



MIRFIELD LOCAL CENTRE ASSESSMENT JULY 2005

INTRODUCTION

This statement is the third annual publication of economic information for Mirfield. 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 (floorspace and shop units),
- vacancy rates,
- pedestrian footfall,
- car parking provision, and
- retail rents.

FLOORSPACE, SHOP UNITS AND VACANCY

The following tables illustrate changes in retail floorspace and shop unit occupancy over the last 12 months. A survey of occupancy was undertaken in June 2005. This shows that Mirfield shopping centre provides a total of 6,278 sq.m. (67,551 sq.ft.) of net retail floorspace.

Shop units in Mirfield centre

	Convenience	Comparison ¹	Service	Vacant	TOTAL
2003	6 (6.1%)	54 (54.5%)	31 (31.3%)	8 (8.1%)	99 (100%)
2004	8 (8.2%)	55 (56.1%)	31 (31.6%)	4 (4.1%)	98 (100%)
2005	8 (7.8%)	55 (53.4%)	32 (31.1%)	8 (7.8%)	103 (100%)
% change 04-05	0	0	+3.2	+100	+5.1

Mirfield shopping centre has seen an increase in vacancy rates, both in terms of shop units and floorspace. However, it remains below the national average.

The centre has seen a number of changes over the last 12 months. The shop unit previously occupied by Foldhead Home Furnishings has been subdivided into four units, which are all occupied by comparison retailers. The Bathroom Shop, previously located on Knowl Road has occupied one of the four units.

The presence of the Co-op and Lidl food stores, the largest retail units in the centre means that Mirfield has a significant proportion of retail floorspace given over to convenience stores. However, despite this, the extent of the town’s food offer is limited.

The centre continues to have a strong representation of service use occupancy, in particular financial/professional services such as estate agents and banks.

There are 7 national multiple retailers present within the study area (equating to 11.1% of occupied retail units), as well as 4 charity multiples.

Retail floorspace in Mirfield (sq.m. net)

	Convenience	Comparison ¹	Vacant	TOTAL
2003	1,832 (28.5%)	4,281 (66.7%)	306 (4.8%)	6,419 (100%)
2004	1,927 (30.6%)	4,227 (67.1%)	148 (2.3%)	6,302 (100%)
2005	1912 (30.5%)	4161 (66.3%)	205 (3.3%)	6278 (100%)
% change 04-05	-0.8	-1.6	+38.5	-0.4

Floorspace comparisons² (sq.m. net)

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

RETAIL RENTAL LEVELS

Over the past 12 months, there has been no change in retail rental levels. Shop premises on Huddersfield Road, opposite the Library are considered to be in the core shopping area and rents remain within the broad range of £86-£172 per sq.m (£8-£16 per sq ft).

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

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

PEDESTRIAN FOOTFALL

A sample of pedestrian numbers using Mirfield was taken in June 2005 using 2 count points. Pedestrian activity in Mirfield is relatively similar to the previous year with the exception of Huddersfield Road in the afternoon which has seen a 24% reduction in footfall. Further monitoring will take place over the next 12 months to determine the pattern of movement in the centre.

Mirfield pedestrian footfall 2005³

Survey location	15 June 2005 Weather: Raining AM Dry PM	
	A.M	P.M
1. Co-op (in)	220	218
2. Huddersfield Road (both ways)	334	272

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.

