher than the National Small Towns average and 35% higher than the National Large Towns figure. Following the same theme, 55% of Businesses indicated that Profitability had Stayed the Same.

In regard to Business Confidence, 35% of Businesses expect their Turnover to Increase over the next 12 months and the same figure expected Turnover to Stay the Same.





What are the positive aspects of the Town Centre?	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Physical appearance	48	55	48	41	n/a
Prosperity of the town	39	44	14	25	11
Labour Pool	10	11	5	13	20
Geographical location	44	50	48	56	20
Mix of Retail Offer	28	39	29	25	30
Potential tourist customers	39	37	81	59	59
Potential local customers	75	77	67	81	91
Affordable Housing	13	12	5	9	7
Transport Links	33	40	19	19	33
Footfall	20	27	24	n/a	n/a
Car Parking	32	25	14	16	28
Rental values/ property costs	15	8	5	13	0
Market(s)	12	21	0	9	n/a
Events/Activities	22	26	24	19	n/a
Marketing/ Promotions	9	15	0	9	n/a
Local Partnerships/ Organisations	17	26	9	9	n/a
Other	4	7	5	6	2

81% of Businesses reported that Potential Tourist Customers was a positive aspect of trading in Caernarfon more than double the National Large and Small Towns averages. Potential Local Customers (67%), Physical Appearance (48%) and Geographical Location (48%) were also classed as positive aspects of Caernarfon.





What are the negative aspects of the Town Centre?	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Physical appearance	19	22	28	29	n/a
Prosperity of the town	27	20	33	29	41
Labour Pool	14	17	19	16	7
Geographical location	8	4	10	13	16
Mix of Retail Offer	21	20	19	19	27
Number of Vacant Units	43	61	67	n/a	n/a
Potential tourist customers	9	10	0	10	5
Potential local customers	4	4	0	3	0
Affordable Housing	12	16	5	13	7
Transport Links	17	14	29	26	30
Footfall	16	20	14	n/a	n/a
Car Parking	51	53	76	74	61
Rental Values/ Property Costs	28	30	24	26	48
Markets	10	10	14	13	n/a
Local business competition	16	19	14	16	23
Competition from other localities	24	26	5	20	21
Competition from out of town shopping	37	38	5	20	n/a
Competition from the internet	38	48	19	36	16
Events/ Activities	7	9	0	13	n/a
Marketing/Promotions	6	5	14	19	n/a
Local Partnerships/ Organisations	3	3	5	6	n/a
Other	7	15	5	3	3

Three quarters of Business (76%) rated Car Parking as a negative aspect of Caernarfon, over 20% higher the National Large and Small Towns averages and consistent with the 2015 (74%) and 2012 (61%) averages. 67% of Business indicated that the Number of Vacant Units was a negative aspect of the town centre.





Has your business suffered from any crime over the last 12 months	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Yes	25	38	29	41	35
No	75	62	71	59	65
Type of Crime					
Theft	74	61	83	69	75
Criminal Damage	28	48	17	15	6
Abuse	13	25	50	54	31
Other	6	13	17	15	0

71% of Businesses indicated that they had not suffered from Business Crime.

Additional Questions

Which month is the busiest in terms of trade for your business?

Over half of Businesses indicated that August was their busiest month in terms of trade.

Which month is the quietest in terms of trade for your business?

Over half of Businesses indicated that January was their quietest month in terms of trade.





What suggestions would you make to improve the economic performance of the town centre?

'Car Parking' specifically free or cheaper parking was the key theme to emerge from Business Owners comments.

- *More events on the weekend.*
- *More happening on Pool St.*
- *Need to clean the areas of the town. Lots of rubbish and dirty floors give an unsavoury image.*
- *Town WIFI for people who come here, to promote which shops are here and what's on that particular day.*
- *Pamphlet about the town with a section on the independent shops and cafes, i.e. name of the shop and short description on what they offer*
- *Tourists only have a short amount of time, therefore maybe a pamphlet to highlight the best way to spend their time.*
- *Parking for free for the first 30 minutes in the car parks and 50p for an hour to encourage local people to start using the town centre again.*
- *Clean the streets.*
- *Reduce car parking tickets*
- *Pay less Council Tax*
- *Better car parking*
- *Free or cheap parking*
- *More shops.*
- *Reduce business rates to give local business owners a chance.*
- *Incentive for new businesses to start.*
- *Increase in quality shops.*
- *Free car park or cheaper*
- *Free car parking.*
- *Lower rates to fill empty/vacant units.*
- *Road layout on the square.*
- *Better parking*
- *Better bus services*
- *Car parking.*
- *Pedestrianised areas.*
- *Lower rates fill more premises.*
- *Cheaper or free car parking days*
- *The town needs a deep clean.*
- *Shop fronts need to be more attractive.*
- *Parking issues.*
- *Less red tape from the council*
- *Limit number of same businesses, i.e no more cafes and charity shops*
- *More car parking.*





- *Pick up litter*
- *More marketing events for the town offering incentives to fill vacant properties.*
- *More free/low cost parking.*
- *Free car parking for the first two hours. Parking attendants to be more flexible, i.e. not to book someone that is under 10 mins over*
- *Free parking between certain hours.*
- *More events including Pool Street and not just Palace Street.*
- *Lower the cost of parking (people who park for 1hour) have to get back and have no time to browse.*

What do you think are the Unique Selling Points of Caernarfon Town Centre?

'History' and 'Caernarfon Castle' were considered to be the Unique Selling Points of the town according to Businesses.

- *Historical town.*
- *Unique.*
- *Variety of shops / cafes.*
- *Community.*
- *The Welsh language on the streets.*
- *The Castle.*
- *History of the town and tourists*
- *Castle.*
- *Docks.*
- *History*
- *Restaurants*
- *The Maes*
- *Historical town.*
- *Has character.*
- *Friendly atmosphere.*
- *Potential to be a lucrative town.*
- *Unique small shops*
- *Castle and surroundings.*
- *Individuality of units within the walls.*
- *The castle and the location to attract tourism*
- *Castle.*
- *History.*
- *Small, individual niche shops.*
- *Castle and history*
- *History.*
- *Welshness*
- *Our amazing Castle, the 'old town' inside the walls. Coastal location.*
- *The Castle.*





- *Language & the Castle.*
- *Small quirky streets*
- *Independent shops.*
- *Number of independent shops that is in local ownership that offer a wide range of attractive items, primarily for local people, but also appeals to visitors alike and surrounded by the language and a friendly atmosphere.*





KPI: TOWN CENTRE USERS SURVEY

The aim of the Town Centre Users 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 very different to someone who has never been to the place before. In total **227** Town Centre User Surveys were completed. The following percentage figures are based upon the total number of respondents to each question.

