

# **City of Bradford District Council**

## **Retail and Leisure Study**

### **Volume 2 Health Check Assessments**

**Final Draft Report**

**October 2019**



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## 1.0 Introduction

- 1.1.1 The City of Bradford Metropolitan District Council ('the Council') started the process of undertaking a Retail and Leisure Study for the City of Bradford District ('Bradford District') in January 2019.
- 1.1.2 Comprehensive up-to-date monitoring of town centre performance is an important exercise that is required to identify the strengths and weaknesses of a centre, establish how its vitality and viability can be improved, and to effectively plan for the future of the centre.
- 1.1.3 As previously (with the 2008 and 2013 studies) the Council utilised the services of WYG to undertake a detailed and up-to-date assessment of the health of each of the defined city, town, district and local centres in Bradford (commonly referred to as a 'health check'), namely:
- Bradford City Centre;
  - Town Centres – Keighley, Ilkley, Bingley and Shipley
  - District Centres – Five Lane Ends, Girington, Great Horton, Greengates, Thornbury, Tong Street and Odsal; and
  - Local Centres – Addingham, Allerton, Baildon, Barkerend Road, Bolton Junction, Burley-in-Wharfedale, Carlisle Road/Whetley Hill, Clayton, Cottingley, Crossflatts, Cross Road (Keighley), Cullingworth, Denholme, Duckworth Lane, Eccleshill, Fell Lane/Oakworth Road (Keighley), Frizinghall, Harden, Haworth (Main Street), Haworth (Mill Hey), Heaton, Holme Wood, Horton Grange, Idle, Laisterdyke, Leeds Road, Lidget Green, Low Moor, Marshfields (Manchester Road), Menston, Oak Lane (Manningham), Oakworth, Princeville, Queensbury, Riddlesden, Saltaire, Silsden, Steeton with Eastburn, Sticker Lane, Thornton, Undercliffe, White Abbey Road, Wibsey, Wilsden, Wrose and Wyke.
- 1.1.4 Further to the health checks for the defined centres, we have assessed the individual performance of the five existing Council owned markets located within Bradford District comprising:
- Kirkgate and Oastler Markets, Bradford City Centre;
  - Keighley Market Hall, Keighley Town Centre;
  - Shipley Open Market, Shipley Town Centre; and
  - Bingley Open Market, Bingley Town Centre.

## **1.2 Structure of Study and Report**

1.2.1 Our overall Retail and Leisure Study comprises two volumes as follows:

- Volume 1 provides the main report; and
- Volume 2 covers the vitality and viability assessments of the defined centres comprising Bradford city centre, the four town centres, seven district centres and 46 local centres, as well as the performance assessments of the markets.

1.2.2 This report comprises Volume 2 of the Retail and Leisure Study, which sets out the health check assessments of the defined centres in Bradford district along with the performance assessments of the district's markets. The remainder of this report is structured as follows:

- Section 2 sets out the health check indicators considered in assessing the vitality and viability of Bradford city centre and the district's defined town, district and local centres;
- Section 3 sets out our health check assessment of Bradford city centre;
- Section 4 provides the health check assessments of the four town centres of Bingley, Ilkley, Keighley and Shipley;
- Section 5 sets out our health check assessments of the seven district centres;
- Section 6 provides the health check assessments for the 46 defined local centres; and
- Section 7 provides the performance assessment of the five Council owned markets in Bradford District.

## 2.0 Health Check Indicators

2.1.1 The criteria by which the health of a centre can be judged is set out in the Government's Ensuring the Vitality of Town Centres Planning Practice Guidance of July 2019. Indicators which should be monitored on a regular basis in order to judge the health of a centre and its performance over time include the following:

- **Diversity of uses** – Data on the diversity of uses in the centres was collated during our centre surveys undertaken between May and July 2019.
- **Proportion of vacant street level property** – Vacant properties were identified during the undertaking of the surveys.
- **Commercial yields on non-domestic property** – Information in relation to commercial yields was sourced from EGi where available.
- **Customers' views and behaviour** – Analysis of customers' views and behaviour collected as part of our household survey and on-street surveys in respect of Bradford City Centre, and Keighley, Bingley, Ilkley and Shipley Town Centres. The results of the household and on-street surveys are provided at Appendix 2 and 4, respectively.
- **Retailer representation and intentions to change representation** – Information on the performance of centres and the current strength of retailer representation has been derived from our surveys of the centres and Venuescore's 2016-17 UK Shopping Venue Rankings.
- **Commercial rents** – Information in relation to rents was sourced from EGi where available.
- **Pedestrian flows** – General footfall and pedestrian flows were observed during the undertaking of the centre surveys.
- **Accessibility** – Consideration of access to and around each centre is informed by our site visits to each centre supplemented by desk-based research.
- **Perception of safety and occurrence of crime** – Consideration of safety measures within each centre has been informed by our observations while undertaking our site visits.
- **State of town centre environmental quality** – Consideration of the quality of the buildings and public realm in each of the centres has also been informed by our observations when undertaking field work.



- **Balance of retailers** – The composition and balance between independent and national multiple retailers identified from our centre surveys.
- **Barriers** – Consideration of the extent to which there is evidence of barriers to new businesses opening and existing businesses expanding.
- **Opening hours** – Consideration of the availability and extent to which there is an evening and night time economy offer informed by our observations while undertaking our site visits and desk based research.

### 3.0 Bradford City Centre Health Check

#### 3.1 Bradford City Centre Health Check

##### Diversity of Uses

- 3.1.1 A survey was undertaken in Bradford city centre in June 2019 to determine the composition of uses within. It is pertinent to note that the Diversity of Use analysis utilises the maps and boundaries produced by Experian Goad. Upon review of these maps, we have found it generally corroborates with the adopted Primary Shopping Area boundary. A summary of the unit and floorspace amount and proportions can be found in Table 3.1.

**Table 3.1 – Bradford City Centre Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	Bradford		UK Average <sup>2</sup>	Bradford		UK Average <sup>2</sup>
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	45	7.1%	9.2%	14,980	9.7%	15.4%
Comparison	186	29.4%	29.8%	54,540	35.4%	34.1%
Retail Service	67	10.6%	14.9%	5,320	3.5%	6.9%
Leisure Services	127	20.1%	24.3%	32,330	21.0%	25.4%
Financial and Business Service	50	7.9%	10.0%	8,740	5.7%	7.5%
Vacant	157	24.8%	11.5%	38,280	24.8%	10.2%
<b>Total</b>	<b>632</b>	<b>100.0%</b>	<b>100.0%</b>	<b>154,190</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Experian Goad Survey July 2018 updated by WYG at June 2019

1 Re-categorised by WYG based on Experian Goad main town centre uses

2 UK Average Figures, Experian Goad, March 2019

##### *Convenience Retail*

- 3.1.2 Looking at the centres' convenience offer first, 45 units were observed as falling into this category occupying 14,980 sq.m of floorspace – both the proportion of units and the amount of floorspace is below the national average. The composition of convenience uses in the centre included: nine convenience stores, nine tobacconist / vape stores, six CTN units, four bakers, three confectionary stores, two delicatessens, two grocery store and two health food stores. Whilst we consider this to cover a wide range of goods, there are notable omissions from the convenience offer, such as butchers and off licences. However, we do recognise that other uses in the centre may provide the same goods as the missing sub-categories and, specifically in the case of butchers, we are aware that the markets contain butcher

stalls within them. this is limitation of the Goad system being unable to capture the composition of uses and stalls within markets and market halls.

- 3.1.3 The centre contained a larger than average representation of CTN and tobacconist units, nearly more than double the average. Markets were also noted as being significantly overrepresented when compared to national averages. Bradford has three markets – Kirkgate Market within the Kirkgate Centre, Oastler Market and also the Bazaar on Simes Road.
- 3.1.4 As mentioned above, the full composition of markets is unable to be captured however we recognise that they can contain a wide range of goods and services which can vary on a regular basis. Looking at each of the markets in the centre, we found the to contain the following retail functions:
- Kirkgate Market: Located in the Kirkgate Centre in the heart of Bradford city centre, the market contains 185 stalls and units, we did note that some traders occupied more than a single stall or unit within the hall. Our survey noted that there were a number of vacant units and stalls in the market but we did not consider this to be uncharacteristic.
  - Oastler Market: Located in the northern area of the centre, the market contains a mixture of stalls and retail units. We observed stalls offering clothing and fashion retailers, jewellers, take aways, barbers and hairdressers, giftware and electrical goods (including large 'white goods') which indicate the diverse nature of the market and its contribution to the offer of the city centre.
  - The Bazaar: Located in the northern fringes of the centre, The Bazaar mostly appeared to contain comparison goods, with a particular focus on fashion, fabrics and clothing. Some convenience goods and retail services were also observed.
- 3.1.5 The centre does not contain a large supermarket, however it was noted that major brands such as Sainsburys and Tesco's had small local stores in the centres. We do not consider the lack of a supermarket to be untypical due to operators generally requiring a significant amount of floorspace for their operations, with city centre locations generally being unable to accommodate these requirements. It is likely that users either go to the District Centres for their supermarket needs or these are supplemented by the other uses in the centre, such as by convenience stores.
- 3.1.6 Whilst most of the convenience uses observed were run by independent and local traders, several national level brands were observed to be operating in the centre, including; Tesco, Sainsburys, Premier, Greggs, Holland & Barrett and Milles Cookies.

- 3.1.7 In terms of floorspace, the largest convenience unit was Oastler Market (4,970sqm), which comprised around a third of the overall convenience floorspace. Kirkgate Market (3,320sq) and The Bazaar (1,560sqm) were also large convenience presences.
- 3.1.8 In terms of the distribution of convenience uses, smaller units were generally located to the north of the Town Hall and in the pedestrianised area of the centre, with the larger sized convenience units located both in the core area and out towards the north west.

### *Comparison Retail*

- 3.1.9 186 units were observed to be in comparison use, which is the largest category in the centre. Bradford's comparison offer was broadly in line with the nationally observed average regarding the proportion of units and slightly higher than the national average amount of comparison floorspace.
- 3.1.10 Looking at the composition of comparison uses, our survey noted the presence of 46 clothing stores, 33 phone and accessory stores, 13 toiletries and cosmetic product stores, 12 charity stores, 12 footwear stores, 10 hardware and household goods stores, 9 jewellery stores, 6 department stores and 6 electrical goods stores.
- 3.1.11 When looking in more detail, there is a significant over proliferation of phone and accessory stores in the centre, with nearly four time the national average proportion and over double the amount of floorspace occupied by this use observed. We also note there is more than double the proportion of department stores present in the centre.
- 3.1.12 Looking specifically at the centre's clothing offer. Our survey noted the presence of 46 clothing stores, which when broken down further comprises of 12 general clothing stores, 12 ladies and mens wear stores, 11 ladies wear stores, 8 mens wear stores and 5 children's clothing stores. The proportion of these uses is roughly in line with what we would expect to see but we note there is approximately double the proportion of children's wear, footwear and mens wear outlets in the centre.
- 3.1.13 Department Stores have a strong presence in the centre, with Marks & Spencer, Debenhams, T J Hughes and Boyes occupying some of the largest comparison units in the centre. We consider this to be a good and healthy indicator for the centre, particularly in light o wider national trends which is seeing the closure of major department stores.
- 3.1.14 Our results have also found there to be an underrepresentation in the proportion of florists, greeting card stores, chemists and drugstores, furniture stores and DIY / Home

Improvement Stores in the centre. This could be an area the council seeks to address in order to improve the overall provision and variety of comparison units in the centre. We note that furniture stores and DIY / home Improvement stores generally occupy premises in out of centre locations in the District so users are able to travel to other areas nearby to satisfy this particular need.

- 3.1.15 One of the most significant changes since the previous study is the development of the Broadway Centre. This is a large covered shopping mall which contains a large number of national comparison retailers, particularly clothing and fashion brands. The centre has allowed for retailers to occupy new and modern premises in the centre, alongside increasing the amount and diversifying the range of units from what was previously available. We do note that this has impacts on the centre, with the area along Darley Street and Piccadilly now being mostly vacant units when previously they were occupied by comparison uses. We could consider this as a 'relocation' from one area of the centre another.
- 3.1.16 This trend of relocation is most prominent in the instance of TJ Hughes which previously occupied and large premises on the corner of Godwin Street and Sunbridge Road to new premises in the Kirkgate Centre.
- 3.1.17 Approximately 40.9% of the comparison units observed were occupied by national retailers, with the remaining being local or independent traders. Our surveys noted the presence of 19 out of the top 28 comparison retailers, as defined by Experian Goad. This is explained in more detail further in this chapter.
- 3.1.18 The largest comparison unit was Primark which occupied two floors in the Broadway (4,810 sqm in total). Generally, the largest comparison units were located in The Broadway. The largest unit in the Kirkgate Centre was Boyes (1,050sqm) – which we noted formerly occupied premises on Sunbridge Road and now occupy five previously vacant units in the Kirkgate Centre.

### *Retail Services*

- 3.1.19 Retail services were noted as being below national averages both in terms of proportion of units and amount of floorspace. In terms of the composition, retail services were mostly comprised hairdressers and barbers (26 units). Other uses observed included 11 beauty salons, 11 opticians, 6 travel agents and 2 Post Offices.
- 3.1.20 Whilst retail service uses were predominantly independent and local traders there were several national retailers observed, including; the Post Office, Max Spielmann, Thomas Cook,

Tui, Specsavers and Vision Express. The national operators were generally located in the southern area of the city centre in either the Kirkgate Centre or the Broadway Centre.

- 3.1.21 It was noted that Oastler and Kirkgate Market contained several stalls which would be classified as being in retail service use, however this is unable to be captured quantitatively in this survey. Given the prevalence of these markets in the city centre, it could give some reasoning as to the seemingly lack of retail services occupying retail units. There were also several temporary pop-up retail service occupiers noted throughout the centre however these are also unable to be captured.
- 3.1.22 Despite the large number of health and beauty retail service uses (which is hairdressers / barbers and beauty salons combined), there is a lower than national average proportion of these uses in the centre – it is likely that these needs are met elsewhere. Our survey noted a slightly higher than average proportion of opticians, photo studios and travel agents in the centre.
- 3.1.23 Generally, retail services occupied the smaller retail units in the centre which could be an indication as to the reasoning behind the lower than national average floorspace observed.
- 3.1.24 Overall, we consider that the range of retail services in Bradford is sufficient to meet the needs of users but there are localised deficiencies at the sub-category level. It is likely that these deficiencies are met in other centres in the District, particularly Local Centres.

### *Leisure Services*

- 3.1.25 Leisure services were observed as having a notable below average presence in Bradford when compared to national figures both in terms of proportion and floorspace amount. In terms of the composition, the largest leisure service subcategory was take aways with 24 units observed. Other uses noted included 22 cafes, 17 bars and wine bars, 14 public houses, 11 casinos and betting offices and 10 amusement centres.
- 3.1.26 Looking at the sub-category level, Bradford has significantly less restaurants than what would be expected nationally, less than a third of the national average proportion, and less cafes. There is also a significant overrepresentation in the proportion of bingo and amusement centres, disco and night clubs and also cinemas and concert halls.
- 3.1.27 In terms of national operators, most of the national brands observed were either cafes, take aways or betting stores. Major brands observed included; Costa, Starbucks, J D Wetherspoons, KFC, William Hill, Ladbrokes, Jury's Inn, Subway and Taco Bell.

- 3.1.28 Regarding the distribution of leisure service units, notable concentrations were observed along Ivegata, Sackville Street and Barry Street (which were predominantly bars and clubs). It was also noted that the larger leisure service uses were located on the southern side of the A6181 heading towards the University of Bradford.
- 3.1.29 In terms of changes since the previous study, we note that several of the now vacant units in the southern area of the centre were previously occupied by leisure service uses, mostly clubs and bars. This is seemingly an indication of a contraction in the evening economy offer of the centre, a trend which has been observed in other centres of a similar size and characteristics as Bradford and reflective of wider trends of large night club closures. Despite this though, as mentioned above, Bradford does maintain an above average representation of night clubs when compared to national figures.
- 3.1.30 Due to limitations with the Goad system, we were not able to accurately capture the presence of the Light Cinema at the Broadway Centre. A search through the Council's planning access system has found that the Light Complex includes two restaurants and a café, which occupy a total of 3,655 sq.m floorspace (1,278 for the café and restaurants and 2,049 sq.m for the cinema).
- 3.1.31 Sunbridge Wells is an underground arcade located beneath Sunbridge Road, with access from Millergate and Upper Millergate. The arcade contained several units which were in leisure service use; 6 bars and 2 restaurants. These units were not able to be captured by the GOAD mapping.
- 3.1.32 Bradford Leisure Exchange is located to the west of Centenary Square and outside of the Goad boundary, however given its proximity to the city centre it makes a significant contribution to its leisure offer. The Exchange includes and contains a significant number and concentration of leisure uses; including restaurants (including national levels chains), a cinema, bowling alley, hotel and a soft play centre.
- 3.1.33 Overall, we conclude that despite the figures showing a below average representation, Bradford does contain a strong leisure service presence, with the proximity of a major leisure destination, and facilities such as Sunbridge Wells, greatly diversify and enhance the centre's offer. The presence of restaurants in the centre is below what we would expect and we would encourage measures to improve this.

## *Financial and Business Services*

- 3.1.34 Our surveys found that Financial and Business services in the centre were below the national average in terms of proportion of units and the amount of floorspace. Despite this, Bradford city centre contains the highest number of financial and business service units of any centres in the District. The financial and business offer in the centre was underpinned by the highest number of banking and financial institutions in the District, with 13 units observed. This predominantly comprised of retail banks and building societies.
- 3.1.35 Other uses observed included; 9 employment agencies, 6 estate agents, 5 pawnbrokers and 4 solicitors.
- 3.1.36 Despite the high concentration of retail banks in the centre, the detailed diversity of use analysis indicates that there is only a slight above average representation when compared to national averages. Nationally, the trend for retail banks is the closure of more outlying branches and consolidating into more central and accessible locations.
- 3.1.37 Financial and business institutions were noted to be clustered in the central part of Bradford city centre, in between Centenary Square and the Broadway Centre, and tended to occupy

## **Proportion of Vacant Street Level Property**

- 3.1.38 Vacancy rates in the centre were more than double the national averages, in terms of the proportion of units and the amount of floorspace. Vacant units were observed throughout the centre, however significant concentrations were observed to the south and east of the A6181, Darley Street and Manor Row.
- 3.1.39 The number and proportion of vacant units has increased since the previous study, although we note that the previous study area did not include the Broadway Centre so the overall number of units in the centre has increased dramatically.
- 3.1.40 Whilst the vacant rates are more than double the national average, a number of units were observed as being under renovation or alteration during the time of survey – including the single largest vacant unit, the former Odeon Picturehouse on Godwin Street. We are aware that there are several regeneration initiatives which involve the redevelopment of several key buildings / areas in the city centre which will impact on the vacancy rates. These include:
- Oastler Market Regeneration – there are plans to demolish the Oastler Market and relocate it to new premises on Darley Street and redevelop the current site for around 1,000 new residential units. An application to demolish several buildings on Darley



Street and develop a new three-storey market food hall was approved in May 2019.

- Kirkgate Centre – partly linking with the demolition of the Oastler Market, the Council have plans to refurbish the Kirkgate Centre Market for it to transform to accommodate non-food vendors. It is anticipated that the refurbishments will be completed by the end of 2020.
- Bradford Live development – The £20m development is focused on the Odeon Picturehouse. The plans seek to restore the key features of the building, including the main auditorium hall, to create a new cultural hub and live music venue with a capacity to accommodate 4,000 people.

3.1.41 Whilst there are a number of regeneration schemes coming forward which will make significant ways in addressing the vacancy rates, these schemes are targeting areas with higher or notable concentrations of vacant units. We recommend that the Council explore options to tackle vacancy rates in general.

