

**BASELINE ECONOMIC ASSESSMENTS
TO SUPPORT PLANNED
INFRASTRUCTURE ACTIVITY**

NOTTINGHAMSHIRE COUNTY COUNCIL

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SUMMARY OF BASELINE FINDINGS

HUCKNALL

Use Class Mix

55% of the units in the Mapped town centre area are A1 Shops and 20% A2; Financial and Professional Services. The defined Hucknall town centre does not have any D1 Non Residential Institutions however within the holistic area 12 of the recorded premises are D1 Non Residential Institutions and as the table below highlights this include. Thus, if the wider town centre outside of the defined mapped area were to be included, 8% of the ground floor units are D1; Non Residential Institutions, 2% higher than the National Small Towns average. When reviewing the wider town centre, 49% are A1 Shops which is 4% lower than the National Small Towns average, 14% are A2; Financial and Professional Services and 7% Sui Generis, which includes units such as Nail Bars and Beauty Salons.

High Vacancy Rates

11% of the units in the defined town centre area were vacant at the time of the retail audit, higher than the National Small Towns average (8%). When looking at the overall town centre the vacancy rate increases to 15%. To place this data into further context, in spring 2014 the Local Data Company reported that vacancy figures for all town centres in Great Britain was 14%, however the Hucknall figure is still markedly higher than the National Small Towns figure.

High Proportion of Convenience Retailers

59% of the A1 Shops in Hucknall mainly sell comparison goods, whilst 41% mainly sell convenience goods, vastly higher than the National Small Towns average of 21%. When the details from the A1 Shops outside of the mapped area are included the proportion of convenience retailers drops to 34%, but still higher than the National Small Towns figure.

Blend of Independent and Nationwide Traders

Over three quarters of the A1 Shops in the mapped area are unique to Hucknall, whilst 48% have a nationwide presence. When reviewing the wider town centre, 64% of the A1 Shops are independent traders, 4% lower than the National Small Towns average, whilst 33% have a nationwide presence, 8% higher than the National figure.

Highest Footfall on Saturdays

The overall average for Saturday footfall in Hucknall across all three count point locations is 79 persons per ten minutes, 53 persons per ten minutes higher than the Sunday footfall figure, and 6 persons per ten minutes higher than the Market Day Count.

Footfall noticeably tails off in the evening with overall averages across all three count points being; 24.6 persons per ten minutes at 17.00-18.00, 22.3 persons per ten minutes at 18.00-19.00 and 26.3 persons per ten minutes at 19.00-20.00.

High Market Day Footfall

When comparing Hucknall with the People and Places Town Centre Performance Review system which measures footfall at 10.00-13.00 at the busiest location, the Hucknall figure of 143 compares favourably with the National Small Towns average of 122.

Low Footfall on Sunday

Footfall on the Sunday in Hucknall peaked at 12.00-13.00, with an aggregate count of 124 persons across the 3 count times, averaging at 41 persons per ten minutes. This figure is higher than the overall day average of 26 persons per ten minutes, but noticeably lower than the Market Day figure of 73 persons per ten minutes across all three count point locations throughout the day.

Employment Levels in Town Centre

56 of the Business provided data in terms of employment, providing a response rate of 66%. In total 123 people are employed Full Time, 89 Part Time and 86 as Volunteers. On average 2.2 people are employed Full Time per commercial unit and 1.6 Part Time.

Significant Employment Decline in Super Output Area

Total employment in the Hucknall-Ashfield 014 super output area has declined significantly since 2010 and particularly in 2013. This decline is due to a marked loss of jobs in 2013 in construction. 'Other services' are the largest sector and jobs have remained fairly stable between 2009 and 2013 but have fallen from a peak in 2010/2011. Jobs in the retail sector and education, health and public administration have also been relatively stable in recent years.

Average Commercial Property Sale Price of £283,800

The last sale price of 6 commercial properties (all retail) sold in Hucknall town centre over recent years is an average of £283,800. Two retail properties are currently on the market with an average selling price of £210,000. The average price of properties currently for sale or sold in recent years is £183 per sq.ft, similar to that in Worksop and Retford.

Rental Value of £14 per sq.ft

A total of 5 retail properties are currently being marketed to rent in Hucknall town centre with an average rental value of approximately £14 per sq.ft. There is a variation in rental values of between £6 and £19 per sq.ft.

WESTDALE LANE

Shops and Takeaways

46% of the units in the defined town centre area are A1; Shops and 14% A2; Financial and Professional Services. There are also a high proportion of A5; Hot Food Takeaways (16%). 88% of the A1 Units are unique to the locality.

Vacancy Rate

7.5% of the ground floor units in the Mapped area were vacant at the time of the audit

Employment Levels

On average 2.85 people are employed Full Time per commercial unit and 2.1 Part Time.

Increase in Employment

There has been an overall increase in employment in the area around the Westdale centre in Gedling since 2009 but with a decrease in 2013. It is a relatively small centre with employment dominated by education and health services and a variety of 'other services'. The retail sector is small and quite stable. Construction jobs have declined steadily over recent years.

Higher Evening Footfall

Average daily footfall over the two weekday counts is 25.5 persons per ten minutes which increased slightly on the Saturday to 29 persons per ten minutes. Footfall markedly drops from the Saturday to the Sunday by 36%. Interestingly, aggregate footfall is higher between 16.00-20.00 than between 10.00-14.00 on both the weekdays and the Saturday. Footfall figures remained more constant throughout the day on the Sunday.

Lower Average Rental

Two retail properties are currently being marketed to rent in the centre with an average rental value of approximately £10 per sq.ft., lower than in the larger centres of Worksop, Retford and Hucknall. The range is between £6 and £13 per sq.ft.