**Please note the Town Centre Users Survey was not conducted in 2016.*

	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Gender					
Male	32	33	42	49	42
Female	67	66	55	51	58
Prefer not to answer	1	1	2	n/a	n/a
Age					
16-25	6	6	7	5	12
26-35	14	16	24	31	22
36-45	24	21	23	20	19
46-55	23	22	27	23	23
56-65	17	18	10	11	17
Over 65	15	17	7	10	7
Prefer not to answer	1	1	3	n/a	n/a





How often do you visit the Town Centre	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Daily	21	17	35	50	37
More than once a week	37	35	33	25	30
Weekly	20	22	15	10	15
Fortnightly	7	9	4	4	7
More than once a Month	5	6	3	4	4
Once a Month or Less	10	10	9	8	8
How do you normally travel into the Town Centre?					
On Foot	38	29	26	30	22
Bicycle	1	2	2	2	1
Motorbike	0	0	0	0	1
Car	56	59	62	61	57
Bus	3	9	8	4	19
Train	0	0	n/a	2	0
Other	2	2	2	0	0
On average, on your normal visit to the Town Centre how much do you normally spend?					
Nothing	3	2	3	4	5
£0.01-£5.00	12	9	29	40	23
£5.01-£10.00	24	20	22	29	24
£10.01-£20.00	33	30	27	16	28
£20.01-£50.00	23	30	14	10	17
More than £50.00	5	10	4	1	3

83% of Town Centre Users visited at least once a week and 62% by Car.

32% of Town Centre Users spend less than £5.00 on a normal visit to Caernarfon, 21% higher than the National Large Towns (11%) average and 17% higher than the National Small Towns figure.





What are the positive general aspects of the Town Centre?	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Physical appearance	43	28	36	36	15
Cleanliness	36	26	11	14	-
Retail Offer	18	23	19	17	20
Customer Service	22	18	16	17	-
Cafes/ Restaurants	39	33	64	74	31
Access to Services	56	56	59	67	64
Leisure Facilities	14	12	9	9	10
Cultural Activities/ Events	20	15	36	23	21
Pubs/ Bars/ Nightclubs	25	13	45	43	34
Public Toilets	20	51	9	n/a	n/a
Transport Links	18	19	12	14	30
Ease of walking around the town centre	54	58	54	57	52
Convenience e.g. near where you live	66	62	44	51	50
Safety	17	13	8	6	8
Car Parking	27	24	18	10	22
Markets	29	37	9	12	n/a
Other	7	6	4	8	3

64% of Town Centre Users rated Cafes/ Restaurants as a positive aspect of Caernarfon, nearly double the National Small and Large Towns averages. Linked to the food and drink offer, 45% of Town Centre Users stated that Pubs/ Bars/ Nightclubs are a positive aspect, noticeably higher than the National Large Towns (13%) and Small Towns (25%) figures.





What are the negative general aspects of the Town Centre?	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Physical appearance	32	39	49	42	-
Cleanliness	24	34	54	53	-
Retail Offer	52	48	44	38	-
Customer Service	8	8	12	11	-
Cafes/ Restaurants	17	10	4	3	-
Access to Services	12	6	10	5	-
Leisure Facilities	24	14	13	19	-
Cultural Activities/ Events	16	14	10	22	-
Pubs/ Bars/ Nightclubs	28	16	4	8	-
Public Toilets	25	56	28	n/a	n/a
Transport Links	14	12	18	15	-
Ease of walking around the town centre	9	8	9	10	-
Convenience e.g. near where you live	4	5	5	7	-
Safety	13	15	23	20	-
Car Parking	40	40	40	58	-
Markets	22	18	10	17	-
Other	15	16	11	21	-

As in 2015, Town Centre Users rated Cleanliness (54%), Physical Appearance (49%), Retail Offer (44%) and Car Parking (40%) as negative aspects of Caernarfon.





How long do you stay in the Town Centre?	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2015 %	Caern. 2012 %
Less than an hour	37	20	26	35	31
1-2 Hours	43	51	36	23	30
2-4 Hours	12	21	11	6	17
4-6 Hours	2	3	8	2	4
All Day	4	4	15	27	17
Other	2	1	4	6	1
Would you recommend a visit to the Town Centre?					
Yes	64	61	78	74	n/a
No	36	39	22	26	n/a

62% of Town Centre Users stayed in Caernarfon for less than 2 hours whilst highlighting the tourist nature of the town 15% stayed All Day.

78% respondents indicated that they would recommend a visit to the Town Centre, 4% higher than 2015, 17% higher than the National Large Towns average and a 14% increase on the National Small Towns figure.





What two suggestions would you make to improve the town centre?

*Please note all comments have been copied directly from respondents submissions so may contain grammatical errors.

'Amending the traffic flow on the Maes (Castle Square)' was a key theme to emerge with comments including:

- *The Maes needs a rethink - mixing cars and pedestrians doesn't work or make for a pleasant surrounding.*
- *The Maes is a free for all and extremely dangerous. Cars and pedestrians don't know who has right of way.*
- *Clarify (or stop) traffic flow and parking on the Maes; it's confusing and possibly dangerous.*
- *Make the Maes safer to pedestrian.*
- *Make Y Maes safer for pedestrians, car drivers find it difficult to navigate, especially visitors to the town*
- *Install a roundabout on the Maes. Get rid of the taxis*
- *Totally change the layout, and listen to local people for a change. The Maes is calling out for decent shaded seating for people; bring back the trees and sack the people responsible for transforming the town centre into a massive waste of space, with nothing for visitors or locals alike. Clearly identify the road layout on the Maes. There is no designated road through the Maes, despite vehicles being allowed to drive through. Who is responsible should someone be injured or killed by a vehicle travelling through the Maes when these isn't a designated road? The planners? The designer? The Town council? The driver?*
- *Improve the confusing Maes re traffic/parking etc*

'Physical Improvements' to Caernarfon town centre were also cited:

- *Improve the general "look" of the town. Businesses and landlords need to ensure that their premises are well maintained and look attractive.*
- *Improve the image of Pool Street*
- *Better maintenance of the streets, fixing the loose and damaged paving all around the town.*
- *Spruce up the look of the building facades.*
- *The slate on the floor is lovely to look at, but during the winter months gets very very slippery due to water/ice. Lost count of the times I've slipped there.*
- *Pool Street needs a facelift*
- *Palace Street is the perfect model to base what should be happening in the rest of the town. Pool St needs tidying*
- *Aspects of the town especially back of the buildings at Ffordd y Felin Car Park look run down and un-cared for.*