### Retailer Representation

#### Presence of the Top 28 Comparison Retailers

3.1.42 Table 4.2 below shows that Bradford city centre accommodates 21 out of the 28 top comparison goods retailers identified by Experian Goad. Whilst the number of top retailers remains the same as what was observed in the previous study, there has been a change in the overall composition, with Argos, Burton, Clintons Dorothy Perkins and TK Maxx closing their premises in the centre. We do note that TK Maxx is still present in Bradford at the Forster Square Retail Park, adjacent to the north of the city centre. We also note that Debenhams has opened in the centre since the previous study, being a major presence in the Broadway centre along with Marks & Spencer. The Debenhams store also contains a Dorothy Perkins as a concession.

3.1.43 We would consider the number of top national retailers present in the centre is a positive indication of its strength and health. As noted in the diversity of uses analysis, the centre benefits from a significant number of other national level comparison retailers which attracts users from a wider catchment.

**Table 3.2 – Major Comparison Goods Retailers in Bradford City Centre**

Retailer	Present in Centre	Retailer	Present in Centre
Argos	×	Monsoon Accessorize	✓
Boots	✓	New Look	✓

Burton	x
Carphone Warehouse	✓
Clarks	✓
Clintons	x
Debenhams	✓
Dorothy Perkins	x
EE	✓
H&M	✓
HMV	✓
House of Fraser	x
John Lewis	x
Marks & Spencer	✓

Next	✓
O2	✓
Primark	✓
River Island	✓
Superdrug	✓
TK Maxx	x
Topman	✓
Topshop	✓
Vodafone	✓
Waterstones	✓
WHSmith	✓
Wilko	✓

3.1.1 The national comparison retailers were noted to be concentrated in The Broadway, a covered mall in the south eastern part of the centre which opened in 2015. The Kirkgate centre also contained several national retailers, however the units here were noted as generally being smaller than those in The Broadway and were also determined to be occupied by more discount level retailers.

Venuescore UK Shopping Venue Rankings

3.1.2 The 2016 Venuescore rank for Bradford is 80<sup>th</sup> position and has a score of 200. Venuescore classify Bradford as a 'Regional Centre'. This is an increase from the previous study which saw Bradford ranked at 122<sup>nd</sup> position and have a score of 179. This indicates that Bradford overall has improved over time.

Intentions to Change Representation

3.1.3 The Requirement List database showed 19 retailer requirements for Bradford at June 2019. Retail and service operators with published requirements covering Bradford include:

- Hollywood Bowl – D2 leisure facility. Searching specifically for city centre locations 12,000 sq.ft to 30,000 sq.ft in size;
- Metrobank – A2 class bank with a minimum requirement for 3,500 sq.ft unit in central or shopping centre locations. Bradford identified as one of 14 locations in the north of England;
- Chaiwalla – A3 / A5 café. Searching for premises from 600 sq.ft to 1,500 sq.ft in size. Bradford is listed as one of 15 locations nationwide;
- Frankie’s Burgers – Class A3 / A5 Diner. Bradford is listed as one of seven locations in West Yorkshire, Greater Manchester and the Midlands;
- Superdrug – Class A1 health and beauty retailer. Requirements nationwide with

Bradford listed as one of 26 target locations across the north of England. Requirement for 2,000 sq.ft to 5,000 sq.ft sales plus 500 sq.ft to 1,000 sq.ft ancillary floorspace;

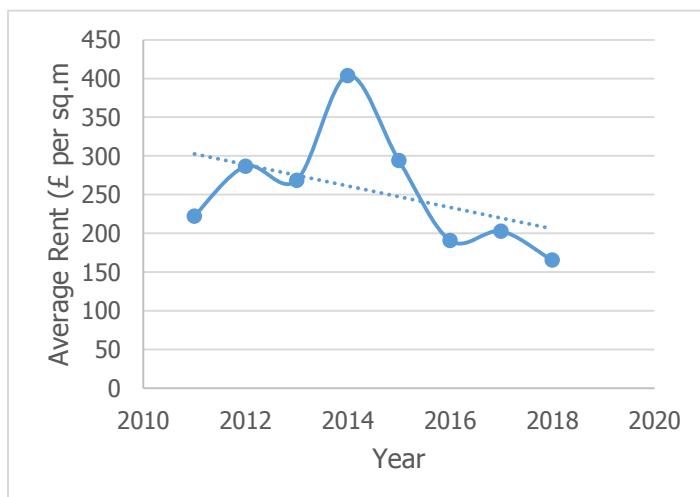
- Savers – Class A1 discount health and beauty retailer with requirements nationwide. Bradford listed as one of 91 target locations across the north of England. Requirement for 2,000 sq.ft to 3,000 sq.ft sales plus 500 sq.ft ancillary floorspace;
- Subway – Class A1 fast food restaurant with a general requirement for 600 sq.ft to 2,000 sq.ft in locations in West Yorkshire; and
- Vets4Pets – Class D2 with requirements nationwide. Bradford listed as one of 76 target locations across north and north east England. Requirement for 1,500 to 2,000 sq.ft plus parking.

3.1.4 We consider the published demand for units in Bradford is therefore strong, with a range of national retailers and other operators currently interested in locating in the town.

### Commercial Yields and Rents

3.1.5 Data regarding commercial rents for Bradford city centre has been acquired from EGI and is summarised in Figure 3.1 below. 209 records were found relating to the period 2009-2019. The yearly rental average has fluctuated over time with a peak rental price of £404 per sq.m and a low of £165 per sq.m in 2018. Our analysis has determined that there is a downwards trend, indicating that rental prices are decreasing over time.

**Figure 3.1 Commercial Rents (Class A1 to A5)**



## **Customers' Views and Behaviour**

### *Household Survey Findings*

3.1.6 A household survey of 1,530 people was undertaken in May 2019 in the District. A summary of the key findings are as follows:

- Of the overall sample size, 1059 respondents said they visited Bradford city centre and 623 respondents said they visited the city centre the most out of all the centres in the District;
- Out of the 623 respondents, 34% said they visited the city centre at least once a week, 17% said they visited once a fortnight and 20% said they visited once a month;
- 65% of respondents said they travelled to the centre by car, 25% said they travelled there by bus and 5% walked to the centre;
- Respondents were asked what their main reasons for visiting Bradford city centre would be. 30% stated their main reason was because the centre was close to home, 23% stated it was because of the choice and range of shops and 7% stated it was because of the choice of leisure facilities;
- Respondents were also asked what measures could be implemented which would encourage them to visit Bradford more often. 30% of respondents said that an increased range and choice of shops would encourage them to visit, % said an better environment would encourage them to visit more often and 8% said an improved quality of shops; said a more of parking and 7% said the improvement of non-food stores in the town centre.

### *In-Street Survey Findings*

3.1.7 An in-street shopper survey in Bradford City Centre was commissioned by the Council and conducted by The Retail Group and Fieldwork Assistance in June 2017. A total of 611 surveys were completed in the city centre. The key findings of the survey are summarised below:

- The primary reason for visiting the centre was for shopping, with 49% of respondents stating this. 17% of respondents stated they were in the city centre for work and another 17% said they were there to meet family and / or friends;
- 50% of respondents said they travelled to the city centre by bus, 37% travelled by car, 7% walked and 6% travelled by train;
- 68% of respondents stayed in the centre for 1-4 hours;
- 85% of respondents said they tended to visit the city centre during the week and

58% said they visited on weekends.

- 3.1.8 When asked about the frequency of their visits for specific activities, the results varied. 63% of respondents said they visited the centre at least once a week for shopping, 41% said they visited once a week for the services (such as the bank), 41% said they visited at least once a week to socialise and 46% said they visited once a week for daytime food and / or drink. Generally, across all activities, respondents said that their frequency of visits to the centre were about the same as they were 12 months ago.
- 3.1.9 When asked how often they visited Bradford for night time food and drink, 49% of respondents said they never visited the centre, with 12% saying they visited at least once a week. When asked for their reasons for not using night time facilities, respondents cited safety fears as the main reason (41%) for not visiting the centre and also that there was nothing of interest for them (29%).
- 3.1.10 Respondents were queried as to what areas of the city centre they used and how often. The most popular place for respondents to frequent were the Broadway Centre, with 73% saying they visited regularly, the Kirkgate Centre (64% said they visited regularly), Centenary Square (50%). The least popular places respondents said they visited regularly were Oastler Market (34%), Darley Street shops (21%) and the Leisure Exchange (21%).
- 3.1.11 34% of respondents said they never visited the Darley Street shops, 31% said they never visited Oastler Market and 29% said they never visited the Leisure Exchange.
- 3.1.12 Respondents were asked their views on the general appearance of the city centre. The key priority which required improving was identified to be the number of empty shops, with 42% of respondents identifying this as a priority. Respondents also cited that vandalism / graffiti, the environment and appearance of the centre and the condition of pavements as improving (60%, 60% and 63% respectively).
- 3.1.13 The survey also queried whether users felt specific aspects of the city centre environment were improving, required improving or were a priority for improvement. Most respondents identified the priorities relating to anti-social behaviour such as drinking in the streets in the day and night (35% and 34% respectively) and the congregation of youths (28%).
- 3.1.14 81% of respondents said that signage in the centre and the level of parking provision is improving. 46% of respondents said that the police presence requires improving, and 52% said that the choice of shops needs improving.

- 3.1.15 When asked what measures could be implemented to make them visit more often, 37% of respondents stated more retail goods brand and shops, 36% said nothing needs improving and 9% said more shopper facilities such as seating and toilets.

## **Pedestrian Flows**

- 3.1.16 Pedestrian activity was noted throughout the city centre and was particularly busy in the pedestrianised area, in the Broadway centre and Oastler Market. Whilst there was activity noted in the Kirkgate centre, this did seem to be quieter than other parts of the centre. A significant amount of activity was noted along Great Horton Road beside the Alhambra Theatre – this is the main route between the city centre and the main University of Bradford Campus.
- 3.1.17 Sunbridge Wells, was noted as having minimal pedestrian activity however, given the nature of the units contained within, The A6181 which borders and divides the southern part of the city centre was considered to be a significant physical barrier to pedestrians accessing and leaving the centre, with several observed instances of users crossing the heavily trafficked road without using pedestrian crossings.
- 3.1.18 The Broadway shopping centre was modern, well maintained, was visually and physically well connected to the surrounding streets and the pedestrianised area of the city centre. Alongside being an area for national retailers, the shopping centre also contained a large food court and seating area which was noted as very busy at the time of survey.

## **Accessibility**

- 3.1.19 In terms of accessibility, we considered the centre to be highly accessible. The streets were considered to be walkable and well maintained, with pedestrian access and permeability considered to be very good to the north and west of the centre – the areas to the south and east were considered to be less so due to the A6181 and the A650 being significant physical barriers to pedestrians.
- 3.1.20 Parking provision was considered to be sufficient, with notable sized car parks at Hall Ings (526 spaces), Bradford Southgate (432 spaces), Bradford Crown Court (150 spaces), Jacob's Well (180 spaces) and Burnett Street (116 spaces). Parking is also available at the Kirkgate Centre and Broadway Centre.
- 3.1.21 We would also consider the centre to be highly accessible by public transport. Bradford is served by two railway stations; Forster Square and Bradford Interchange, which is also

connected to the city's main bus station. Generally, Forster Square station links the areas and towns to the north of the city centre and to areas in the immediate sub region and the Interchange station provides services to the southern areas, to areas in the West Yorkshire Region and to major national destinations. Whilst the rail connections to the centre are strong, there is a relatively loose connection between the two stations which could be improved.

3.1.22 The bus station runs services to numerous destinations within the district and to destinations in the West Yorkshire region.

3.1.23 Regarding cycle access, we noted several designated cycle lanes on some main roads however there was a sense of disconnect between the routes. Cycle parking was observed throughout the centre and was considered to be sufficient. We note that there is a national cycle route through the city centre.

## **Key Attractions**

3.1.24 The centre contains a number of facilities which attract users to the city centre from within the district and from a wider sub-regional area. These include:

- Alhambra Theatre: Originally opening in 1914, the Alhambra contains two theatres, with the main house able to accommodate approximately 1,400 people. The Alhambra primarily hosts national theatre tours;
- Bradford Playhouse: Located in the Little Germany area of the city centre, the Bradford Playhouse accommodates small locally based performances throughout the year;
- St Georges Hall: A large performing arts centre which can accommodate up to 1,550 people for concerts. The venue has recently undergone a £9m refurbishment and re-opened in February 2019;
- National Science and Media Museum: reflecting Bradford's UNESCO City of Film Status, the museum contains numerous exhibitions relating to TV, radio and film alongside providing an IMAX cinema and cafes;
- Bradford Ice Rink: Being the only ice rink in the West Yorkshire region (soon to be one of two when Planet Ice Arena Leeds is scheduled to open in September 2019), the ice rink hosts competitions for ice hockey, synchronised skating and figure skating along with public sessions.

## **Perceptions of Safety**

- 3.1.25 Our survey considered the city centre to be secure and to be covered by CCTV in main areas. The Broadway Centre was observed to have its own internal CCTV and security patrolling the main areas, the same was also observed in the Kirkgate Centre.
- 3.1.26 The pedestrianised area of the centre was well overlooked by active frontages, high amounts of footfall and we considered it to be well covered by lighting. There are some areas which we consider could benefit from some improvements to make them more welcoming and easier for users to orientate, such as the route and entrance to Sunbridge Wells from Millergate.
- 3.1.27 The results of the in centre found that vandalism, graffiti and anti-social behaviour are some of the key priorities to be addressed, which suggests that there are public perceptions that crime is an issue in the centre.
- 3.1.28 City Centre Beat is an award winning partnership between West Yorkshire Police, the Council, the Broadway Centre, Kirkgate Centre and other local businesses (over 160 members in total) whose key aim is to reduce crime and anti-social behaviour in on their premises and in the city centre in general. The partnership provides members with up to the minute information and holds fortnightly briefings on crime.

## **Environmental Quality**

- 3.1.29 With the exception of the Broadway Centre, Oastler Market and the Bazaar, the centre falls within the Bradford City Centre Conservation Area which gives an indication as to the high-quality visual aesthetic of the centre. There are also a significant number of Listed Buildings in the centre including three Grade I Listed Buildings; Bradford City Hall, The Wool Exchange (now a Waterstones and café) and Bradford Cathedral. These factors give an indication of the historic nature and visual aesthetic of the city centre.
- 3.1.30 Despite these designations, there were several notable areas within the city centre where the environmental quality was noticeably poorer. Darley Street and Piccadilly has a significant number of vacant buildings which cumulatively gave a poor visual quality to the area. The buildings which fronted onto Piccadilly had more signs of poor maintenance, vandalism and crime than those fronting onto Darley Street.
- 3.1.31 It was common to see long standing vacant units in the centre begin to show signs of decay; as was noted at the units along Great Horton Road beside the Alhambra Theatre, units



facing Oastler Market on Rawson Road and the former chapel on Simes Street. Vacant units were also observed to have some vandalism and graffiti, however this was relatively minimal.

- 3.1.32 Centenary Square is a large urban park and plaza in front of the Town Hall, Courthouse and City Library. The square is vast and is centred around the mirror pool – a large water feature. It utilised modern and high-quality materials and was also a focus of pedestrian activity. There is also a large screen mounted on the side of the City Library which animates the square further – it is understood that this is used to show major sporting events, news and for arts and other festivals. At the time of the visit, the square was partially closed off to the public to allow for several temporary structures to be erected for an event. We note that the Square is used for a range of events throughout the year. The square was considered to improve the visual quality of the city centre, provide significant recreation opportunities and enhance the setting of the City Hall.
- 3.1.33 The Alhambra Theatre and the former Odeon Picturehouse are two very prominent buildings viewed from Centenary Square, with the former currently undergoing a significant regeneration project and covered in scaffolding. Fronting the Alhambra is a public open space with seating and vegetation.
- 3.1.34 The environmental quality of the Kirkgate centre was considered to be mixed. The interior was found to be clean and well maintained, however the exterior of the building poorly interacted with the surroundings, had a large and monolithic presence on the street scene. Combined, we considered to have a negative impact on the visual and environmental quality as well as on the Conservation Area. The Kirkgate market was found to have a poor quality too, with low ceilings
- 3.1.35 Oastler Market was found to have a neutral to poor environmental quality depending on the aspect. The front aspect facing onto John Street was in a good state of repair but was bland above street level. From the Northgate side, the associated parking garage was large and imposing on the street scene however on street level the pavements were wide with planting and vegetation included and the units interacted with the street by having their goods outside the shop and outdoor dining. The small square opposite the building also this face of the building positively contributed to the scene, however there were issues around rubbish being left on the side of the road and some of the buildings on the other sides of the square needing maintenance and repair

## **Balance of Independent to Multiple Retailers**

- 3.1.36 141 units were observed as being occupied by national retailers, equating to 22.3% of the overall total. This is largest representation of any of the centres in the District. In terms of a breakdown; 11 units were occupied by convenience retailers, 77 units by comparison retailers, 10 by retail services, 29 by leisure service operators, and 19 by financial and business service operators. It is pertinent to note that some retailers have multiple presences in the city centre, as an example, there are three units occupied by Greggs, three by Ladbrokes, three by William Hill and two by Costa.
- 3.1.37 Data sourced from the Local Data Company has found that on average in the UK, the general balance of multiple retailers to independent retailers is 36% to 64% respectively. Based on our observations, Bradford has a significantly lower representation of multiple retailers and a strong independent offering. This could be due to Bradford's proximity to the larger centre of Leeds which is more likely to have a larger multiple retailer representation.
- 3.1.38 11 convenience stores were occupied by multiple retailers, with 3 of these being occupied by the same retailer (Greggs). The multiple observed included bakers (Greggs Pound Bakery), convenience stores (Sainsburys Local, Premier, Go Local) and a Timpsons. Whilst these brands are typical for a centre Bradford's size, there is a lack of a major foodstore. The independent convenience offer is mostly comprised of CTN shops and vape stores. There are also convenience stores which are occupied by local / independent traders. There is a notable lack of independent bakers, butchers, greengrocer units, however we do note that the Kirkgate Market and Oastler Market contain a range of convenience food goods traders which would counter this deficit.
- 3.1.39 For comparison uses, there was more of an even split when compared to other sub-categories; of the 186 units in comparison use, 77 of these were occupied by national and the rest were local traders. Most of the multiple retailer brands observed were clothing and fashion retailers (Topshop/Topman, Select, Bon Marche etc) and there were a notable presence of mobile phone shops (EE, 3, O2), Jewellers (Pandora, H Samuel), health and beauty goods stores (Superdrug, Body Shop, Fragrance Store) and footwear shops (Clarks, Deichmann). The independent comparison offer has a significant number of mobile phone stores (23) and also included a notable number of clothing retailers (20 – this includes specialist childrenswear and uniforms specialists), computer / electrical equipment suppliers and gift shops.

- 3.1.40 Proportionally, retail; services had the highest proportion of independent retailers out of any subcategory (86%). The independent offering was dominated by health and beauty salons (38 units) with some independent opticians and travel agents. The multiple retailers included opticians (Specsavers, Vision Express, Boots), Travel Agents (Tui, Hays) and the Post Office.
- 3.1.41 In terms of leisure services, the multiple retailers present include cafes (Costa, Café Nero, Starbucks), betting shops (Betfred, Coral, Ladbrokes) and take aways (McDonalds, KFC, Burger King). The independent leisure service provision is quite varied with no one use being notably dominant; it comprises cafes (18), take aways (16), bars (14), public houses(10), amusement centres (9).
- 3.1.42 The multiple financial and business services were mostly banks and building societies (20 units), there was also some representation from multiple employment agencies (Office Angels, Reed) and estate agents (Whitegates, Hunters).

### **Barriers to Businesses Opening / Expanding**

- 3.1.43 As mentioned previously, there is a significant stock of vacant unit, well above the national average in the centre, so the availability of premises cannot be considered to be a barrier to business, other factors would therefore be prevalent.
- 3.1.44 The vacant units were observed to be in a poor quality, condition and repair and were also noted to be more historic in nature. These units may be unsuitable for modern retailer needs in term of format or be financially unviable to make them so. Looking at the information obtained from the requirements list, there is clearly an appetite for retailers to locate into the centre but we would consider that the available premises are not suitable.
- 3.1.45 The high occupancy and success of the Broadway centre provides an indication that modern and high-quality units are in demand, and the provision of additional units of this nature would be beneficial.
- 3.1.46 Bradford's proximity to Leeds may also be a barrier. Leeds is the largest centre in the West Yorkshire region and is also a major national centre (as noted by Venuescore). Retailers may be more drawn to locate into a centre with a wider population catchment and concentration of retail uses.
- 3.1.47 It is possible that the appetite for expansion is limited. Using the example of T J Hughes, we have seen retailers remain in the centre but locate to smaller premises. instance of T J

Hughes relocating to smaller premises into the Kirkgate Centre indicates that expansion of existing businesses may not be desirable or achievable given wider economic trends.

