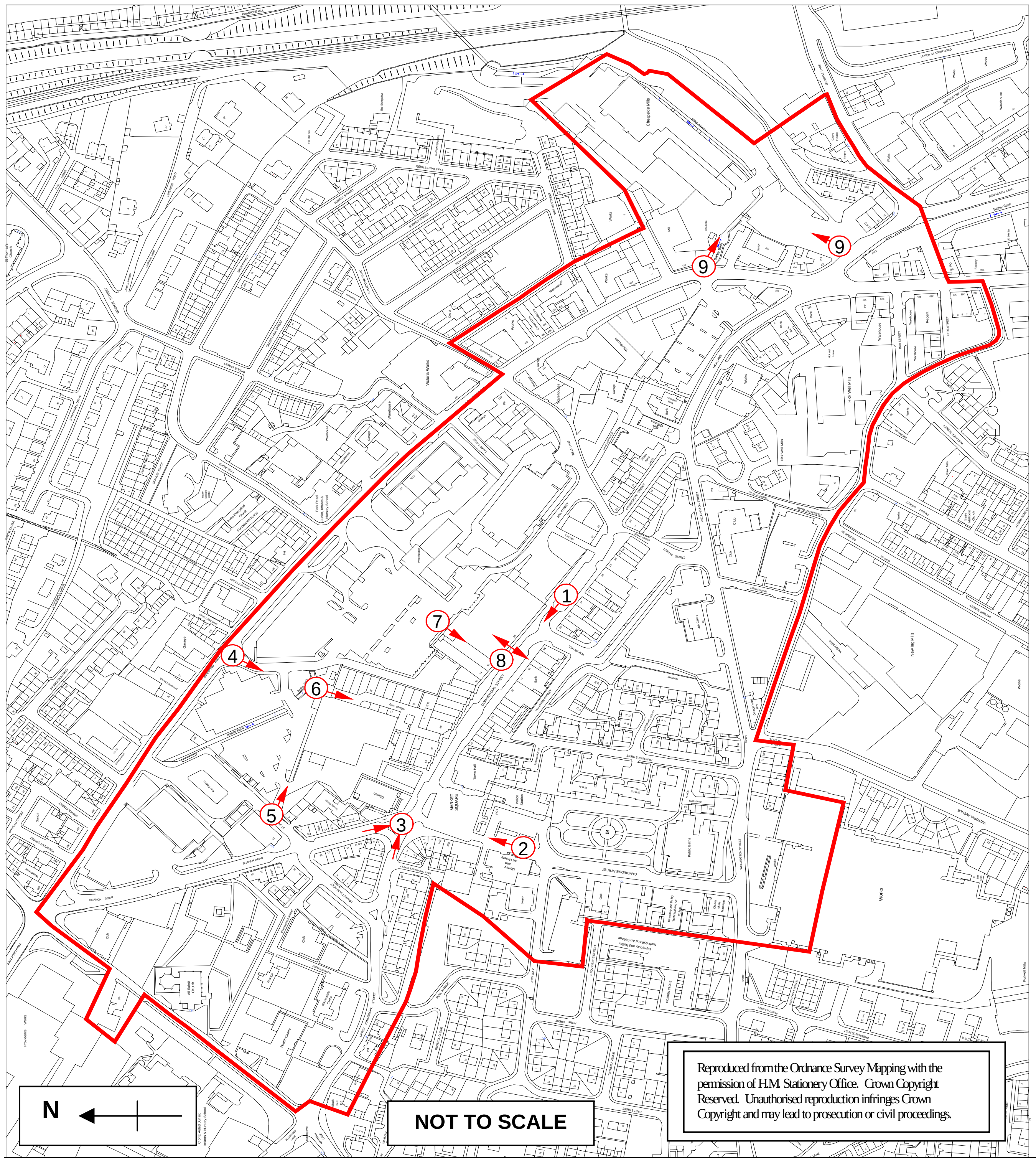
## Batley study boundary and pedestrian count points




Key — Study boundary — Pedestrian count point and direction of flow

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

# BATLEY TOWN CENTRE ANNUAL STATEMENT OF KEY ECONOMIC INDICATORS APRIL 2002

## 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 January 2002 recorded that Batley town centre provides a total of 22,730 sq.m (244,575 sq.ft.) net retail floorspace. The following tables illustrate the changes in both retail floorspace and shop unit occupancy since 1985.

