Although it is early days, Kingsgate has already started to draw a greater number of shoppers into Huddersfield. Over the coming months this will improve the vibrancy of the town. The introduction of a range and quality of purpose built shop unit accommodation has secured the presence of new retailers, which in turn has strengthened Huddersfield's representation of core 'high street' product categories (clothing/footwear and accessories, toiletries and cosmetics, leisure goods, household goods and small electrical items).

However, Huddersfield's response to competition is beginning to reveal the vulnerability of a number of secondary and peripheral shopping frontages. These will need to be closely monitored. It may be unrealistic to expect that all vacant floorspace and premises in these locations will be re-occupied by conventional retail uses. Therefore, the introduction of alternative uses should be encouraged. Furthermore, the extension of specialist retailing into out of town retail warehouse park locations will need to be closely controlled to ensure that any major changes to their nature of occupancy do not have an adverse effect on the economic performance of traditional town centres and create alternative investment locations for town centre uses.

The new Kingsgate Shopping Centre

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HUDDERSFIELD TOWN CENTRE AUDIT 2002

FACT SHEET 2: RETAIL CATCHMENT AREA AND TURNOVER

Introduction

This document, produced by Kirklees MC's Planning Service, is designed to provide supplementary information on catchment area and turnover to accompany the 2002 Town Centre Audit for Huddersfield (in A1 folded form). This is one of a series of Fact Sheets that contain detailed analysis of the indicators of town centre performance presented in the main publication.

The extent of Huddersfield's trade area[1]

The extent of Huddersfield's catchment for both convenience and comparison goods shopping is shown in the 2002 Town Centre Audit. The trade areas defined are based on data obtained through (i) an extensive householder survey undertaken in May 2001, and (ii) a shoppers questionnaire survey undertaken in Huddersfield town centre during September and October 2001.

By comparing the trade areas derived with those presented in the 1998 Town Centre Audit, it can be seen that there have been a number of changes in terms of the geographical area covered. The convenience goods trade area has contracted in size to the extent that it now excludes the settlements of Elland, Brighouse and Ravensthorpe. With regard to Huddersfield's comparison goods trade area, this has also contracted over the last 4 years, to exclude Elland, Heckmondwike and Ravensthorpe.

It is important to note that this is a pre-Kingsgate picture. Post-Kingsgate will no doubt reveal a more extensive catchment for comparison goods trade. This will be examined in more detail during April/May 2003 (after the 'honeymoon' period following the opening of Kingsgate in March of this year), when it is proposed to undertake both a householder and a shopper questionnaire survey. Nevertheless, based on the results of previous questionnaire surveys, Huddersfield's comparison goods trade area is likely to grow to at least 325,000 people following Kingsgate's construction.

Huddersfield town centre does not have a uniform influence over its trade area, and this is clearly illustrated in Figures 1 and 2. These show the relative strength of the town in terms of percentage draw from individual postcode districts in Kirklees for both convenience and comparison goods expenditure.

The town's trade draw throughout its comparison goods catchment has progressively weakened since 1997. This decline is particularly evident in postcodes HD2, HD4 and HD7 which have seen market penetration fall from 79%, 54% and 55%, respectively in 1997, to 46%, 43% and 31% in 2001. The close proximity of Wakefield, Barnsley and the M1 (which provides good access to other retail facilities further afield) explains Huddersfield's trade draw of just 36% from postcode HD8. Notwithstanding the above, Huddersfield continues to draw strongly from HD1, the town centre's immediate urban area (56%).

Whilst Huddersfield's comparison goods catchment area for 2001 is recorded as extending into the Heavy Woollen district of Kirklees, its strength of draw here is weak, at between 6% and 9%.

[1] It is important to note that the catchment areas defined for both convenience and comparison goods trade extend beyond the Kirklees district (see the 2002 Town Centre Audit). Figures 1 and 2 are confined to illustrating the percentage draw of Kirklees residents only.