## **Opening Hours and Night Time Economy**

- 3.1.48 The majority of units in the centre have operating hours of 9am – 5/5.30pm, which we consider to be the traditional operating hours. The Broadway Centre has longer opening hours, with units remaining operational until 7pm on most days (except Sundays) and 8pm on Thursdays, which will attract users to the centre for more prolonged periods.
- 3.1.49 Restaurants in the centre were noted as opening later in the daytime, around 11am and remained open until later into the evening and night (10/10.30pm) throughout the week and longer hours (until midnight in some instances) on the weekends. Bars, public houses and nightclubs were also observed as having elongated and non-traditional opening hours in some instances beyond midnight.
- 3.1.50 Major attractions such as the Alhambra Theatre and St Georges Hall have variable opening times based on the events being held there – these attractions will draw people into the centre from a wide catchment and potentially retain users for more prolonged periods in the centre.
- 3.1.51 Sunbridge Wells is a significant leisure destination in the centre which has elongated opening hours which will attract and retain users to the centre.

## **Digital Marketing and Connectivity**

- 3.1.52 Online presences were found for the Bradford Business Improvement District (BID) whose website lists a range of activities and events happening in the city centre. The VisitBradford and VisitYorkshire websites.
- 3.1.53 Given the BID's purpose is to promote, improve and manage the city centre we recommend the BID page and presence be expanded onto other social media platforms in order to penetrate a wider audience and advertise major events.
- 3.1.54 Free wifi is available in Bradford Library, the Kirkgate Centre and the Broadway Centre. Several restaurants and cafes also have wifi available for customer use only.
- 3.1.55 The city centre also contains a large screen which is used to screen film and tv broadcasts and advertise and showcase events in the city centre. This is a unique feature which benefits the centre greatly.

3.1.56 We would consider that the digital presence of Bradford city centre is good but a wider presence and maybe a more coordinated approach would be beneficial.

## **Summary and Conclusions**

3.1.57 Overall, we conclude that Bradford city centre is a strong performing centre but there are areas of improvement. We consider the key issues for Bradford city centre to be the following:

- The high vacancy rates are well above the national average and have not improved since the previous survey. Whilst the Council have ambitious regeneration schemes which are moving forwards, we consider that more needs to be done to tackle vacancy rates in general;
- The ring road acts as a significant barrier for access to the city centre from the east and south;
- Issues surrounding environmental quality of prominent, albeit a small number of, buildings in the centre and the condition of vacant units;
- Notable perceptions of anti-social behaviour in the city centre;
- Potential issue of regeneration schemes stalling or not coming to full fruition; and
- Below average representation of financial and business services.

3.1.58 Our analysis and the diversity of uses show that Bradford is a key comparison and leisure destination in the District, with a large variety and range of goods / activities provided and a strong national retailer presence.

3.1.59 The centre is highly accessible by public, active and private transport, however we recommend the connectivity and links be strengthened between the two railway stations and that the Council explore measures to improve pedestrian connectivity to the east and south of the city centre.

3.1.60 The environmental quality of the city centre was found to be good, with a significant number of Listed Buildings and the Conservation Area giving a clear indication of the historic nature of the centre. There are issues of prominent buildings in the centre which do not wholly interact with the street scene and do have a negative impact on the environmental quality. We would recommend that cosmetic measures be explored to address these issues.

3.1.61 Centenary Square is of a high environmental quality and standard which can be utilised for a range of events, the presence of the screen adds to the unique quality. Whilst it was not readily apparent from the survey, we recommend that the screen be utilised for as wide a

range of events as possible (live sporting ect) to attract users to the centre and link / advertise this with an expanded online presence.

- 3.1.62 We consider the regeneration schemes which are planned will be of great benefit to the city centre through both addressing areas of vacant units, updating existing assets and introducing significant numbers of residents to the city centre. whilst we applaud these schemes ambition, we recommend the Council explore measures to address the high vacancy rates in general and in a more holistic manner than just targeting concentrations of vacant units.

## 4.0 Town Centre Health Checks

- 4.1.1 For each centre, a plan showing the town centre boundary and the diversity of uses is provided at Appendix 4.

### 4.2 Bingley

#### Overview

- 4.2.1 Bingley is located 9km to the north west of Bradford, 24 km to the west of Leeds and 8km to the east of Keighley. It is designated in the Core Strategy as a Town Centre. The centre is roughly linear in character, focused along Main Street and branching off along Ferncliffe Road and Myrtle Place. The Primary Shopping Area is defined as the stretch of Main Street in between Market Street and Ferncliffe Road. The centre contains a small sized pedestrianised shopping mall, the Bingley Five Rise Centre.
- 4.2.2 For our survey of Bingley, we used the maps produced by Experian Goad, which includes units located to the west of the town centre on Park Road – this also does not include the recently constructed Lidl food store but we have amended our counts to capture its presence. 142 units were observed within Bingley town centre, giving a total floorspace of 22,145 sq.m.
- 4.2.3 The anchor food stores for Bingley are the Lidl food store on Main Street and the Aldi off Ferncliffe Road. There is also a Co-op Food store in the Five Rise centre and a Sainsbury's local convenience store on Main Street.
- 4.2.4 Most of the units observed in Bingley were independent or local level traders. The national retailers which were observed to be present were generally found to be clustered in the five Rise shopping centre in the southern part of the town centre. the largest comparison unit is the Home Bargains store in the Five Rise centre.

**Figure 4.1 Photographs of Ilkley**



Main Street

Market Square

**Diversity of Uses**

4.2.5 Our diversity of uses analysis is summarised in Table 4.1 below, and a detailed assessment which providing an analysis at the sub-category level is included at Appendix 2. Our assessment is based on Experian’s latest Goad survey undertaken in November 2016, which we updated to reflect the position in June 2019.

**Table 4.1 – Bingley Town Centre Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	Bingley		UK Average <sup>2</sup>	Bingley		UK Average <sup>2</sup>
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	13 <sup>3</sup>	9.1	9.2	6,595 <sup>4</sup>	29.8	15.4
Comparison	35	24.8	29.8	3,920	17.7	34.1
Retail Service	29	20.6	14.9	1,870	8.4	6.9
Leisure Services	34	24.1	24.3	5,440	24.6	25.4
Financial and Business Service	17	12.1	10.0	2,120	10.4	7.5
Vacant	14	9.9	11.5	2,200	9.9	10.2
<b>Total</b>	<b>142</b>	<b>100.0</b>	<b>100.0</b>	<b>22,145</b>	<b>100.0</b>	<b>100.0</b>

Source: Experian Goad Survey July 2017, WYG Survey 2 August 2019

1 Re-categorised by WYG based on Experian Goad Main Town Centre Uses

2 UK Average Figures, Experian Goad, March 2019

3 Includes the new Lidl food store

4 Includes the floorspace from the new Lidl food store, with the figure taken from the Council’s Planning Access System, application ref: 17/03704/MAF



## *Convenience Retail*

- 4.2.6 The proportion of units in convenience use in Bingley (9.1%) is broadly in line with the national average (9.2%) and the amount of floorspace in convenience use (29.8%) is nearly double the national average (15.4%). This can be attributed to the number of food stores that are present in the centre; the Co-op (1,160sq.m), Aldi (1,740sq.m) and the recently opened Lidl (2,115sq.m).
- 4.2.7 The number of units in Convenience use has more than doubled since the 2012 survey, from 6 units up to 13 units, with the overall number of units in the centre increasing from 124 to 142 units. The amount of convenience floorspace has more than quadrupled since 2012, this significant increase can be attributed to the development of the Aldi on Dubb Lane and the Lidl at Myrtle Place.
- 4.2.8 Convenience provision in Bingley is anchored by the Aldi and Lidl food stores, with additional support from the Co-op and Sainsbury's Local store. Other convenience uses identified in Bingley included bakers (3), newsagents (2), tobacconists (2), a butcher, a newsagent and a shoe repair and key cutting store.
- 4.2.9 Several national retailers were observed in the centre including; Co-op Food, Sainsbury's, Timpson and Greggs. We would consider the range of convenience subcategories is limited compared to the other town centres, but is would not be considered to be untypical for a town of Bingley's size – A detailed diversity of uses can be found in Appendix 2.
- 4.2.10 Unlike the other town centres, Bingley does not have a Market Hall. Instead there is an outdoor market held twice weekly (Fridays and Saturdays) in Town Square, in front of Bingley Arts Centre which hosts stalls selling fruit and vegetables, meats, bread and other produce. Whilst this is unable to be captured within our counts, we recognise that this will attract users from Bingley and the surrounding area to the town centre and diversifies the centres convenience offer.
- 4.2.11 Overall, we consider that Bingley benefits from the presence of two discount retailer stores, supported by other national brands. The lack of diversity in the convenience offer may be considered a weakness, however it is possible that these deficits are, or could be, met at the twice weekly markets – this is however difficult to monitor due to the flexible nature of markets and no guarantees the same traders will be present on market days.

## *Comparison Retail*

- 4.2.12 The largest comparison units are the Home Bargains store (770 sq.m) in the Five Rise Centre, Poundland (400 sq.m) and Feature Radiators (330 sq.m). The majority of the remaining comparison retailer occupy units which are less than 100 sq.m in size
- 4.2.13 Comparison uses occupy 24.8% of units in the town centre, which is below the national average of 29.8%. The amount of floorspace in comparison use (19.6%) is significantly below the national average (34.1%), this being the result of most of the units in comparison use being less than 100 sq.m in size. Comparison units are generally well distributed throughout the centre, with the larger comparison units found in the Five Rise Centre and smaller ones in the other areas.
- 4.2.14 Uses observed in the centre include craft, gifts, china and glass stores (7), charity stores (3), furniture stores (2), card stores (2), antique stores (2), ladies wear (2), DIY Stores (2), chemists (1), art dealers (1). Looking at the data from the previous survey (2012), the overall number of comparison stores in Bingley has increased from 31 to 35 units.
- 4.2.15 National comparison brand retailers observed include Boots, Poundland, Card Factory – with Boots being defined by Experian Goad as one of the Top 28 retailers. The remainder of comparison units are local traders.
- 4.2.16 The detailed diversity of uses tables at Appendix 2 indicate there is a broad spread of uses for a town of Bingley's size. Generally, for each comparison subcategory present in Bingley, there is one or two units however we note that there is a significant amount of craft, gifts, china and glass stores when compared to the national average. There is also a notable lack of clothing / footwear stores, with only two ladies wear stores observed and no others.
- 4.2.17 Given Bingley's location in between the two larger town centres of Shipley and Keighley, which have a larger and broader comparison offer, this may give an insight to the below average comparison representation, and lack of clothing/footwear stores. There is an over-proliferation of craft and gift stores.

## *Retail Services*

- 4.2.18 Retail service uses account for 20.6% of all uses in Bingley, which is notably higher than the national average of 14.9%. Of the 29 units in retail service use, 22 were classified as being a health and beauty sub-category. Two units were identified as national level retailers, the

Post Office and Max Spielmann. Additional uses included opticians (2), a dry cleaner / laundrette (1), photo studio (1), an undertakers (1) and a clothing alterations firm (1).

- 4.2.19 The number of retail service units in Bingley has increased since the previous survey in 2012 from 19 to 29 units and the proportion has also increased 15.3% to 20.6%, indicating Bingley takes more of a service role when compared to the other town centres.

### *Leisure Service*

- 4.2.20 Leisure services occupied 34 units in the town centre, equating to 24.1% of the overall amount, this is broadly in line with the national average of 24.3%. The proportion of leisure service floorspace in Bingley is higher than the national average (27.2% to 25.4% respectively). The single largest leisure service unit is the Bingley Arts centre and Little Theatre at 1,190 sq.m, however the six public houses combined give the largest subcategory of floorspace of 1,460 sq.m. Other subcategories observed include; Fast food and take aways (10), Cafes (6), Bars and wine bars (5), restaurants (3) and betting offices (2).
- 4.2.21 Leisure services had the largest amount of national brands compared to any other retail classification, the national brands observed included: Harvester, Wetherspoons, Domino's, Subway, Costa, Betfred and Ladbrokes.
- 4.2.22 We consider the presence of the theatre will draw users in from a wider catchment area and that the current composition of leisure service uses is complimentary to this key asset for Bingley. We do consider there is an over representation in terms of fast food and take aways based on the amount of them, however, when compared to national figures, this is not significantly higher than the averages.

### *Financial and Business Service*

- 4.2.23 17 units were observed as being in financial and business service use, equating to 12.1% of all units in Bingley. This is higher than the national average of 10.0%. the amount of floorspace in financial and business service use in Bingley (10.6%) is also higher than the national average (10.6%). In terms of the composition, the majority of units observed were estate agents (7). Other uses included financial advisors (2), banks (2), solicitors (2), a building society and a printers.
- 4.2.24 Generally, units in this classification were found to be clustered around the junction of Main Street and Park Road. Four national brands were observed in Bingley; Barclays, Santander, Skipton Building Society and Hunters Estate Agents.

## *Other Retail Units*

- 4.2.25 In addition to the retail and service units in Bingley town centre, there are also several key buildings and other uses which attract users to the centre such as; Bingley Library, a veterinary surgery and a dental surgery. The train station, on Wellington Road contains a small ticket office.

## *Proportion of Vacant Street Level Property*

- 4.2.26 The site visit in June 2019 found 14 units vacant in Bingley town centre, equating to 2,200 sq.m of floorspace – This translates to 9.9% of all units in the centre, which is below the national average of 11.5%, and to 11.0% of all floorspace which is slightly above the national average of 10.2%. The vacant units are generally distributed throughout the centre, with a notable cluster identified in the area around Main Street and Foundry Hill. There were also vacant units noted around the 5 Rise Centre.
- 4.2.27 When compared to the 2012 survey, there has been a notable decrease in the vacant unit proportions and amount of floorspace. Data from other surveys indicate that there has generally been an up and down trend with regards to vacant units (refer to tables 51-56). We note that from the previous survey in 2012, a significant number of vacant units (10) were observed in the Five Rise Centre, with the reasoning to this being attributed to its recent development – this has substantially decreased in the most recent survey.

## **Retailer Representation**

### *Presence of the Top 28 Comparison Retailers*

- 4.2.28 Table 4.2 below shows that Bingley town centre accommodates one of the top 28 retailers as defined by Experian Goad, which is Boots. This is the same as what was observed in the 2012 surveys.
- 4.2.29 As noted from the diversity of uses section above, Bingley has a limited number of national comparison retailers, with those observed being considered to be more discount in nature. Despite its designation as a town centre, we consider that due to Bingley's small population size that national retailers are more likely to locate in larger centres. We note that a large number of the top 28 retailers are located in Keighley and / or Bradford and that a high degree of connectivity exists between these centres so a presence in Bingley is not necessary.

**Table 4.2 – Major Comparison Goods Retailers in Bingley Town Centre**

Retailer	Present in Centre	Retailer	Present in Centre
Argos	×	Monsoon Accessorize	×
Boots	✓	New Look	×
Burton	×	Next	×
Carphone Warehouse	×	O2	×
Clarks	×	Primark	×
Clintons	×	River Island	×
Debenhams	×	Superdrug	×
Dorothy Perkins	×	TK Maxx	×
EE	×	Topman	×
H&M	×	Topshop	×
HMV	×	Vodafone	×
House of Fraser	×	Waterstones	×
John Lewis	×	WHSmith	×
Marks & Spencer	×	Wilko	×

*Regional Retail Hierarchy (Venuescore)*

4.2.30 In the most recent available data from 2016, Bingley was ranked at 2171<sup>st</sup> position with a score of 14. Looking at data from the previous study, Venuescore ranked Bingley in 2,029<sup>th</sup> place with a score of 13. We would consider that Bingley, over time, has gradually improved based on Venuescore's assessments.

*Intentions to Change Representation*

4.2.31 The Requirement List database showed four retailer requirements for Bingley at July 2019. The operators with published requirements covering Bingley are:

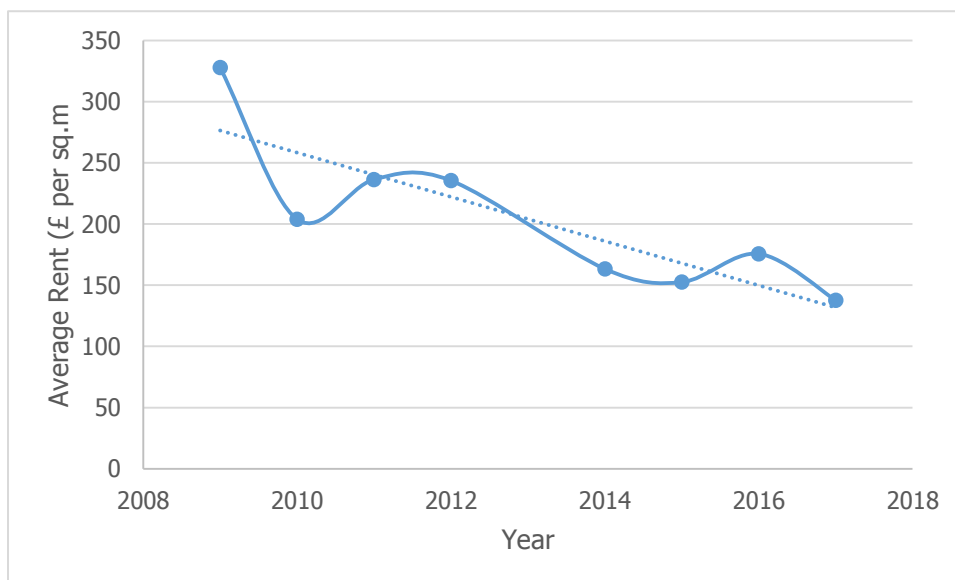
- Savers – Class A1 discount health and beauty retailer. Requirement for units 1,500-3,000 sq.ft in size;
- Subway – Class A1 discount health and beauty retailer with requirements nationwide. Bingley listed as one of 91 target locations across the north of England. Requirement for 2,000 sq.ft to 3,000 sq.ft sales plus 500 sq.ft ancillary floorspace;
- Pizza hut (Delivery) – Class A5 restaurant. Bingley is listed as one of 20 potential locations in the Yorkshire region. Require a premises of a minimum 1,000 sq.ft in size; and
- Vets4Pets – Class D1 with requirements nationwide. Bingley listed as one of 76 target locations across north and north east England. Requirement for 1,500 to 2,000 sq.ft plus parking;

4.2.32 The published demand for Bingley is somewhat limited when compared to the other town centres in the district.

### Commercial Yields and Rents

4.2.33 Commercial rent data for Bingley town centre has been sourced from EGi and is shown in Figure 4.2 below. 25 records are available for the period 2009-2019. The yearly average rental price has fluctuated over time, with a peak rental price of £328 per sq.m in 2009 to a low of £138 per sq.m in 2017. The overall trend over the period demonstrates that rental prices in Bingley are falling, indicating it is a less attractive place for retailers to locate.

**Figure 4.2 Commercial Rents (Class A1 to A5)**



Source: EG, accessed online June 2019

### Customers' Views and Behaviour

#### *Household Survey Findings*

4.2.34 A household survey of 1,530 people was undertaken in May 2019 in the District. A summary of the key findings are as follows:

- Of the overall sample size, 408 respondents said they visited Bingley, and 95 respondents said they visited Bingley the most out of all the centres in the District;
- Out of the 95 respondents, 69% said they visited Bingley town centre at least once a week;
- 66% of respondents said they travelled to the centre by car, 21% walked and 7% travelled by public transport (bus and train combined);

- Respondents were asked what their main reasons for visiting Bingley were. 38% stated their main reason was because the centre was close to home, 21% stated it was because of the choice and range of shops and 6% stated it was because of the choice of services;
- Respondents were also asked what measures could be implemented which would encourage them to visit Bingley more often. 15% of people said that an increased range and choice of shops would encourage them to visit, 9% said a more of parking, 7% said the improvement of non-food stores in the town centre, 7% said less congestion and 5% said a better market.

