



BIRSTALL LOCAL CENTRE ASSESSMENT JULY 2005

INTRODUCTION

This statement is the third annual publication of key economic information for Birstall. It enables comparisons with other small shopping areas within Kirklees to be made and provides a “snapshot” of the centre in terms of economic activity.

The indicators used in this publication cover:

- retail occupancy in terms of floorspace and shop units,
- vacancy rates,
- pedestrian footfall,
- car parking provision, and,
- retail rents.

FLOORSPACE, SHOP UNITS AND VACANCY

A survey of shop units, vacancy and floorspace was undertaken in June 2005. This revealed that there is 2,803 sq.m. (30,160 sq.ft.) of net retail floorspace in Birstall shopping centre.

Shop units in Birstall centre

	Convenience	Comparison ¹	Service	Vacant	TOTAL
2003	8 (10.3%)	37 (47.4%)	24 (30.8%)	9 (11.5%)	78 (100%)
2004	7 (8.9%)	38 (48.1%)	24 (30.4%)	10 (12.6%)	79 (100%)
2005	7 (8.8%)	42 (52.5%)	25 (31.3%)	6 (7.5%)	80 (100%)
% change 04-05	0	+10.5	+4.2	-40.0	+1.3

Birstall has seen a decrease in vacancy, both in terms of shop units and retail floorspace within the study area. This is mainly due to the occupation of vacant shop units by comparison goods retailers, the majority of which are located close to the Market Place. The vacancy rate is well below the national average for 2005.

The centre continues to exhibit a strong representation of service uses.

¹ Comparison goods figures also include A1 uses such as opticians/travel agents etc.

Retail floorspace in Birstall (sq.m. net)

	Convenience	Comparison ¹	Vacant	TOTAL
2003	802 (28.9%)	1,730 (62.3%)	246 (8.8%)	2,778 (100%)
2004	780 (27.7%)	1,723 (61.2%)	313 (11.1%)	2,816 (100%)
2005	780 (27.8%)	1,875 (66.9%)	148 (5.3%)	2,803 (100%)
% change 04-05	0	+8.8%	-52.7%	-0.5%

There are 6 national multiple retailers present within the study area (equating to 12.2% of occupied retail units), as well as one charity multiple.

Floorspace comparisons² (sq.m. net)

	Birstall	Mirfield	Ravensthorpe
Convenience	780 (27.8%)	1912 (30.5%)	679 (30.7%)
Comparison	1875 (66.9%)	4161 (66.3%)	1235 (55.9%)
Vacant	148 (5.3%)	205 (3.3%)	295 (13.4%)
Total retail floorspace	2803 (100%)	6278 (100%)	2209 (100%)
Number of vacant units	6	8	8
Total number of units	80 (100%)	103 (100%)	66 (100%)

RETAIL RENTAL LEVELS

Rents in Low Lane, which appears to be the main shopping street have seen no change in the past 12 months. Rents in this location are within the broad range of £86-£151 per sq.m. (£8-£14 per sq ft). This reflects the location, quality of shop premises and tenure.

² Floorspace relates to the units within the study boundary of selected local centres

PEDESTRIAN FOOTFALL

A sample of the number of pedestrians using Birstall was undertaken on a Market Day in June 2005, using two count points. Pedestrian numbers have seen a decrease on Low Lane, especially in the afternoon. However, numbers at the Co-op frontage have seen a significant increase particularly in the morning (+76%).

Birstall pedestrian footfall 2004³

Survey location	16 June 2005 Weather: Warm with fine showers and sunny periods	
	A.M	P.M
1. Low Lane (both directions)	456	344
2. Co-op Foodstore (in only)	150	96

Although every care and effort has been made to ensure the accuracy of the data and statements contained in this publication, Planning Services does not accept responsibility for any errors or inaccuracies which may have occurred therein.

