

# BIRSTALL LOCAL CENTRE ASSESSMENT JULY 2004

## INTRODUCTION

This statement is the second annual publication of key economic information for Birstall. 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

A survey of shop units, vacancy and floorspace was undertaken in May 2004. This revealed that there is 2,816 sq.m. (30,300 sq.ft.) of net retail floorspace in Birstall shopping centre.

### Shop units in Birstall centre

|                | Convenience  | Comparison <sup>1</sup> | Service       | Vacant        | TOTAL        |
|----------------|--------------|-------------------------|---------------|---------------|--------------|
| 2002           | 8<br>(10.1%) | 38<br>(48.1%)           | 25<br>(31.7%) | 8<br>(10.1%)  | 79<br>(100%) |
| 2003           | 8<br>(10.3%) | 37<br>(47.4%)           | 24<br>(30.8%) | 9<br>(11.5%)  | 78<br>(100%) |
| 2004           | 7<br>(8.9%)  | 38<br>(48.1%)           | 24<br>(30.4%) | 10<br>(12.6%) | 79<br>(100%) |
| % change 03-04 | -12.5        | +2.7                    | 0             | +11.1         | +1.3         |

There has been a slight increase in vacancy since the 2003 assessment, mainly as a result of occupancy changes on Market Street. This has been partly counterbalanced by the take-up of vacant retail units in other locations within the centre. The slight increase in the total floorspace has resulted from conversion of office uses to retail and internal floorspace changes within other units. Around 28% of the floorspace in the centre is given over to convenience retailing and there remains a strong representation of service uses within the centre of Birstall.

<sup>1</sup> Comparison goods figures also include A1 uses such as opticians/travel agents etc.

### Retail floorspace in Birstall (sq.m. net)

|                | Convenience    | Comparison <sup>1</sup> | Vacant         | TOTAL           |
|----------------|----------------|-------------------------|----------------|-----------------|
| 2002           | 802<br>(28.8%) | 1,686<br>(60.5%)        | 299<br>(10.7%) | 2,787<br>(100%) |
| 2003           | 802<br>(28.9%) | 1,730<br>(62.3%)        | 246<br>(8.8%)  | 2,778<br>(100%) |
| 2004           | 780<br>(27.7%) | 1,723<br>(61.2%)        | 313<br>(11.1%) | 2,816<br>(100%) |
| % change 03-04 | -2.7           | -0.4                    | +27.2          | +1.4            |

There are 6 national multiple retailers present within the study area (equating to 13.3% of occupied retail units), as well as one charity multiple.

### Floorspace comparisons<sup>2</sup> (sq.m. net)

|                         | Birstall         | Mirfield         | Ravensthorpe     |
|-------------------------|------------------|------------------|------------------|
| Convenience             | 780<br>(27.7%)   | 1,927<br>(30.6%) | 679<br>(29.9%)   |
| Comparison              | 1,723<br>(61.2%) | 4,227<br>(67.1%) | 1,351<br>(59.5%) |
| Vacant                  | 313<br>(11.1%)   | 148<br>(2.3%)    | 242<br>(10.6%)   |
| Total retail floorspace | 2,816<br>(100%)  | 6,302<br>(100%)  | 2,272<br>(100%)  |
| Number of vacant units  | 10<br>(12.6%)    | 4<br>(4.1%)      | 7<br>(10.1%)     |
| Total number of units   | 79<br>(100%)     | 98<br>(100%)     | 69<br>(100%)     |



<sup>2</sup> Floorspace relates to the units within the study boundary of selected local centres

## PEDESTRIAN FOOTFALL

A sample of pedestrian numbers using Birstall was undertaken on a Market Day in May 2004, using 2 count points. Pedestrian numbers have increased, especially in the morning (+38.9% on Low Lane). This may in part be due to improved weather compared to the last years counts, particularly in the morning. Footfall on Low Lane has showed a slight decline for the afternoon period.

### Birstall pedestrian footfall 2004<sup>3</sup>

| Survey location               | 20 <sup>th</sup> May 2004<br>Warm, sunny |     |
|-------------------------------|--|-----|
|                               | a.m                                      | p.m |
| 1. Low Lane (both directions) | 528                                      | 425 |
| 2. Co-op Foodstore (in only)  | 85                                       | 84  |

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.