### *In-Street Survey Findings*

4.2.35 An in-street survey of 100 people was undertaken in Bingley in June 2019. The key findings of the survey, which are detailed below, are useful in understanding customers' views and behaviour:

- Of those surveyed, 54% lived in Bingley, 39% were visiting and 7% worked in the centre;
- 45% of respondents travelled to the centre by car, 29% walked, 17% by bus and 5% travelled by train;
- The majority of people (62%) had chosen to shop or visit Bingley because it was close to home, with 13% saying they visited because it was close to work;
- With regards to the main reason for visiting Bingley, 12% stated it was for the Co-op and 8% for general browsing;
- The majority (84%) of visitors only planned to stay for up to 15 minutes, with only 1% planning to stay for more than one hour.
- When asked whether they would undertake their main food shopping in Bingley on the survey day, the majority (79%) would not;
- 53% of those surveyed undertake their main food shopping in Bingley once a week or more, whilst 37% never undertake their main food shopping in Bingley;
- 45% of respondents visited Bingley at least once a week or more for non-food goods, with 19% planning to spend nothing on non-food goods on the day of the survey and only 6% intending to spend over £50; and
- The majority of respondents (73%) don't visit Bingley in the evening. Of those that do, 30% said their main reason was to visit a pub, 26% said it was to visit a bar and 11% said it was to visit a café or restaurant.

- 4.2.36 Respondents were asked to compare Bingley to other centres which they visit in relation to a number of aspects. The majority considered that Bingley is 'about the same' as other centres in relation to the choice of shops (46%), the range of financial services (43%), the choice of independent or specialist shops (56%), the choice of high street names (41%), the town centre environment (46%) and cleanliness (51%).
- 4.2.37 When asked what type of shops or services they would like to see more of, 24% said clothing stores, 14% said independent stores and 11% said department stores.
- 4.2.38 With regards to Bingley's biggest weakness, the most popular answer was the choice of non-food shops (16%).

### **Pedestrian Flows**

- 4.2.39 An observation of the general pedestrian flow was noted during the site visit of Bingley in order to identify those areas of movement with a high or low pedestrian footfall. There appeared to be a reasonable level of pedestrian activity within and surrounding the 5 Rise Shopping Centre and at the southern end of Main Street. There was also a notable amount of activity around the new Lidl food store. Pedestrian footfall at the northern end of Main Street and along the streets branching off Main Street including Chapel Lane, Queen Street, Park Road, Market Street appeared quiet on the day of the site visit.

### **Accessibility**

- 4.2.40 Road Access: Bingley is located adjacent to the A650, the main road linking Keighley to Bradford. The town is located 9km to the north west of Bradford, 24km to the west of Leeds and 8km to the east of Keighley. On the day of the site visit there appeared to be constant flows of traffic along Main Road (B6265) which runs through the centre of Bingley; however there are an adequate number of pedestrian crossings to allow easy and safe of access for pedestrians across this route.
- 4.2.41 Car Parking: There are several pay and display car parks in Bingley town centre, namely Queen Street (72 spaces), Wellington (60 spaces), Waterloo (56 spaces), Victoria Street (50 spaces), Ferncliffe Road (47 spaces) and Main Street (32 spaces).
- 4.2.42 Public transport: Bingley train station is located in the town centre on Wellington Street, which has services towards Keighley, Skipton, Leeds and Bradford (Forster Square). Bus stops and lay-bys are located at several points along Main Street, with frequent services to



the key surrounding centres, including Bradford city centre, Leeds city centre, Keighley and Shipley, in addition to the smaller outlying settlements.

- 4.2.43 **Active Transport:** Cycle parking was observed in the centre, however this was seemingly more available in the southern end. Whilst there were cycle lanes observed surrounding the centre, there did not appear to be any designated lanes on Main Street. Walking to the centre is achievable and the pavements were wide enough for wheelchairs and pushchairs, however, pedestrian access from the east is more difficult to achieve due to the topography of the valley and both the canal and A650 acting as significant physical barriers for crossing.

### **Perceptions of Safety**

- 4.2.44 Bingley is part of Shipley Local Safer Communities Partnership which is one of 5 Local Safer Communities Partnerships (LSCPs) in the Bradford district. The aim of the LSCP is to link up the police, Councillors, residents, businesses and community groups in order to tackle crime and disorder in a more localised manner.

### **Environmental Quality**

- 4.2.45 The survey found Bingley to be an attractive centre. The area to the north of the 5 Rise Centre and Bingley Little Theatre is a designated Conservation Area, which extends to the north beyond the centre's boundaries to Bingley Cemetery. There are several Listed Buildings in the centre, with a notable cluster located along Old Main Street – whilst these buildings fall outside of the defined town centre boundary, their proximity does positively contribute to its environmental quality. Bingley Town Square and Myrtle Park are large public open spaces which provide recreation opportunities for users, with the former being used to accommodate market stalls on Fridays and Saturdays. It was also evident that a series of public realm enhancements had occurred.
- 4.2.46 The centre was generally clean and well maintained, whilst there were several vacant units observed these did not impact the environmental quality of the centre, however we would recommend monitoring these to ensure their condition does not deteriorate.
- 4.2.47 The centre is close to the Three Rise Locks, the Five Rise Locks and is adjacent to the alignment of the Leeds and Liverpool Canal which also gives opportunities for recreation and tourism, however this area is currently separated by the A650 and there is seemingly a lack of connectivity and signage to and from the centre.

4.2.48 The Five Rise Centre is a modern shopping development which is in a good state of maintenance and has bins, benches and some of the units within have seating areas for outdoor dining.

### **Balance of Independent to Multiple Retailers**

4.2.49 Bingley has the smallest number of national retailers present out of all of the town centres. (20). The majority of these national retailers were leisure service sub-category (6 units), no instances of multiple brand presences were observed. When compared to national figures, Bingley has a lower than average multiple retailer representation (14% observed to 34% nationally) and a significantly higher than national average independent retailer representation (86% observed to 64% nationally)

4.2.50 Whilst we would consider the number and type of national brand retailers to be typical for a town of Bingley's size, when compared to other town centres, we would consider the provision to be weak. The remainder of units were independent traders.

### **Barriers to Businesses Opening / Expanding**

4.2.51 Bingley has more of a peripheral location on the A650 corridor and does not have as large a population catchment compared to other town centres, which could be considered a barrier to businesses expanding or locating.

4.2.52 The requirements list data shows there are firms wishing to locate there, however it is possible that suitable sites and premises are not available at this time.

### **Opening Times**

4.2.53 The majority of units observed in Bingley operate what we consider to be the traditional retailer operating hours of 9am-5/5.30pm and Sunday trading hours of 10am-4pm. The Lidl and Aldi foodstores operate significantly longer trading hours of 8am-10pm which would attract users to the centre for a more prolonged period.

4.2.54 Bingley's leisure offering of the public houses and bars operate more flexible opening times, with some uses opening at later times of the day and remaining open to midnights during the week and later on Fridays and Saturdays, which support an evening economy.

## **Digital Connectivity and Marketing**

- 4.2.55 Bingley town centre does not have its own dedicated website, however it the town is noted on Yorkshire.com, VisitBradford.com and Bronte-Country.com.
- 4.2.56 We also note there is a website for Bingley town Council which contains a significant amount of information and lists numerous events, however this is not strictly limited to the town centre nor is it linked up with key attractions, such as the Little Theatre.
- 4.2.57 Outside of the Five Rise Centre, no prominent information boards were observed in the centre.

## **Summary and Conclusions**

- 4.2.58 We would consider Bingley to be a healthy centre with a good environmental quality. Based on our survey, we consider the following aspects to be the key issues which require addressing:
- There is a lack of connectivity between the centre and what we would consider to be key assets, particularly the canal and the locks;
  - There is a lack of national retailers compared to other town centres;
  - Low rental prices which have been decreasing over time;
  - Bingley takes more of a service and convenience role, which we would typically see in Local and District Centres rather than Town Centres;
- 4.2.59 The streets were clean and the proximity of public spaces and parklands positively impacts the centre. We do however recommend exploring options to better connect the centre to the canal to the centre as we consider this to be a key asset for additional recreation and tourism opportunities.
- 4.2.60 In terms of the number and diversity of uses observed; convenience, retail services, leisure services and financial and business services were all observed to either be broadly in line with national averages or above the national average. Comparison uses were below the national average, which could be attributed to Bingley's positioning between the larger centres of Keighley and Shipley. Vacancy rates are also below the national average and have significantly improved since the previous survey.
- 4.2.61 Despite its location on a main thoroughfare, there are ample opportunities for safe crossing and the pavements are large enough to accommodate pushchairs and wheelchairs. The centre is considered to be highly accessible by private vehicle and public transport however

measure to improve active transport should be explored. Whilst we understand the topographical constraints, coupled with the A650 and canal present acting as barrier, we recommend options be explored to connect the eastern areas of Bingley to the centre.

## **4.3 Ilkley**

### **Overview**

- 4.3.1 Ilkley located in the north of Bradford district approximately 22 km to the north of Bradford city centre and 28 km from Leeds city centre. It is a popular retail and leisure destination, with its location close to the Yorkshire Dales National Park also attracting high numbers of tourists to the centre.
- 4.3.2 The main retail area in Ilkley (defined as the Primary Shopping Area in the RUDP Proposals Map) is concentrated along Brook Street, Grove Promenade and The Grove. The wider town centre boundary identified in the RUDP Proposals Map extends to encompasses additional streets, notably: Leeds Road, Church Street and Station Road.
- 4.3.3 There are a total of 251 units within Ilkley town centre, comprising a total floorspace of 36,900 sq.m. Brook Street accommodates the majority of national operators in Ilkley, for example, Barclays, Holland & Barrett, Clarks, Café Nero, Co-op Food and Boots.
- 4.3.4 The Tesco on Springs Lane, Booths supermarket on Lower Wellington Road and M&S Foodhall unit on Station Plaza are the anchor foodstores in Ilkley town centre, with additional provision at the Co-op Food store on Bolton Bridge Road. The two largest comparison goods units in the centre are the Boyes discount department store on Railway Road and the Mortens of Ilkley hardware store on Cunliffe Road. Other national comparison operators include Laura Ashley, Boots, WH Smith, Oasis and Clarks.
- 4.3.5 There is strong representation of high-quality independent retailers throughout the centre, with a notable concentration along the Victorian parade of shops at The Grove, which reflects Ilkley's affluent catchment and role as a tourist destination.

**Figure 4.3 Photographs of Ilkley**



Brook Street

The Grove



Leeds Road

Booths, Lower Wellington Road

**Diversity of Uses**

4.3.6 Our diversity of uses analysis is summarised in Table 4.2 below and a detailed assessment is provided in the diversity of uses table at Appendix 2, which provides an analysis of diversity of uses at a sub-category level. Our assessment is based on Experian’s latest Goad survey for Ilkley town centre undertaken in October 2017, which we updated to reflect the position at May 2019.

**Table 4.3 – Ilkley Town Centre Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	Ilkley		UK Average <sup>2</sup>	Ilkley		UK Average <sup>2</sup>
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	14	5.6	9.0	7,780	21.1	15.2
Comparison	94	37.5	30.6	11,140	30.2	34.6
Retail Service	39	15.5	14.6	2,800	7.6	6.9

Leisure Services	59	23.5	24.1	9,750	26.4	25.1
Financial and Business Service	27	10.8	10.2	3,350	9.1	7.6
Vacant	18	7.2	11.5	2,080	5.6	9.9
<b>Total</b>	<b>251</b>	<b>100.0</b>	<b>100.0</b>	<b>36,900</b>	<b>100.0</b>	<b>100.0</b>

Source: Experian Goad Survey October 2017 updated by WYG at May 2019

<sup>1</sup> Re-categorised by WYG based on Experian Goad main town centre uses

<sup>2</sup> UK Average Figures, Experian Goad, March 2019

### *Convenience Retail*

- 4.3.7 Table 4.2 above shows that the convenience retail provision in Ilkley town centre is below the UK average in terms of the number of units, but above the UK average in terms of floorspace. This can be attributed to the presence of two large supermarkets in the centre at the eastern edge of the town centre, the Tesco on Springs Lane and the Booths on Lower Wellington Road. Both of these stores are relatively large in size, at 2,920 sq.m gross and 2,590 sq.m gross, respectively, and function as the principal supermarkets serving the town centre. An M&S Foodhall (990 sq.m gross) and Co-op Food (290 sq.m gross) are also located in the centre, along with a selection of independent convenience operators, including two butchers and four bakers.
- 4.3.8 The detailed diversity of uses analysis at Appendix 2 highlights that the centre lacks representation in a number of the convenience goods subcategories, including 'fishmongers', 'frozen foods', 'greengrocers', 'grocers & delicatessens' and (indoor) 'markets'. It is also notable that neither of the two main discount supermarket operators – Aldi and Lidl – are present in the centre.
- 4.3.9 The number of convenience retail units in the centre has declined significantly over the last decade or so, from 25 units in 2001, 23 units in 2007 and 19 units in 2012. The level of convenience floorspace in the centre has decreased only slightly over this period, indicating that the convenience uses lost were small scale.
- 4.3.10 Overall, we consider that Ilkley town centre benefits from the presence of several of the main foodstore operators, which provide anchor store in the centre. However, the centre has experienced a substantial loss of convenience outlets over the last decade, which has reduced the variety of the convenience offer in the centre. The centre would benefit from a greater variety of convenience operators from across the retail spectrum to improve consumer choice.



## *Comparison Retail*

- 4.3.11 Table 4.2 shows that Ilkley town centre contains 94 comparison retail units providing 11,140 sq.m of comparison retail floorspace. The comparison retail provision in Ilkley town centre is significantly above the UK average in terms of the number of units, but below the UK average in terms of floorspace, reflecting the mainly small scale of the comparison retail operators. The largest comparison goods units in the centre are the Boyes store on Railway Road (760 sq.m gross), Mortens hardware store on Cunliffe Road (550 sq.m) and Laura Ashley on Station Plaza (410 sq.m).
- 4.3.12 The detailed diversity of uses table at Appendix 2 shows that the town centre contains representation across a broad range of the comparison goods sub-categories with no notable omissions for a centre of Ilkley's size.
- 4.3.13 Clothing and footwear provision plays an important role in attracting visitors to a centre and is particularly strong in Ilkley. The overall proportion of outlets and floorspace across the various clothing and footwear sub-sectors is well above the UK average. Ladies', mens' and children's clothing, accessories and footwear outlets account for 13.1% of the total outlets and 10.7% of the floorspace in the centre compared to the UK averages of 7.2% and 8.8%, respectively.
- 4.3.14 The centre also contains strong representation in the 'DIY & home improvement' and 'charity shoes' sub-categories, with 8 interior decorations retailers and 11 charity shops located in the centre.
- 4.3.15 The centre benefits from representation from numerous upmarket national clothing and footwear retailers, with JoJo Maman Bébé, Joules, Mint Velvet, White Stuff, Moda in Pelle, Jigsaw, Laura Ashley, Oliver Bonas, Phase Eight and Whistles all present in the centre. Other national clothing and footwear multiples in the centre are Clarks, Oasis, M&Co, Mountain Warehouse, Edinburgh Woollen Mill, Charles Clinkard, Fat Face, Crew Clothing Company. Representation amongst the mainstream high street clothing and footwear retailers is therefore relatively limited. The upmarket focus of the fashion multiples in the centre is unusual, as these types of operators tend to focus their trading in higher order centres and locations, such as Leeds.
- 4.3.16 The town centre comparison offer includes a limited selection of other national comparison sector multiples – including Boots, Boyes, Card Factory, Paperchase and WHSmith – as well as a large and varied independent retail offer.

4.3.17 The quantity of the comparison retail provision in the centre declined significantly between 2007 and 2012, from 112 units and 14,230 sq.m of floorspace in 2007 to 95 units and 11,035 sq.m of floorspace in 2012, reflecting wider retail trends. Since 2012, however, the quantity of the comparison retail provision has stabilised and currently remains broadly the same as at 2012.

### *Retail Services*

4.3.18 Table 4.2 above shows that Ilkley town centre contains 39 retail service units providing 2,800 sq.m of floorspace. The number of outlets and proportion of floorspace dedicated to retail services in Ilkley town centre slightly above the UK average in both instances. The detailed diversity of uses table at Appendix 2 shows that Ilkley town centre contains a good and broad retail service sector offer for a centre of its size, which includes 23 'health & beauty' outlets such as hairdressers, barbers and beauty salons, along with six opticians, four travel agents, and a Post Office. The quantity of retail service provision in the centre has remained broadly static since 2007.

### *Leisure Services*

4.3.19 Table 4.2 above shows that Ilkley town centre contains 59 leisure service units and 9,750 sq.m of floorspace. The provision of leisure services in Ilkley town centre is broadly in line with the UK average in terms of both the proportion of units and overall floorspace.

4.3.20 The diversity of uses table at Appendix 2 shows that the provision of 'cinemas, theatres & concert halls' in the centre is strong, with the King's Hall and Winter Gardens theatre and events venue, the independent Ilkley Cinema (1 screen) and the Upstagers Theatre all located in the town centre. The proportion of sports and leisure facilities in the centre is also high compared to the UK average, and comprises the events space within the King's Hall and Winter Gardens, two gyms/health clubs and a rock climbing facility (Clip 'n Climb).

4.3.21 The overall provision of bars and pubs in the centre is high compared to the UK average and representation of cafes is also reasonably strong. Whilst the proportion of restaurants is slightly below the UK average, it is noted that 9 of the 14 outlets categorised under 'bars & wine bars' are combined bars and restaurants that also serve food. The proportion of takeaways in the centre is low compared to the UK average, although this is not unusual for a town centre as this type of use is often concentrated in smaller centres. National food and drink operators in the town centre comprise Café Nero, Costa, Domino's Pizza, Piccolino and Pizza Express. Overall, we consider that the food and drink offer in Ilkley is good.



- 4.3.22 There are also no 'hotels & guest houses' recorded in the diversity of use analysis, which focuses on ground level floorspace. However, The Crescent Inn on Brook Street and The Dalesway on Leeds Road both encompass hotels above the pub/restaurant facilities at ground floor level. We therefore consider that hotel provision in the centre is understated by the Experian Goad classification, which only takes account of ground floor space, and that the hotel offer in Ilkley town centre is good for a town of its size. Several hotels and guest houses are also located in Ilkley outside of the town centre, including The Craiglands Hotel (operated by Best Western Plus), Ilkley Riverside Hotel and Westwood Lodge Ilkley Moor.
- 4.3.23 The quantity of the leisure services in the centre has increased significantly since 2007, from 44 units and 7,000 sq.m of floorspace in 2007 to 59 units and 9,750 sq.m of floorspace in 2019, reflecting a wider shift in the mix of town centre uses.

#### *Financial and Business Services*

- 4.3.24 Table 4.2 above shows that Ilkley town centre contains 27 financial and business service units providing 3,350 sq.m of floorspace. Representation of financial and business services in Ilkley town centre is above the UK average in terms of both the proportion of units and floorspace. The detailed diversity of uses table at Appendix 2 shows that the centre provides a reasonably broad offer in this sector with representation amongst most sub-categories of financial and business services, and includes seven property services, six banks and six financial services. Whilst the number of financial and business service outlets in the centre has remained broadly static compared to 2012, the quality of floorspace occupied in this category has declined from 4,480 sq.m to 3,350 sq.m. We note that Yorkshire Building Society and Barclays have both reduced their floorspace in the centre whilst maintaining their presence. Overall, we consider that the financial and business services offer is strong for a town the size of Ilkley, and includes particularly good representation of national high street banks.

#### *Other Non-Retail Units*

- 4.3.25 In addition to the retail and service units which are on offer within Ilkley, there are also a number of other key buildings in the town centre, including a library, Town Hall and tourist information centre along Station Road. This area also accommodates the railway station buildings and Metro travel centre. The Manor House museum and art gallery is located to the north of the town centre, at Castle Yard.