Figure 1: Comparison goods trade draw by postcode district 1997 – 2001

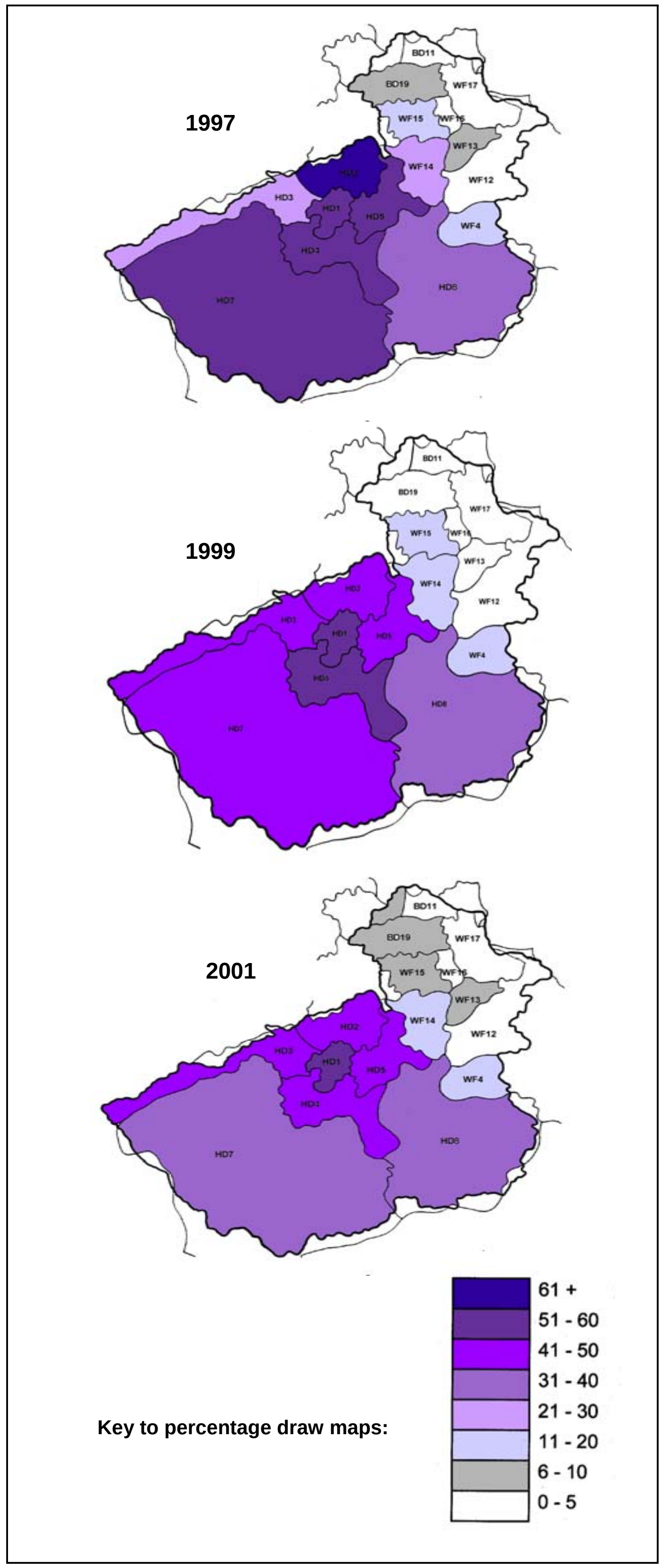
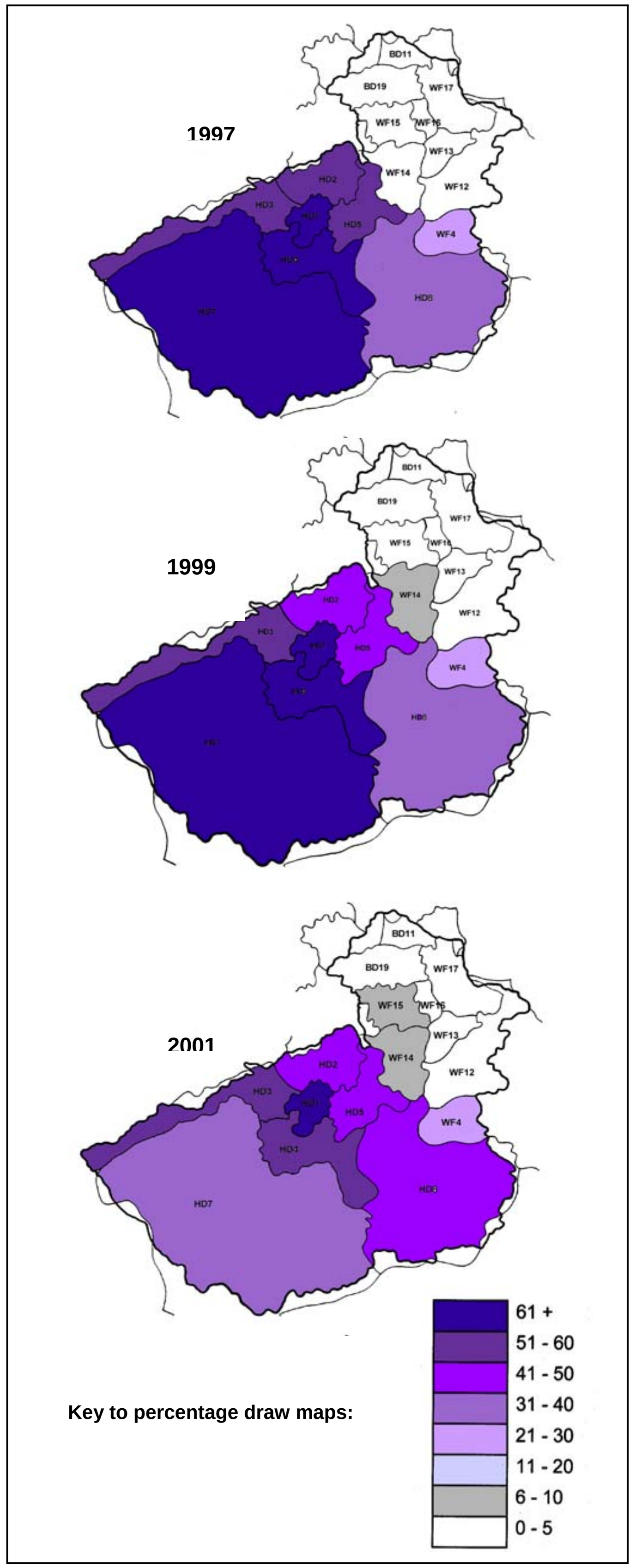


