Town Centres Study – Part 2

8 Case Studies

GVA Grimley

Reasons for the Research

- PPS4 implies out-of-centre is cause of town centre probs.
- view is not shared by many UK investors and retailers
- contradicted by the strength of many town centres
- new dynamics of retailing not understood
- little weight given to growth in employment GDP & competitiveness from out-of-town

Results of GVA Study Part 1 (2007)

- reasons for town centre viability are complex
- out-of-centre retail not the only/main cause
- planning floor space indicators not sophisticated enough
- impact of large food stores under-estimated

Results of GVA Study Part 1(cont)

- more than one model for town centres
- complementary role of out-of-centre retailing
- bulky goods unsuitable for town centres
- inability of town centres to satisfy total demand
- protection given to historic town centres
- effect on a town centre of new development in nearby town centres

GVA Study Part 2

- in-depth studies of 8 town centres with varying amounts of out of centre development
- range of competitive situations chosen
- medium to large town centres where competitive impact can be isolated
- Colchester, Lincoln, Horsham, Blackburn, Middlesbrough, Doncaster, Swindon, Tamworth

Methodology

- 20-30 year development history compiled
- scheme composition, planning restrictions, location, timing, subsequent changes
- impact needs measured & analysed
- indicators – changes in floor space stock (services, comparison, convenience, vacancies), rent, expenditure flows
- assessed post out-of-centre development

Doncaster

- major sub-regional town centre
- significant amount of comparison out-of-centre retailing built within the borough
- located 5-10 minutes drive of town centre
- out-of-centre comparison floor space 69k m2 cf 54k m2 in town centre (2006)
- competing town centres – York, Wakefield, Rotherham and Barnsley

Economic Background

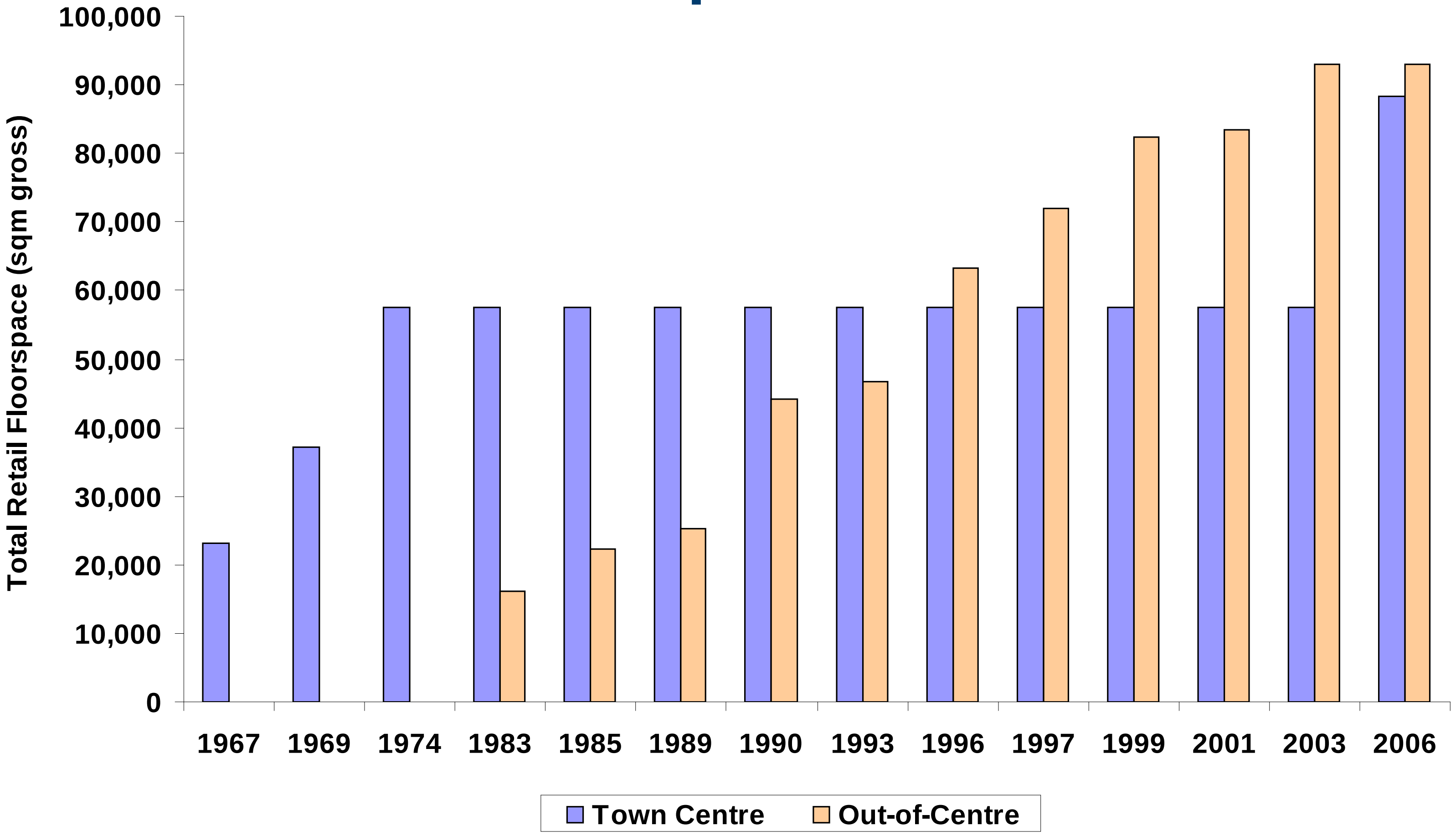
- 128k pop - retail catchment 306k pop
- 60% households in C2, D & E (above av)
- av expend per head = national average
- weak pop growth cf national average
- h/h expend growth below national average
- but expend growth per head = nat average

