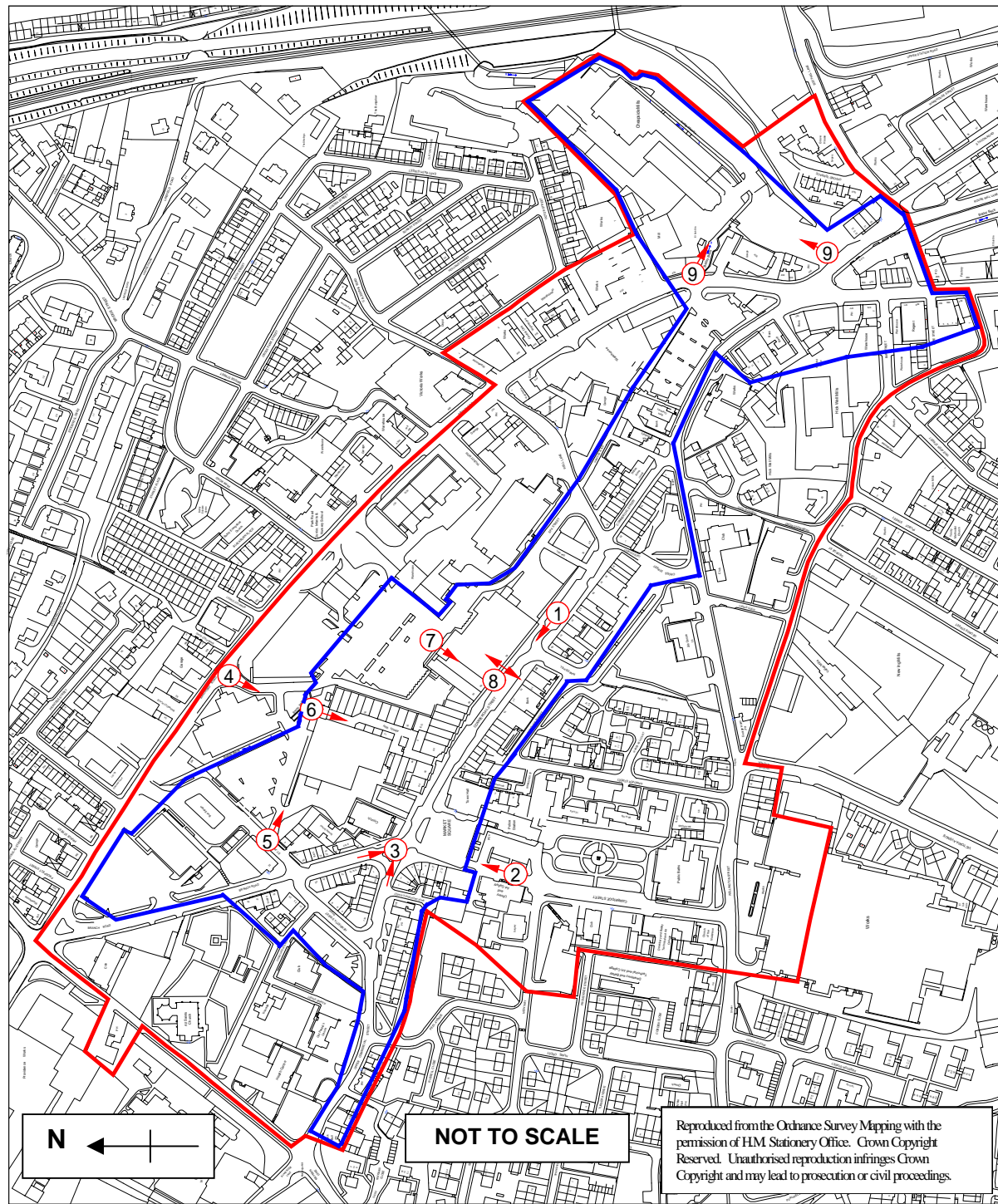


**Batley study boundary, main shopping area and pedestrian count points**



Key	
	Study boundary
	Shopping area
	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 lower (in only)
8	Tesco upper (in and out)
9	The Mill (both entrances)

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Town Centres Team – Planning Services

**BATLEY TOWN CENTRE  
 ANNUAL STATEMENT OF KEY ECONOMIC INDICATORS  
 MARCH 2003**

**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 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 2002 recorded that Batley town centre provides a total of 23,035 sq.m. (247,853 sq.ft.) net retail floorspace. The following tables illustrate the changes in both retail floorspace and shop unit occupancy since 1998.

