

Town Centres Team – Planning Services

CLECKHEATON TOWN CENTRE

ANNUAL STATEMENT OF KEY ECONOMIC INDICATORS

AUGUST 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 Cleckheaton town centre was published in August 1997. Changes that have taken place over the last 5 years have been examined in annual statements of key economic indicators, of which this is the fifth.

The indicators of vitality and viability covered here are:

- retail occupancy in terms of floorspace and shop units,
- vacancy rates,
- pedestrian footfall,
- retail development in the pipeline,
- retailer demand, and
- prime retail rents.

RETAIL FLOORSPACE, SHOP UNITS AND VACANCY

A survey of occupancy updated in June 2002 recorded that Cleckheaton town centre provides a total of 8,493 sq.m. of net retail floorspace. The following tables illustrate the changes in both retail floorspace and shop unit occupancy since 1998.

Shop units in Cleckheaton town centre

	Convenience	Comparison ¹	Service	Vacant	TOTAL
1998	17 (10.1%)	87 (51.8%)	45 (26.8%)	19 (11.3%)	168 (100%)
1999	17 (10.1%)	90 (53.2%)	45 (26.6%)	17 (10.1%)	169 (100%)
2000	17 (10.0%)	89 (52.4%)	49 (28.8%)	15 (8.8%)	170 (100%)
2001	18 (10.5%)	92 (53.5%)	49 (28.5%)	13 (7.5%)	172 (100%)
2002	17 (9.8%)	94 (54.0%)	45 (25.9%)	18 (10.3%)	174 (100%)
% change 2001-02	-5.6	+2.2	-8.2	+38.5	+1.2

¹ Including semi-retail uses e.g. travel agents, opticians.

The last 12 months has seen a number of changes in the pattern of retail occupancy within Cleckheaton town centre. Although vacancy rates have risen sharply, they still remain below the national average. Whilst there has been little change in convenience goods floorspace over the past year, there has been a 6.3% increase in comparison goods floorspace. This is a result of the conversion of some upper floor units and service uses into retail, and the opening of a furniture showroom in old mill premises.

Retail floorspace in Cleckheaton (sq.m. net)

	Convenience	Comparison	Vacant	TOTAL
1998	1,854 (24.3%)	4,553 (59.6%)	1,226 (16.1%)	7,633 (100%)
1999	1,854 (23.0%)	5,391 (67.0%)	806 (10.0%)	8,051 (100%)
2000	1,854 (24.2%)	5,047 (66.0%)	748 (9.8%)	7,649 (100%)
2001	1,707 (21.9%)	5,588 (71.7%)	502 (6.4%)	7,797 (100%)
2002	1,691 (19.9%)	5,940 (69.9%)	862 (10.2%)	8,493 (100%)
% change 2001-2002	-0.9	+6.3	+71.7	+8.9

Floorspace comparisons² (sq.m. net)

	Cleckheaton	Batley	Heckwike	Dewsbury	Holmfirth
Conv.	1,691 (19.9%)	4,690 (20.6%)	5,068 (42.7%)	7,346 (17.8%)	1,834 (26.8%)
Comp.	5,940 (69.9%)	15,636 (68.7%)	5,264 (44.3%)	28,551 (69.3%)	4,096 (59.9%)
Vacant	862 (10.2%)	2,422 (10.7%)	1,538 (13.0%)	5,296 (12.9%)	913 (13.3%)
Total retail flsp	8,493 (100%)	22,748 (100%)	11,870 (100%)	41,193 (100%)	6,843 (100%)
No. vacant units	18 (10.3%)	24 (11.5%)	32 (19.4%)	70 (20.0%)	13 (8.1%)
Total no. of units	174 (100%)	209 (100%)	165 (100%)	350 (100%)	160 (100%)

² Figures relate to the floorspace contained within the Town Centre Audit Study Boundary of each town

