



**Kirklees**  
METROPOLITAN COUNCIL

Town Centres Team- Planning Services

## Mirfield Local Centre Assessment August 2006



### Introduction

This statement is the fourth annual publication of economic information for Mirfield. 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 (floorspace and shop units),
- vacancy rates,
- pedestrian footfall,
- car parking provision.

### Floorspace, shop units and vacancy

The following tables illustrate changes in retail floorspace and shop unit occupancy over the last three years. A survey of occupancy was undertaken in May 2006. The results show that Mirfield local centre provides a total of 6,430 sq.m. (69,187 sq.ft) of net retail floorspace, indicating an overall change of +2.4% from 2005-2006.

### Shop units in Mirfield Centre

	Convenience	Comparison <sup>1</sup>	Service	Vacant	Under refurbishment <sup>2</sup>	TOTAL
<b>2004</b>	8 8.2%	55 56.1%	31 31.6%	4 4.1%	-	<b>98</b> <b>100%</b>
<b>2005</b>	8 7.8%	55 53.4%	32 31.1%	8 7.8%	-	<b>103</b> <b>100%</b>
<b>2006</b>	7 6.7%	55 52.9%	33 32%	8 7.7%	1 1%	<b>104</b> <b>100%</b>
<b>% change 05-06</b>	<b>-12.5%</b>	<b>0</b>	<b>+3.1%</b>	<b>0</b>	<b>N/A</b>	<b>+1.0%</b>

Mirfield shopping centre has seen no change in vacant unit levels, although there has been an increase of 24.4% in vacant retail floorspace due to changes in occupancy, though remains at a very acceptable level of 4%.

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

	Convenience	Comparison <sup>1</sup>	Vacant	Under refurbishment <sup>2</sup>	TOTAL
<b>2004</b>	1,927 30.6%	4,227 67.1%	148 2.3%	-	<b>6,302</b> <b>100%</b>
<b>2005</b>	1,912 30.5%	4,161 66.3%	205 3.3%	-	<b>6,278</b> <b>100%</b>
<b>2006</b>	1,862 29.1%	4,278 66.9%	255 4%	35 0.5%	<b>6,430</b> <b>100%</b>
<b>% change 05-06</b>	<b>-2.6%</b>	<b>+2.8%</b>	<b>+24.4%</b>	<b>N/A</b>	<b>+2.4%</b>

The occupied retail units in the centre have seen a number of changes over the past 12 months. The Debra Charity shop has extended into the previously vacant unit adjacent, which has doubled the size of the shop.



**Debra Charity shop, Huddersfield Road**

Also a previously vacant unit on Huddersfield Road has been occupied over the last 12 months by a children's wear retailer on the ground floor and a beauty salon on the first floor. Both these shops have contributed to the increase in the comparison retail floorspace by +2.8%.

There has been a change in the occupant of the unit previously owned by a carpet retailer on Huddersfield Road as this has now been occupied by a Café, increasing the number of services in Mirfield shopping centre to 33 units.

#### Floorspace & unit comparison (sq.m. net)

	Mirfield	Birstall	Ravensthorpe
<b>Convenience</b>	1,862 29.1%	796 28.1%	679 30.3%
<b>Comparison</b>	4,278 66.9%	1,760 62.2%	1,156 51.5%
<b>Vacant</b>	255 4%	183 6.5%	379 16.9%
<b>Under Refurbishment</b>	35 0.5%	91 3.2%	31 1.4%
<b>Total retail floorspace</b>	6,430 100%	2,830 100%	2,245 100%
<b>Number of vacant units</b>	8 7.8%	8 10.1%	13 18.6%
<b>Total number of units</b>	104 100%	79 100%	70 100%

The table above shows the make up of Mirfield in comparison with Birstall and Ravensthorpe.

Whilst Mirfield is the largest of the 3 centres, it can be seen that the proportion of convenience goods floorspace in each centre is around 30%. Ravensthorpe is currently suffering a significant vacancy rate both in terms of floorspace and shop unit numbers.

#### Pedestrian footfall<sup>4</sup>

A sample of pedestrian numbers in Mirfield was taken in May 2006 using two count points.

Overall there has been very little change in pedestrian footfall in Mirfield shopping centre compared to numbers recorded in 2005.

However, pedestrian activity on Huddersfield Road has seen a significant increase with a total percentage change of +45.9% from the previous year.

The Co-op experienced a decline in pedestrians recorded on the survey day in 2006. However it must be noted that the centre attracts relatively small numbers of visitors and therefore proportionate changes are easily exaggerated.

#### Comparison of pedestrian numbers 2005-2006

Survey Location		2005	2006	% change
<b>Co-op (In only)</b>	a.m.	220	199	-9.5%
	p.m.	218	180	-17.4%
<b>Huddersfield Road (towards Hudds)</b>	a.m.	164	191	+16.5%
	p.m.	126	163	+29.4%
<b>Huddersfield Road (towards Dewsbury)</b>	a.m.	170	164	-3.5%
	p.m.	146	149	+2.1%
<b>TOTAL</b>		1,044	1,046	+0.2%

### Off-street car parking provision

The Council has made Station Road car park free from a 10p per half an hour charge. This appears to have increased the use of this car park. Private car parks are available for customers of the adjoining retail units.