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

	Convenience <sup>1</sup>	Comparison <sup>2</sup>	Vacant	TOTAL
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%)
2002	4.5 (19.4%)	15.7 (68.0%)	2.9 (12.6%)	23.0 (100%)
% change 01-02	-4.5	+0.1	+19.9	+1.3

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

	Convenience <sup>1</sup>	Comparison <sup>2</sup>	Vacant	Services <sup>3</sup>	Total
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%)
2002	20 (9.3%)	120 (56.1%)	30 (14.0%)	44 (20.6%)	214 (100%)
% change 01-02	-16.7	+4.3	+25.0	-4.3	+2.4

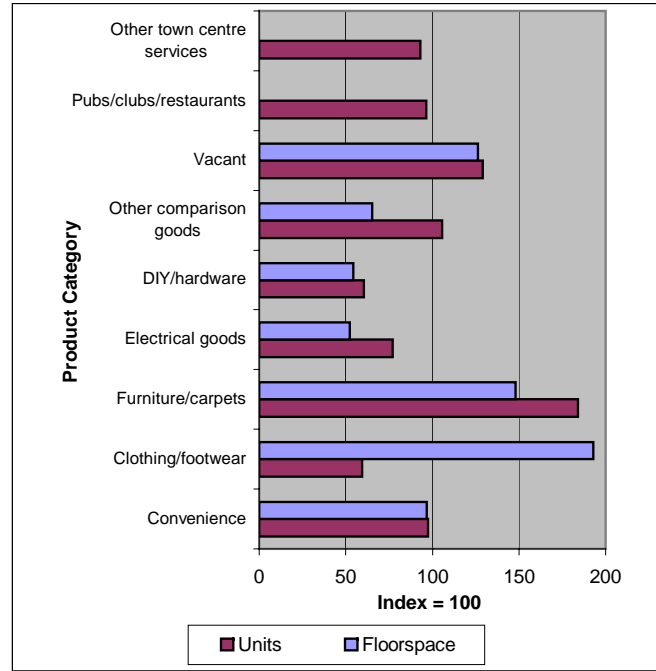
There has been a slight increase (1.3%) in the total amount of retail floorspace since 2001. However, shop unit and floorspace vacancy rates have increased substantially over the same 12 month period (+25% and 19.9%, respectively), and are now well above the national average. It is important to note that Alfreds way (which forms part of the Tesco redevelopment site) accounts for a large proportion of the vacancy recorded in the town. Furthermore, vacancy rates in the main shopping area have been exacerbated by the recent closure of Watsons (bakers) and Bodyline (clothes) in Commercial Street and Fergusons (glass and china) in Market Square.



<sup>1</sup> Includes supermarkets, tobacconists, confectioners and newsagents.  
<sup>2</sup> Includes non food goods for example clothing and footwear, furniture, household goods and domestic appliances.  
<sup>3</sup> 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<sup>4</sup>**



Since the 2001 assessment, Batley town centre has continued to exhibit a strong representation of furniture, household furnishings shops, and pubs and restaurants. All show unit representation around or above the national average. Clothing and footwear floorspace also remains well above the national average despite the below average number of shop units devoted to this retail subsector. This is primarily due to the larger floorspace occupants of The Mill Discount Department Store.

**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 are shown in the table.

The charts show an increase in pedestrian numbers since 2001, despite declines in the previous years. The increase is particularly marked on a market day. The improved Saturday numbers (despite the weather) can be attributed to the Christmas lights being switched on in the early evening which brought more shoppers into Batley during the afternoon period. However, the use of Alfreds Way as a pedestrian link between the car park on Bradford Road and Commercial Street has declined dramatically.

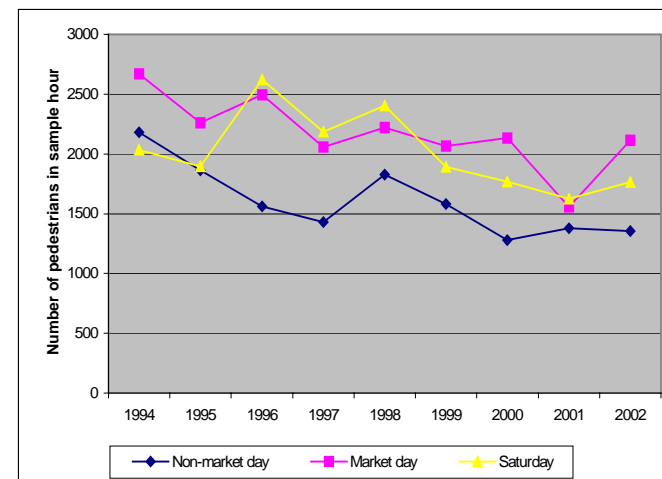
<sup>4</sup> Based on the UK average, 100 being the average proportion of floorspace or number of units for certain categories of use in a UK town, not including markets.

<sup>5</sup> 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 The Mill include both pedestrians and car occupants. Total in town includes count locations 1 to 5 (on the map). The remaining counts relate to the movement of pedestrians around the town.