  (suggests low h/h expend growth due to weak pop growth)

Main Developments

- 1967 Frenchgate (town centre)
- 1969 Waterdale (town centre)
- 1974 Frenchgate extension
- 1983 Danum Park (out-of-town)
- 1990 Wheatley Park (out-of-town)
- 1996 Lakeside Outlet Centre (out-of-town)
- 2006 Frenchgate extension (town centre)

Doncaster Retail Floorspace Development



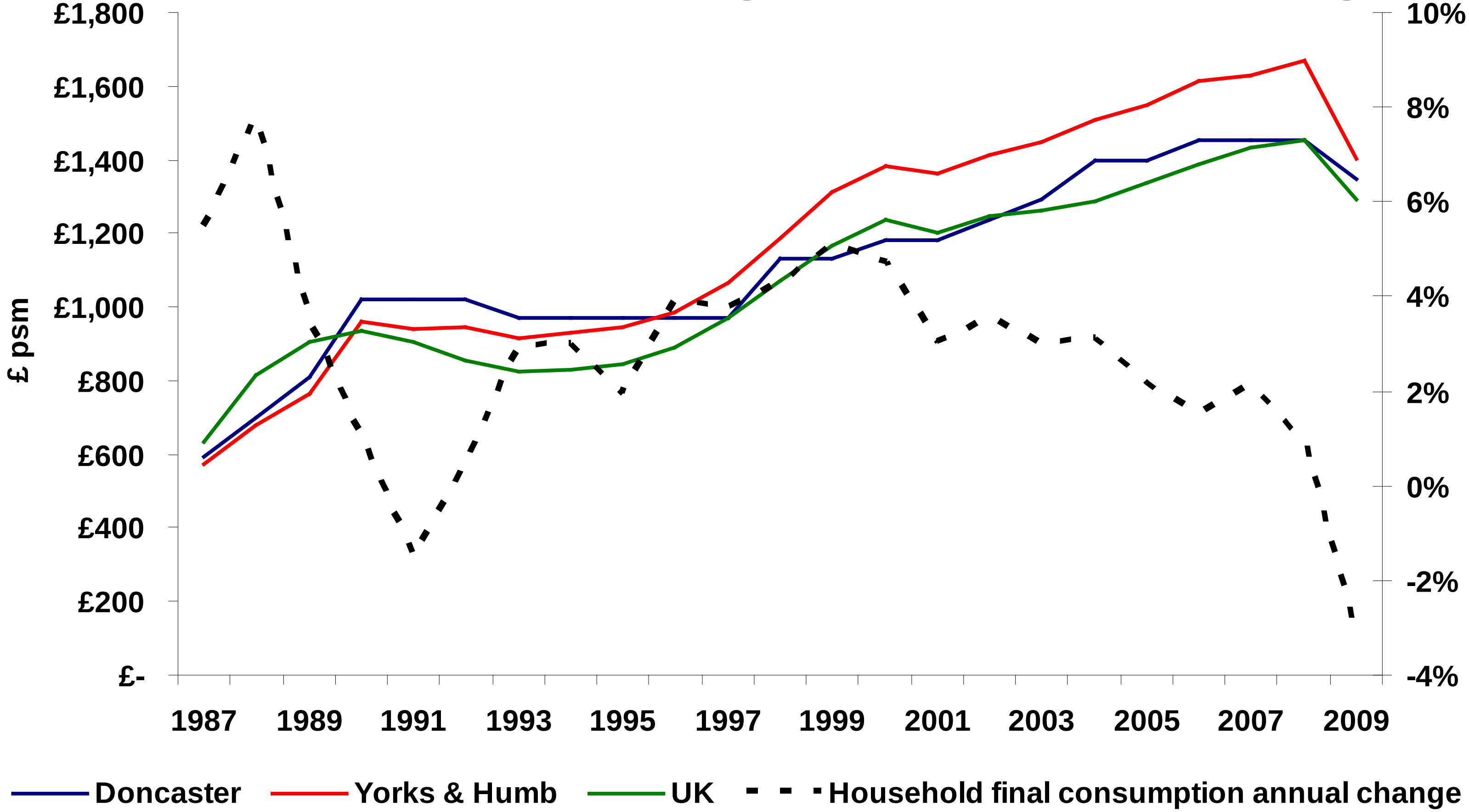
Town Centre Floor Space

	1985	1994	2000	2004	2010
Floorspace sq m gross	133,129	132,144	130,416	132,116	148,904
Convenience %	15.0	10.3	10.8	14.0	11.4
Comparison %	49.2	63.2	60.6	54.6	53.0
Services %	15.3	19.3	19.8	22.8	19.1
Misc %	14.3	0.4	1.2	1.0	0.9
Vacant %	5.3	6.6	7.7	7.6	15.6
Total %	100	100	100	100	100