Figure 2 shows the level of market penetration that Huddersfield town centre achieves in terms of convenience goods. It can be seen that trade draw is very high from postcode HD1 (78%). However, it weakens to the north due to the influence of the Asda foodstore on Bradford Road. Nevertheless, the town centre still manages to capture 52% of convenience goods expenditure generated by residents from the Birkby, Fixby, Bradley and Sheepridge areas. Similarly, the presence of Morrisons foodstore at Waterloo has weakened trade draw to 49%, from postcode HD5.

Figure 2: Convenience goods trade draw by postcode district 1997 – 2001



The construction of a Safeway foodstore in Meltham has resulted in a significant reduction in Huddersfield's convenience trade draw from postcode HD7. In 1999, Huddersfield town centre achieved 64% market penetration. However, by 2001, this had fallen to 38%.

Within the Heavy Woollen District, Huddersfield's convenience goods catchment area is significantly constrained by the strong foodstore anchors at Heckmondwike (Morrisons and Lidl), Batley (Tesco, Netto and Aldi), Cleckheaton (Tesco) and Dewsbury (Safeway, Sainsbury and a recently constructed Asda) shopping centres.

Huddersfield does not have exclusive access to its catchment area, as it must compete with other centres that lie on the periphery. During 2001, the town centre's catchment for comparison goods trade was generally limited in extent. Its sphere of influence being particularly vulnerable to the north and east. However, the opening of Kingsgate in March 2002, has started to see an increase in the size of Huddersfield's catchment area, and a strengthening of its trade draw from the Huddersfield postcodes. An accurate assessment of these changes will be undertaken during April/May 2003.