Mirfield exhibits a car parking ratio of 43.2 spaces per thousand sq.m. of occupied retail floorspace which is average for district shopping centres in Kirklees.



**Station Road car park**

### Car Park Capacities

Car park	Ownership	Spaces
1. Foldhead car park	Private	42 Spaces
2. Co-op	Private	68 Spaces
3. Station Road	Council	71 Spaces
4. Lidl	Private	84 Spaces

### Development Information

The Lidl food store located on Station Road has been granted planning permission this year to extend its floorspace by 190 sq.m, including a new lobby area.



**Lidl food store, Station Road**

The apartments that were under construction twelve months ago on Huddersfield Road are now complete and on the market.



**Apartments, Huddersfield Road**

Planning permission has been granted to convert a vacant shop unit on Huddersfield Road into a coffee shop and deli.

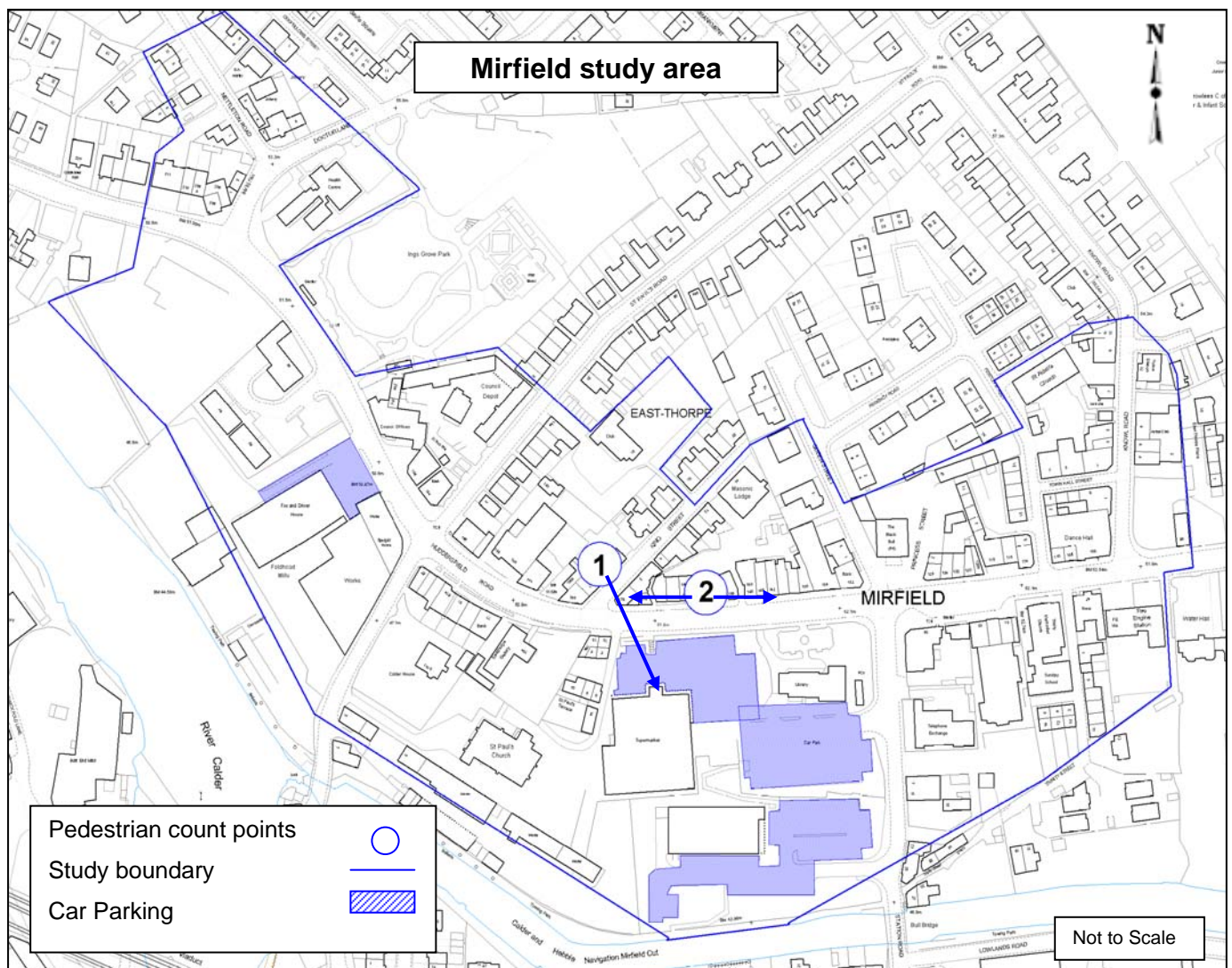
As part of Kirklees Council's Small Centres Improvement Programme, Mirfield has been allocated funding for environmental and commercial property improvements to be implemented in the near future.



**'Welcome to Mirfield', Town centre map, Huddersfield Road**

#### Notes:

1. Comparison goods figures also include A1 uses such as opticians/travel agents etc.
2. No data available pre 2006.
3. Floorspace relates to the units within the study boundary of selected local centres.
4. Pedestrian counts were undertaken for an hour in the morning and the afternoon at the locations on the map.



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