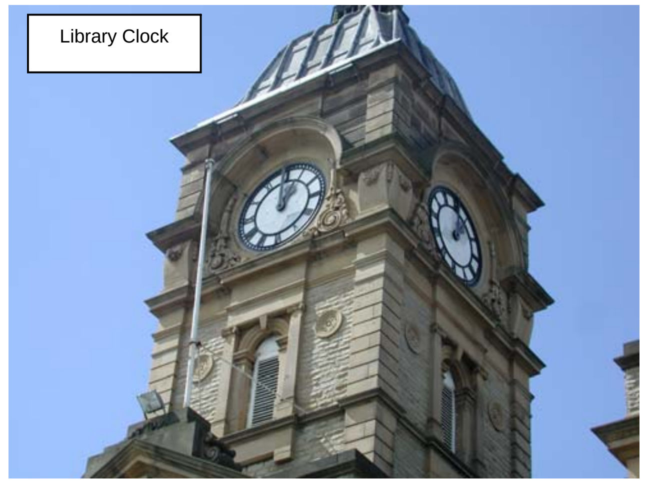
**Retail floorspace in Batley town centre ('000 sq.m.)**

| | Convenience | Comparison | Vacant | TOTAL |
|---|---|---|---|---|
| 1985 | 4.6 (38.6%) | 5.6 (47.5%) | 1.7 (13.9%) | 11.9 (100%) |
| 1990 | 3.1 (27.9%) | 5.8 (51.3%) | 2.3 (20.8%) | 11.2 (100%) |
| 1995 | 4.7 (29.5%) | 9.7 (61.1%) | 1.5 (9.4%) | 15.9 (100%) |
| 1998 | 4.7 (19.9%) | 16.2 (68.3%) | 2.8 (11.8%) | 23.7 (100%) |
| 1999 | 4.6 (18%) | 14 (54.7%) | 7 (27.3%) | 25.6 (100%) |
| 2000 | 4.7 (20.3%) | 15.7 (67.3%) | 2.9 (12.4%) | 23.3 (100%) |
| 2001 | 4.7 (20.6%) | 15.6 (68.7%) | 2.4 (10.7%) | 22.7 (100%) |
| % change 00-01 | -0.7 | -0.1 | -15.9 | -2.2 |

**Number of shop units in Batley town centre**

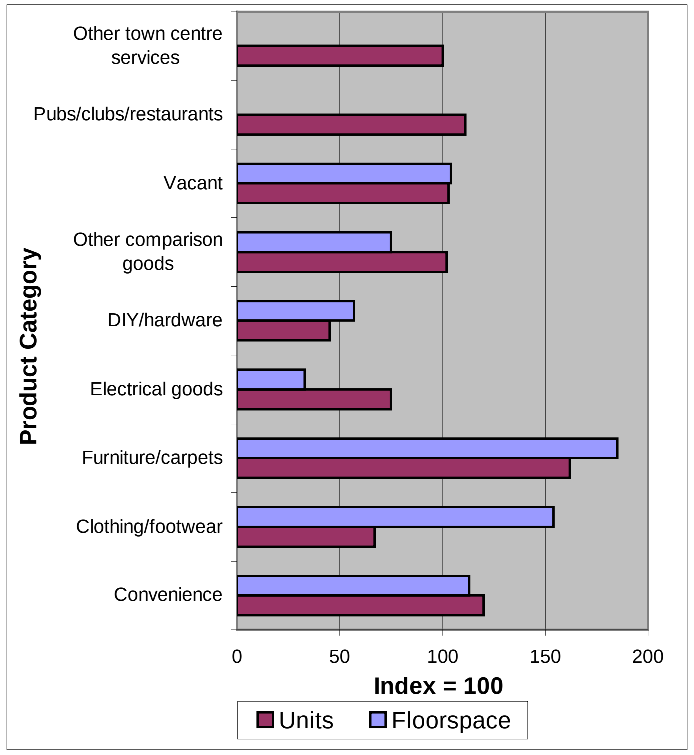
| | Convenience[1] | Comparison[2] | Vacant | Service[3] | Total |
|---|---|---|---|---|---|
| 1985 | 25 (15.7%) | 63 (39.6%) | 23 (14.5%) | 48 (30.2%) | 159 (100%) |
| 1990 | 21 (13.0%) | 64 (39.8%) | 19 (11.8%) | 57 (35.4%) | 161 (100%) |
| 1995 | 22 (12.6%) | 72 (41.4%) | 28 (16.1%) | 52 (29.9%) | 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%) |
| 2001 | 24 (11.5%) | 115 (55%) | 24 (11.5%) | 46 (22.0%) | 209 (100%) |
| % change 00-01 | -7.7 | 0 | 0 | +4.5 | 0 |

There has been a 2.2% decline in the total amount of retail floorspace since 2000. The level of vacant shop units is unchanged from last years statement.




