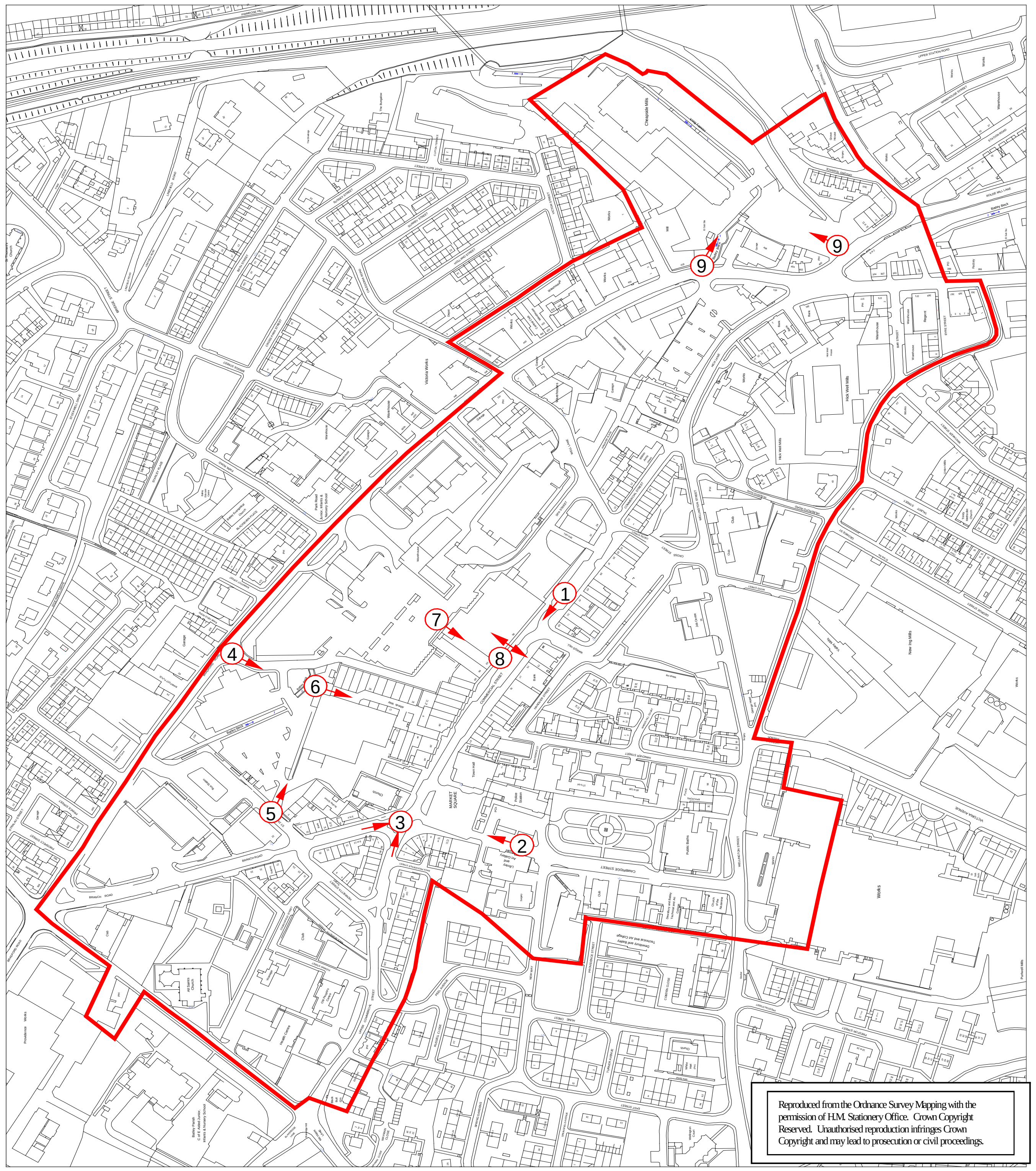
Batley study boundary and pedestrian count points



Key

Study boundary

Pedestrian count point and direction of flow

1 Commercial Street
2 Cambridge Street
3 Upper commercial Street/Branch Road
4 Bradford Road
5 St James Street
6 Alfreds Way (from car park)
7 Tesco entrance (from car park)
8 Tesco entrance (to and from Commercial Street)
9 Cheapside Mills

NOTE Pedestrian counts were undertaken at Hick Lane but have been kept separate, therefore the count location is not included on the above map.