- *Make Pool St more attractive by encouraging shop owners to improve their shop fronts.*
- *Tidy the appearance of the town. Road that are dug up are just tarmaced, rather than replacing bricks or slabs etc that was there originally e.g. in Pool Street.*
- *Tidy shop frontages - looks very tired*

'Cleanliness' was also mentioned by a number of Town Centre Users in terms of improving the town:

- *Cleanliness - the town needs to be cleaned up, get rid of dog mess, empty bins daily and get rid of all those seagulls*
- *Clean the streets more, as in a proper deep clean with jet-wash and get rid of weeds, they are everywhere and look terrible for tourist and local. Makes you think that the people don't care about the town. It should be somewhere to be proud of.*
- *Make more presentable and cleaner*
- *Clean up the streets,*
- *More bins and cleaning especially down by the Anglesey Inn, the bins are often overflowing especially early mornings.*
- *Clean the place amount of rubbish around town centre streets is disgusting gives visitors a poor impression for a royal town.*
- *Bring back the street cleaners there is dog poo everywhere!*
- *Ensure that all areas are clean and well maintained at all times. A daytime street cleaner with a trolley and brush could tackle problems as they arise.*





KPI: SHOPPERS ORIGIN SURVEY

The Shoppers Origin Survey tracks the general area that your town centre visitors originate from. The data can be used to target local marketing or promotional literature. It can also be used as evidence of the success of such campaigns by gauging the penetration into the population.

The postcodes gathered from businesses are split into 3 categories to be able to compare with other towns. The categories are:

- Locals; those who live within a Post Code covering the town
- Visitors; those who live within a Post Code less than a 30-minute drive away
- Tourists; those who live within a Post Code further than a 30-minute drive away

	National Small Towns %	National Large Towns %	Caern. 2019 %	Caern. 2016 %	Caern. 2015 %	Caern. 2012 %
Locals	63	59	22	n/a	50	n/a
Visitors	22	24	44	n/a	26	n/a
Tourists	14	16	34	n/a	24	n/a

*Please note the Shoppers Origin Survey was not conducted in 2016 and 2012

44% of the returned Post Codes were from shoppers who did not live in the town but within a 30-minute drive. 34% of the Post Codes were from Tourists, more than double the National Small and National Large Towns figures.





Appendix

Business Unit Database

Street Name	Business Name	Type	Type	Type	Notes
Balaclafa Road	Caernarfon Balaclafa	d1	n/a	n/a	
Bangor Road	Asda	a1	conv	mult	
Bangor Street	O G Owen	a1	conv	ind	
Bangor Street	NFU Mutual	a2	n/a	n/a	
Bangor Street	Ellis Davies and Co	a2	n/a	n/a	
Bangor Street	Dannadd Davies Dental Surgery	d1	n/a	n/a	
Bangor Street	Fun Centre	sg	n/a	n/a	
Bangor Street	Celtic Royal Hotel	c1	n/a	n/a	
Bangor Street	Home Bargains	a1	conv	mult	
Bangor Street	Caernarfon Sun Studio	sg	n/a	n/a	
Bangor Street	Curry Scene	a3	n/a	n/a	
Bangor Street	Bargain Booze	a1	conv	mult	
Bangor Street	Barnes Pet Supplies	a1	comp	ind	
Bangor Street	Roberts and Owen	a1	comp	reg	
Bangor Street	Menai Travel	a1	comp	not reg	
Bangor Street	Ship and Castle	a4	n/a	n/a	
Bangor Street	Barclays	a2	n/a	n/a	
Bangor Street	Caernarfon Signs	b1	n/a	n/a	
Bangor Street	Williams Jones	n/a	n/a	n/a	Vacant
Bangor Street	Paulas	a1	comp	ind	
Bangor Street	Brazilian Tan	sg	n/a	n/a	
Bangor Street	Magic Clippers	a1	comp	ind	
Bangor Street	Carlton Bakery	a1	conv	mult	
Bangor Street	Williams Goodwin	a2	n/a	n/a	
Bangor Street	Next to A1 Motor Stores	n/a	n/a	n/a	Vacant
Bangor Street	A1 Motor Stores	n/a	n/a	n/a	Vacant
Bangor Street	No 7	n/a	n/a	n/a	Vacant
Bangor Street	Siop Darts Caernarfon	a1	comp	ind	
Bangor Street	Blodeuwedd	n/a	n/a	n/a	Vacant
Bangor Street	Roberts and Astley	n/a	n/a	n/a	Vacant
Bridge Street	Amor	A1	comp	ind	
Bridge Street	Santander	a2	n/a	n/a	
Bridge Street	W J Matthews	a2	n/a	n/a	





Bridge Street	Caernarfon Kebab Pizza and Burger	a5	n/a	n/a	
Bridge Street	Lucky Fish Bar	a5	n/a	n/a	
Bridge Street	Chas Medforth	n/a	n/a	n/a	Vacant
Bridge Street	Ainsworths	a5	n/a	n/a	
Bridge Street	Bella Pizza	a5	n/a	n/a	
Bridge Street	Schoolwear Shop	a1	comp	ind	
Bridge Street	Next to Schoolwear Shop	n/a	n/a	n/a	Vacant
Bridge Street	Next to Schoolwear Shop	n/a	n/a	n/a	Vacant
Bridge Street	Siop Iwan	n/a	n/a	n/a	Vacant
Bridge Street	Stylish Interiors	a1	comp	ind	
Bridge Street	Next to Roberts Siop	n/a	n/a	n/a	Vacant
Bridge Street	Roberts Siop	a1	conv	ind	
Bridge Street	Bob Parry and Co	a2	n/a	n/a	
Bridge Street	Bargains Galore	a1	comp	ind	
Bridge Street	Sell Your Gold Here	a2	n/a	n/a	
Bridge Street	Phot Gallery	a1	comp	ind	
Bridge Street	Beresford Adams	a2	n/a	n/a	
Bridge Street	One A	a1	comp	reg	
Bridge Street	Volunteering Centre	d1	n/a	n/a	
Bridge Street	Gemwaith Jewellery	a1	comp	ind	
Bridge Street	Trefor Jones	a1	comp	ind	
Bridge Street	Caffi Cei	a3	n/a	n/a	
Bridge Street	Specsavers	a1	comp	mult	
Bridge Street	Costa	a3	n/a	n/a	
Bridge Street	No 6	n/a	n/a	n/a	Vacant
Castle Ditch	Craft Cymru	a1	comp	ind	
Castle Ditch	Siop Y Ddraig	a1	comp	ind	
Castle Ditch	Gray Thomas	a1	comp	ind	
Castle Ditch	Palace Vaults	a4	n/a	n/a	
Castle Ditch	Tourist Information Centre	b1	n/a	n/a	
Castle Ditch	Commercial Services	b1	n/a	n/a	
Castle Ditch	Cymen Translation	b1	n/a	n/a	
Castle Ditch	The Anglesey	a4	n/a	n/a	
Castle Ditch	Palas	a3	n/a	n/a	
Castle Ditch	Caernarfon Castle	d1	n/a	n/a	
Castle Hill	Castle Gift Shop	a1	comp	ind	
Castle Square	Occassions	a1	comp	ind	
Castle Square	Caffi Maes	a3	n/a	n/a	
Castle Square	Richards	a1	conv	ind	





