

MIRFIELD LOCAL CENTRE ASSESSMENT 2003

INTRODUCTION

This statement is the first 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 in terms of 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 May 2003. This shows that Mirfield shopping centre provides a total of 6,419 sq.m. (69,068 sq.ft.) of net retail floorspace.

Shop units in Mirfield centre

	Convenience	Comparison ¹	Service	Vacant	TOTAL
2002	6 (6.1%)	55 (55.5%)	32 (32.3%)	6 (6.1%)	99 (100%)
2003	6 (6.1%)	54 (54.5%)	31 (31.3%)	8 (8.1%)	99 (100%)
% change 02-03	0	-1.8%	-3.1%	+33.3%	0

Retail floorspace in Mirfield (sq.m. net)

	Convenience	Comparison ¹	Vacant	TOTAL
2002	1,832 (28.7%)	4,239 (66.5%)	308 (4.8%)	6,379 (100%)
2003	1,832 (28.5%)	4,281 (66.7%)	306 (4.8%)	6,419 (100%)
% change 02-03	0	+1.0%	-0.6%	+0.6%

Since the 2002 study there have been few changes in the number of shop units or the quantity of retail floorspace. A large proportion of retail floorspace in the centre is given over to convenience goods, largely due to the presence of the Co-op and Lidl foodstores.

Mirfield also has a strong representation of service use occupancy, particularly financial/professional services such as estate agents, banks, and hot food takeaway facilities.

There are 8 national multiple retailers present within the study area as well as 2 charity multiples.

Despite an increase in vacancy within the centre over the last 12 months, Mirfield still records a vacancy rate that is well below the national average.

Floorspace comparisons² (sq.m. net)

	Mirfield	Birstall	Ravensthorpe
Convenience	1,832 (28.5%)	780 (28.1%)	679 (29.8%)
Comparison	4,281 (66.7%)	1,752 (63.1%)	1,285 (56.3%)
Vacant	306 (4.8%)	246 (8.8%)	317 (13.9%)
Total retail flsp	6,419 (100%)	2,778 (100%)	2,281 (100%)
No. vacant units	8 (8.1%)	9 (11.5%)	10 (14.7%)
Total no. of units	99 (100%)	78 (100%)	68 (100%)



Mirfield foodmarket

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 April 2003 using 2 count points. It is the first year that this exercise has been undertaken. Therefore, the current value of the data is limited. Nevertheless, future pedestrian counts will allow annual comparisons of the level of shopper activity in the centre to be made.

Mirfield pedestrian footfall 2003³

Survey location	30 th April 2003	
	a.m	p.m
1. Co-op (in)	142	132
2. Huddersfield Road (both ways)	316	320

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.

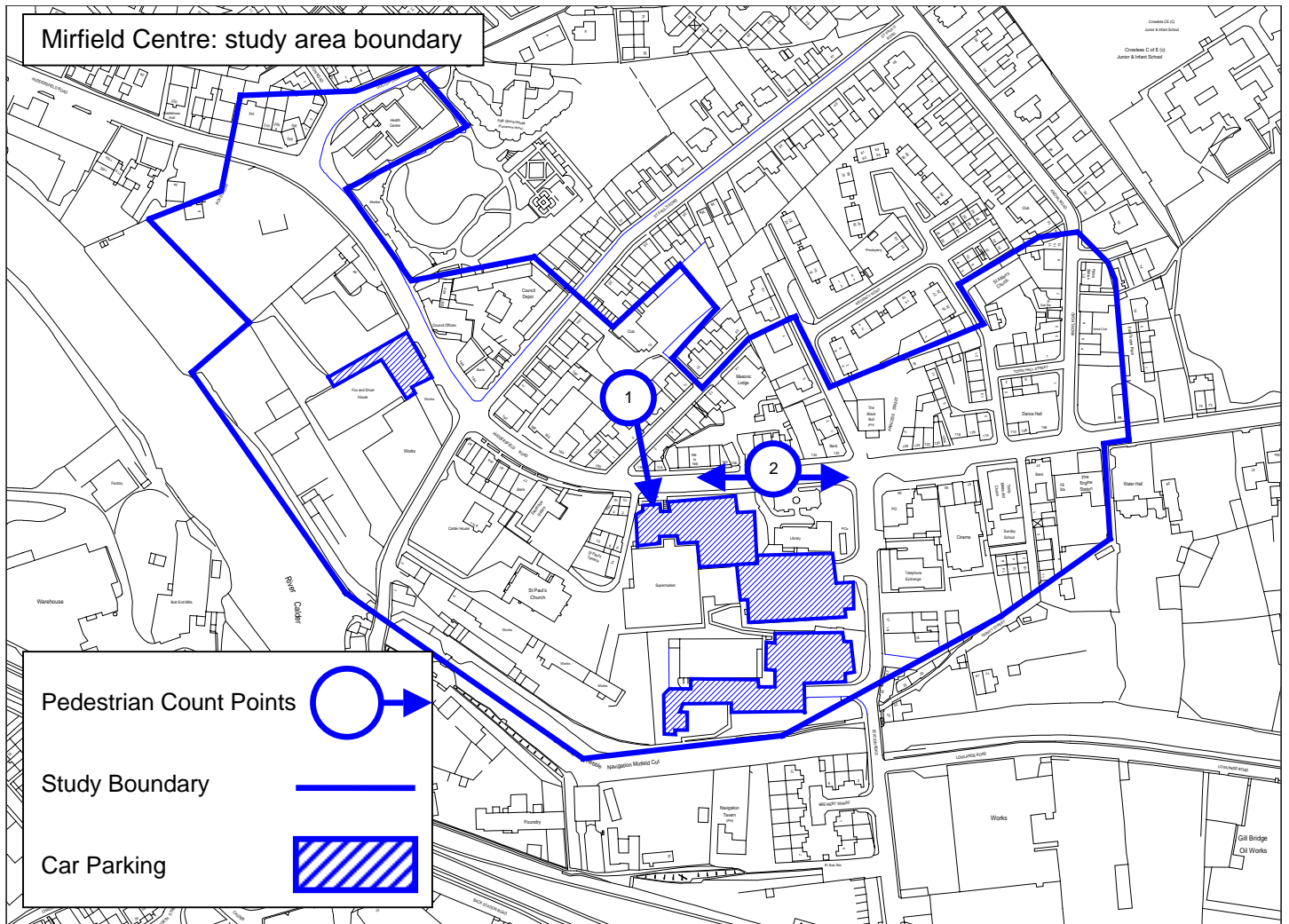
OFF-STREET CAR PARKING PROVISION

Car Park	Private/Council	Spaces
1. Foldhead Car parks	Private	42 spaces
2. Co-op	Private	68 spaces
3. Station Road	Council	65 spaces
4. Lidl	Private	84 spaces

The Station Road car park is charged at 10p per half an hour, whilst the other car parks are privately owned for customers of the adjoining retail units. Mirfield exhibits a car parking to floorspace ratio of 42.4 spaces per '000 sq.m. of occupied retail floorspace.

RETAIL RENTAL LEVELS

Shop premises on the north side of Huddersfield Road, opposite the library are considered to be within the core of the shopping area. However, rents here are quite varied, suggesting that there are significant differences in the quality of shop premises. Rents in this location are within the broad range of £86 - £172 per sq.m. (£8 - £16 per sq.ft.).



Kirklees
METROPOLITAN COUNCIL

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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