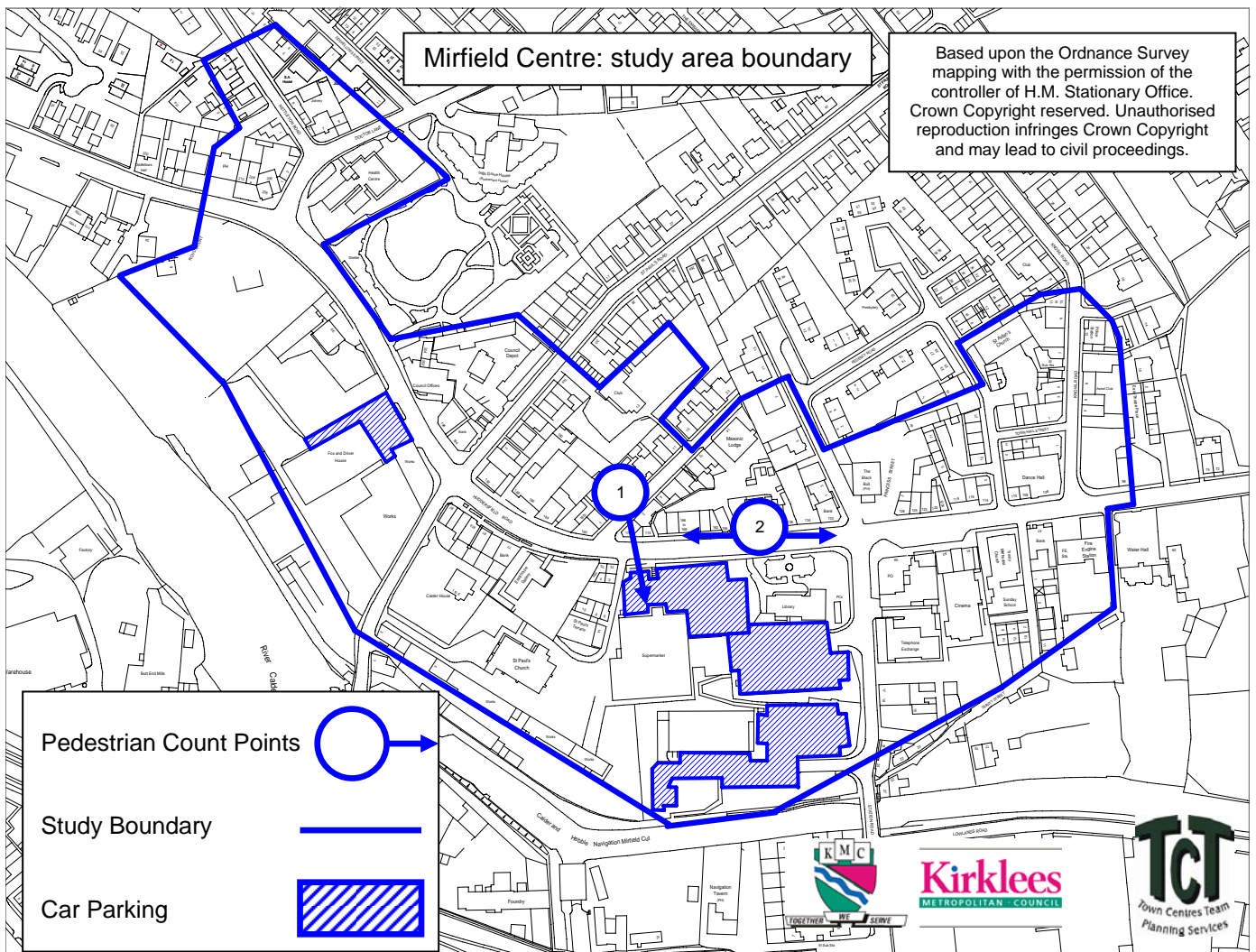
OFF-STREET CAR PARKING PROVISION

Car Park	Private/Council	Spaces
1. Foldhead Car parks	Private	42 spaces
2. Co-op	Private	68 spaces
3. Station Road	Council	71 spaces
4. Lidl	Private	84 spaces

There remains a 10p per half hour charge for the Station Road car park, whilst other private car parks are for customers of the adjoining retail units. Mirfield exhibits a car parking to floorspace ratio of 43.6 spaces per thousand sq.m. occupied retail floorspace.

DEVELOPMENT INFORMATION

An extra care housing scheme of 61 flats and facilities for people aged 60 years and over is currently under construction on Huddersfield Road within the study boundary and is due to be completed in 2006.



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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 Huddersfield Road counts combine pedestrian movement in both directions.

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