## **Proportion of Vacant Street Level Property**

- 4.3.26 Table 4.2 shows that Ilkley town centre contains 18 vacant units and 2,080 sq.m of vacant retail and service floorspace. The vacancy rate in Ilkley town centre is therefore well below the UK average in terms of both the number of units and proportion of floorspace.
- 4.3.27 Examination of the location of vacant units as shown in the Vacancy Plan for Ilkley at Appendix 2 shows that the vacant units are generally small in scale and concentrated in peripheral locations outside of the primary shopping area. There is a notable concentration of vacant units on Leeds Road near the junction with Little Lane. The largest vacant unit is a 610 sq.m on Chanty Drive in the south east of the centre, which was most recently occupied by a children's nursery. Whilst vacancy in the centre remains low compared to the UK average, it is notable that vacancy in the centre has increased substantially over the last 12 years and at a faster rate than the UK average, rising from 7 vacant units and 770.
- 4.3.28 The site visit in March 2012 found that the 15 vacant units in Ilkley accounted for 1,740 sq.m of the total floorspace in the town centre. Table 41 indicates that both the rate of vacant outlets (6.1%) and the proportion of total floorspace (4.6%) are below the respective national average figures of 12.2% and 10.1%.

## **Retailer Representation**

### *Presence of the Top 28 Comparison Retailers*

- 4.3.29 Table 4.3 below shows that Ilkley town centre accommodates just three of the top 28 comparison goods retailers identified by Experian Goad, namely Boots, Clarks and WHSmith. Burton, Clintons and Dorothy Perkins have all left the centre since 2012, reflecting wider national changes in the retail sector that has seen many national comparison operators consolidate their store estate into larger centres.
- 4.3.30 However, as noted above in the diversity of uses analysis, the centre benefits from representation from numerous upmarket national clothing and footwear retailers as well as several other national clothing and footwear multiples outside of the 'Top 28' major comparison retailers. Whilst representation amongst the major retailers is relatively limited, Ilkley town centre continues to sustain a strong variety of national and independent traders and functions as a hub for upmarket fashion and interiors retailers.

**Table 4.4 – Major Comparison Goods Retailers in Ilkley Town Centre**

Retailer	Present in Centre	Retailer	Present in Centre
Argos	×	Monsoon Accessorize	×
Boots	✓	New Look	×
Burton	×	Next	×
Carphone Warehouse	×	O2	×
Clarks	✓	Primark	×
Clintons	×	River Island	×
Debenhams	×	Superdrug	×
Dorothy Perkins	×	TK Maxx	×
EE	×	Topman	×
H&M	×	Topshop	×
HMV	×	Vodafone	×
House of Fraser	×	Waterstones	×
John Lewis	×	WHSmith	✓
Marks & Spencer	×	Wilko	×

*Venuescore UK Shopping Venue Rankings*

4.3.31 In the most recent available data from 2016, Ilkley was ranked at 666<sup>th</sup> position with a score of 46. In the previous retail study, Venuescore ranked Ilkley in 532<sup>nd</sup> position with a score of 40. This indicates that Ilkley has worsened slightly since the previous study.

*Intentions to Change Representation*

4.3.32 The Requirement List database showed 10 retailer requirements for Ilkley at June 2019. Retail and service operators with published requirements covering Ilkley are:

- Superdrug – Class A1 health and beauty retailer. Requirements nationwide with Ilkley listed as one of 26 target locations across the north of England. Requirement for 2,000 sq.ft to 5,000 sq.ft sales plus 500 sq.ft to 1,000 sq.ft ancillary floorspace;
- Savers – Class A1 discount health and beauty retailer with requirements nationwide. Ilkley listed as one of 91 target locations across the north of England. Requirement for 2,000 sq.ft to 3,000 sq.ft sales plus 500 sq.ft ancillary floorspace;
- QD Stores – Class A1 discount retailer. Requirements nationwide with Ilkley listed as one of 8 target locations across Yorkshire. Requirement for 5,000 sq.ft to 15,000 sq.ft sales plus 2,000 sq.ft back of house floorspace;
- Premier Inn – Class C2 hotel. Requirements nationwide with Ilkley listed as one of 12 target locations across North East England and Yorkshire;
- Subway – Class A1 fast food restaurant with a general requirement for 600 sq.ft to 2,000 sq.ft in locations in West Yorkshire;

- Vets4Pets – Class D2 with requirements nationwide. Ilkley listed as one of 76 target locations across north and north east England. Requirement for 1,500 to 2,000 sq.ft plus parking;
- Lidl – Class A1 discount supermarket. Ilkley listed as one of 83 target locations in Yorkshire and Humberside. Requirement for 10,000 sq.ft to 30,000 sq.ft;
- WCF – Class A1 pet and equestrian retailer. Ilkley listed as one of 8 target locations. Requirement for 3,000 sq.ft to 6,000 sq.ft;
- Jones Bootmaker – Class A1 Footwear retailer looking for new stores throughout the UK with a focus on affluent market towns. Requirement for 800 sq.ft to 1,200 sq.ft sales plus 500 sq.ft ancillary floorspace; and
- Children’s Gymnastics Club (Class D2) - Ilkley listed as one of 16 target locations. Requirement for 8,000 sq.ft to 12,000 sq.ft plus parking.

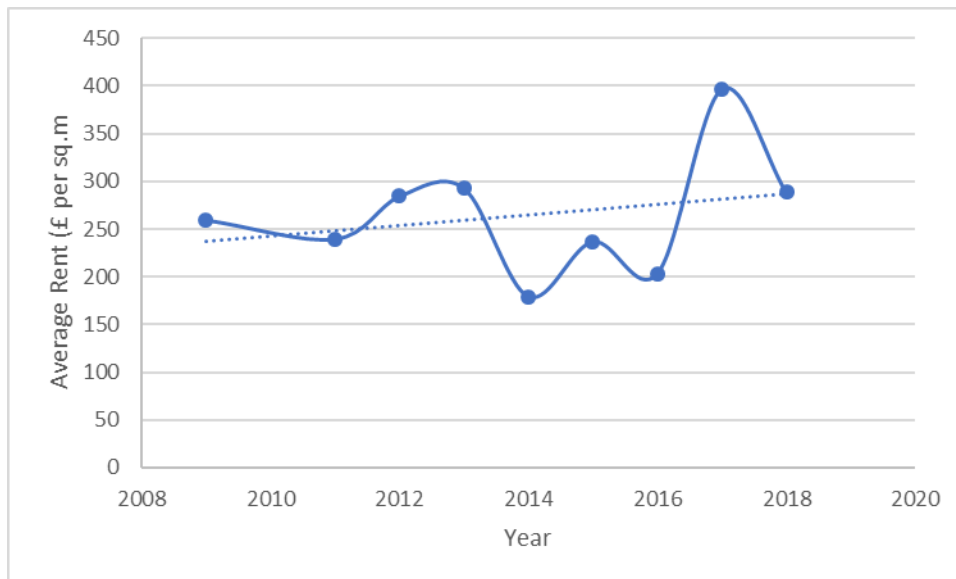
4.3.33 The Requirement List database further identified a requirement for fashion retailer Jigsaw, with Ilkley listed as a target location. However, we note that Jigsaw already opened a store in the centre in 2017.

4.3.34 Published demand for units in Ilkley is therefore strong, with a range of national retailers and other operators currently interested in locating in the town.

### **Commercial Yields and Rents**

4.3.35 Commercial rent data for Ilkley Town Centre was sourced from EG and is shown in Figure 4.2 below. Reflecting the small amount of leasing activity and published rental data for Ilkley, totalling 51 records since 2009, yearly average rents fluctuate from a low of £179 per sq.m in 2014 to a high of £397 per sq.m in 2017. The 5-year average rent for Ilkley town centre is £261 per sq.m. The overall trend is that average rents in Ilkley have risen slightly over the last 10 years, by around £50 per sq.m, reflecting ongoing investor and operator confidence in Ilkley Town Centre. There are no published figures by EG for commercial property yields within the town centre.

**Figure 4.4 – Commercial Rents (Class A1 to A5) in Ilkley Town Centre**



Source: EG, accessed online June 2019

### Customers’ Views and Behaviour

#### *Household Survey Findings*

4.3.36 A household survey of 1,530 people was undertaken in May 2019 in the District. A summary of the key findings are as follows:

- Of the overall sample size, 699 respondents said they visited Ilkley and 268 respondents said they visited Ilkley the most out of all the centres in the District;
- Out of the 268 respondents, 30% said they visited Ilkley town centre at least once a week and 64% said they visited Ilkley at least once a month;
- 69% of respondents said they travelled to the centre by car, 14% used the bus, 10% travelled by train and 10% walked;
- Respondents were asked to identify their main reason for visiting Ilkley. 26% stated their main reason was the environmental quality of the centre, 23% stated it was because of the choice and range of shops, 17% said it was because the centre was close to home and 11% said it was because of the choice of leisure facilities;
- Respondents were also asked what measures could be implemented which would encourage them to visit Ilkley more often. 20% said more parking would encourage more frequent visits and 7% stated an increased choice and range of shops.

4.3.37 Respondents were asked to compare Ilkley to other centres which they visit in relation to a number of aspects. The majority considered that Bingley is ‘about the same’ as other centres in relation to the choice of shops (46%), the range of financial services (43%), the choice of

independent or specialist shops (56%), the choice of high street names (41%), the town centre environment (46%) and cleanliness (51%).

### *In-Centre Survey Findings*

4.3.38 An in-street survey of 100 people was undertaken in Ilkley in June 2019. The key findings of the survey, detailed below, are useful in understanding customers' views and behaviour:

- Of those surveyed, 52% lived in Ilkley and 47% were visiting;
- 54% of respondents travelled to the centre by car, 29% walked, 9% by train and 8% by bus;
- When asked why they chose to shop in Ilkley, 46% of respondents said it was because it was close to home, 17% said it was for the choice of shops selling non-food goods and 12% said it because it was close to friends and / or family;
- With regards to the main reason for visiting Ilkley that day, 14% said it was for general browsing, 12% said it was to visit the bank / building society or Post Office and 9% said it was to visit a pub, café or restaurant;
- 44% of respondents said they intended to stay 1-2 hours in the centre, with 42% saying they would spend up to an hour;
- When asked whether they would undertake their main food shopping in Ilkley on the survey day, 89% said they would not;
- 43% of respondents said they undertook their main food shopping in Ilkley once a week or more, with 44% saying they never did their main food shop in the centre;
- 63% of respondents visited Ilkley at least once a week or more for non-food goods, with 12% planning to spend nothing on non-food goods on the day of the survey and only 10% intending to spend over £50; and
- 44% of respondents said they don't visit Ilkley in the evening. Of those that said they did, 55% said it was to eat in a restaurant or cafe, 16% said it was to visit a pub and 9% said it was to visit the cinema.

4.3.39 Respondents were asked to compare Ilkley to other centres in relation to a number of aspects. In terms of the choice of shops, the majority of respondents said Ilkley was better or much better than other centres (55%), the choice of high street names was better or much better (42%), the choice of independent or specialist shops was better or much better (63%), the range of pubs and restaurants was better or much better (60%). 74% of respondents said Ilkley's environment was better or much better than other centres and that its cleanliness was better or much better (71%)

- 4.3.40 When asked what type of shops or services they would like to see more of in Ilkley, 20% said additional independent or specialist stores, 15% said clothing stores and 7% said more high street brands.
- 4.3.41 Respondents were asked that they considered to be Ilkley's biggest weakness. The most popular responses were; the lack and availability of parking (15%) and that there was too much traffic (13%).

### **Pedestrian Flows**

- 4.3.42 An observation of the general pedestrian flow was noted during the site visit of Ilkley town centre in order to identify those areas of movement with a high or low pedestrian footfall. It was noted that there was strong levels of activity along Brook Street and Station Plaza which reflects the high level of national operators which will attract shoppers to this area and also their location close to the busy railway station. There appeared to be limited levels of pedestrian movement along Leeds Road and Church Street.

### **Accessibility**

- 4.3.43 Road Access: Ilkley is located along the A65, with Skipton located 15km to the north-west and Bradford city centre 22km to the south via the A6037/38. Given Ilkley's more rural location, car travel is higher to the centre than others, as indicated through the surveys.
- 4.3.44 Car Parking: The main town centre car park is located on Cunliffe Road/South Hawksworth Street and accommodates approximately 200 car parking spaces. Further parking is located on Leeds Road (50 spaces), Railway Road (100 spaces), Station Road (40 spaces), with time-restricted on-street parking also available in the centre, including along The Grove and Brook Street. In addition, off-street car parking is available for customers of the Booths (220 spaces), M-Local and Tesco (200 spaces) foodstores. Our survey noted coach tours of tourists coming to the centre, these coaches were utilising areas of the South Hawksworth Street car park for pick up and drop off which we observed was disrupting to private vehicle users.
- 4.3.45 Public transport: Ilkley has a good provision of public transport facilities, with the train station on Railway Road providing frequent services to the nearby centres. A half-hourly service is available to Bradford Forster Square Retail Park station (via Shipley) and Leeds. In addition, bus services are available to the outlying areas, including Leeds, Harrogate, Skipton and York.

## **Perceptions of Safety**

4.3.46 We considered Ilkley to be safe and secure. Minimal instances of graffiti and vandalism were observed, and we considered the street to be adequately covered by street lighting. We would recommend that the South Hawksworth car park lighting arrangements be reviewed both in the car park itself and on some of the entrances. We consider that some of the access points to the car park are narrow and are not well overlooked.

## **Environmental Quality**

4.3.47 Ilkley is a popular and vibrant retail and service destination, with the high quality environmental quality creating an attractive town centre and place to visit. In particular, Brook Street and The Grove provide wide pedestrianised areas and are key routes for shoppers and visitors to Ilkley. The majority of the historic centre is designated as a Conservation Area, with the Victorian buildings in the town adding character to their surroundings. Ilkley appeared to be well maintained on the day of the site visit, with benches and street bins distributed throughout the centre.

## **Balance of Independent to Multiple Retailers**

4.3.48 39 national multiple retailers were observed in Ilkley, or 15% of the overall total – this is lower than the national average of 34%. Of the national retailers observed, seven were convenience operators, ten were comparison, 5 were retail service, eight were leisure service and nine were financial and business service.

4.3.49 Ilkley has an independent retailer scene which is significantly higher than the national average (85% observed to 64% nationally). We would consider this independent representation to be very strong and our survey noted that it was seemingly oriented to a higher end market and offers luxury and high-quality goods.

## **Barriers to Business Opening / Expanding**

4.3.50 Whilst we consider the historic nature of Ilkley to be a positive aspect to its environmental quality, historic units may not always be suitable to meet the needs of modern retailers and could be difficult to make them appropriate. As the majority of the building stock in Ilkley town centre is from the Victorian period, this could be a significant barrier. In addition to this, the historic nature of the centre may present difficulties in allowing changes to occur, particularly in light of the Conservation Area and numerous Listed Buildings, in terms of developing new premises within the centre.



## **Opening Times**

- 4.3.51 The majority of units in Ilkley operate the traditional opening times of 9am-5/5.30pm. Leisure uses in the centre were observed as having more flexibility and remaining open later into the evening. Ilkley has a large number of bars and restaurants which support a strong evening and night based economy.

## **Digital Connectivity and Marketing**

- 4.3.52 Ilkley town centre does not specifically have its own website; however it is referred to on Yorkshire.com and VisitBradford.com. We were able to find Ilkley.org, however the information contained on the page does not specifically or wholly relate to Ilkley. The site also appears dated and we would recommend a refresh of the website.
- 4.3.53 Whilst individual premises have wifi available for customers, there was seemingly no publicly wifi hotspots available in the centre.

## **Summary and Conclusions**

- 4.3.54 Overall, we consider Ilkley to be a strong and well performing centre which has a very strong independent trader presence and good provision of high-quality goods. We consider the key issues for Ilkley to be:
- The rural location means that car travel could be more preferential than other centres;
  - Following from that the provision of parking is also an issue for the centre for private vehicles and coaches; and
  - The lack choice and range of convenience retailers in the centre.
- 4.3.55 Ilkley town centre is strong and healthy town centre performing in accordance with its role as a market town and important service centre for the north of the district. It is an attractive centre, which benefits from a number of period and historic buildings, tree lined streets and landscaped public spaces.
- 4.3.56 Ilkley town centre benefits from the presence of several of the main foodstore operators, namely Tesco, Booths and M&S Foodhall, with the edge-of-centre Tesco and Booths stores in close enough proximity to the primary shopping area to facilitate linked trips with other town centre destinations. However, the centre has experienced a substantial loss of convenience outlets over the last decade, which has reduced the variety of the convenience offer in the centre. The centre also lacks representation from any discount foodstore operators. Local

residents would therefore benefit from a greater variety of convenience operators from across the retail spectrum within Ilkley Town Centre to improve consumer choice.

- 4.3.57 The comparison retail provision in the centre is particularly strong. The offer is focused on upmarket fashion and home interiors retailing. The centre provides a strong independent offer alongside representation from numerous upmarket national multiple retailers, such as JoJo Maman Bébé, Joules, and Laura Ashley. The range of mainstream multiple comparison retailers, and particularly middle market clothing and fashion operators, is comparatively limited. However, the centre still provides a reasonably broad overall comparison retail offer, which we consider is meeting most residents' comparison shopping needs.
- 4.3.58 Ilkley Town Centre also provides a strong and varied service and leisure offer that includes a theatre and events venue, a cinema, two gyms, a rock climbing facility, and a range of restaurants, cafés, bars and pubs. The leisure offer in the centre has strengthened significantly since 2007.
- 4.3.59 Vacancy in the centre is well below the UK average and vacant units are generally small in scale and concentrated in peripheral locations. Nevertheless, there is a notable concentration of four vacant units on Leeds Road near the junction with Little Lane, and vacancy in the centre has increased substantially over the last decade or so.
- 4.3.60 Published demand for units in Ilkley town centre is strong, with 10 retail and leisure operators interested in locating in the town. There is significant potential to attract further retail and leisure uses to the centre should suitable premises become available.

## **4.4 Keighley**

### **Overview**

- 4.4.1 Keighley is the second largest settlement in Bradford District and is defined as a 'Town Centre' within the Bradford Replacement UDP (2005). Keighley is located approximately 16km north west of Bradford and 32km west of Leeds.
- 4.4.2 The centre performs an important role in serving the retail needs of the local catchment. The main shopping area in Keighley is focussed on the Airedale Centre which is situated to the centre of the town and the surrounding area of Low Street, North Street, East Parade and Cavendish Street.

4.4.3 The Morrisons on Church Way and Sainsbury’s on Cavendish Street are the main anchor foodstores in the town centre. A recently opened (2009) Asda store is located on the edge of the centre, off Bradford Road. Further foodstore provision is also offered by the Aldi and Iceland units on Bradford Road. A new retail and leisure development (Worth Valley Shopping Centre) was approved by the Council at the April 2012 Committee, however this remains undeveloped.

**Figure 4.5 Photographs of Keighley**



Low Street

Cavendish Street

### Diversity of Uses

4.4.4 Our diversity of uses analysis is summarised in Table 4.2 below and a detailed assessment is provided in the diversity of uses table at Appendix 2, which provides an analysis of diversity of uses at a sub-category level. Our assessment is based on Experian’s latest Goad survey for Keighley town centre undertaken in October 2017, which we updated to reflect the position at May 2019.

