4) Cycling
Similar to the 1999 Town Centre Audit, the shoppers survey did not identify anyone visiting the town by bicycle. The topography of the area and heavy traffic on the main radial routes are seen as deterrents to cycling. Nevertheless, new cycle routes are being introduced with the aim of encouraging this mode of transport.

5) Car Parking
Batley town centre exhibits a car parking ratio of 80 spaces per ‘000 sq.m. of occupied retail floorspace (including the new Tesco car park). This represents an increase on the 76 spaces per ‘000 sq.m. recorded in 1999. The car park ratio compares very well with many other towns in West Yorkshire.

Public car parking – there are approximately 447 public off street car park places in the town centre study area, many of which are located to the south and west of Commercial Street.

Private car parking – There are some 1,361 privately owned shoppers car parking spaces within the study area including those at the Mill Discount Department Store, Netto, Iceland, Aldi and the new Tesco supermarket on Bradford Road.

The business questionnaire survey revealed that 40% of respondents considered the availability of car parking within the town as a serious problem. The main difficulties identified were the location of car parks (19% of respondents), parking restrictions (19%), the inability to use Market Place (14%) and car park security issues (14%). However, the shoppers questionnaire survey revealed that, of those who used a car to access the town centre, 89% had no problem in finding a place to park. A number of the businesses that responded to the questionnaire survey commented they would like to see more long-stay parking in convenient locations within the town centre for employees.

Although every care and effort has been taken 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.

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Batyte Town Centre Audit 2004
Fact Sheet 2: Retail Catchment Area, Turnover and Accessibility

Introduction
This document, produced by Kirklees MC’s Planning Service, is designed to provide supplementary information on catchment area, turnover and accessibility to accompany the 2004 Town Centre Audit for Batley (in A1 folded form). This is one of a series of Fact Sheets that contain detailed analysis of the indicators of town centre performance presented in the main publication.

The extent of Batley’s trade area
The extent of Batley’s catchment for both convenience and comparison goods shopping is shown in the 2004 Town Centre publication, Planning Services does not accept responsibility for any errors or inaccuracies which may have occurred therein. expenditure loss.

Figure 1: Convenience goods trade draw by postcode district 2003

Percentage draw key:

Figure 2 shows Batley town centre’s comparison goods trade draw from postcode districts in north Kirklees. Market penetration has weakened over the last 5 years to the extent that postcodes WF13, WF16 and WF17 each record a decline, although the scale of decline is not significant. Nevertheless, it is clear that a large proportion of the comparison goods expenditure that is generated by residents within Batley’s catchment area is spent elsewhere. In fact, Batley loses nearly 60% of this expenditure to just 4 shopping centres/facilities – Leeds (9%), White Rose (16%), Dewsbury (18%) and Birstall retail warehouse park (17%).

To a lesser extent, competition for trade from the Batley catchment area is also generated by Wakefield, Bradford and Huddersfield town centres. Furthermore, even distant facilities such as Meadowhall and Trafford Centre have an impact (albeit limited) upon Batley.

The shoppers questionnaire survey (undertaken prior to the opening of Tesco) revealed dissatisfaction with the choice and variety of shops in Batley town centre (see Fact Sheet 5). It revealed the popularity of Leeds, Dewsbury and White Rose for the purchase of clothing/footwear and personal goods, and the popularity of Dewsbury and Birstall Retail Warehouse Park for the purchase of ‘bulky goods’ such as furniture, carpets and Sainsburys in the White Rose Centre) explains the level of expenditure loss.

Figure 2: Comparison goods trade draw by postcode district 2003

Percentage draw key:
The shoppers questionnaire survey revealed that, of those interviewed, 56% travelled into Batley by car, 25% walked and 35% of the Mills turnover is derived from beyond Batley’s centre. However, strong competition from further afield has significantly constrained its growth. A recent change in ownership is likely to see new ideas being introduced to re-establish its competitive ‘edge’.

The construction of the new Tesco store and the change in ownership of the Mill Discount Department Store will most certainly raise the profile of Batley town centre. This is likely to generate further interest from retail companies wishing in particular to benefit from the increased footfall created by the new Tesco store.

Convenience goods turnover from outside its catchment area. 5% of the traditional town centre’s comparison goods turnover is also derived from outside the defined catchment area. However, with regard to the Mill Discount Department Store, between 30% and 35% of its turnover is taken from outside of this area.

The Tesco redevelopment (including the refurbishment of Alfreds Way) will significantly enhance in both quantitative and qualitative terms the town’s retail offer. However, key to success will be ensuring that the store does not operate independently of the town centre but becomes an important part of a diverse range of services and facilities that is Batley town centre.