[1] Includes supermarkets, tobacconists, confectioners and newsagents.
[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 2000 assessment, Batley town centre has continued to exhibit a strong representation of food, furniture, household furnishings shops, and pubs and restaurants. All show representation above the national average. Clothing and footwear floorspace also remains well above the national average despite the below average number of units. This is primarily due to the larger floorspace occupants of the Yorkshire Mill Village. Shop vacancy within the town as a whole is now comparable to the national average. Nevertheless, it is important to note that Alfreds Way (which forms part of Tesco's redevelopment proposals) accounts for 46% of the shop unit vacancy in the town. The prime pitch on Commercial Street has a very low vacancy rate.

## Pedestrian footfall

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.

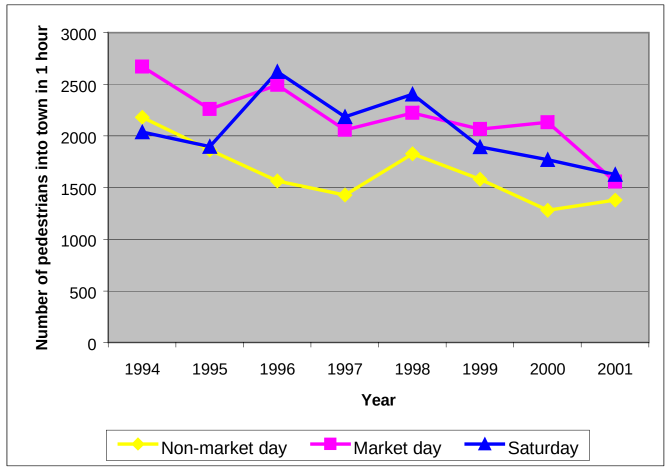
The charts below show that the number of pedestrians entering the town has gradually declined at most locations since 1994, with the greatest recent fall in numbers appearing on market days and Saturdays. This in part reflects the lack of quality food store provision within the town as the footfall counts also indicate that the number of shoppers using the Tesco store have fallen over the past 12 months.

[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

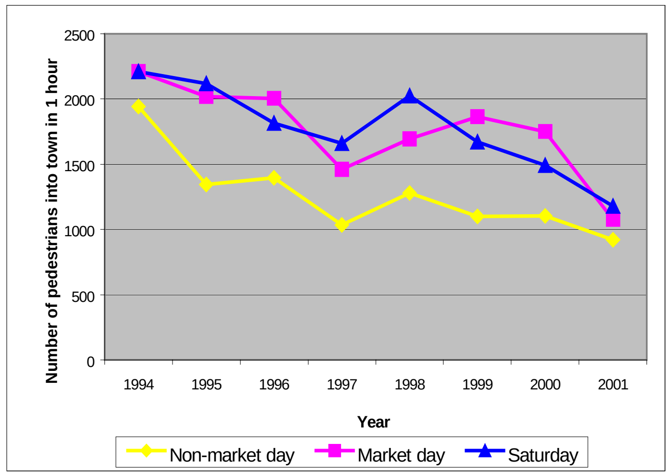
**Batley pedestrian counts 2001**[5]

| Survey location | Thursday 15 November<br>Non-market day<br>Cold/bright | | Friday 16 November<br>Market day<br>Cold/cloudy | | Saturday 17 November<br>Weekend<br>Overcast/dry | |
|---|---|---|---|---|---|---|
| | a.m. | p.m. | a.m. | p.m. | a.m. | p.m. |
| Commercial St | 366 | 221 | 338 | 244 | 477 | 341 |
| Cambridge St | 120 | 76 | 193 | 94 | 135 | 68 |
| Branch Rd/Upper Comm St | 411 | 241 | 595 | 346 | 294 | 174 |
| Bradford Rd | 221 | 156 | 229 | 214 | 311 | 325 |
| St James St | 260 | 226 | 201 | 177 | 408 | 270 |
| **Total into town** | **1378** | **920** | **1556** | **1075** | **1625** | **1178** |
| Alfreds Way from car park | 135 | 110 | 130 | 99 | 125 | 57 |
| Tesco ent. – from car park | 227 | 239 | 225 | 281 | 263 | 276 |
| Tesco ent. – to Commercial St | 353 | 259 | 405 | 276 | 248 | 202 |
| Tesco from Commercial St | 341 | 288 | 526 | 323 | 321 | 229 |
| Yorkshire Mill Village | 343 | 202 | 236 | 295 | 616 | 875 |