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Town Centres Team – Planning Services

BATLEY TOWN CENTRE
ANNUAL STATEMENT OF KEY ECONOMIC INDICATORS
MARCH 2001

Introduction

Since 1996, Planning Services of Kirklees M.C. has carried out a series of town centre audits to monitor the health and performance of shopping centres in the District. The time series data enables the role of individual town centres to be assessed, identifying the scope for change, renewal and diversification.

The first full audit for Batley town centre was published in February 1999. Changes that have taken place over the last 12 months are examined in this annual statement of key economic indicators.

The indicators covered are:

- Retail occupancy in terms of floorspace and shop units
- Vacancy rates
- Pedestrian footfall
- Retailer demand
- Retail development pipeline
- Prime retail rents

Retail floorspace and shop units

A survey of occupancy undertaken in November 2000 recorded that Batley town centre provides a total of 250,248 sq.ft. (23,255 sq.m.) net of retail floorspace. The tables below illustrate the changes in both retail floorspace and shop unit occupancy since 1985.

Retail floorspace in Batley town centre

	Convenience	Comparison	Vacant	TOTAL
1985	49.2 (38.6%)	60.7 (47.5%)	17.8 (13.9%)	127.7 (100%)
1990	33.8 (27.9%)	62.0 (51.3%)	25.1 (20.8%)	120.9 (100%)
1995	50.3 (29.5%)	104.2 (61.1%)	16.2 (9.4%)	170.6 (100%)
1998	50.8 (19.9%)	174.3 (68.3%)	30.1 (11.8%)	255.3 (100%)
1999	50.0 (18.2%)	150.5 (54.7%)	74.8 (27.7%)	275.3 (100%)
2000	50.8 (20.3%)	168.4 (67.3%)	31.0 (12.4%)	250.2 (100%)
% change 99-00	+1.6	+11.9	-58.6	-9.1

Number of shop units in Batley town centre

	Convenience[1]	Comparison[2]	Vacant	Service[3]	Total
1985	25 (15.7%)	63 (39.6%)	23 (14.5%)	48 (30.2%)	159 (100%)
1990	21 (13.0%)	64 (39.8%)	19 (11.8%)	57 (35.4%)	161 (100%)
1995	22 (12.6%)	72 (41.4%)	28 (16.1%)	52 (29.9%)	174 (100%)
1998	26 (12.9%)	109 (53.9%)	24 (11.9%)	43 (21.3%)	202 (100%)
1999	25 (11.9%)	109 (51.9%)	35 (16.7%)	41 (19.5%)	210 (100%)
2000	26 (12.4%)	115 (55.0%)	24 (11.5%)	44 (21.1%)	209 (100%)
% change 99-00	+4	+5.5	-31.4	+7.3	-0.5

There has been a 9% decline in the total amount of retail floorspace since 1999. This is largely attributed to the demolition of a number of buildings at Cheapside Mills, now known as the Yorkshire Mill Village. Floorspace and shop unit vacancy has also fallen as a result of the letting of refurbished floorspace at the Yorkshire Mill Village.

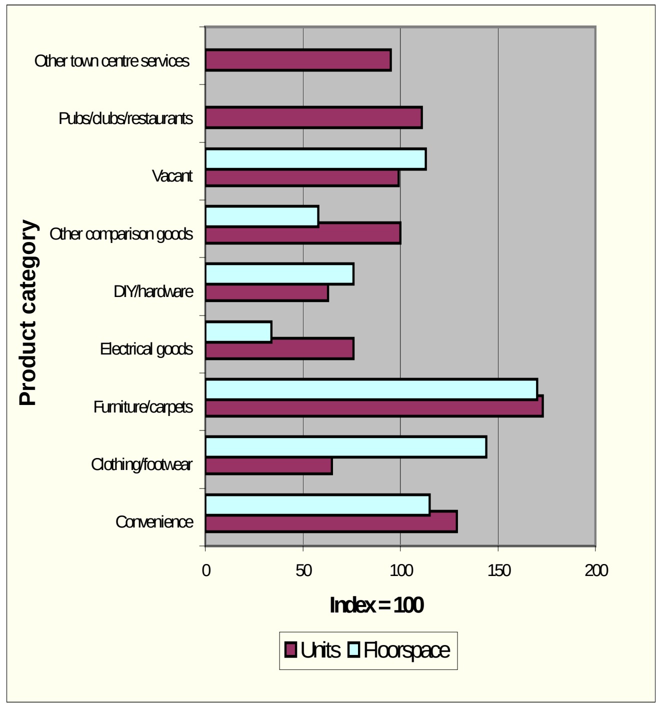
Batley Town Hall

[1] Includes supermarkets, newsagents, tobacconists and confectioners

[2] Includes non food goods for example clothing and footwear, furniture, household goods and domestic appliances

[3] Includes businesses that offer services rather than goods to the public for example banks, estate agents, restaurants etc.