**Table 4.5 – Keighley Town Centre Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	Keighley		UK Average <sup>2</sup>	Keighley		UK Average <sup>2</sup>
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	40	10.0	9.2	20,150	25.9	15.4
Comparison	110	27.8	29.8	26,980	34.6	34.1
Retail Service	77	19.3	14.9	5,490	7.0	6.9
Leisure Service	77	19.3	24.3	12,150	15.6	25.4
Financial and Business Service	35	8.8	10.0	4,480	5.8	7.5

Vacant	59	14.8	11.5	8,660	11.1	10.2
<b>Total</b>	<b>398</b>	<b>100.0</b>	<b>100.0</b>	<b>77,910</b>	<b>100.0</b>	<b>100.0</b>

Source: Experian Goad Survey October 2017 updated by WYG at May 2019

<sup>1</sup> Re-categorised by WYG based on Experian Goad main town centre uses

<sup>2</sup> UK Average Figures, Experian Goad, March 2019

### *Convenience Retail*

- 4.4.5 The high floorspace figures for convenience goods reflects the two large supermarkets in Keighley town centre (Sainsbury’s and Morrisons) and the indoor market hall (note that this is recorded as all convenience floorspace but it does include 3 cafés and numerous comparison stalls). A large Asda store is located beyond the defined GOAD boundary and is identified as being in an edge-of-centre location (in accordance with the NPPF). Keighley is fortunate to have these two large foodstores being located within the town centre. They are well positioned – Morrisons to the south of the retail core and Sainsbury’s to the north – and help to generate footfall, provide ample parking, and anchor the centre. The Indoor Market Hall (a mix of convenience and comparison stalls and cafes), although dated and in need of refurbishment, is popular and was busy on the day of the visit, and also acts as an anchor. At the time of the survey the vacancy rate in the Market Hall was 13% (figure provided by Markets Manager, 13 June 2019).
- 4.4.6 Smaller units are heavily concentrated in a few types: there are 9 bakers and 9 newsagents (CTN), together representing nearly half the number of convenience stores and each significantly above the national average by proportion.
- 4.4.7 The town centre is therefore well represented by convenience retail, although this mostly accommodated in the large supermarkets, accompanied by relatively few smaller units.

### *Comparison Retail*

- 4.4.8 Keighley, at the time of the survey, has 13 of the top 28 retailers, which is a significant decline from the 17 (of the top 27) present in the 2012 Retail Study but reflects national trends for centres of this size. Names to disappear include Burton, HMV, Marks & Spencer, River Island, Topman/Topshop. More positively, the centre does still accommodate branches of Argos, Boots, Carphone Warehouse, Dorothy Perkins and Next. All of the major retailers present are located within the Airedale Centre (Superdrug is just outside the entrance on Low Street).
- 4.4.9 The town centre has 77 comparison goods units in total, around 55% of these are national chain stores. There are 42 comparison units within the Airedale Centre (which largely houses

all of the national chain stores present). The Airedale Centre offers the opportunity for larger footprint, modern flexible retail space that is lacking elsewhere in the town centre. The remaining comparison units are generally small, independent stores, located on Cavendish Street, Low Street, East Parade and High Street, where they are dispersed amongst other uses.

- 4.4.10 There are a wide variety of types of store, covering 34 categories, mostly with only 1 or 2 stores of each type. More common types are charity shops (13 units), electrical & other durable goods (10), telephones & accessories (10). These three types account for over 40% of the comparison stores. Other common types are clothing general (6 stores); toys, games & hobbies (6); ladieswear (5); and furniture (5). Compared to the UK average this represents around 20% more charity shops, and significant over representation of electrical stores, furniture stores (fitted and general), and (mobile) telephone stores. There are relative deficiencies in clothing (all types), jewellers and crafts/gifts stores.
- 4.4.11 In terms of floorspace the above trends largely remain the same. Keighley benefits from two catalogue showrooms, giving this category a higher than average total floorspace. There is an underprovision of department stores in terms of floorspace. Keighley has only one department store: Beales. However, on the day of the site visit a closing down sale was heavily advertised.
- 4.4.12 In summary then, the comparison sector is relatively healthy overall, closely matching the UK average. However, the national chain stores are heavily concentrated within the Airedale Centre. Outside of this the sector is dominated by independent stores focusing on a few specific types (e.g. mobile telephones, furniture, charity shops) leaving more traditional types under-represented (e.g. clothes). Since 2012 there has been a reduction in the number of major retailers represented.

### *Retail Services*

- 4.4.13 As noted above, the retail services sector, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, forms a greater proportion of Keighley town centre than the national average (19.3% as a pose to 14.6. This was slightly the case in 2012, but the difference has since doubled. This sector has played an important role in providing new uses to units that previously occupied other types of retail.
- 4.4.14 In Keighley, this sector is heavily dominated by health & beauty units (mostly hairdressers and barbers), which account for 56 of the 77 retail service units. Although this is a common

category nationally (9.4% of all units), it is over-represented in Keighley (14.1 % of units). The next two highest sub-categories are travel agents and opticians (5 units each).

- 4.4.15 This is a sector characterised by independents. Only a handful of the 77 units are national chain stores (mostly travel agents and opticians).

### *Leisure Services*

- 4.4.16 Leisure services, as defined by Experian Goad, include uses such as restaurants, cafes, bookmakers and public houses. Keighley had around 4% fewer leisure service units than the national average in 2012 and that trend has increased to 5%. Although there are now 7 more units than in 2012 and the growing difference is because of more leisure units nationally. The centre now having 19.3% leisure service uses, compared to a national average of 24.3%. The difference when measured in floorspace is more marked: 15.6% in Keighley compared to 25.4% nationally, suggesting most of Keighley's leisure uses are in small units.
- 4.4.17 In Keighley this sector is dominated by fast food & take-aways which account for 27 units (4 more than in 2012, but only 1% above the national average at 6.8% of units). Other common types are cafes (16 units but 0.7% below the national average of 4.7%) and public houses (9 units, representing a major decline from the 16 in 2012, though close to the national average). There are six casinos/betting offices which is in line with the national average. Keighley has a notable under-provision of restaurants (it has six, which 3.2% less than the national average of 4.7%). The relative under-provision in terms of floorspace can be explained by the lower proportion of restaurants, public houses (1% less than the national average, and reflecting the closure of a number of larger pubs) and sports & leisure (there are 5 here, which is above the national average, but there are few large gyms). When looking for anchor retail uses, Keighley does benefit a cinema (a small independent picture house with smaller than average floorspace) and four bingo or amusement halls (which is significantly above the national average).
- 4.4.18 The summary therefore is complex: the number of leisure service units has continued to rise but at the same time its proportion, in comparison to the national average, has continued to fall, notably so when considered in terms of floorspace. At a time when other centres have seen an expansion of the leisure sector in town centres Keighley has not since this to the same extent and is falling behind. This can be also be seen as a decline in the quality of the leisure offer: Keighley has seen more small take-aways open, at the same time as seven pub closures since 2012 and a distinct under-provision of restaurants. The sector remains

anchored around gambling uses and bingo halls. The Picture House cinema on Skipton Road remains an important asset but, being a small cinema located at the northern edge of the centre, its ability to act as an anchor use is limited.

### *Financial and Business Services*

4.4.19 Keighley has 35 financial and business services units. There is a slight under-provision in this sector compared to the national average. This is an increasing trend since 2012; Keighley has lost four such units in this time. Crucially though, Keighley has retained the nine retail banks that were present in 2012. Of the remaining units: nine are property services, six are financial services and the remainder are a range of other categories (with no more than three units of each). Compared to the national picture, there is an over-representation of building societies (Keighley has three which is double the average proportion) and an under-representation of property services (Keighley may have nine but the national average proportion is 50% higher). There are significant changes since 2012, when there were just 6 property services units but 5 building societies. Floorspace figures largely mirror the number of units.

4.4.20 In summary, this sector has remained generally healthy.

### *Non-Retail Units*

4.4.21 In addition to the retail services on offer within Keighley, there is also a number of offices, including the Council offices on Town Hall Square, employment uses, voluntary sector uses and places of worship. A large vacant store on Hanover Street is currently being used as a community arts space (although it was closed on the day of the site visit).

### **Proportion of Vacant Street Level Property**

4.4.22 The site visit, on 29 May 2019, identified 59 vacant units, representing a 14.8% rate, which is above the national average of 11.5%. However, this was an improved situation than was recorded in the 2012 survey, which found 65 vacant units (representing 16.6% vacancy compared to the then national average of 12.2%). So Keighley's vacancy rate has improved relative to changes in the national average since 2012. Floorspace figures paint a somewhat misleading picture though as the 2012 vacancy floorspace figure was dominated by three large units which have now found alternative uses). Nevertheless, the above trends remain true.



- 4.4.23 Notable current vacancies include a large retail unit at the entrance to the Airedale Centre from low Street (a prime unit which one would expect to be re-occupied soon) and another sizeable unit within the interior of the Airedale Centre (notably lacking any street frontage). The expected imminent closure of the large Beales store (1,650 sqm on ground floor plus a similar sized first floor not included within the floorspace figures on Goad) should also be noted as this is not included within the current vacancy figures. Also, the use of the large former Rooms furniture store on Hanover Street as a 'creative arts space' (which appears to be a temporary use and under-utilises the building) is also not included in the vacancy figures and may somewhat mask the true situation. None of these units were vacant in 2012. This collectively means that the current or vacancy situation may be heavily affected by a few large units and is vulnerable to soon becoming somewhat worse than currently recorded.
- 4.4.24 Outside of these large units, the vacancies are distributed fairly evenly across the centre and mostly affect small units. There are pockets of vacancies in Royal Court and on the crescent-shaped arcade on North Street; notably in both cases these units lack a direct street frontage.
- 4.4.25 In addition to vacant units, there are a number of sites in the centre which are currently vacant. These include:
- Keighley town centre expansion site: the area bound by East Parade, Greasley Road and Worth Way was granted permission for a new shopping centre in April 2012 however this was not implemented and the permission has now lapsed.
  - North Street Buildings – site of the former Leeds City College: the site was granted permission in July 2016 for a community and public sector hub, however development is yet to commence

## **Retailer Representation**

### *Presence of the Top 28 Comparison Retailers*

- 4.4.26 Experian Goad identifies a "Key Major Retailers" list. In this list there are 28 top comparison retailers. As shown below in Table 4.7, Keighley town centre accommodates 13 of these retailers. These are all located within the Airedale Centre, with Superdrug lying just outside the entrance on Low Street. There were 17 major retailers present in 2012 and the intervening years have seen some major losses, including Debenhams, Marks & Spencer and Topman/Top Shop.



**Table 4.6 – Major Comparison Goods Retailers in Shipley Town Centre**

Retailer	Present in Centre	Retailer	Present in Centre
Argos	✓	Monsoon Accessorize	×
Boots	✓	New Look	✓
Burton	×	Next	✓
Carphone Warehouse	✓	O2	✓
Clarks	✓	Primark	×
Clintons	✓	River Island	×
Debenhams	×	Superdrug	✓
Dorothy Perkins	✓	TK Maxx	×
EE	✓	Topman	×
H&M	×	Topshop	×
HMV	×	Vodafone	✓
House of Fraser	×	Waterstones	×
John Lewis	×	WHSmith	✓
Marks & Spencer	×	Wilko	×

- 4.4.1 The number of 'Top Comparison Retailers' in Keighley (13) which is classed as a Major District Centre by Venuescore is comparable to the number of 'Top Comparison Retailers' in Halifax (19) which is classed as a Sub-Regional Centre.

*Venuescore UK Shopping Venue Rankings*

- 4.4.2 The 2016 Venuescore rank for Keighley is 200<sup>th</sup> position. It has a Venuescore of 121 and is classed as a 'Sub-Regional Centre'. There has been a significant improvement and, reversal of previous trends, since the last retail study, which saw the centre fall from 221<sup>st</sup> in 2006 to 254<sup>th</sup> in 2011, being then ranked as a 'Major District Centre'. However, more recent years have seen a slight decline: Keighley was a Sub-Regional Centre by 2014 and was then ranked 194<sup>th</sup> (Venuescore: 130), falling to 200 in 2015 (Venuescore: 126). Our surveys otherwise indicate that the higher ranking since 2011 may be due to Keighley remaining largely stable whilst other centres have declined in the interim, nevertheless its role as a centre for surrounding villages and districts has strengthened and it has largely maintained this position in recent years. According to Venuescore, Halifax is centre which is of a similar standing (192<sup>nd</sup>).

*Intentions to Change Representation*

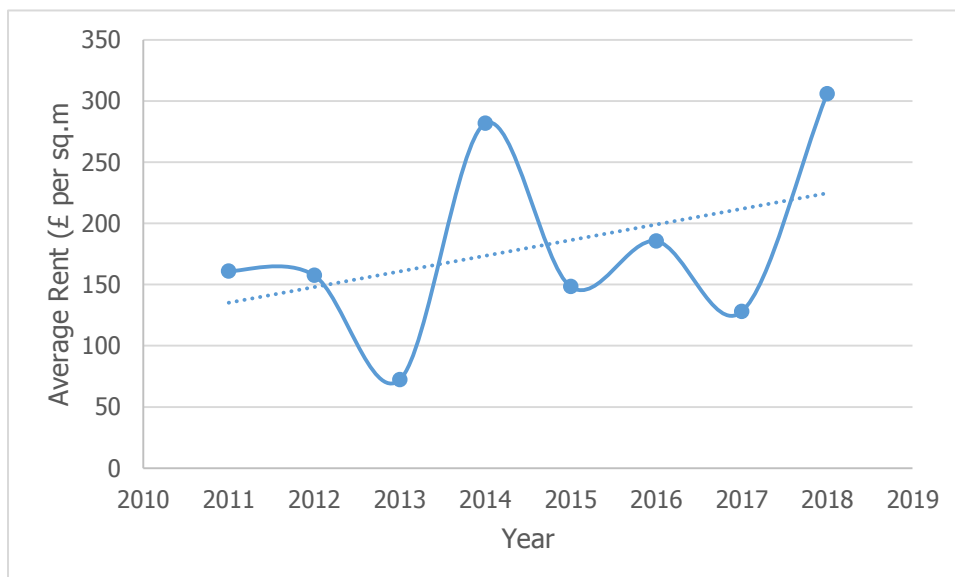
- 4.4.1 The Requirement List database showed four retailer requirements for Keighley at June 2019. Retail and service operators with published requirements covering Keighley are:

- Toolstation – Class B8 builder’s merchant. Requirements nationwide with Ilkley listed as a target location. Requirement for 2,800 sq.ft to 6,000 sq.ft;
- Subway – Class A1 fast food restaurant with a general requirement for 600 sq.ft to 2,000 sq.ft in locations in West Yorkshire;
- Vets4Pets – Class D2 with requirements nationwide. Keighley (South) listed as one of 76 target locations across north and north east England. Requirement for 1,500 to 2,000 sq.ft plus parking; and
- Lidl – Class A1 discount supermarket. Keighley listed as one of 83 target locations in Yorkshire and Humberside. Requirement for 10,000 sq.ft to 30,000 sq.ft;

### Commercial Yields and Rents

4.4.2 Commercial rent data for Keighley town centre was sourced from EG and is shown in Figure 4.6 below. 56 records have been found for the period 2009-2019. The yearly average rents have fluctuated from a low of £72 per sq.m in 2013 to a high of £306 per sq.m in 2018. The 5-year average rent for Ilkley town centre is £180 per sq.m. Looking at the overall trend for Keighley, the average rents have risen slightly over the last 10 years, by around £70 per sq.m, which indicates ongoing investor and operator confidence in Keighley. There are no published figures by EG for commercial property yields within the town centre.

**Figure 4.6 – Commercial Rents (Class A1 to A5) in Keighley Town Centre**



Source: EG, accessed online June 2019

## **Customers' Views and Behaviour**

### *Household Survey Findings*

4.4.3 A household survey of 1,530 people was undertaken in May 2019 in the District. A summary of the key findings are as follows:

- Of the overall sample size, 623 respondents said they visited Keighley, and 356 respondents said they visited Keighley the most out of all the centres in the District;
- Of the 356 respondents, 69% said they visited Keighley town centre at least once a week;
- Regarding travel choice, 74% of respondents said they travelled to the centre by car, 15% travelled by bus and 6% walked;
- Respondents were also queried on their main reason for visiting Keighley. 42% stated their main reason was because the centre was close to home, 20% stated it was because of the choice and range of shops and 6% stated it was because of the supermarket;
- Respondents were also asked what measures could be implemented which would encourage them to visit Keighley more often. 39% of people said that an increased range and choice of shops would encourage them to visit, 14% stated an improved quality of shops and 9% specifically stated an improved range of non-food shops.

### *In-Street Survey Findings*

4.4.4 An in-street survey of 100 people was undertaken in Keighley in May 2019. The key findings of the survey, detailed below, are useful in understanding customers' views and behaviour:

- 78% of respondents said they lived in Keighley, with 20% saying they were visiting the area;
- When asked how they travelled to the centre, 35% travelled by bus, 31% by car and 29% said they walked;
- Respondents were asked for the main reason for being in Keighley. 13% of respondents stated it was for browsing, 11% said it was for the bank / building society or Post Office, 9% said it was for social activities and 9% said it was for work, school or college;
- 36% of respondents said they intended to stay in the centre for up to one hour, with 32% stating they intended to stay between 1-2 hours.
- When asked whether they would undertake their main food shopping in Keighley on the survey day, 81% said they would not;

- 63% of those surveyed undertake their main food shopping in Keighley at least once a week, whilst 19% said they never undertake their main food shopping there;
- 69% of respondents visited Keighley at least once a week or more for non-food goods, with 26% of respondents intending to spend nothing on non-food goods on the day of the survey and only 8% intending to spend over £50; and
- 80% of respondents said they never visit Keighley in the evening. Of those that do, 25% said their main reason was to visit a pub, 25% said it was to visit a bar and 10% said it was for work, school or college.

4.4.5 Respondents were asked to compare Keighley to other surrounding centres. The majority considered the centre is 'about the same' as other centres in relation to the choice of shops (45%), the range of financial services (59%), the choice of independent or specialist shops (42%), the choice of high street names (45%), the town centre environment (57%) and cleanliness (59%).

4.4.6 When asked what type of shops or services they would like to see more of, 40% of respondents said clothing stores, 22% said a children's activity centre and 19% said a department store.

4.4.7 With regards to Keighley's biggest weakness, 24% identified this to be empty shops and 13% said anti-social behaviour.

### **Pedestrian Flows**

4.4.8 Given that the site visit was undertaken in the middle of the day, footfall was generally good with the town centre appearing relatively busy. Moderately high footfall was recorded within the Airedale Centre, on Low Street and within the Indoor Market. In the other parts of the centre it was relatively low. The two main supermarkets were busy with car-borne shoppers.

### **Accessibility**

4.4.9 Road Access: Keighley is located at the intersection of the A650 and A629 trunk roads. It is approximately 16km north-west of Bradford and 32km west of Leeds. Good road access is also provided to the surrounding smaller centres of Bingley (8km to the east), Shipley (13km to the east), Glusburn and Crosshills (9km to the west) and Skipton (16km to the south-east).

4.4.10 Car Parking: There is an adequate supply of car parking in the town centre, with the principal facilities including: the Airedale Centre multi-storey (425 spaces), Cavendish Retail

Park (170 spaces), Cavendish Court (120 spaces), Gresley Road Retail Park (110 spaces), Market Place (54 spaces), Church Way (190 spaces) and Morrisons (600 spaces). Free parking is also available for customers of the Sainsbury's store on Cavendish Street. There is some on street parking provided; however this is restricted to a short period of time.

- 4.4.11 Public transport: Keighley benefits from good accessibility by public transport, with the railway station on Bradford Road just a short walk from the Primary Shopping Area. Regular services are available to the main surrounding centres, including Bradford and Leeds. The bus station is located to the centre of the Keighley, on Towngate, with regular services available to Bradford and the outlying smaller areas.

### **Perceptions of Safety**

- 4.4.12 The town centre generally feels safe and reveals little physical evidence of crime or fear of crime. There are a few narrow circulation areas within and around the Airedale Centre that lack surveillance (especially its multi-storey car park and pedestrian connectivity to this) which detract from the enjoyment of the centre. There are also some areas where there are a concentration of vacancies (such as in Royal Court or the crescent of shops on North Street) and a lack of visibility which can place places seem unsafe.
- 4.4.13 Crime has been an issue in recent years in the town centre. Improved CCTV was installed in 2017 at the bus station to address anti-social behaviour. Recent recorded crimes were mostly shoplifting but with some thefts from the person and violence or sexual offences.
- 4.4.14 The Keighley Town Centre Association is a public/private partnership, with its members including Bradford District Council, Keighley Town Council and representatives from business and community organisations in the Keighley area. One of the association's key objectives is to make Keighley a safer place to visit, with a commitment to supporting crime reduction in the town centre.