Castle Square	Y Pantri Cymraeg	a3	n/a	n/a	
Castle Square	Nemo	a3	n/a	n/a	
Castle Square	Cats Protection	a1	comp	mult	
Castle Square	Dafydd Hardy	a2	n/a	n/a	
Castle Square	Annies Dre	n/a	n/a	n/a	Vacant
Castle Square	Poundstretcher	a1	conv	mult	
Castle Square	British Red Cross	a1	comp	mult	
Castle Square	Principality	a2	n/a	n/a	
Castle Square	Subway	a1	conv	mult	
Castle Square	New Look	a1	comp	key att	
Castle Square	HSBC	a2	n/a	n/a	
Castle Square	Coleg Menai	d1	n/a	n/a	
Castle Square	Owain Bebb A'i Gwmni	b1	n/a	n/a	
Castle Square	Canllaw	a2	n/a	n/a	
Castle Square	Pritchard Jones Lane	a2	n/a	n/a	
Castle Square	Post Office	a1	conv	mult	
Castle Square	Spar	a1	conv	mult	
Castle Square	Nat West	n/a	n/a	n/a	Vacant
Castle Square	GISDA	a3	n/a	n/a	
Castle Square	Castle Square Clinic Limited	d1	n/a	n/a	
Castle Square	Presbyterian Church of Wales	d1	n/a	n/a	
Castle Square	COPO	a3	n/a	n/a	
Castle Square	Castel	c1	n/a	n/a	
Castle Square	No 9 Café	a3	n/a	n/s	
Castle Square	Morgan Lloyd	a4	n/a	n/a	
Castle Square	Rowlands Pharmacy	a1	comp	mult	
Castle Square	Na-Nog	a1	comp	ind	
Castle Street	Farmers Union of Wales	b1	n/a	n/a	
Castle Street	Castle House	a3	n/a	n/a	
Castle Street	Constituency Office	b1	n/a	n/a	
Castle Street	Gwynedd Council	b1	n/a	n/a	
Church Street	No 8	n/a	n/a	n/a	Vacant
Church Street	Dental Surgery	d1	n/a	n/a	
Church Street	Datrys	b1	n/a	n/a	
Church Street	Tegfan	c1	n/a	n/a	
Church Street	Victoria House	c1	n/a	n/a	
Church Street	Caer Menai	c1	n/a	n/a	
Church Street	Church	d1	n/a	n/a	
Crown Street	Citizens Advice Bureaux	b1	n/a	n/a	





Crown Street	Victoria Chambers	b1	n/a	n/a	
Crown Street	Snowdonia/Regency	a1	comp	ind	
Crown Street	Empire Bingo	d2	n/a	n/a	
Eastgate Street	Bohanas Beauty Bar	sg	n/a	n/a	
Eastgate Street	Kas Bar	a3	n/a	n/a	
Eastgate Street	Clip a Snip	a1	comp	ind	
Eastgate Street	Corbett Bwci Bookmakers	a2	n/a	n/a	
Eastgate Street	Tafarn Y Porth	a4	n/a	n/a	
Eastgate Street	Dodrefn Perkins	a1	comp	ind	
Eastgate Street	Former Caffi Cei	n/a	n/a	n/a	Vacant
Eastgate Street	Tarian	A2	n/a	n/a	
Eastgate Street	Moodmwd	n/a	n/a	n/a	Vacant
High Street	Blades	A1	comp	ind	
High Street	Next to Blades	n/a	n/a	n/a	Vacant
High Street	Bruce Edward Jones	a2	n/a	n/a	
High Street	No 14	n/a	n/a	n/a	Vacant
High Street	Siop Eifion	a1	comp	ind	
High Street	Porth Mawr Jewellers	a1	comp	ind	
High Street	Conservative Club	n/a	n/a	n/a	Vacant
High Street	Trotters	c1	n/a	n/a	
High Street	Council Offices	b1	n/a	n/a	
High Street	SCJ	a2	n/a	n/a	
High Street	Studio Pablo	a1	comp	ind	
High Street	Clwb Canol Dre	a4	n/a	n/a	
High Street	The Crown	a4	n/a	n/a	
High Street	Black Dragon Tattoo	sg	n/a	n/a	
High Street	Welsh Air Ambulance	a1	comp	ind	
High Street	Toy Shop	a1	comp	ind	
High Street	Childrens Clothes Shop Next to Charlottes Gifts	a1	comp	ind	
High Street	Ty Dre	c1	n/a	n/a	
High Street	Bikes Antur Bikes	a1	comp	ind	
High Street	Ty Glyndŵr	a3	n/a	n/a	
High Street	Sienna	a1	comp	ind	
High Street	Mirsi	a1	comp	ind	
High Street	Next to Mirsi	n/a	n/a	n/a	Vacant
High Street	Siop Eifion	a1	comp	ind	
High Street	Caernarfon Castle Tours	b1	n/a	n/a	
High Street	Slate and Things	a1	comp	ind	
Hole in the Wall	Stones Bistro	a3	n/a	n/a	





Street					
Hole in the Wall Street	Helens	a1	comp	ind	
Hole in the Wall Street	The Bell Tower	a3	n/a	n/a	
Hole in the Wall Street	Osteria	a3	n/a	n/a	
Hole in the Wall Street	Hole in the Wall Pub	a4	n/a	n/a	
Hole in the Wall Street	Next to Eklecktika	n/a	n/a	n/a	Vacant
Hole in the Wall Street	Ouzo and Olive	a3	n/a	n/a	
Hole in the Wall Street	Eclecktika	a1	comp	ind	
Hole in the Wall Street	Iechyd Da	a1	conv	ind	
Hole in the Wall Street	The Four Alls	a4	n/a	n/a	
Hole in the Wall Street	Jakes	a3	n/a	n/a	
Hole in the Wall Street	Jivers Café	a3	n/a	n/a	
Hole in the Wall Street	Manon	a1	comp	ind	
Market Street	Black Tower	c1	n/a	n/a	
Market Street	Body Talk	a1	comp	ind	
North Penrallt	Welsh Government	n/a	n/a	n/a	Vacant
North Penrallt	North Penrallt Telephone Exchange	b1	n/a	n/a	
North Penrallt	JCP	b1	n/a	n/a	
North Road	Morrisons	a1	conv	mult	
North Road	Willow Hall	c2	n/a	n/a	
North Road	Bron Menai	c1	n/a	n/a	
North Road	Marbryn	c2	n/a	n/a	
Palace Street	Siop Iard	A1	comp	reg	
Palace Street	Caernarfon Insurance	a2	n/a	n/a	
Palace Street	Wal	a3	n/a	n/a	
Palace Street	Panorama	b1	n/a	n/a	
Palace Street	Lotti and Wren	a1	comp	ind	
Palace Street	Scoops	a3	n/a	n/a	
Palace Street	Palas Print	a1	comp	ind	
Palace Street	Kevin James	a1	comp	ind	
Palace Street	Tŷ Siocled	a1	conv	ind	