However despite the influence of Kingsgate, there remains the issue of car parking which may limit the longer-term attractiveness of Huddersfield as a shopping destination. The availability of car parking is an important consideration when determining where to shop, and (based on a shoppers questionnaire survey undertaken in September/October 2001), 36% of car borne shoppers consider Huddersfield to have poor/inadequate car parking facilities.

The nature of competition

Over the past 12 months, 28,330 sq.m. (304,834 sq.ft.) of new retail floorspace has been built within just 20 minutes drive time of Huddersfield town centre. A further 59,892 sq.m. (644,437 sq.ft.) of retail floorspace exists in the form of unimplemented or current planning applications.

Leeds has comparison goods trade draw that affects **all** areas of Kirklees, although its greatest impact is in the Heavy Woollen District (North Kirklees) with a lesser impact on Huddersfield's catchment area. Here, the level of expenditure captured by Leeds varies between postcode districts, with market penetration greater in the Lockwood, Moldgreen, Edgerton and Fartown areas (7%).

The influence of Meadowhall and to a lesser extent the White Rose and Trafford Centres, continue to grow. All have impacted on Huddersfield town centre's catchment area. From the Netherton, Newsome, Berry Brow and Crosland Moor areas, these purpose built shopping centres take a significant 17% of residents' comparison goods expenditure. From postcode HD8, (the rural area to the south-east of Huddersfield), trade draw is as much as 20%. However, Kingsgate will improve Huddersfield's competitiveness and in the coming months, start to recapture lost trade.

Retail warehouse parks that lie within or close to the catchment area of Huddersfield town centre could also present a potential threat, through the widening of product ranges and the sub division of floorspace to provide smaller unit accommodation. This changing pattern of retail occupancy will need to be closely monitored.

In 2001, the Leeds Road retail warehouse park captured between 7% and 18% of comparison goods expenditure from the postcodes within Huddersfield town centre's catchment area, despite trading primarily in 'bulky goods'. This level of trade draw is likely to increase if specialist retailing of any scale is introduced onto the park.

Notwithstanding the above, it is interesting to note that the proportion of respondents to the Business Questionnaire Survey who identified 'out of centre competition' as a serious threat to the health and vitality of the town centre, fell from 67% in 1999 to 48% in 2001. Whilst this still represents nearly half of business respondents, the construction work on the new Kingsgate scheme to improve Huddersfield's shopping offer was a positive influence on the views of a number of business respondents.

Turnover and expenditure retention

Expenditure retention (or market penetration) is the volume of turnover that is drawn into a centre from its trade area, expressed as a percentage of the total expenditure that can be generated by its resident population.

Figure 3: Turnover, trade area and retention level

Turnover				
	Retail floorspace (sq.m.)	Turnover growth per annum[2]	Town centre turnover[3]	Proportion of town centre turnover generated from within catchment[4]
Convenience goods				
2001[5]	16,490		£132,811,000	£132,811,000
2002[6]	16,520	0.1%	£133,278,000	£133,278,000
Comparison goods				
2001[5]	51,170		£193,389,000	£183,719,550
2002[6]	59,210	1.25%	£243,618,800	£225,103,770

Retention Level					
			Consumer expenditure		
	Population within trade area	Growth per annum[7]	Expenditure within the trade area[8]	Potential within trade area	Retention level[9]
Convenience goods					
2001[5]	241,300		£1,291	£311,518,000	42.6%
2002[6]	241,300	0.1%	£1,292	£311,759,000	42.8%
Comparison goods					
2001[5]	274,100		£1,869	£512,292,900	35.9%
2002[6]	325,000	3.6%	£1,937	£629,525,000	35.8%

