

BIRSTALL LOCAL CENTRE ASSESSMENT 2003

INTRODUCTION

This statement is the first 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 June 2003. This revealed that there is 2,778 sq.m. (29,892 sq.ft.) of net retail floorspace in Birstall shopping centre.

Shop units in Birstall centre

	Convenience	Comparison ¹	Service	Vacant	TOTAL
2002	8 (10.1%)	38 (48.1%)	25 (31.7%)	8 (10.1%)	79 (100%)
2003	8 (10.3%)	37 (47.4%)	24 (30.8%)	9 (11.5%)	78 (100%)
% change 02-03	0	-2.6%	-4.0%	+12.5%	-1.3%

Retail floorspace in Birstall (sq.m. net)

	Convenience	Comparison ¹	Vacant	TOTAL
2002	802 (28.8%)	1,686 (60.5%)	299 (10.7%)	2,787 (100%)
2003	802 (28.9%)	1,730 (62.3%)	246 (8.8%)	2,778 (100%)
% change 02-03	0	+2.6%	-17.7%	-0.3%

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

There has been little retailer movement in the centre since 2002. Vacancy rates remain below the national average despite recording an increase in floorspace vacancy over the last 12 months. Nearly 30% of the floorspace in the centre is given over to foodstores. Birstall also has a strong representation of service use occupancy.

There are 5 national multiple retailers present within the study area as well as one further charity multiple.

Floorspace comparisons² (sq.m. net)

	Birstall	Mirfield	Ravensthorpe
Convenience	802 (28.9%)	1,832 (28.5%)	679 (29.8%)
Comparison	1,730 (62.3%)	4,281 (66.7%)	1,285 (56.3%)
Vacant	246 (8.8%)	306 (4.8%)	317 (13.9%)
Total retail floorspace	2,778 (100%)	6,419 (100%)	2,281 (100%)
Number of vacant units	9 (11.5%)	8 (8.1%)	10 (14.7%)
Total number of units	78 (100%)	99 (100%)	68 (100%)



Birstall Foodmarket

² Floorspace relates to the units within the study boundary of selected local centres

PEDESTRIAN FOOTFALL

A sample of pedestrian numbers using Birstall was taken in May 2003 using 2 count points. It is the first time that this exercise has been undertaken. Therefore, the current value of the data is limited. Nevertheless, future pedestrian counts will allow annual comparisons of shopper activity in the centre to be made.

Birstall pedestrian footfall 2003³

Survey location	1 st May 2003 Weather: Dull	
	a.m	p.m
1. Low Lane (both directions)	380	456
2. Co-op Foodstore (in only)	66	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.

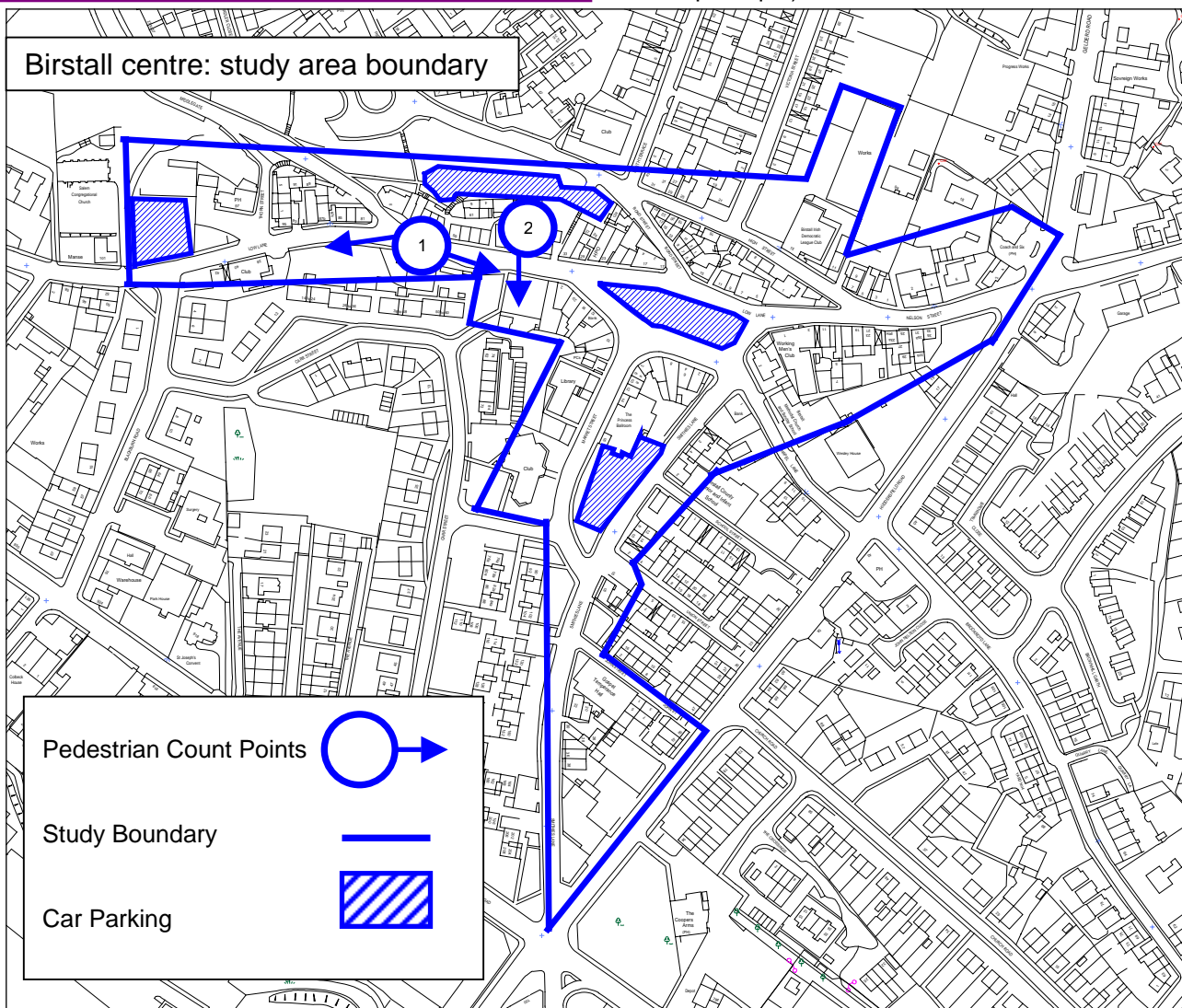
OFF-STREET CAR PARKING PROVISION

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 51.7 spaces per '000 sq.m. of occupied retail floorspace.

RETAIL RENTAL LEVELS

Retail rents are 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 band of £75-£140 per sq.m. (£7-£13 per sq.ft.).



³ 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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