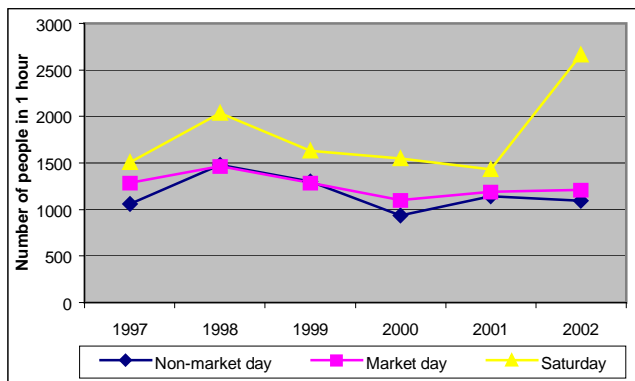
PEDESTRIAN FOOTFALL

Pedestrian footfall counts have been undertaken annually in Cleckheaton town centre since 1997 on a market day, non-market day and Saturday. Hour sample counts have been conducted from 10:30am and from 2:30pm at 7 locations, including all access points into the town centre, the entrance to Tesco and the pedestrian link from the foodstore to Northgate. The table below gives the summer 2002 pedestrian count results.

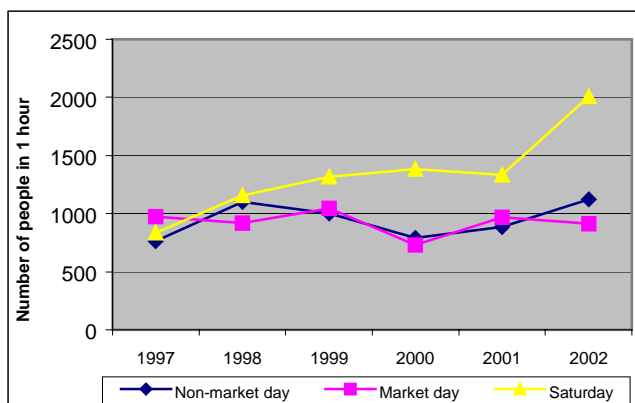
Cleckheaton pedestrian footfall 2002³

Survey location	11 th June Market day Dry/dull		13 th June Non-market day Warm/dry		15 th June Saturday Rain	
	a.m	p.m	a.m	p.m	a.m	p.m
	1. Tesco main ent	232	221	210	215	980
2. Pedestrian link	114	93	111	80	198	130
3. Cheapside	170	138	148	155	170	123
4. Northgate (N)	138	125	101	107	283	219
5. Albion Street	306	186	222	269	331	231
6. Northgate (S)	153	106	346	287	556	441
7. Central Arcade	209	137	64	89	346	272
TOTAL into town	1208	913	1091	1122	2666	2007

Morning pedestrian numbers 1997 - 2002 (summer)



Afternoon pedestrian counts 1997- 2002 (summer)



³ Morning counts were conducted for 1 hour between 10:30 and 11:30. Afternoon counts were conducted for 1 hour between 2:30 and 3:30. All count points record pedestrians coming INTO the town only. Totals represent the number of people entering the town and exclude the pedestrian link count point.

Weekday pedestrian footfall in Cleckheaton town centre has remained relatively unchanged over the past year, with only a slight decrease in afternoon market day footfall. However, the Saturday footfall has shown a very positive increase, especially at Tesco and Northgate, compared to previous years. This was largely due to the lunchtime screening of an England World Cup match in a number of the public houses in the town centre.

Pedestrian footfall in Cleckheaton continues to exhibit a diffuse pattern of movement around the town centre. With the exception of Central Arcade, there is little discernible difference between footfall levels in the town on a market day compared to a non-market day.

RETAILER DEMAND

An assessment of retailer demand was undertaken in July 2002. This identified that just two businesses have expressed a requirement for representation in Cleckheaton. These are a public house requiring a floorspace of 651 sq.m. (7,000 sq.ft.), and a foodstore operator requiring 6,700 sq.m. (72,000 sq.ft.). However, it is important to note that there may be other retailers who have a requirement for Cleckheaton but have not yet registered their interest.

RETAIL DEVELOPMENT IN THE PIPELINE

With the exception of JD Wetherspoons public house and the new Indian Restaurant on Bradford Road (former Congregational Church) there has been little development within Cleckheaton apart from minor refurbishment work. There is, however, a current planning application for a foodstore development (5,650 sq.m.) at Bradford Road/Horncastle Street. At the time of publication, no decision had been taken by the Council.

PRIME RETAIL RENTAL LEVELS

The lack of a prime retail 'pitch' within the town centre of Cleckheaton creates difficulties in defining prime zone A rents for the town. Information received indicates that retail rents in Cleckheaton have not changed since the last publication and remain within the general range of £108 - £215 per sq.m. (£10-20 per sq.ft.).

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