[2] Assumes a modest 0.1% per annum rate of growth for convenience goods and a slightly higher 1.25% growth per annum for comparison goods. Based on Unit for Retail Planning Information (URPI) Briefs, and Corporate Intelligence Group (CIG) Retail Rankings.
[3] 2001 turnover is based on the Business Questionnaire Survey, CIG Retail Rankings, Company accounts and Company annual reports. The 2002 turnover is an anticipated turnover figure for the 12-month period, based on assumptions of likely trading levels and sales densities.
[4] Based on 2001 Kirklees householder survey and on shoppers questionnaire survey 2001. The town centre attracts all of its convenience goods turnover from within its catchment area. 8% of Huddersfield's comparison goods turnover is derived from outside the defined catchment area. For the purpose of this exercise only, it has been assumed that this will remain the same for 2002.
[5] Pre Kingsgate Centre situation
[6] Post Kingsgate Centre situation
[7] Taken from URPI Brief 99/2 using long term growth trends
[8] Taken from URPI Brief 99/2 using a 1996 price base and adjusted to take account of (i) local variations in expenditure, and (ii) special forms of trading (7.6% for comparison goods and 0.9% for convenience goods). The adjustment is based on an assessment of socio-economic status using household income data from CACI (2001).
[9] The volume of turnover that is drawn into Huddersfield town centre from its trade area, expressed as a percentage of the maximum potential consumer expenditure that can be generated by its resident catchment population.

In terms of convenience goods trade retention, the town achieved a penetration rate of 42.6% in 2001. A slight improvement to 42.8% is anticipated for 2002, after the construction of Kingsgate.

However, an enlargement of Huddersfield town centre's convenience goods catchment area is not expected to occur with the current scale and mix of foodstore operators in the town.

The retention level for comparison goods trade is recorded at 35.9% for 2001. This is anticipated to change only slightly to 35.8% in the 12 months following the construction of Kingsgate, due primarily to a significant increase in the size of the town centre's trade area over the same period.

There is little doubt that Kingsgate has introduced quantitative and qualitative improvements to the town's comparison shopping offer which will go some way towards stemming the loss of trade that is being captured by other competing shopping facilities, such as the White Rose and Meadowhall centres. The shopping mall is becoming a major draw and inevitably has started to impact upon the retail structure of the town and the pattern of pedestrian movement. A number of retailers who have traded for many years from the town's 'prime retail pitch' have moved out to take up larger shop unit accommodation in Kingsgate. As a consequence, the vacancy rate within New Street now stands at 12% (as at May 2002). However, 'prime pitch' vacancy is likely to be short term as there continues to be a strong demand from retailers (and leisure operators) for representation in the town, **despite** the recent addition of Kingsgate to Huddersfield town centre's floorspace supply (see Fact Sheet 3).

The retail mix in Kingsgate has a strong bias towards clothing, footwear and personal accessories. The presence of Beatties department store, coupled with a mix of big names and fashionable 'niche' players has created an alternative 'fashion shopping' destination. This is likely to impact upon New Street and the Piazza, which up until March 2002 were the principal locations in Huddersfield town centre for clothes shopping. Town centre clothing retailers are already dealing with the competition presented by the recent opening of Matalan (a successful clothing discounter) on the Beck Road retail warehouse park, and the increasingly aggressive targeting of clothes sales by the grocery multiples as a source of future growth.

Whilst pedestrian footfall in the town as a whole has increased since Kingsgate, there has been a weakening of shopper activity in more peripheral town centre locations. New Street, the Piazza and King Street in particular record strong pedestrian numbers. Furthermore, a dramatically improved use of Cross Church Street has been observed. However, locations more distant such as Westgate record consistently fewer numbers. It will be important to closely monitor secondary and peripheral shopping locations in the town in the coming 12 – 18 months, as these areas will be particularly vulnerable during the period of transition that Huddersfield will inevitably undergo following the introduction of a major shopping development.

Huddersfield town centre continues to experience a contraction of its trade draw in respect of 'bulky goods' retailing (DIY, furniture and carpets, motor vehicle and cycle parts and accessories, gardening items and electrical goods). Many other shopping centers in West Yorkshire are undergoing a similar market change, although in Huddersfield's case it has been exacerbated by the loss of Do It All and Scottish Power from the Beck Road retail warehouse park and Comet from Castlegate. There are still a number of shops within the study area that sell these product ranges. However, there is now a wide choice and quality of retail warehouse provision outside the town, either in the 'park' format or in 'solus' units.