Retail representation in Batley compared with the national average[4]



Since the 1999 assessment, Batley town centre has exhibited a strong representation of food, furniture, household furnishings shops and pubs, clubs and restaurants. All show representation above the national average. Shop unit vacancy has fallen to a position just below the national average and represents the lowest annual vacancy rate for 15 years.

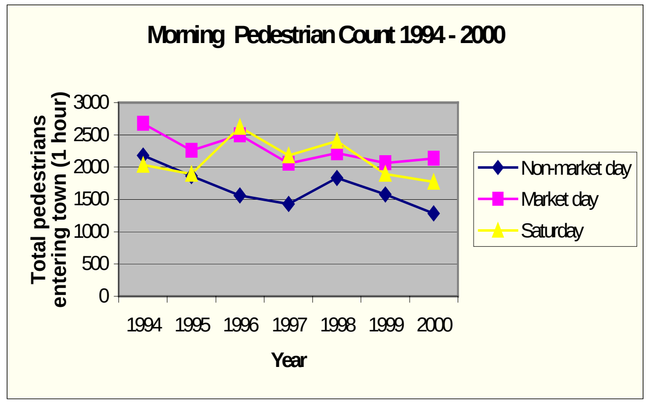
Pedestrian footfall

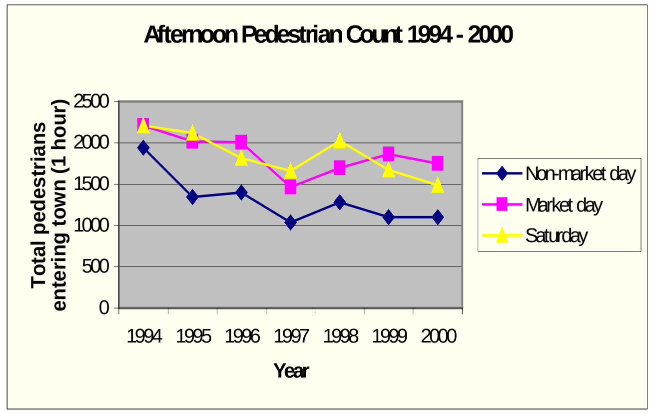
Batley pedestrian counts 2000[5]

Survey location	Thursday 9 November Non market day Cold/ Overcast		Friday 10 November Market day Cold/Bright		Saturday 11 November Overcast/ Showers	
	a.m.	p.m.	a.m.	p.m.	a.m.	p.m.
Commercial St	294	302	518	381	391	287
Cambridge St	77	91	136	96	130	105
Upper Commercial St	210	153	458	351	205	96
Branch Rd	94	69	264	226	145	97
Bradford Rd	196	161	274	219	304	317
St James St	283	230	339	351	434	447
Total into town	**1154**	**1006**	**1989**	**1624**	**1609**	**1349**
Alfreds Way from car park	127	97	144	127	160	142
Tesco ent. – from car park	333	271	332	346	439	491
Tesco ent. – to Commercial St	331	281	323	265	457	508
Tesco from Commercial St	391	330	465	311	502	537
Yorkshire Mill Village	254	182	204	231	417	701
Hick Lane – In	41	33	73	57	46	58
Hick Lane – Out	32	39	65	44	43	50

Pedestrian flow counts have been undertaken annually in Batley town centre since 1994 on a non-market day, market day and a Saturday during October/November. Counts have been conducted for one hour both morning and afternoon during 10.30 a.m. – 11.30 a.m. and 2.30 p.m. – 3.30 p.m. The count locations are shown on the map overleaf and the results of the count are shown in the table.

The charts below show that the number of pedestrians entering the town has gradually declined since 1994, with the greatest fall in numbers appearing on a non-market day in the morning count. Nevertheless pedestrian footfall on market day is showing signs of improvement. Saturday and market day counts remain consistently higher than those for non-market day