Palace Street	Siop Sifafins	a1	comp	ind	
Palace Street	Black Boy Inn	a4	n/a	n/a	
Palace Street	The Cutting Parlour	a1	comp	ind	
Palace Street	Snap Cymru	n/a	n/a	n/a	Vacant
Palace Street	The Old Market	a4	n/a	n/a	
Palace Street	Lola	a1	comp	ind	
Palace Street	Bengal Spice	a3	n/a	n/a	
Palace Street	Y Pantri	a3	n/a	n/a	
Palace Street	Blodyn Tatws	a1	comp	ind	
Palace Street	YLP Haberdashery	a1	comp	ind	
Palace Street	Escape	a1	comp	ind	
Palace Street	Cyfarchion	a1	comp	ind	
Palace Street	Bonta Deli	a3	n/a	n/a	
Pavilion Hill	Library	d1	n/a	n/a	
Pavilion Hill	Seilo (Church)	d1	n/a	n/a	
Pavilion Hill	Council Offices	b1	n/a	n/a	
Pavilion Hill	Caernarfon Royal Town Council	d1	n/a	n/a	
Penllyn	Argos	a1	comp	key att	
Penllyn	Café Gronant	a3	n/a	n/a	
Penllyn	Barber Shop	a1	comp	ind	
Penllyn	William Hill	a2	n/a	n/a	
Penllyn	Youth Info Centre	d1	n/a	n/a	
Penllyn	Peacocks	a1	comp	mult	
Penllyn	Iceland	a1	conv	mult	
Penllyn	Tudor Owen Roberts Glynn and Co	a2	n/a	n/a	
Pepper Lane	Y Gist Ddillad	a1	comp	ind	
Pepper Lane	Kingdom Hall of Jehovah's Witness	d1	n/a	n/a	
Pool Hill	Y Gegin Fach	a3	n/a	n/a	
Pool Hill	Lees Chinese Takeaway	a5	n/a	n/a	
Pool Hill	The Capitol Chop Suey Takeaway	a5	n/a	n/a	
Pool Lane	Stermat Hardware	a1	comp	ind	
Pool Lane	Boots	a1	comp	key att	
Pool Lane	Next to Boots	n/a	n/a	n/a	Vacant
Pool Lane	Lotys	a2	n/a	n/a	
Pool Lane	Church	d1	n/a	n/a	
Pool Street	Cambrian Savings	a2	n/a	n/a	
Pool Street	Caernarfon Eyecare	a1	comp	ind	
Pool Street	Freshfields Animal Rescue	a1	comp	reg	
Pool Street	Carols	sg	n/a	n/a	





Pool Street	KFC	a3	n/a	n/a	
Pool Street	Webbers	sg	n/a	n/a	
Pool Street	Bet Fred	a2	n/a	n/a	
Pool Street	Phones 4 U	n/a	n/a	n/a	Vacant
Pool Street	Babs Gwyn	n/a	n/a	n/a	Vacant
Pool Street	Next to Coral	n/a	n/a	n/a	Vacant
Pool Street	Coral	a2	n/a	n/a	
Pool Street	The Works	a1	comp	mult	
Pool Street	Roberts and Owen	a1	comp	reg	
Pool Street	Shoe Zone	a1	comp	mult	
Pool Street	Holland and Barrett	a1	conv	mult	
Pool Street	Timpsons	a1	conv	mult	
Pool Street	Next to Gwyndaf Williams	n/a	n/a	n/a	Vacant
Pool Street	Gwyndaf Williams	a1	comp	ind	
Pool Street	Barnet Pepper	a1	comp	ind	
Pool Street	Card Factory	a1	comp	mult	
Pool Street	PC Repairs and Upgrades	a1	comp	ind	
Pool Street	Next to PC Repairs and Upgrades	n/a	n/a	n/a	Vacant
Pool Street	Vy's Nails	sg	n/a	n/a	
Pool Street	Cutmaster	a1	comp	ind	
Pool Street	West Coast	a1	comp	ind	
Pool Street	Savers	a1	comp	ind	
Pool Street	Age Cymru	a1	comp	mult	
Pool Street	Orchid Fashion	a1	comp	ind	
Pool Street	Air Vapes Store	a1	conv	reg	
Pool Street	Cameo	a1	comp	ind	
Pool Street	Siop Llinos	a1	comp	ind	
Pool Street	No 54	n/a	n/a	n/a	Vacant
Pool Street	Caru Kebabs	a5	n/a	n/a	
Pool Street	Fresh Seafood	a1	conv	ind	
Pool Street	Morris Bros	a1	conv	ind	
Pool Street	Caernarfon Angling Centre	a1	comp	ind	
Pool Street	Bob Jones and Son	a1	comp	ind	
Pool Street	Y Steil	n/a	n/a	n/a	Vacant
Pool Street	Caernarfon and District Ex Service Club	a4	n/a	n/a	
Pool Street	Siop Ysgol Pendalar Volunteer Shop	a1	comp	not reg	
Pool Street	CSCS	a1	conv	Ind	
Pool Street	Nationwide	a2	n/a	n/a	
Pool Street	W H Smiths	a1	comp	key att	