### **Environmental Quality**

- 4.4.15 Overall, the environmental quality of Keighley town centre is good. There is a variety of building designs and styles in the centre including modern outlets such as the Airedale Centre and traditional arcades such as the Royal Arcade on East Parade. The covered nature of the Airedale Centre and pedestrianised streets such as Low Street create a pleasant shopping environment. Bins, street lighting and seating is provided in various locations, while the 'Keighley in Bloom' initiative means there are flower boxes and beds present in the centre. There are a small number of poor quality units, with some of the vacant properties

boarded up or having suffered from vandalism, however this does not detract significantly from the overall environmental quality. There are some units to the periphery of the town which would benefit from some investment/refurbishment to improve their appearance. The Town Hall Square and public garden off Church Street provide attractive areas of public space, while the area of hard standing to the front of the Airedale Centre provides a meeting place.

4.4.16 The area including and to the north of Town Hall Square and to the west and south west of the Airedale Centre is designated as the Keighley Town Centre Conservation Area, which reflects the architectural and historic interest of the environment. This area includes a number of listed buildings.

4.4.17 Keighley has received Townscape Heritage Initiative (THI) funding for the North Street area of the town centre. A proportion of this funding is to be spent on works to the Civic Centre which will include a police drop in point, banquet halls and a police museum.

### **Balance of Independent to Multiple Retailers**

4.4.18 Keighley has the largest number of national retailers out of all the town centres, including 13 out of the top 28 comparison retailers. Overall, 65 units, or 16.3% of the total, were occupied by national retailers. We noted instances where retailers had multiple presences in the centre such as Ladbrokes, William Hill and Betfred.

4.4.19 In terms of the composition of multiple retailers, eight were convenience operators, 32 were comparison operators, 10 were retail services, 11 were leisure services and 14 were financial and business services.

4.4.20 The remainder of units in the centre were occupied by local or regional level traders.

### **Barriers to Businesses Opening / Expanding**

4.4.21 Keighley contains an above average proportion of vacant shops, and vacant shops were noted to be an issue from the surveys conducted. Given there are premises available for businesses to expand or relocate to, it is possible the range of vacant spaces which are currently vacant are unsuitable for operators requirements.

## **Opening Hours**

- 4.4.22 The majority of units in Keighley town centre operate the traditional opening hours of 9am-5/5.30pm through most of the week and 10am-4pm on Sundays. The supermarkets were noted as having extended operating hours until 10pm in the evenings
- 4.4.23 We found that food and drink uses in Keighley were lacking when compared to other town centres, as such, whilst there are instances of leisure service units remaining open into the evening and night, the options are somewhat limited. Other leisure uses are available in the centre with long opening hours, such as the Picture House Cinema, but we would consider uses such as this to require additional support from other leisure service uses.
- 4.4.24 We did not note any instances or opportunities for late night shopping, beyond the supermarkets, in Keighley. We would normally consider this would be available in centres the size of Keighley. The Airedale Centre may be a suitable place to act as a test bed for late night shopping one or more days a week.

## **Digital Connectivity and Marketing**

- 4.4.25 Keighley town centre has a good website ([www.discoverkeighley.co.uk](http://www.discoverkeighley.co.uk)) which has information about upcoming events, a directory of all shops with links to their website, and more news and pages. The Airedale Centre has a much simpler website with a map of the centre units and events.
- 4.4.26 The Council has launched a town centre Business Improvement District (BID) with information provided on the [discoverkeighley.co.uk](http://discoverkeighley.co.uk) website. The website also promotes independent retailers, for example with a scheme for shoppers to collect stamps and enter a draw to win cash prizes.
- 4.4.27 Earlier this year it was announced that the Council will be rolling out blanket free wifi coverage for Keighley town centre, which will link to the Discover Keighley Directory.
- 4.4.28 There are also interpretation boards and maps displayed prominently within the town centre, promoting and signposting the various shopping centres. Paper leaflets, providing similar information and a directory of food & drink outlets, are also available at car parks and other key points in the centre.

## Summary and Conclusions

4.4.29 In conclusion, the period since the last retail study has seen Keighley hold up well against other centres although we consider there to be several issues which require addressing, such as:

- Whilst the Airedale centre contains a good number of national retailers, the building itself is in need of investment to ensure its
- There is a limited restaurant presence in the centre and we consider there could be benefits through encouraging more and high-quality vendors to the centre;
- There is a large number of vacant units and sites in the centre, including large ones in the Airedale Centre. This does present opportunities to redevelop the centre;
- Issues around crime and anti-social behaviour need to be addressed;

4.4.30 Keighley has seen some reduction in floorspace, loss of major retailers and Venuescore points, it has experienced a small rise in Venuescore ranking and a reduction in the vacancy rate. As comparison units have become vacant they have successfully been occupied by independent businesses. Keighley is able to command a large catchment for the area north of Bradford, it is well connected by public transport and has ample cheap car parking. With two major supermarkets in the centre, an indoor market that remains popular despite not being in need of refurbishment, and a range of major national retailers in the Airedale Centre, it retains a significant appeal.

4.4.31 However, the situation is more fragile than an initial analysis may suggest, and without major interventions the Centre may experience a significant decline. The Airedale Centre is in need of investment (two large units are currently vacant and others may follow), its multi-storey car park is particularly unappealing, surrounding streets have a dated public realm and the Indoor Market Hall is in need of major refurbishment to bring it into the 21<sup>st</sup> century. Significant development sites remain vacant (notably Worth Valley). Although the independent sector is strong, off-street indoor units are becoming vacant and a predominance of take-aways and other secondary uses can create a poor impression. The lack of a quality or family leisure offer remains a significant detriment that Keighley lacks in comparison to similar sized centres. A larger cinema, or a theatre, would help to anchor such uses.

4.4.32 Nevertheless, Keighley has a strong historic centre and has attractive areas of recent public realm improvements. With further public realm improvements, supporting new food and drink uses, Keighley has the potential to create an enhanced visitor experience. There is



good digital connectivity and marketing and a current BID initiative. The ingredients are here for a continuing strong town centre, with the right actions and investments.

## 4.5 Shipley

### Overview

- 4.5.1 Shipley town centre is located approximately 5km to the north of Bradford, 13km to the east of Keighley and 20km to the west of Leeds.
- 4.5.2 The main shopping area in the town is concentrated on the pedestrianised area of Market Square and Well Croft. The Primary Shopping Area (Bradford RUDP, 2005) of Shipley is concentrated on the Market Square, Kirkgate, Westgate, Manor Lane and Wellcroft.
- 4.5.3 Further shopping provision is located on Market Street, Otley Road, Kirkgate, Briggate, Westgate and Commercial Street. An outdoor market is located in Market Square on Mondays, Fridays and Saturdays. Shipley also contains a covered market, the Underground Hall, located in between Kirkgate and Westgate. There is a total of 197 retail units in Shipley town centre, providing some 39,860 sq.m floorspace.

**Figure 4.7 Photographs of Shipley**



Market Square

Market Square

### Diversity of Uses

- 4.5.4 The diversity of uses analysis for Shipley is summarised in Table 4.7 below and a detailed assessment is provided in Appendix 2. Our assessment is based on Experian’s latest Goad survey for Shipley which was undertaken in May 2016, which we have updated to reflect the position at June 2019.

**Table 4.7 – Shipley Town Centre Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	Shipley		UK Average <sup>2</sup>	Shipley		UK Average <sup>2</sup>
	No. of Units	% of Total	% of Total	sq.m	% of Total	% of Total
Convenience	16	8.1	9.2	10,320	25.9	15.4
Comparison	60	30.5	29.8	7,810	20.6	34.1
Retail Service	32	16.2	14.9	3,610	9.1	6.9
Leisure Service	42	21.3	24.3	8,770	22.0	25.4
Financial and Business Service	23	11.7	10.0	3,790	9.5	7.5
Vacant	24	12.2	11.5	5,140	12.9	10.2
<b>Total</b>	<b>197</b>	<b>100.0</b>	<b>100.0</b>	<b>39,860</b>	<b>100.0</b>	<b>100.0</b>

Source: Experian Goad Survey October 2017 updated by WYG at May 2019

<sup>1</sup> Re-categorised by WYG based on Experian Goad main town centre uses

<sup>2</sup> UK Average Figures, Experian Goad, March 2019

#### *Convenience Retail*

- 4.5.5 As shown in Table 4.2, Shipley contains 16 convenience units which provide 10,320 sq.m of floorspace. Convenience provision in Shipley is below the national average in terms of the number of units but is well above the national average with regards to floorspace. This can be attributed to the presence of the Asda supermarket at Manor Lane and the Aldi at Tony Miller Approach. These two units are 6,850 sq.m and 1,250 sq.m respectively and act as the primary supermarkets serving the town centre. A Fultons Foods and an Iceland store supports the convenience provision. Additional convenience uses include two health food stores, two bakers, two cake making suppliers, a butcher, a convenience store and a tobacconist.
- 4.5.6 The detailed diversity of uses highlights that Shipley has a deficit of convenience stores, fishmongers, greengrocers and delicatessens. The analysis also showed there to be an over representation of markets.
- 4.5.7 The number of convenience units in the centre has increase from the 2012 survey from 12 to 16 units, this is almost at the peak number observed in 2001 where 16 convenience units were identified in the centre. the amount of floorspace in Shipley has also increased from the previous survey, from 9,450 to 10,320 sq.m – This is marginally below a peak observed in 2001 of 10,490 sq.m.

## *Comparison Retail*

- 4.5.8 Table 4.5 shows Shipley to contain 60 comparison units, the largest retail classification observed, which provides 8,230 sq.m floorspace. The number of comparison units in Shipley is slightly above the UK average, however it is notably below the UK average with regards to the amount of floorspace. This is a reflection of the small scale and size of the comparison units, with more than half of those observed less than 100 sq.m in size. The largest comparison units observed were the Laura Ashley Home store (590 sq.m), Home Bargains (590 sq.m) and Argos showroom (480 sq.m).
- 4.5.9 The detailed diversity of uses in Appendix 2 shows that the centre contains a broad representation of the comparison goods sub-categories with no notable omissions. However, we do note there to be a seeming low number of clothing stores when compared to the national average. Whilst we would not expect this in smaller centres, we note that that clothing retailers in the District tend to be focused in higher order centres such as large town / city centres such as Bradford.
- 4.5.10 Charity shops make up the largest comparison sub-classification, occupying 11 units in the centre. Proportionally, this equates to just more than double the national average.
- 4.5.11 There is also a strong hardware and household goods and electrical goods presence in the centre, with 5 units for each sub-category observed in the centre. There was also a notable presence of furniture stores in the centre, with four units observed.
- 4.5.12 Regarding other uses, whilst there is a broad spread of sub-categories present in the centre, these are generally only one or two units per sub-category.
- 4.5.13 In terms of the distribution of comparison uses, whilst there was a spread of comparison units throughout the centre there was a notable clustering in the Market Square, Kirkgate and Westgate area.
- 4.5.14 The centre contains a number of national comparison brands including 5 of the top 28 retailers as defined by Experian, these are: Argos, Boots, EE, Superdrug and Wilko. Other national brands observed included Laura Ashley, Shoe Zone, Card Factory and Home Bargains.
- 4.5.15 Looking at previous survey results for Shipley, there has been slowly declining since 2001. Looking specifically at the 2012 survey, this noted the presence of 59 units and 9,640 sq.m

of floorspace, which is significantly more than the 7,810 sq.m floorspace observed in the most recent survey.

### *Retail Services*

- 4.5.16 Shipley contains 32 units in this category and 3,610 sq.m floorspace. In both instances, this is above the national average. The detailed diversity of uses at Appendix 2 shows that Shipley contains a broad range of retail services, including; 18 'Health & Beauty' units (which encompasses hairdressers, beauty salons etc), four opticians, three travel agents and a Post Office. National operators observed in this classification include; the Post Office, Specsavers, Tui and Kwik fit. Compared to the 2012 survey, the number of retail services in Shipley has increased from 27, and the amount of floorspace has increased from 3,640 sq.m.

### *Leisure Services*

- 4.5.17 Leisure services, as defined by Experian Goad, include uses such as restaurants, cafes, bookmakers and public houses. Shipley contains 42 leisure service units, translating to 8,770 sq.m floorspace. In both instances, this is below the national average. The composition of leisure service uses in Shipley includes; 11 fast food and take aways, ten cafes, 5 restaurants, 5 public houses, 3 betting stores and 3 sports and leisure facilities.
- 4.5.18 The detailed diversity of use analysis shows there to be a stronger than average representation of 'Bingo & Amusement' units and also of 'Sports & Leisure Facilities' in Shipley. Shipley had a deficit of restaurants, accommodating just more than 50% of UK average amount. The other sub-categories observed in the centre were all broadly in line with what would be expected nationally.
- 4.5.19 National brands observed in this classification include McDonalds, Costa, Betfred, Ladbrookes, Subway, J D Wetherspoons and William Hill. The largest leisure service units are the Ibis Hotel (1,110 sq.m), Go Bowling (1,000 sq.m) and the Noble Comb public house (730 sq.m).
- 4.5.20 Compared to the 2012 survey, leisure services in Shipley have contracted from 43 units down to 42 units and from 9,640 sq.m floorspace down to 8,770 sq.m. Generally, there was a trend for the larger leisure service uses to be located at the periphery of the centre, with a notable cluster to the south of Dale Street along Otley Road.

## *Financial and Business Services*

- 4.5.21 23 units were observed to fall into this category, occupying 3,790 sq.m floorspace which is above the national average in both instances. The composition of the financial and business service units in Shipley comprises of; 8 banks / building societies, 5 estate agents, 3 financial service providers, 2 graphical and printing services, 2 building supplies and service providers.
- 4.5.22 The detailed diversity of uses, which can be found at Appendix 2, indicates a strong representation of retail banks and of building supplies and services in Shipley. The largest unit in this classification is Bagnall's on Manor Lane, which is 780 sq.m in size.

## *Non-Retail Units*

- 4.5.23 In addition to the retail service on offer within Shipley town centre, there are a number of non-retail uses, including: 3 educational institutions, 3 offices, 2 government and municipal buildings, 2 medical services, 2 religious institutions, Shipley Library and the Post Office sorting office. A community run art gallery is also located on Market Square.

## **Proportion of Vacant Street Level Property**

- 4.5.24 Shipley contains 24 vacant units and 5,140 sq.m of vacant floorspace. this is above the UK average in terms of the number of units and the amount of floorspace.
- 4.5.25 Generally, the vacant units in Shipley were less than 150 sq.m in size. However, we observed several larger vacant units, including one on Otley Road (a former car dealership 840 sq.m in size), Wainman Street (former Job Centre Plus 740 sq.m in size) and Rosse Street (former restaurant unit 650 sq.m in size)

## **Retailer Representation**

### *Presence of the Top 28 Comparison Retailers*

- 4.5.26 Table 4.8 below shows that Shipley town centre accommodates 5 of the top 28 comparison goods retailers identified by Experian Goad, namely Argos, Boots, EE, Superdrug and Wilko. We note that this is a decrease from the 2012 survey of one national retailer, however this is a result of this retailer (Phones4U) no longer trading under this name.

**Table 4.8 – Major Comparison Goods Retailers in Shipley Town Centre**

Retailer	Present in Centre	Retailer	Present in Centre
Argos	✓	Monsoon Accessorize	×
Boots	✓	New Look	×
Burton	×	Next	×
Carphone Warehouse	×	O2	×
Clarks	×	Primark	×
Clintons	×	River Island	×
Debenhams	×	Superdrug	✓
Dorothy Perkins	×	TK Maxx	×
EE	✓	Topman	×
H&M	×	Topshop	×
HMV	×	Vodafone	×
House of Fraser	×	Waterstones	×
John Lewis	×	WHSmith	×
Marks & Spencer	×	Wilko	✓

*Regional Retail Hierarchy (Venuescore)*

4.5.27 In the most recent available data from 2016, Shipley was ranked at 754<sup>th</sup> position with a score of 41. In the previous retail study, Venuescore ranked Shipley in 752<sup>nd</sup> place with a score of 35. Whilst the ranking change is marginal, this is most likely a result of other centres improving. Based on the most recent score, we would consider that Shipley overall has improved since the last study.

*Intentions to Change Representation*

4.5.28 The Requirements List database showed 5 retailer requirements for Shipley at June 2019. Retail and service operators with published requirements covering Shipley are:

- Amber Taverns: A4 class restaurant chain with Shipley listed as a target town. Looking for a premise 2,000 sq.ft in size minimum.
- Lidl – Class A1 discount supermarket. Shipley listed as one of 83 target locations in Yorkshire and Humberside. Requirement for 10,000 sq.ft to 30,000 sq.ft;
- Children’s Gymnastics Club (Class D2) – Shipley listed as one of 16 target locations. Requirement for 8,000 sq.ft to 12,000 sq.ft plus parking.
- Pizza hut (Delivery) – Class A5 restaurant. Shipley is listed as one of 20 potential locations in the Yorkshire region. Require a premises of a minimum 1,000 sq.ft in size; and
- Vets4Pets – Class D1 with requirements nationwide. Shipley listed as one of 76 target locations across north and north east England. Requirement for 1,500 to 2,000 sq.ft

plus parking.

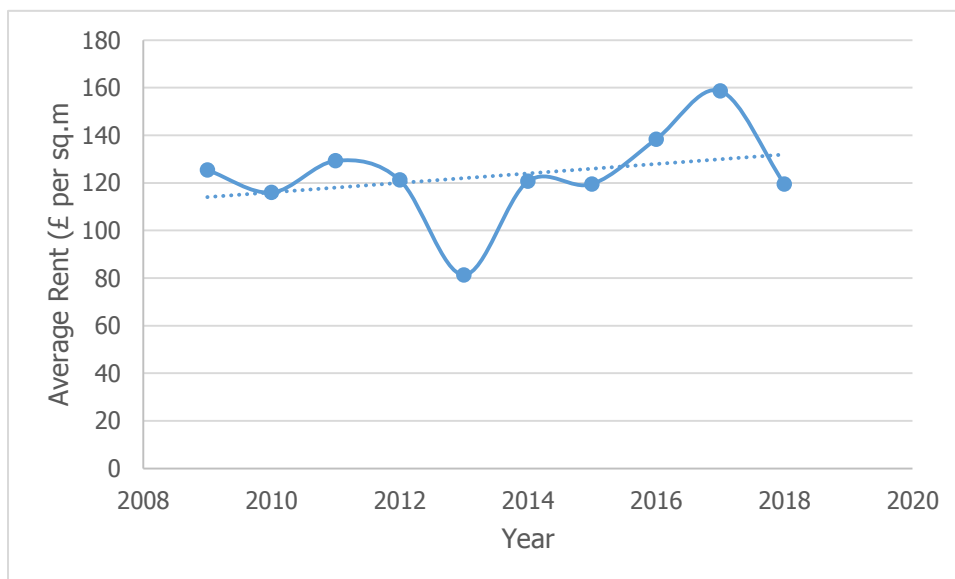
4.5.29 We would consider the demand for Shipley listed above to be strong, with a range of different operators currently interested in locating in the town.

### Commercial Yields and Rents

4.5.30 Commercial rent data for Shipley was sourced from EG and is shown in Figure 4.8 below. 8 records were found for the period 2009-2019. The yearly average rents fluctuate from a low of £81 per sq.m in 2013 to a high of £159 per sq.m in 2017. The 5-year average rent for Shipley town centre is £107 per sq.m.

4.5.31 The overall trend for Shipley is that average rents in Ilkley have risen marginally over the last 10 years, by around £20 per sq.m.

**Figure 4.8 – Commercial Rents (Class A1 to A5) in Shipley Town Centre**



Source: EG, accessed online June 2019

### Customers’ Views and Behaviour

#### *Household Survey*

4.5.32 A household survey of 1,530 people was undertaken in May 2019 in the District. A summary of the key findings are as follows:

- Of the overall sample size, 558 respondents said they visited Shipley, and 188 respondents said they visited Shipley the most out of all the centres in the District;
- Of the 188 respondents, 58% said they visited Shipley town centre at least once a

week;

- Regarding travel choice, 64% of respondents said they travelled to the centre by car, 10% walked, 10% travelled by train and 8% travelled by bus;
- Respondents were asked what their main reason was for visiting Shipley. 31% stated their main reason was because the centre was close to home, 19% stated it was because of the choice and range of shops and 10% stated it was because of the choice and range of services;
- Respondents were also asked what measures could be implemented which would encourage them to visit Shipley more often. 26% of respondents said an increased range and choice of shops would encourage them to visit, 13% stated an improved quality of shops, 8% said more parking, 5% said public toilets and 5% said a better market.