Town Centre Vitality & Viability

- prime rents grown steadily cf nat average
- vacancy rates stable to 2004 then sharp increase to 15.6% in 2010 (floorspace)
- but no out-of centre built since 2003, so current high vacancy rates not due to this
- most likely due to opening of in town competition (Frenchgate) and recession

Doncaster Prime Rents v National & Regional Averages



2001 Doncaster MBC Town Centre Retail Study

- no improvements for 30 years
- resulting in qualitative deficiencies in offer
- out-of-centre made big inroads into bulky & durable goods market share
- but clothing, china, footwear, china, glass, books, jewellery mainly in town centre
- no further out-of-town allowed - new town centre scheme promoted

2007 Doncaster MBC Town Centre Retail Study

- much better performance post 2006
- concluded town centre generally healthy
- mix and choice improved
- imbalance in town centre (Frenchgate drawing trade from other sites in centre)
- £7k m2 net comparison sales density 2007 cf £4k in 2001 (£9k 2010)

Town Centre Market Share 2010

SURVEY ZONE	Clothes, Footwear	Furniture, Floor Coverings	DIY	Domestic Appliances	Electrical Goods	Personal & Luxury Goods
1	76.9	43.4	22.1	40.8	41.7	71.5
2	71.6	52.5	20.7	38.0	34.4	77.8
3	67.9	45.9	14.4	38.4	34.3	68.9
4	40.0	15.0	6.9	5.6	6.2	34.1
5	3.9	2.9	0.0	0.0	0.8	3.5
6	65.6	49.0	22.4	32.8	34.1	64.1
7	42.0	14.0	4.8	12.5	10.6	18.7
8	69.4	49.7	17.2	49.0	44.8	44.3
9	19.3	3.9	1.0	3.3	3.8	7.5
10	20.5	12.6	2.0	5.2	4.7	5.3
11	20.0	4.9	4.1	2.2	0.8	14.4

Out-of-Centre Market Share 2010

SURVEY ZONE	Clothes, Footwear	Furniture, Floor Coverings	DIY	Domestic Appliances	Electrical Goods	Personal & Luxury Goods
1	2.3	21.6	64.2	24.7	23.9	1.0
2	6.5	17.2	58.4	39.4	36.1	4.9
3	3.8	14.9	58.6	22.9	22.2	0.0
4	2.5	25.5	33.7	27.7	29.0	0.0
5	0.0	2.6	0.9	0.0	0.0	0.0
6	1.0	10.1	36.2	24.0	31.3	0.0
7	1.9	4.5	9.0	4.0	3.2	0.0
8	4.5	4.8	35.3	11.0	6.9	0.0
9	0.0	2.4	7.4	1.3	0.0	0.0
10	1.8	7.2	13.0	4.6	6.0	0.0
11	0.0	4.6	13.8	2.2	2.2	0.0

Durable Goods Market Shares 2001

Catchment Zone	Doncaster Town Centre %	Yorkshire Outlet %	Retail Warehouses %	TOTAL
1	70	4	18	92
2	66	4	20	90
3	62	8	18	88
4	64	8	21	93
5	61	4	14	79
6	61	3	8	72
7	59	3	25	87
8	69	2	18	89
9	77	3	11	91
10	67	2	14	83
11	21	2	4	27
12	15	1	4	20
13	10	1	2	13
14	4	1	0	5
15	5	2	1	8
16	15	2	4	21
17	21	1	5	27
18	12	0	6	18
19	7	1	4	12
20	15	1	1	17

Durable Goods Market Shares 2010

Catchment Zone	Doncaster Town Centre (%)	Yorkshire Outlet (%)	Retail Warehouses (%)	TOTAL (%)
1	58	1	14	73
2	58	1	19	78
3	53	1	13	67
4	24	1	14	39
5	2	5	0	7
6	52	1	11	64
7	21	1	3	25
8	50	2	6	58
9	8	8	1	17
10	10	1	4	15
11	10	0	2	12

Doncaster Conclusions (1)

- in 2001 town centre market share falling, especially for bulky goods
- large growth of out-of-centre development, especially for bulky goods
- lack of town centre investment/expansion contributed to decline of town centre

Doncaster Conclusions (2)

- Frenchgate Centre extension opened in 2006. Combined with slowdown in out-of-centre development this has caused Doncaster town centre’s market share to improve

Overall Conclusions (From all 8 Studies)

- pro-active town centre policy is a necessity.
- out-of-centre development can exist alongside town centre providing the type and amount of out-of-centre development is reasonable and investment in the town centre occurs
- complementary specialisation is positive not negative for town centres