Pool Street	British Heart Foundation	a1	comp	mult	
Pool Street	Lloyds	a2	n/a	n/a	
Pool Street	Lifestyle Express	a1	conv	mult	
Pool Street	J and C	a5	n/a	n/a	
Pool Street	Next to JC	n/a	n/a	n/a	Vacant
Pool Street	Tanau Caernarfon Fires	a1	comp	ind	
Pool Street	GG's	a1	comp	ind	
Pool Street	Tofs	a1	comp	mult	
Pool Street	Canolfan Ebeneser Centre	d1	n/a	n/a	
Pool Street	No 23	n/a	n/a	n/a	Vacant
Pool Street	Blast Coat	b1	n/a	n	
Porth Yr Aur	The Royal Yacht Club	b1	n/a	n/a	
Segontium Terrace	Villa Marina	a3	n/a	n/a	
Segontium Terrace	The Albert Inn	a4	n/a	n/a	
Segontium Terrace	Wyn Smith	d1	n/a	n/a	
Shirehall St	Gwynedd Council	b1	n/a	n/a	
Shirehall St	Crown Court	d1	n/a	n/a	
Shirehall St	County Offices	b1	n/a	n/a	
Shirehall St	Siambur Dafydd Orwig Chamber	b1	n/a	n/a	
Skinner Street	Petes Laundrette	sg	n/a	n/a	
Skinner Street	Opposite Petes Laundrette	n/a	n/a	n/a	Vacant
South Penrallt	Caernarfon Tandoori	a3	n/a	n/a	
South Penrallt	Y Siop Darts	a1	comp	ind	
South Penrallt	Haf Jones and Pegler	a2	n/a	n/a	
St. Helens Road	West Highland Railway	sg	n/a	n/a	
St. Helens Road	Harbour Office	b1	n/a	n/a	
St. Helens Road	Harbour Office	n/a	n/a	n/a	Vacant
St. Helens Road	JCP	b1	n/a	n/a	
Tan Y Bont	Bar Bach	a4	n/a	n/a	
Victoria Dock	Huws Gray Timber Yard	b2	n/a	n/a	
Victoria Dock	Sailing Club	d2	n/a	n/a	
Victoria Dock	Caernarfon Record Office	b1	n/a	n/a	
Victoria Dock	Menai Boats	a1	comp	ind	
Victoria Dock	Galeri	a3	n/a	n/a	
Victoria Dock	Table Table	a3	n/a	n/a	
Victoria Dock	Celtica	n/a	n/a	n/a	Vacant
Victoria Dock	Fu's	a3	n/a	n/a	
Victoria Dock	Premier Inn	c1	n/a	n/a	
Victoria Dock	Travelodge	c1	n/a	n/a	





Victoria Dock	Cartrefi Gymunedol Gwynedd	b1	n/a	n/a	
Victoria Dock	Menai Marine Boatyard	b2	n/a	n/a	
Victoria Dock	Cwymni Da	b1	n/a	n/a	





Car Parking Database

Name:	Slate Quay, Caernarfon Castle
On Street/ Car Park:	Car Park
Total Spaces:	244
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	236
Disabled Spaces:	8
Vacant Spaces Busy Day:	82
Vacant Spaces Quiet Day:	129

Building works taking up a number of spaces

Name:	Victoria Dock
On Street/ Car Park:	Car Park
Total Spaces:	19
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	18
Disabled Spaces:	1
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	3

Name:	Penllyn Poolside Multi Storey
On Street/ Car Park:	Car Park
Total Spaces:	235
Short Stay Spaces: (4 hours and under)	90
Long Stay Spaces: (Over 4 hours)	123
Disabled Spaces:	22
Vacant Spaces Busy Day:	77
Vacant Spaces Quiet Day:	87

Name:	Ffordd y Felin and Tan Y Bont
On Street/ Car Park:	Car Park
Total Spaces:	57
Short Stay Spaces: (4 hours and under)	57
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	0





Name:	Doc Fictoria
On Street/ Car Park:	Car Park
Total Spaces:	171
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	166
Disabled Spaces:	5
Vacant Spaces Busy Day:	111
Vacant Spaces Quiet Day:	78

Name:	Morrisons
On Street/ Car Park:	Car Park
Total Spaces:	310
Short Stay Spaces: (4 hours and under)	307
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	3
Vacant Spaces Busy Day:	91
Vacant Spaces Quiet Day:	109

Name:	Balacafa
On Street/ Car Park:	Car Park
Total Spaces:	229
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	220
Disabled Spaces:	9
Vacant Spaces Busy Day:	14
Vacant Spaces Quiet Day:	10

Name:	Asda
On Street/ Car Park:	Car Park
Total Spaces:	54
Short Stay Spaces: (4 hours and under)	50
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
Vacant Spaces Busy Day:	34
Vacant Spaces Quiet Day:	34





Name:	Home Bargains
On Street/ Car Park:	Car Park
Total Spaces:	45
Short Stay Spaces: (4 hours and under)	43
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces Busy Day:	11
Vacant Spaces Quiet Day:	12

Name:	Glan Y Mor Uchaf
On Street/ Car Park:	Car Park
Total Spaces:	33
Short Stay Spaces: (4 hours and under)	28
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces Busy Day:	2
Vacant Spaces Quiet Day:	5

Name:	Galeri/ Doc Fictoria
On Street/ Car Park:	Car Park
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	18
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
Vacant Spaces Busy Day:	1
Vacant Spaces Quiet Day:	4

Name:	Villa Marina
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	0





Name:	Pool Hill
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	0

Name:	Bangor Street
On Street/ Car Park:	On Street
Total Spaces:	27
Short Stay Spaces: (4 hours and under)	27
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	4
Vacant Spaces Quiet Day:	2

Name:	Eastgate Street by Dodrefn Perkins
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 Busy Day:	4
Vacant Spaces Quiet Day:	5

Name:	Outside Gwynedd Council and Welsh Assembly
On Street/ Car Park:	On Street
Total Spaces:	13
Short Stay Spaces: (4 hours and under)	13
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	2
Vacant Spaces Quiet Day:	2





Name:	North Penrallt
On Street/ Car Park:	On Street
Total Spaces:	14
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	14
Disabled Spaces:	0
Vacant Spaces Busy Day:	1
Vacant Spaces Quiet Day:	2

Name:	By Church on Pool St
On Street/ Car Park:	On Street
Total Spaces:	10
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	10
Disabled Spaces:	0
Vacant Spaces Busy Day:	4
Vacant Spaces Quiet Day:	4

Name:	Castle Square
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	8
Vacant Spaces Busy Day:	2
Vacant Spaces Quiet Day:	1

Name:	Castle Ditch
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 Busy Day:	0
Vacant Spaces Quiet Day:	1





Name:	Market Street
On Street/ Car Park:	On Street
Total Spaces:	4
Short Stay Spaces: (4 hours and under)	3
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	0

Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	0

Name:	Huws Gray
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	1

Name:	Outside Caernarfon Library
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 Busy Day:	0
Vacant Spaces Quiet Day:	1





Name:	Eastgate Street
On Street/ Car Park:	On Street
Total Spaces:	2
Short Stay Spaces: (4 hours and under)	2
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Vacant Spaces Busy Day:	0
Vacant Spaces Quiet Day:	0

Name:	Pool Street
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 Busy Day:	0
Vacant Spaces Quiet Day:	0