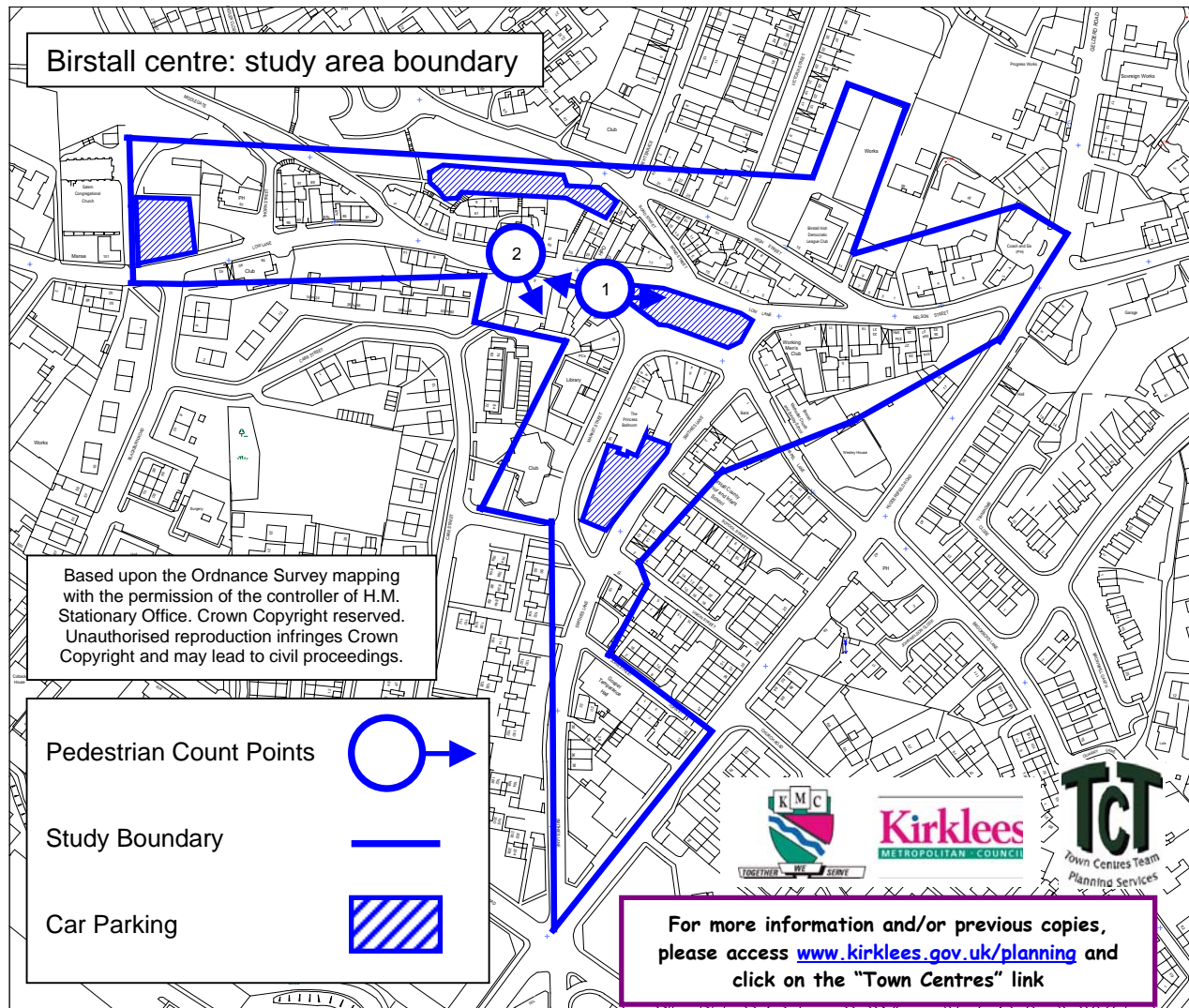
## OFF-STREET CAR PARKING PROVISION

| Car Park         | Ownership | Spaces    |
|------------------|-----------|-----------|
| 1. High Street   | Council   | 45 spaces |
| 2. Low Lane      | Council   | 26 spaces |
| 3. Market Place  | Council   | 33 spaces |
| 4. Smithies Lane | Council   | 27 spaces |

At present there is no charge for the use of the car parks listed above. Birstall has a car parking to floorspace ratio of 52.3 spaces per thousand sq.m. of occupied retail floorspace.

## RETAIL RENTAL LEVELS

There has been no change in retail rental levels over the last 12 months. They remain quite varied within the centre, reflecting location, quality of shop premises and tenure. Generally speaking, Low Lane would appear to be the main shopping street. Rents in this location are within the broad range of £86-£151 per sq.m. (£8-£14 per sq.ft.).



<sup>3</sup> Pedestrian counts were undertaken for an hour in the morning and the afternoon at the locations shown on the map. The Low Lane counts are a combined total of pedestrians moving both ways.

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