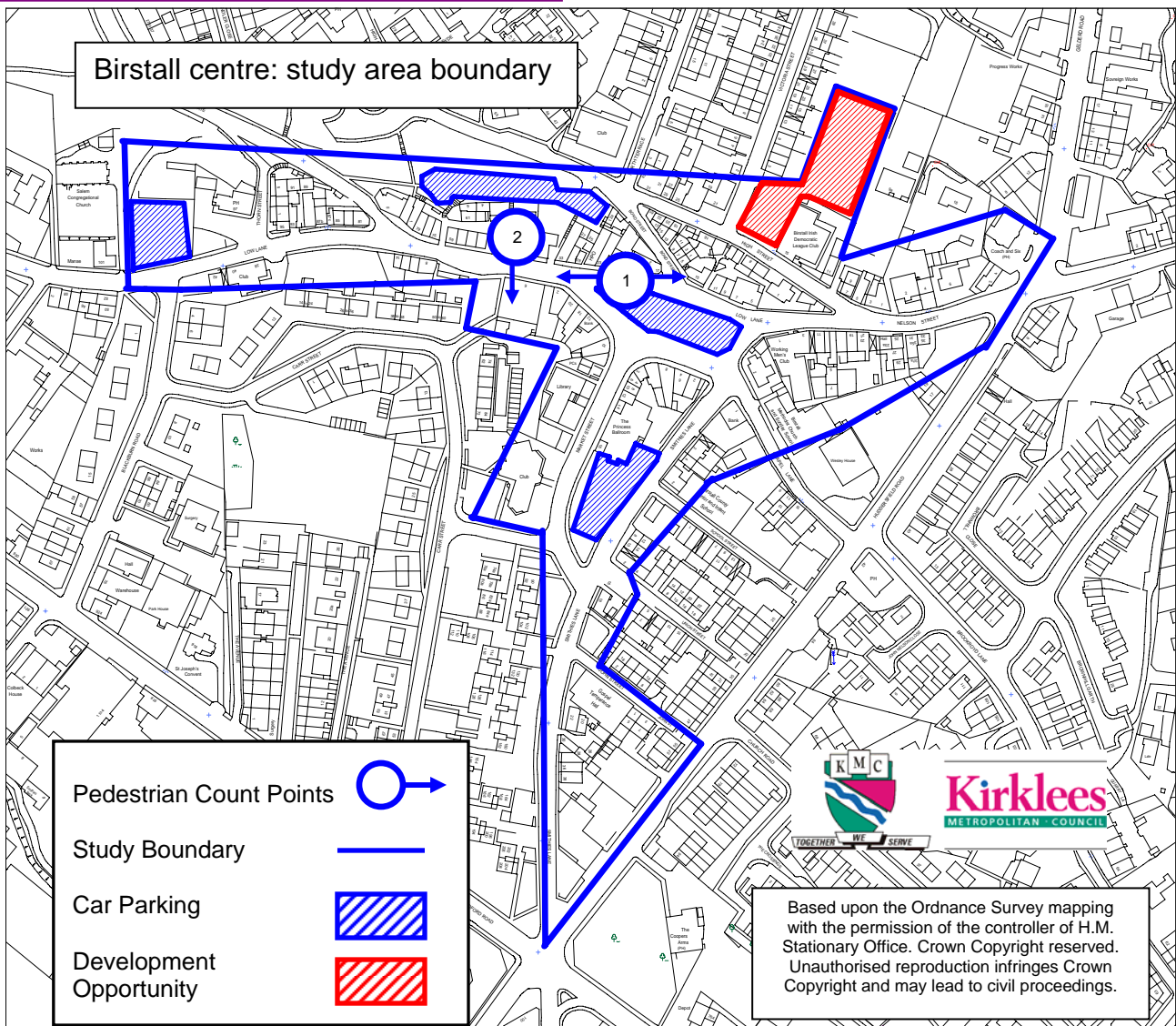
OFF STREET PARKING PROVISION

Car Park	Ownership	Spaces
1. High Street	Council	45 spaces
2. Low Lane	Council	26 spaces
3. Market Place	Council	33 spaces
4. Smithies Lane	Council	27 spaces

At present there is no charge for the use of the car parks listed above. Birstall has a car parking to floorspace ratio of 49.3 spaces per thousand sq.m. of occupied retail floorspace.

DEVELOPMENT INFORMATION

The relocation of Masters Cars Accident and Repairs has left a potential development site on High Street.



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³ Pedestrian counts were undertaken for an hour in the morning and the afternoon at the locations shown on the map. The Low Lane counts are a combined total of pedestrians moving both ways.

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