Name:	Shirehall Street
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 Busy Day:	0
Vacant Spaces Quiet Day:	0

Name:	Outside Royal Caernarfon Town Council
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 Busy Day:	2
Vacant Spaces Quiet Day:	4





Name:	Outside Premier Inn
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	5
Vacant Spaces Busy Day:	1
Vacant Spaces Quiet Day:	3





Town Centre User Comments

- *Better connection between the cultural aspects of the town and the main retail areas. Improving the retail areas to reduce impactful modern frontages, creating a more consistent high street experience that connects to the town's cultural significance. Should a new Prince of Wales be invested over the coming years, a backdrop of Poundstretcher and Asda signs won't do the event justice!*
- *Cleaner*
- *For me Caernarfon is the best town centre in the country with the Castle, the coast, Anglesey and Snowdon all on the doorstep. The castle in the town centre is just stunning and what a thing to have. I think the town square is wonderful as are the side streets by the castle but Pool Street and the area around it is very poor. No real retail offer and it looks unkempt and run down there.*
- *Have either a band stand on the Maes, or a big red dragon on a round about for traffic to have a boundary to drive around. At the moment it's a free for all and very confusing.*
- *Cheaper parking costs*
- *Better quality shops*
- *Contactless/card payments on car parking ticket machines.*
- *Reduced rates for local/independent businesses.*
- *Better maintenance of the Maes and more of an effort on activities for the community*
- *Get the slate off and get some sort of directions for cars and walkers*
- *The square is a total waste of money. Could be used for so many events.*
- *There are hardly no bins around.*
- *Parking is extortionate.*
- *Once you've been to the castle there is nothing else to do.*
- *Free parking*
- *Possibly a safer town square for pedestrians.*
- *Encourage small independent retailers into the town centre through reduced rents or rates.*
- *Pool Street needs a makeover.*
- *Provide incentives to establish new businesses in the town which will reduce the number of vacant shops. This should only be available to certain categories of businesses - avoiding charity shops (of which there are too many already), Vaping stores, etc. –*
- *Improve the general "look" of the town. Businesses and landlords need to ensure that their premises are well maintained and look attractive.*
- *The number of seagulls plaguing the town need to be substantially reduced.*
- *The Maes needs a rethink - mixing cars and pedestrians doesn't work or make for a pleasant surrounding. The taxis need to be moved away from the Maes, and there's way too many of them anyway (create a new place by Crown Street - the section of car park by Siambur Buddug/Citizens Advice).*
- *More policing of antisocial behaviour.*





- *More positive attitude to non-welsh tourists*
- *Improve the image of Pool Street*
- *Cleanliness - the town needs to be cleaned up, get rid of dog mess, empty bins daily and get rid of all those seagulls*
- *Better maintenance of the streets, fixing the loose and damaged paving all around the town.*
- *Clean the streets more, as in a proper deep clean with jet-wash and get rid of weeds, they are everywhere and look terrible for tourist and local. Makes you think that the people don't care about the town. It should be somewhere to be proud of.*
- *Town square needs changes to make it more appealing.*
- *Make use of Aberforeshire with the town*
- *Get rid of the seagulls. Spruce up the look of the building facades.*
- *Better parking*
- *Better public transport*
- *The Maes is a free for all and extremely dangerous. Cars and pedestrians don't know who has right of way.*
- *A couple extra parking spots if you just want to pop to the chemist or Poole street would be good too.*
- *The slate on the floor is lovely to look at, but during the winter months gets very very slippery due to water/ice. Lost count of the times I've slipped there.*
- *Pool Street needs a facelift*
- *Move the Gwynedd Council offices & join with Arfon Council offices (which have 'empty rooms ' !!!)...That would free up the Gwynedd offices ...which could be turned into 'craft shops ' ...cafes ...souvenir shops ...etc...etc....*
- *Make more presentable and cleaner and define where cars are supposed to travel along the main square, as there is no indication, and nearly got knocked over.*
- *Clarify (or stop) traffic flow and parking on the Maes; it's confusing and possibly dangerous.*
- *Do whatever is necessary (lower rates?) to attract a wider range of shops to the high street so more options are available and the place is made more attractive.*
- *Define road on the maes.*
- *Better public transport to surrounding villages.*
- *More outside eating areas*
- *more retail shops*
- *The upper part of the town centre generally doesn't reflect the other older parts.*
- *Aspects of the town especially back of the buildings at Ffordd y Felin Car Park look run down and un-cared for.*
- *Clean up the streets, open more shops and do a major overhaul of the centre*
- *Make the Maes safer to pedestrian.*
- *More shops*
- *More activities focused on the Maes*





- *free parking in car parks to encourage longer stays*
- *Make parking easier stop people paking on maes and stryd llun*
- *pull cafe tables off stryd Llyn especially when strret is open to traffic get a more neutral group of people to run a caernrffon group.*
- *TOO MANY PEOPLE OUT FOR OWN GAIN*
- *Bilingual signage in Wales' most Welsh town. Staff who are able to communicate in Welsh or acknowledge their inability respectfully.*
- *Make Pool St more attractive by encouraging shop owners to improve their shop fronts. Attract more small independent shops to the street.*
- *Improve appearance of Pool St*
- *More green space*
- *Get rid of the Seagulls*
- *More bins and cleaning especially down by the Anglesey Inn, the bins are often overflowing especially early mornings.*
- *Free parking for 1 hour in the morning and 1 hour in the afternoon would be useful - this would stop those working in town using up the free spaces and encourage people from out of town to pop in.*
- *More attractions for all to enjoy, town people and visitors.*
- *More police presence on foot*
- *Accept that people have changed, people don't all WANT physical shops in this day and age. Change the planning for the amount of shops and utilise the public spaces in a different way. Caernarfon is actually very good at putting things on in the streets. I couldn't actually spend any money in the town other than on books at Palas Prints or on food/drink - as none of the shops sell anything i need - and the town is probably too small to support those type of shops. Also - i probably wouldn't want to spend an extra 25% on an expensive item such as a TV as i could get it cheaper in Bangor/ Online without the stress of actually getting the item home as parking would be an issue.*
- *Improve pool street and tuff square*
- *Clean the place amount of rubbish around town centre streets is disgusting gives visitors a poor impression for a royal town.*
- *Access for cars through town needs to be addressed - they reach the sqare with no clear path to drive*
- *Improve the appearance of shops*
- *Encourage new retail offerings selling different/unique goods*
- *Bring back the street cleaners there is dog poo everywhere!*
- *Make Y Maes safer for pedestrians, car drivers find it difficult to navigate, especially visitors to the town*
- *Occupy empty properties. Attract businesses to Pool Street.*
- *More events*
- *better way of dealing with traffic going through*
- *Ban Vehicular access on the Square*
- *have more frequent Market stall events on the Square*
- *Toilets*