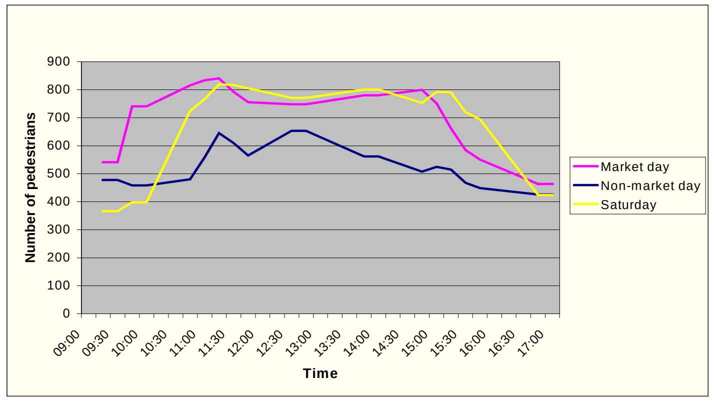
A new count point has been introduced on Hick Lane in order to assess the strength of the pedestrian link between the town centre and the Yorkshire Mill Village. Whilst it is too early to draw any conclusions, initial findings show that between 5% and 18% of visitors to the Yorkshire Mill Village also access the town centre via Hick Lane. The strength of the pedestrian link appears to be greater on a market day. The redevelopment of Tesco in the town centre is likely to strengthen this link.

[4] Based on the UK average, 100 being the average proportion of floorspace or number of units for certain categories of use in a UK town, not including markets

[5] Count locations and directions of flow are shown on the map overleaf. All counts are flows into the town unless otherwise stated. Counts at Bradford Rd, St James Street and Yorkshire Mill Village include both pedestrians and car passengers. The remaining counts relate to the movement of pedestrians around the town. Total in town includes count locations 1 to 5 (on the map).

A series of 15 minute pinch counts have been taken either side of the hour counts. This provides a profile of pedestrian movement throughout the day. Similar to other town centres within Kirklees there is a peak in pedestrian footfall during the lunch time period. Pedestrian movement on a market day is similar to that of Saturday although an earlier start to pedestrian activity is evident on a market day. Non-market day exhibits lower footfall throughout the 9.00a.m. to 5.00p.m. period.

Total pedestrian numbers – daily profile



Batley market square and public library

Retailer demand

An assessment of retailer demand for Batley was undertaken in June 2000. This is shown in the chart below together with the type of use, number of interests and level of demand in terms of maximum floorspace requirements. The assessment identified that there are 8 retailers who have expressed a requirement for representation in the town centre.

Retailer demand for Batley

Category of use	Number of interests	Max. floorspace requirements sq.ft. (sq.m.)
Convenience	1	62,000 (5,762)
Clothing/footwear	2	17,500 (1,626)
Motor accessories	1	6,000 (558)
Discount/variety	1	10,000 (929)
Other comparison	2	11,000 (1022)
Fast food/takeaway	1	2,000 (186)
TOTAL	8	108,500 (10,083)

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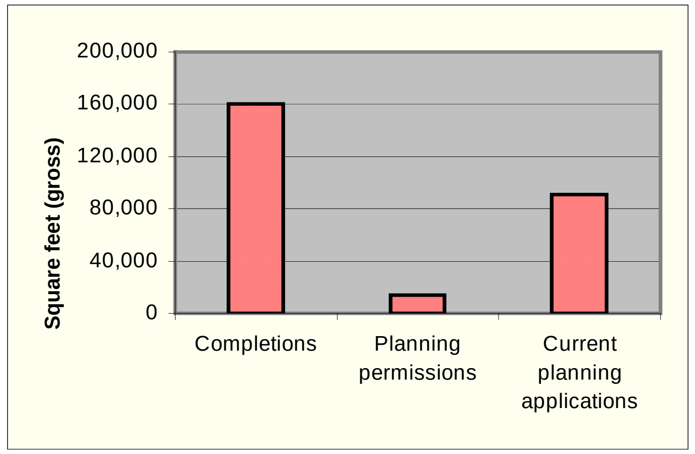
Since the last assessment in 1999, there has been no change in the number of retailers that wish to secure representation within the town centre. Demand principally comes from convenience and clothing/footwear retailers.

It is important to note that the assessment of retailer demand is not definitive. There are likely to be retailers who have a requirement or wish to locate within Batley town centre but have not registered their interest. Furthermore, the assessment does not address the demand that may exist for office accommodation within the town centre, from local professional and financial services.

Development pipeline

Completions since 1990 are largely accounted for by redevelopment at the Yorkshire Mill Village. The outstanding planning permission relates to 1 Soothill. Work has yet to start on this mix mixed use scheme. The current planning application is for a new Tesco foodstore, which was 'called in' by the Secretary of State, and the subject of a public inquiry during March 2001.



Prime retail rental levels

Batley town centre's prime zone A rent remains unchanged at £25 per sq.ft. (£269 per sq.m.) for the fifth consecutive year. Comparable zone A rents are evident in Brighouse (£35 per sq.ft./£377 per sq.m.), Morley (£35 per sq.ft./£377 per sq.m.) and Pudsey (£25 per sq.ft./£269 per sq.m.).

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