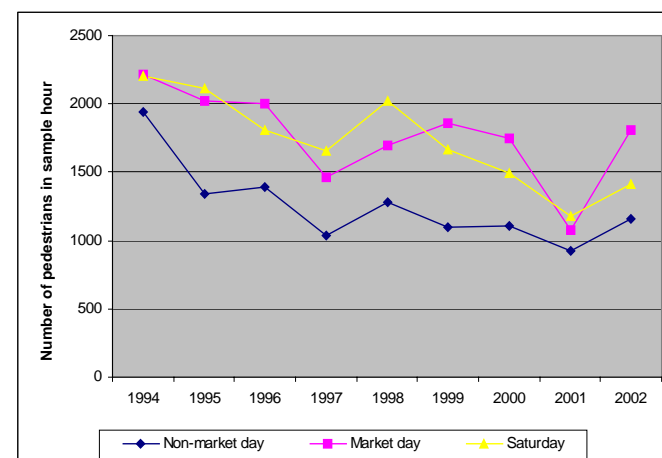
**Batley pedestrian counts 2002<sup>5</sup>**

Survey location	Thursday 28 November Non-market day Cold/sunny		Friday 29 November Market day Cold/damp		Saturday 30 November Weekend Cold/rain	
	am.	p.m.	am.	p.m.	am.	p.m.
Commercial St	304	368	509	463	251	266
Cambridge St	134	93	186	96	152	121
Branch Rd/Upper Comm St	369	218	603	381	665	306
Bradford Rd	222	205	272	220	322	275
St James St	327	275	543	653	374	446
<b>Total into town</b>	<b>1356</b>	<b>1159</b>	<b>2113</b>	<b>1813</b>	<b>1764</b>	<b>1414</b>
Alfreds Way from car park	101	57	62	40	98	79
Tesco lower - in only	208	217	249	419	400	452
Tesco upper - In	227	216	418	250	257	265
Out	231	163	323	276	238	342
The Mill (both entrances)	309	193	205	293	429	629

**Morning Pedestrian Count 1994-2002**



**Afternoon Pedestrian Count 1994-2002**



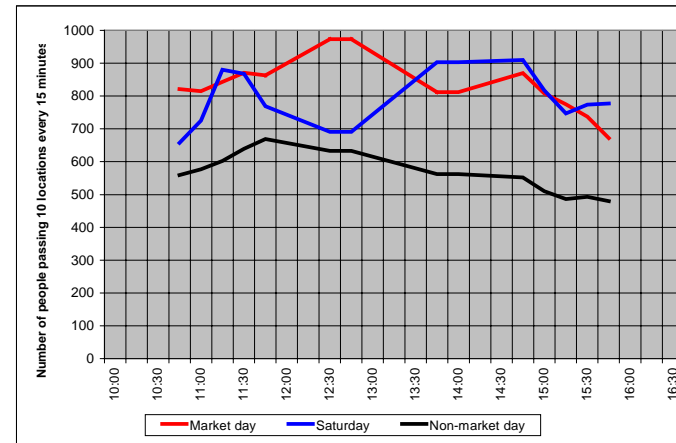
A decrease in weekend footfall has been noted for the Mill Discount shopping centre although this is in part due to bad weather conditions. The weekday counts remain constant for this location. Importantly, the Hick Lane link between the Mill Village and the town centre continues to

show that between 5% and 15% of visitors to the Mill Village also access the town centre.

St James Street experienced significant weekday increases in pedestrian activity. This was largely attributable to building and site works for the new Tesco store which has restricted access to the Netto and Tesco car parks from Bradford Road.

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, especially on a market day and Saturday. Pedestrian movement on the market day morning was higher than that of a Saturday although Saturday footfall increased during the late afternoon period. This may be as a result of very poor weather conditions on the Saturday. 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 2003. 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)
Variety	1	1,394 (15,000)
Other comparison	1	325 (3,500)
Restaurants/Pubs	2	1041 (11,200)
<b>TOTAL</b>	<b>5</b>	<b>2992 (32,200)</b>

Focus Property Intelligence Plc

Over the last 12 months the number of retailers wishing to secure representation within the town centre has not changed. However, Tesco's redevelopment in Batley town centre will raise the profile of the town and is likely to be the catalyst for further retailer interest from

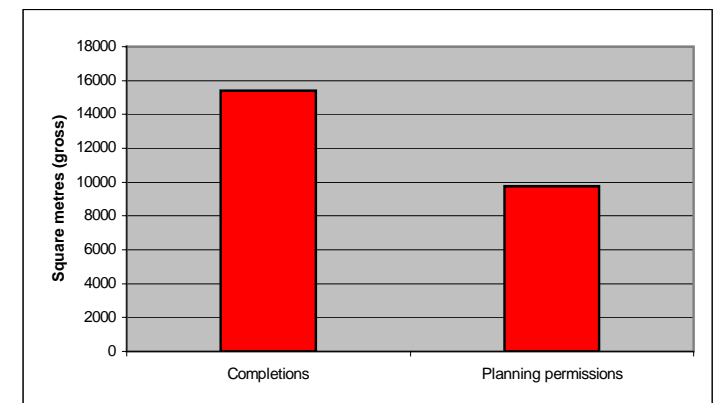
companies wishing to capitalise on the footfall generated by the new store.

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 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 Mill Discount Department Store (pictured) and also the Hick Lane Wetherspoons Public House. The Tesco redevelopment on Bradford Road is the current major development within the town. Work has started on the site and is expected to be completed towards the end of this year. There are no other major outstanding 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.). However, this is likely to change following the opening of the new Tesco store 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.).

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.