

MIRFIELD LOCAL CENTRE ASSESSMENT JULY 2004

INTRODUCTION

This statement is the second 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, and
- retail rents.

FLOORSPACE, SHOP UNITS AND VACANCY

The following tables illustrate changes in retail floorspace and shop unit occupancy over the last 12 months. A survey of occupancy was undertaken in May 2004. This shows that Mirfield shopping centre provides a total of 6,302 sq.m. (67,810 sq.ft.) of net retail floorspace.

Shop units in Mirfield centre

	Convenience	Comparison ¹	Service	Vacant	TOTAL
2002	6 (6.1%)	55 (55.5%)	32 (32.3%)	6 (6.1%)	99 (100%)
2003	6 (6.1%)	54 (54.5%)	31 (31.3%)	8 (8.1%)	99 (100%)
2004	8 (8.2%)	55 (56.1%)	31 (31.6%)	4 (4.1%)	98 (100%)
% change 03-04	+33.3	+1.9	0	-50.0	-1.0

There has been a significant decline in vacancy rates recorded in Mirfield shopping centre, both in terms of shop units and floorspace.

The slight decline in total retail floorspace is attributable to 2/3 changes of use out of retailing to office occupancy.

Mirfield centre continues to be dominated by convenience goods retailing, largely due to the presence of the Co-op and Lidl foodstores.

The centre continues to have a strong representation of service use occupancy, particularly financial/professional services such as estate agents, banks, and hot food takeaway facilities.

There are 8 national multiple retailers present within the study area (equating to 12.7% of occupied retail units), as well as 3 charity multiples.

Retail floorspace in Mirfield (sq.m. net)

	Convenience	Comparison ¹	Vacant	TOTAL
2002	1,832 (28.7%)	4,239 (66.5%)	308 (4.8%)	6,379 (100%)
2003	1,832 (28.5%)	4,281 (66.7%)	306 (4.8%)	6,419 (100%)
2004	1,927 (30.6%)	4,227 (67.1%)	148 (2.3%)	6,302 (100%)
% change 03-04	+5.2	-1.3	-51.6	-1.8

The decrease in vacancy within the centre over the last 12 months has ensured that Mirfield continues to record a floorspace and unit vacancy rate that is well below the national average.

Floorspace comparisons² (sq.m. net)

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



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

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

PEDESTRIAN FOOTFALL

A sample of pedestrian numbers using Mirfield was taken in May 2004 using 2 count points. There has been an increase in pedestrian activity over the last 12 months, especially in the number using the Co-op. However, this could in part be accounted for by improved weather conditions, compared to the spring of 2003. As the time-series of data is built up, a more comprehensive picture of pedestrian activity will be presented.

Mirfield pedestrian footfall 2004³

Survey location	24 th May 2004	
	a.m	p.m
1. Co-op (in)	206	194
2. Huddersfield Road (both ways)	342	358

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.