**Morning Pedestrian Count 1994-2001**




**Afternoon Pedestrian Count 1994-2001**



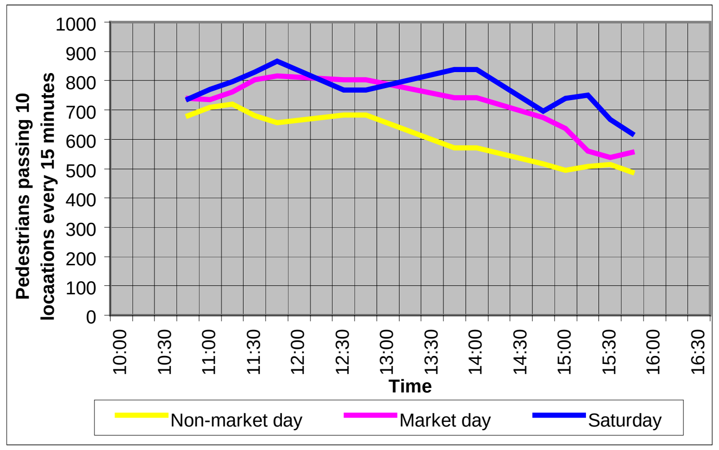

[5] Count locations and directions of flow are shown on the map overleaf. All counts are flows into the town unless otherwise stated. Counts at Bradford Rd, St James Street and Yorkshire Mill Village include both pedestrians and car passengers. Total in town includes count locations 1 to 5 (on the map).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



An increase in weekend footfall has been noted for the Mill Village although weekday pedestrian counts remain constant. Importantly, the Hick Lane link between the Mill Village and the town centre continues to show that between 5% and 15% of visitors to the Mill Village also access the town centre.

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 the peak of pedestrian activity is generally around the lunch time period. Pedestrian movement on a market day is similar to that of a Saturday although market day footfall becomes less prominent during the late afternoon period. Non-market day exhibits lower footfall throughout the 10.00a.m. to 4.00p.m. period.

**Total pedestrian numbers – daily profile**




## Retailer demand

An assessment of retailer demand for Batley was undertaken in March 2002. This is shown in the table 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 5 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.m. (sq.ft.) |
|---|---|---|
| Clothing/footwear | 1 | 232 (2,500) |
| Discount/variety | 2 | 1,859 (20,000) |
| Other comparison | 2 | 465 (5,000) |
| **TOTAL** | **5** | **2,556 (27,500)** |

**Focus Property Intelligence Plc**

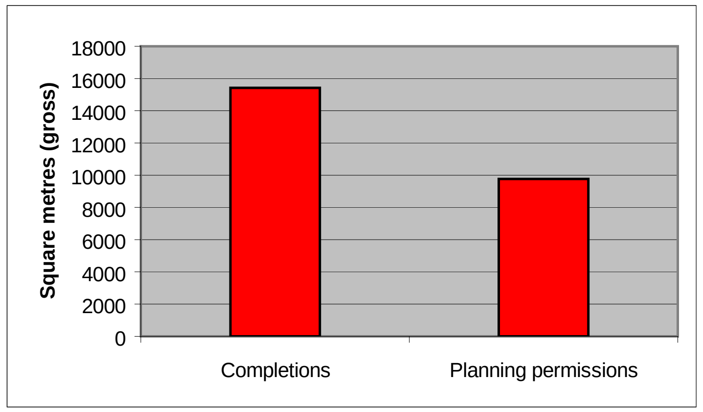
Over the last 12 months there has been a slight decline in the number of retailers wishing to secure representation within the town centre. In terms of floorspace requirements, demand principally comes from discount and variety stores. The absence of Tesco from the table is due to the fact that development to provide a new purpose built foodstore in the town is shortly to commence.

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 yet 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/refurbishment works at the Yorkshire Mill Village. Another key completion is that of a Wetherspoons public house on Hick Lane within the town centre area. The major outstanding planning permission is for a new Tesco foodstore. Work on site is anticipated to start in Autumn of this year. There are no other extant planning permissions within the study area.

## 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 sixth consecutive year. This will, however, change once the new Tesco store is in place later this 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.).