RETFORD

Typical Large Town Use Class Mix

58% of the units in the defined town centre area are A1 Shops and 14% A2; Financial and Professional Services. Information on a further 112 units was recorded and added to the 'Mapped' area data to provide a holistic overview of the Town Centre. When adopting this process the proportion of A1; Shops drops to 54%, identical to the National Large Towns average. Taking the Use Class Order breakdown, Retford mirrors the National Large Town pattern.

Nationwide Retailers

Within the 'Mapped' area of Retford town centre, 43% of the A1; Shops are independent to Retford, whilst 47% have a nationwide presence, 10% of which are key attractors. When the data from the wider town centre is added, over half of the A1; Shops are unique to Retford which is lower than the National Small Towns (68%) and National Large Towns (57%) averages, whilst 38% have a nationwide presence, 4% higher than the National Large Towns and 13% higher than the National Small Towns averages.

High Footfall Counts with Saturday Busiest

Footfall is noticeably higher on a Saturday in Retford averaging 382 persons per ten minutes in the prime pitch location in the town centre throughout the day. When using the People and Places Town Centre Performance Review guidelines of counting at 10.00-13.00 the average count is an impressive 497 persons per ten minutes. To place these figures in context, on a Normal Weekday count the average at the peak hours is 252 persons per ten minutes which is also higher than the National Large Towns average of 202 and National Small Towns average of 90.

Employment Levels

83 of the Business provided data in terms of employment, providing a response rate of 49%. In total 239 people are employed Full Time, 251 Part Time and 91 as Volunteers. On average 2.9 people are employed Full Time per commercial unit and 3 Part Time.

Stability in the Retail Sector, large increase in Manufacturing and Construction

Total employment in the Retford town centre area has fluctuated over the period 2009 to 2013. The largest category of employment is in 'other services' which has remained very stable over recent years. Retail jobs have also been very stable over this period. Public sector jobs in education, health and public administration have fluctuated but have shown a small overall increase since 2009. The largest increase has occurred in 2013 in the manufacturing and construction sector in the Utilities category.

Average Commercial Property Sale of £190,400

The last sale price of 8 commercial properties sold in Retford town centre over recent years is an average of £435,000 but this figure is skewed by one very high value. Excluding this property the average sale price is £190,400. Only one retail property is currently on the

market with a selling price of £120,000. The average price of properties currently for sale or sold in recent years is approximately £185 per sq.ft., similar to that in Worksop.

Average Rental Value of £13 per sq.ft

A total of 9 retail and office properties are currently being marketed to rent in Retford town centre with an average rental value of approximately £20 per sq.ft. However, this average is skewed by one office building with a particularly high rent per sq.ft. Excluding this property the average rental value is about £13 per sq.ft. There is a wide variation in rental values of between £6 and £32 per sq.ft.

WORKSOP

High Proportion of Financial and Professional Services in Mapped Area

In the 'Mapped' town centre area, 57% of the commercial units are A1; Shops. Interestingly the proportion of A2; Financial and Professional Services units (21%) is very high in the Mapped area whilst there isn't any A5; Fast Food takeaways representation. When data from the wider town centre is added the proportion of A1; Shops drops slightly to 55% whilst the proportion of A2; Financial and Professional almost halves to 11%. Lower than the National Large Towns average of 13% and National Small Towns average of 14%. 5% of the units in the wider town centre are A5; Hot Food Takeaways which is similar to the National Large Towns average of 3% and identical to the National Small Towns figure.

High Proportion of Nationwide Traders

Within the 'Mapped' area of Worksop town centre, 68% of the A1; Shops have a nationwide presence, 16% of which are key attractors. When the data from the wider town centre is added, nearly half (49%) of the A1; Shops are unique to Worksop which is lower than the National Small Towns (68%) and National Large Towns (57%) averages, whilst 43% have a nationwide presence, 9% higher than the National Large Towns and 18% higher than the National Small Towns averages.

High Vacancy Rates in the Wider Town Centre

Within the Mapped town centre area 6% of the commercial units were vacant at the time of the audit in November. However, when the data from the wider town centre review is added the vacancy rate increases to 15%, which is higher than the National Large Towns figure of 10% and 1% higher than the March 2014 Local Data Company figure for all town centres in Great Britain. (14%)

High Footfall Counts with Saturday Busiest

Footfall increases markedly on a Saturday with an average of 336 persons per ten minutes across the day in the busiest location of Bridge Street, compared to 295 on the Market Day in the week, 205 on a Non Market Day in the week and 87 on a Sunday.

Using the People and Places Town Centre Performance Review Methodology the counts from the busiest locations at 10.00-13.00 the average figure is 391 persons per ten minutes, vastly higher than the National Large (281) and National Small Towns figures (122).

Employment Levels

Within the defined town centre area from the 81 units who supplied data the average number of Full Time staff at the premise is 2.2 whilst the figure for Part Time Staff is 3.6, providing an overall figure of 5.8.

Increase in Professional, Scientific and Technical Services and Stable Retail Sector

Worksop town centre has seen a steady increase in total employment in the period 2009 to 2013. This increase has occurred mostly in the 'other services' sector and particularly in the category of professional, scientific and technical services. 'Other services' represent almost half of all jobs in the town centre. Retailing is the next largest sector. Retail jobs have remained fairly stable over recent years. Public sector jobs in education, health and public administration have declined slightly from a peak in 2010.

Commercial Property Sale Price of £367,500

The last sale price of 8 commercial properties sold in Worksop town centre over recent years is an average of £367,500 but there is a wide variation in prices because of the size and type of properties (retail and office).

Average Rental Value of £19 per sq.ft

A total of 13 retail properties are currently being marketed to rent in Worksop town centre with an average rental value of approximately £19 per sq.ft. There is a wide variation in rental values of between £6 and £26 per sq.ft.