- *Banks*
- *Free parking spaces*
- *Tidy the appearance of the town. Road that are dug up are just tarmaced, rather than replacing bricks or slabs etc that was there originally e.g. in Pool Street.*
- *Redesign the maes and the traffic routes*
- *Ensure that all areas are clean and well maintained at all times. A daytime street cleaner with a trolley and brush could tackle problems as they arise.*
- *Boost specific areas e.g. Pool St. Shop frontages look more 'plastic' and down at heel compared to e.g. Palace St. Perhaps shopkeepers/Hwb/Council could co-operate to identify a way forward that would be a benefit to all.*
- *Install a roundabout on the Maes Get rid of the taxis*
- *Improve road surface and markings to town square, even criticised by RNIB!*
- *Tidy shop frontages - looks very tired*
- *Separate the motorists and pedestrians with clear guidance. A central point of interest such as the old fountain area to encourage people to stay and socialise-unlike that odd 'water feature'.*
- *Totally change the layout, and listen to local people for a change. The maes is calling out for decent shaded seating for people; bring back the trees and sack the people responsible for transforming the town centre into a massive waste of space, with nothing for visitors or locals alike. Clearly identify the road layout on the maes. There is no designated road through the maes, despite vehicles being allowed to drive through. Who is responsible should someone be injured or killed by a vehicle travelling through the maes when these isn't a designated road? The planners? The designer? The Town council? The driver?*
- *provide up to 1 hour free parking*
- *improve the confusing Maes re traffic/parking etc*
- *More Disabled Parking on Y Maes (Castle Square)*
- *Toilets in town centre*
- *Ensure more recycling bins. Except for the streets in the old town, the other streets let the town down.*
- *Regenerate Pool St by making an effort to attract businesses to the empty shops. More events / activities on the Square.*
- *Improve the bus stops. 2. Local shops or better shops / Encourage local businesses to set up on Pool Street.*
- *Need to provide recycling bins, not just waste bins, especially since the Council insist that residents must do this in their homes! Need to do something to get rid of the seagulls, they're a plague on the town and cause worry and nuisance to local people and visitors.*
- *Encourage cooperation between the businesses that share a street, as happens on Palace St. If money is given to improve the aesthetics of a street or shop, ensure that there's consistency in the design and style.*
- *More green space in the town. Caernarfon is lacking in trees, nothing except for Parc Helen (over the bridge).*





- *Could someone encourage the Harbour Trust to turn a piece of their car park to grass?*
- *Need to clean the place better - especially during the weekend and Monday mornings. Need to make Pool St prettier somehow.*
- *Some shops, cafes etc difficult to enter with wheelchair.*
- *Fill empty shops.*
- *Cars need to know where to go. Slates are dangerous when wet.*
- *Deal with dog fouling and litter.*
- *Cheaper parking.*
- *Higher quality shops than card factory and charity shops.*
- *No cars on the Square, can be dangerous.*
- *Cut tax / rates to attract a variety of different shops.*
- *Prohibit businesses from putting up signs that are in English only.*
- *Ban cars from the town centre.*
- *Pool St is not as attractive as the rest of the town.*
- *Traffic on the Square is dangerous and makes the place look untidy.*
- *More local shops / businesses on Pool St instead of chain stores.*
- *Improve safety at night, I can feel scared walking through town at night - example would be passing the bus stops*
- *Cleanliness*
- *higher standard of shops.*
- *Ban people from feeding the seagulls*
- *disabled parking.*
- *Ban traffic*
- *Improve the front of the buildings.*
- *Improve the toilet facilities in the town centre.*
- *Improve bus connectivity between villages in the vicinity of the town centre.*
- *Tidy empty buildings until the drive to bring them back into use has been successful.*
- *More cleaning streets throughout the day, instead of only first thing in the morning.*
- *Improve the road conditions / aesthetics.*
- *Improve the public transport service.*
- *Improve the look of the flats above the shops.*
- *Encourage commercial bins / waste bins to be kept better on days when there isn't a collection. Too many bins to be seen in popular areas.*
- *Improve Pool St - better shops on the street. More shops / cafe's open after 5pm!*
- *Improve the parking provision.*
- *Spread the 'buzz' to other parts of the centre, which is obvious on Palace St*
- *Make the Square more accommodating / suitable for disabled people - no cobbles, lay pavements etc. Make the place look tidier - paint, weeding, clean.*
- *Use the Castle to hold more events*





- *Restrict entry to the Square more often to ensure more events can happen in the town.*
- *Less dog fouling. More variety of shops.*
- *Less charity shops and more variety of shops. Food shops i.e. - bakery and fruit and veg shop on the Square.*
- *Less charity shops, betting shops, and cash for gold etc. . Clothes shop for the whole family.*
- *Need to clean the streets better and get rid of the seagulls.*
- *The traffic lay out is like Wacky Races. Nobody knows where to go. Either pedestrianise it or sort the traffic.*
- *There needs to somehow be a way of ensuring that workers in the shop can speak Welsh. There's a number of examples (WH Smith, Savers, Spar) where workers behind the counter don't speak Welsh and they treat customers who speak Welsh with them in the first instance, as their natural mother tongue, unfavourably at times. Personally, I see this as an unfavourable and unfriendly addition to the town - especially in the town which is considered to be the Welshest town in the Wales.*
- *Palace Street is the perfect model to base what should be happening in the rest of the town. Pool St needs tidying and improvements in the choice of shops. Charity shops everywhere is not attractive. It is sad to say, but the people who congregate on Pool St do not show Caernarfon at its best.*
- *More regulation on the Square Traffic. Attract businesses that are different to barbers or charity shops, possibly by offering fairer rates.*
- *More colourful public art, as attractions for local users and visitors to the town.*
- *More restaurants for the evening.*
- *Adorn the place better - flowers etc.*
- *More parking spaces.*
- *Way to deal with the seagulls.*
- *Free parking - having to pay for parking everywhere is a nuisance and keeps me away from the town centre at the weekend.*
- *This isn't a problem in the week as I work for the Council. Pool St needs to be rejuvenated - it looks poor, and I have no reason to walk up there unless to go to Boots.*
- *Lower rents so smaller businesses can afford to be in the centre of town.*
- *Some sort of fence / boulders so the Square is safe for walkers, and to ensure that drivers who are new to the area know which parts you're allowed to drive on.*
- *Ensure that the surface area of the Square is safe (slates) - I've seen many fall. Lower prices for parking - especially short stays - picking down to see the Dr etc.*
- *Stop vehicles on the Square. Market more frequent, but they have to move their vehicles so there's more places to sit and relax.*