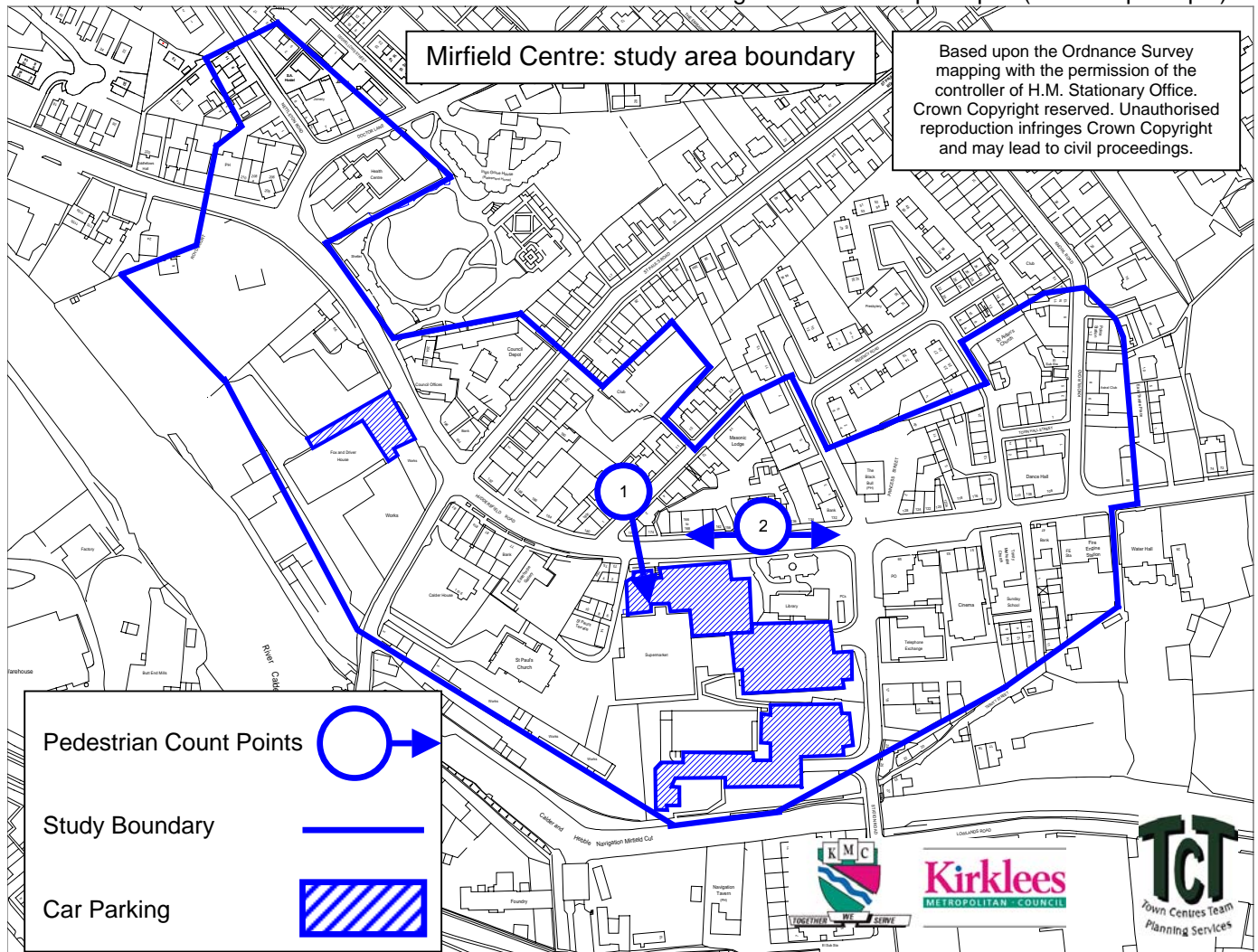
OFF-STREET CAR PARKING PROVISION

Car Park	Private/Council	Spaces
1. Foldhead Car parks	Private	42 spaces
2. Co-op	Private	68 spaces
3. Station Road	Council	65 spaces
4. Lidl	Private	84 spaces

There remains a 10p per half hour charge for the Station Road car park, whilst other private car parks are for customers of the adjoining retail units. Mirfield exhibits a car parking to floorspace ratio of 42.1 spaces per thousand sq.m. occupied retail floorspace.

RETAIL RENTAL LEVELS

Shop premises on the north side of Huddersfield Road, opposite the library are considered to be within the core of the shopping area. Rents are, however, quite varied, suggesting significant differences in the quality of shop premises. On the basis of property transactions over the past 12 months (albeit limited in number), rents in this location remain within the broad range of £86 - £172 per sq.m. (£8 - £16 per sq.ft.).



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³ Pedestrian counts were undertaken for an hour in the morning and the afternoon at the locations shown on the map. The Huddersfield Road counts combine pedestrian movement in both directions.

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