The above all indicate that Batley does not have exclusive access to its catchment area as it must compete for trade with other centres lying both within and outside the Heavy Woollen District. This part of Kirklees exhibits a complex pattern of overlapping catchments, which means there will always be considerable opportunity for other shopping centres to draw trade away from Batley which might otherwise benefit its town centre.

The business questionnaire survey revealed that 60% of respondents considered out-of-town competition to be a major threat to business performance, and indeed the health and vitality of the town centre as a whole. The White Rose Centre, Birstall Warehouse Park and Bradford Road Territor were highlighted by many as being of particular concern.

Turnover and expenditure retention

Expenditure retention (or market penetration) is the volume of turnover that is drawn into a centre from its trade area, expressed as a percentage of the total expenditure that can be generated by its resident population. It is important to note that approximately 5% of Batley’s pre Tesco convenience goods turnover is derived from beyond the catchment area defined. With regard to comparison goods trade, approximately 3% of the traditional town centre’s turnover is derived from beyond the catchment area defined, although this increases to 30% in respect of the turnover of the Mill Discount Department Store.

In terms of trade retention, the town achieved an overall penetration rate of 29.9% for convenience goods turnover during 2003. This meant that 70% of expenditure was being captured by other competing foodstores and shopping centres. However, early indications are that since the opening of the new Tesco Extra store, Batley’s catchment area has started to increase in size. Importantly, the town centre’s turnover is now drawn from its immediate area has strengthened. In other words, many people who had previously travelled out of the area to shop at foodstores in Dewsbury, Heckmondwike and Morley are now returning to shop in Batley.

Asian Community: A large proportion of Batley’s catchment population are of Asian origin (20.5% of the town’s convenience goods turnover and 24.6% of its comparison goods trade area). In terms of available expenditure, this equates to some £21.5 million of convenience goods and £20.6 million of comparison goods expenditure.

Whilst a proportion of this convenience goods expenditure is retained locally (although not all of it by the traditional town centre), Dewsbury does draw significant convenience trade from the Batley area. Furthermore, a large proportion of comparison goods expenditure generated by the Asian community is going to shopping facilities further afield such as Bradford, Leeds and Lancaster. Within the Heavy Woollen District, Dewsbury is a particularly strong retail attraction for Asian shoppers.

Ethnicity exerts a strong influence on shoppers where customer contact and a greater understanding of ethnic customs are required (for example, clothes, fabrics, jewellery). It is least important for shops selling newspapers, sweets and tobacco products because contact with customers is only fleeting. Little knowledge of ethnic customs is required and the goods purchased are relatively inexpensive, so there is no valid reason to travel any distance to purchase. The establishment of an Asian trading centre within the town centre study area was proposed about 5 years ago, as a means of recapturing this lost trade. However to date, no firm progress has been made.

Accessibility

Batley is located between the M1 and M62 motorways, and is centrally placed within the West Yorkshire conurbation. However, there is no motorway junction local to the town. Many major roads, including the A617 to A625, although the A622 Dewsbury Road bisects the area, and acts as a spine road for most traffic passing through the town.

The shoppers questionnaire survey revealed that, of those interviewed, 56% travelled into Batley by car, 25% walked into the town, and 15% used the bus. Compared to a similar exercise undertaken in 1999, there is a clear increase in the use of the private car to access the town centre.

1) Public Transport

a) Buses – The shoppers survey revealed a decline in use of public transport to access the town between 1993 and 1999. Batley’s bus station in St James Street occupies an open and uninviting place. Although given a facelift 10 years ago, it remains visually unattractive. The function of the bus station has changed over the years, and the facility is no longer used as a changing stage for connecting services or as a bus terminus. However, improvements are proposed: Planning permission has recently been granted for the redevelopment of the bus station site to provide a 6 bay bus station with an undercanopy waiting area and a retail unit. This will significantly improve the appearance of this part of the town centre.

b) Trains – Although the main Trans-Pennine railway line runs through Batley, services on this route do not stop there. There are however, 2-3 trains per hour to Huddersfield and Leeds at peak times. The train station is isolated from the town centre, located on the edge of the old Commercial Quarter. The station itself was the subject of major refurbishment works a few years ago.

2) Walking

Approximately 7,500 people live within easy walking distance of the town centre. Significantly, 25% of respondents to the shoppers’ questionnaire survey felt they walked into town from the Cross Bank, Clerk Green, Soothill and Upper Batley areas. However, factors such as topography, heavy traffic and a lack of segregated pedestrian routes continue to deter people from walking to the town centre.

Commercial Street continues to take a high volume of traffic and shopping traffic due to a lack of alternative routes through the centre. As a result, this area remains an area of conflict between vehicles and pedestrians, although a number of highway improvements have been undertaken over the last 5 years.

3) Taxis

There are 5 taxi ranks in Batley town centre, which can accommodate 34 taxis.