### *In-Centre Survey*

4.5.33 An in-street survey was undertaken in Shipley in June 2019. The key findings of the survey, detailed below, are useful in understanding customers' views and behaviour.

- Of those surveyed, 71% lived in Shipley, 25% were visiting and 3% worked in the centre;
- When asked how they travelled to the centre, 35% of respondents said they walked to the centre, 32% travelled by bus and 26% by car;
- The overwhelming majority of people (71%) had chosen to shop or visit Shipley because it was close to home;
- With regards to the main reason for visiting Shipley, 19% of respondents stated it was for the Asda, 13% for the bank / building society or post office and 10% for social or leisure activities;
- The majority (77%) of visitors to Shipley only planned to stay for up to two hours, with only 4% planning to stay for more than four hours. Most people (31%) intended to stay for an hour – an hour 30 mins minutes;
- When asked whether they would undertake their main food shopping in Shipley on the survey day, the majority (89%) would not;
- 56% of those surveyed undertake their main food shopping in Shipley once a week or more, while 33% never undertake their main food shopping in Shipley;
- 62% visited Shipley once a week or more for non-food goods, with 35% planning to spend nothing on non-food goods on the day of the survey and only 7% intending to spend over £50; and
- The majority of respondents (86%) don't visit Shipley in the evening. Of those that



do, 36% said their main reason was to visit a pub and 14% it was to visit a café or restaurant.

- 4.5.34 Respondents were asked to compare Shipley to other centres which they visit in relation to a number of aspects. The majority considered that Shipley is 'about the same' as other centres in relation to the choice of shops (42%), the range of financial services (50%), the choice of independent or specialist shops (45%), the choice of high street names (42%), the town centre environment (53%) and cleanliness (55%).
- 4.5.35 When asked what type of shops or services they would like to see more of, 26% said clothing stores, 11% said public amenities and 7% said department stores. In terms of what improvements people would like to see, 25% of respondents wanted the town centre to have a general facelift.
- 4.5.36 With regards to Shipley's biggest weakness, the most popular answer was the lack of public amenities (20%), the quantity of take aways and charity shops (17%) and the choice of non-food shops (8%).

## **Pedestrian Flows**

- 4.5.37 Pedestrian movement in Shipley was concentrated in the Market Square area of the centre. There was also a notable flow people going between the Asda car park and Market Square via the pedestrianised part of Manor Lane and Well Croft. At the time of the visit, Shipley Market was operational which could indicate the centre was busier than a 'typical' day.
- 4.5.38 The streets emanating from and surrounding Market Square were quieter, with minimal pedestrian activity observed with further distance from Market Square itself.
- 4.5.39 Shipley Underground Market, despite having access onto Kirkgate and Westgate had minimal footfall within. Signage around and close to either entrance point was not particularly prevalent which could be attributed to the lack of activity within.
- 4.5.40 The northern area of the centre, on the northern side of the railway line, and the Otley Road area did not have a significant amount of pedestrian activity.

## **Accessibility**

- 4.5.41 Road Access: The primary access road into Shipley town centre is the A650 which connects to Bingley and Keighley to the west and Bradford to the south. Shipley is located

approximately 5km to the north of Bradford, 13km to the east of Keighley and 20km to the west of Leeds.

- 4.5.42 **Car Parking:** Shipley town centre's main car parking facilities include: Market Place car park (24 spaces plus 8 disabled bays, 2 hour maximum stay), Wharf Street (20 spaces), Atkinson Street (24 spaces) and Saville Street (52 spaces). The Asda car park on Manor Lane also offers 2 hours free parking, while the Tony Miller Approach (Retail Park) offers free car parking to customers. There is some free on-street car parking provision in Shipley, however this is subject to time restrictions.
- 4.5.43 **Public transport:** Shipley railway station is located in the eastern part of the town centre on Station Road and provides services to Bradford, Keighley, Skipton and Leeds. Whilst within the boundary, the station is somewhat disconnected from the centre. A number of bus services are available from Market Square to the surrounding local areas and Bradford city centre.
- 4.5.44 The in-street survey undertaken in Shipley found that 33% of respondents had travelled to Shipley by car/van, 33% had walked and 27% had taken public transport. Of those who travelled by car/van, 24% parked at the Market Place car park and 18% parked at the Asda on Manor Road, 88% were satisfied with the cost of the car parking and 82% did not have any difficulties parking. 82% had travelled for less than 20 minutes to reach Shipley. The business survey identified that 46% of the staff in Shipley travelled to work by private vehicle, with 28% walking and 21% using public transport to reach the premises. A high proportion of the respondents identified that they parked either to the rear of the business premises, or at a private car park or at Atkinson Street public car park.

### **Perceptions of Safety**

- 4.5.45 Shipley Local Stronger Communities Partnership (LSCP) is one of 5 such partnerships in the Bradford district. The LSCP comprises of strategic leaders, local residents and members of the voluntary, private and faith sectors.
- 4.5.46 The streets were wide, open and were considered to be adequately covered by street lighting. CCTV is also present in Shipley town centre.

### **Environmental Quality**

- 4.5.47 The area around Market Square contains a mix of two and three storey buildings and a large pedestrianised public open space with benches and some soft landscaping arrangements.

Whilst we considered these aspects to be in a relatively good state of repair, there is a dated aesthetic to them and a refurbishment would be beneficial.

- 4.5.48 The clocktower at Kirkgate is a prominent feature on the landscape however it shows some signs of maintenance being required. Whilst facing onto Market Square, the tower does not interact with it due to being separated by Kirkgate. There are elements of the town which add to its character such as the outdoor market stalls which form a focal point for the centre, however overall the centre is limited in character and distinctiveness.
- 4.5.49 The Underground Market is difficult to locate from street level on the Kirkgate side and does not particularly interact well with the street scene on the Westgate side. The interior of the market has a very dated aesthetic and is unwelcoming to users. The style of the buildings in the town centre changes on Otley Road, where a number of large units, both traditional and modern are located.
- 4.5.50 The busy nature of Otley Road means the units on the eastern side of this route feel isolated from the main hub of the town centre. In the northern part of the town, there is a mix of architectural styles, from more traditional terraced properties to the modern retail units at the Tony Miller Approach Retail Park. Investment in the public realm has taken place in recent years, with the introduction of new street furniture and cleaning initiatives in the town centre however there are areas where the townscape still have a dated aesthetic.
- 4.5.51 The site survey did not note any significant areas of litter or graffiti.
- 4.5.52 Crowgill Park is located adjacent to the west of the centre along Kirkgate, which does allow for recreation activities, but the centre itself does not contain significant amounts of planting or soft landscaping other than what is present in Market Square.

### **Balance of Independent to Multiple Retailers**

- 4.5.53 20.3% of the units in Shipley were occupied by national level retailers. No instances of retailers having multiple premises were observed. Of the national retailers, seven were convenience operators, ten were comparison operators, 6 were retail services, eight were leisure services and nine were financial and business services.
- 4.5.54 The remainder of the retailers in the centre were independent retailers. The majority of the independent retailers tended to sell mid to low end goods.

## **Barriers to Businesses Opening / Expanding**

4.5.55 Shipley's proximity to larger centres could be considered a barrier to new businesses locating to the town centre, particularly given its close connectivity and relationship with Bradford city centre.

## **Opening Hours**

4.5.56 Shipley town centre generally operates the traditional opening hours of 9am-5/5.30pm. Leisure service uses, such as the bars, public houses and restaurants, operate longer and /or more flexible opening hours remaining open into the evening and night. These particular uses were noted as being located in the more northern parts of the centre, meaning a large part of the centre is likely to see minimal activity after 5.30pm.

## **Digital Connectivity and Marketing**

4.5.57 An online search has found that there is no prominent dedicated online presence for Shipley. WYG found pages specifically for Shipley Outdoor Market on both the Visit Bradford and the Visit Yorkshire websites. We also found a website for the Underground Market, however this is relatively simplistic and would benefit from an update.

## **Summary and Conclusions**

4.5.58 Shipley maintains a relatively strong position in the District and has a relatively good health, however there are a number of issues which we consider need addressing, such as:

- The public realm, which allows for a high volume of pedestrians and is user friendly, requires investment and updating;
- There is a higher than average amount of vacant properties in the centre;
- The Underground Market is not well integrated with the centre, is difficult to locate and is in need of refurbishment;
- The area to the north of the canal and to the east of Otley Road, whilst falling within the defined town centre boundary, are disconnected from the main area as these features act as significant physical barriers; and
- Buildings in key areas, or prominent buildings, are in visible need of maintenance.

4.5.59 The diversity of uses indicate that Shipley caters to a very broad range of goods and services. We recognise that the range of comparison goods covered is broad and varied to cater to any needs. Users which may require more variety or more specialist needs are more

likely to have these needs met in Bradford City Centre, the main retail and comparison hub for the district, which is in easy reach of the centre.

4.5.60 Shipley has a high degree of connectivity, being well located and connected on the strategic highways network, containing a train station in the centre and numerous bus stops. We do recommend that measures be explored to improve the physical connectivity to the station with the centre.

4.5.61 Overall, whilst we consider Shipley to be a functional and healthy town centre, we recommend that refurbishment and investment programmes are implemented to ameliorate the dated aesthetic of the centre's public realm and buildings. A masterplan-based approach to updating the centre may be a potential route for the Council to pursue.

## 5.0 District Centre Health Checks

- 5.1.1 For each centre, a plan showing the district centre boundary and the diversity of uses is provided at Appendix 3.

### 5.2 Five Lane Ends

#### Overview

- 5.2.1 Five Lane Ends is located along both Bradford Road and Highfield Road, emanating from the 6-arm roundabout between Highfield Road, Bradford Road, Norman Lane, Idle Road, Swain House Road and Wrose Road. It is a mixture of a retail park and terraced units.

#### Figure 5.1 – Photographs of Five Lane Ends



Enterprise Way

Bradford Road

#### Diversity of Uses

- 5.2.2 Convenience uses in Five Lane Ends occupy 5 units, which equates to 12.5% of the overall total which is less than the national average. However, due to the presence of the Morrisons store, the amount of convenience floorspace is significantly higher than the national average (41.9% observed to 15.4% nationally). In addition to the Morrisons, convenience provision in Five Lane Ends comprises of 2 bakeries (including Greggs), a vape shop and a CTN store.
- 5.2.3 Comparison uses were the largest sub-category present in the centre, occupying 12 units which is broadly in line with the national average (30.0% to 29.3% nationally) and slightly below the average in terms of floorspace (32.4% to 34.1%). Comparison uses present included 2 flooring store (including United Carpets), 2 discount retailers (Poundland and £

Stretcher), Peacocks clothing shop, a charity shop, a florist, a Card Factory, Pets at Home and a specialist mobility equipment store.

5.2.4 Retail services present included health and beauty salons (4) a dry cleaners, a PRS, Opticians (2) a travel agent and a Co-operative Funeralcare. We note the presence of a Post Office in the CTN store, which does contribute and expand the range of functions the centre accommodates, however this does not contribute to the retail service unit counts.

5.2.5 Leisure services at Five Lane Ends included 3 take aways (including Mcdonald’s and Subway), 2 gymnasiums (including a Pure Gym), BetFred and a public house. This number of units equates to a below average proportion (17.5% observed to 22% nationally) and a below average amount of floorspace (16.2%observed to 25.4% nationally). This is despite the very large floorspace of the Pure Gym unit (1,957 sq.m), although we note that the exceptionally large size of the Morrisons will impact the proportions of other sub-categories.

5.2.6 2 financial and business service units were observed, an estate agent and a business logistics / support company.

**Table 5.1 – Five Lane Ends Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	5	12.5	7.9	9,873	41.9	15.4
Comparison	12	30.0	29.3	7,645	32.4	34.1
Retail Service	10	25.0	16.8	1,408	6.0	6.9
Leisure Service	7	17.5	22.0	3,822	16.2	25.4
Financial and Business Service	2	5.0	11.5	172	0.7	7.5
Vacant	4	10.0	12.6	656	2.7	10.2
<b>Total</b>	<b>40</b>	<b>100.0</b>	<b>100.0</b>	<b>23,577</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May/June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

5.2.7 Whilst the number of vacant units remains unchanged from 2012, the amount of vacant floorspace has significantly reduced. This is primarily been due to the re-configuration and occupation of previously vacant units on the Enterprise 5 Retail park. The units are now occupied by Poundstretcher, Poundland, Pets at Home, Specsavers, Subway, Pure Gym, Card Factory, a travel agent and a charity shop.

## **Pedestrian Flows**

5.2.8 There was a reasonable level of pedestrian activity within Five Lane Ends district centre on the day of our site visit during the morning of a weekday in July 2019. Visitors were seen arriving both on foot and by car with the Morrisons supermarket and adjacent Enterprise 5 Retail Park being particularly busy. These premises share a large surface-level car park, however parking provision across the rest of the centre is limited. There is a signalised crossing on the four-lane Bradford Road which aids pedestrian movement between the Morrisons/Enterprise 5 Retail Park car park and a parade of shops on Highfield Road. Given the mix of retail and leisure uses at the junction of Bradford Road and Norman Lane, including takeaways, a pub and a gym, it is expected that the district centre will continue to attract visitors late into the evening.

## **Accessibility**

5.2.9 Whilst there are some small car parking areas adjacent to premises at the southern end of the district centre, the majority of off-street parking provision is located adjacent to Morrisons and Enterprise 5 Retail Park. There was no evidence of parking restrictions within the car park at the time of the site visit, which is likely to encourage linked trips and extend dwell times. The bus stops within the district centre provide regular services to a variety of destinations including Buttershaw, Bradford City Centre and Shipley.

5.2.10 There are six bus stops in the district centre including two in the Morrisons and Enterprise 5 Retail Park car park which provide a short, level route to the said shopping facilities. Aside from cycle racks adjacent to Pure Gym, no other cycle parking facilities were observed in the district centre, although the surrounding roads are wide and reasonably flat i.e. suited to cycling.

5.2.11 The site of the former Methodist Church and Sycamores pub on Norman Lane feel isolated from other parts of the district centre. These premises site at the rear of the Morrisons supermarket and are disconnected from other shops and services on Norman Lane by a row of residential properties. However, when these sites are brought back into use, it is anticipated that pedestrian movement to and from this part of the district centre will increase.



## **Perceptions of Safety**

- 5.2.12 The centres location along major routes means there is a flow of vehicles throughout the day which provide some natural surveillance of the centre. However, this location along the main roads does present issues in terms of safe crossings.
- 5.2.13 The Pure gym at the retail park area of the centre is open 24 hours, meaning there is the potential for activity and surveillance in the centre throughout the day. The large car park appeared to have sufficient lighting coverage, however additional coverage along the southern edge, which is the farthest section from the units, would benefit from more lighting

## **Environmental Quality**

- 5.2.14 The district centre's appearance is dated in places. There are however signs of recent investment in some of the units, including the McDonalds drive thru and Enterprise 5 Retail Park. The district centre is dominated by the Morrisons and Enterprise 5 Retail Park where soft landscaping is confined to narrow strips of tree planting along the boundary. Planters add some visual interest to the parade of shops on Highfield Road, however they are not large enough to have a significant impact on the streetscene.
- 5.2.15 The site of the former Methodist Church on Norman Lane is overgrown. This site is not screened from the road and its appearance gives a negative first impression of the district centre.

## **Conclusions**

- 5.2.16 The total number of units has fallen from 43 in 2012 to 37 in 2019. However, this is the result of significant changes to the layout of the Enterprise 5 Retail Park to accommodate new comparison goods retailers and a gym. The centre continues to be anchored by the Morrisons foodstore, with additional facilities in Five Lane Ends providing a good mix of retail and leisure services. The centre is also considered to showcase good accessibility by car and bus. It is worth noting that a selection of shops in parts of the centre do appear dated and the centre's appearance also suffers from both the cleared former Methodist Church site and the current closure of the adjacent Sycamores pub building. However, the former church site does provide an opportunity to introduce new shops and services to the centre. Despite the limited community facilities within the centre, it is considered that the health of Five Lane Ends district centre has improved since 2012 and continues to play a key role as a retail and service destination for the wider area. We do not recommend any changes to the currently adopted boundary.

## 5.3 Girdlington

### Overview

5.3.1 The centre is focused along Thornton Road, comprising primarily of terraced units. The Victoria Shopping Centre is located in the western part of the centre and includes a Morrisons store, which is the largest unit in the centre, along with The Range and several smaller units including Specsavers and Carphone Warehouse. The rest of the

**Figure 5.2 – Photographs of Girdlington**



Victoria Shopping

Ingleby Road

### Diversity of Uses

- 5.3.1 Looking at the convenience offer first, Girdlington has an average proportion of units (7.9%), however the presence of Morrisons and Lidl which gives a significant convenience floorspace proportion (40.9%) way above the national average (15.4%). Other convenience units in the centre include an off licence, a vape shop, a grocers and CTN store.
- 5.3.2 Girdlington’s comparison offer appears more oriented to larger comparison and bulky goods and is comprised of several household goods units (including The Range), furniture stores and electrical goods stores, a Wyndsors World of Shoes and Thornton Interiors. whilst there is a lack in variety of comparison uses, the centre does fulfil a role in household, interior and furnishings, with the deficits (notably clothing) being accommodated in other centres.
- 5.3.3 In terms of leisure service units in the centre, there was a slightly below average amount of uses compared to national figures (19.7% to 22.0% nationally) and a significantly lower amount of floorspace (6.8% to 25.4%). This could be a result of two factors; the presence of large sized comparison and convenience uses skewing the results and also the general small floorspaces of leisure service units. Leisure services in Girdlington included; 8 fast food

restaurants, a bookmakers (Ladbrokes) and take aways including Subway, Dominos, KFC and McDonalds, 4 cafes, a public house and a restaurant. The national multiple leisure service brands were located to the south of Thornton Road usually in standalone units, with the independent units being located along Thornton Road.

- 5.3.4 The retail service offering comprises of four hairdressers, two travel agents, a car repair centre, a Post Office, a petrol filling station, Specsavers Opticians, a laundrette and a dog groomers. Despite the below average representation in terms of both number (15.8%) and amount of floorspace (6.0%) when compared to national figures (16.8% and 6.9% respectively), we would consider this offering to be suitable to meet the needs of users.
- 5.3.5 The financial and business service offering includes four estate agents and a professional catering firm. There are three ATM machines in the centre at the Morrisons in the Victoria Shopping Centre which will accommodate a limited range of financial functions and the Post Offices also allows for some. Whilst the offering is lacking when compared to national figures, and is not particularly broad, this is a typical characteristic observed in the district centres, we therefore consider the financial and business service need is most likely met in other centres.
- 5.3.6 The vacancy rate in Girlington is above the national average (18.4% to 12.6% nationally), however the amount of floorspace is below (5.8% to 10.2% nationally) this is likely due to the small unit sizes in the centre. We note that the vacancy rate has remained relatively stable across different surveys.

**Table 5.2 – Girlington Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	6	7.9	7.9	10,496	40.9	15.4
Comparison	24	31.6	29.3	10,228	39.9	34.1
Retail Service	12	15.8	16.8	1,552	6.0	6.9
Leisure Service	15	19.7	22.0	1,738	6.8	25.4
Financial and Business Service	5	6.6	11.5	398	2.1	7.5
Vacant	14	18.4	12.6	1,245	5.8	10.2
<b>Total</b>	<b>76</b>	<b>100.0</b>	<b>100.0</b>	<b>25,657</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 5.3.7 There is one community facility in the district centre, St Williams Church along with its hall. There are 13 national operators present in the centre, including, Carphone Warehouse,

Explore Learning, Domino's, KFC, Ladbrokes, Lidl, McDonalds, Morrisons, Specsavers, Subway, The Post Office, The Range, and Wyndsors World of Shoes.

## **Pedestrian Flows**

- 5.3.8 Pedestrian activity was noted in the western area of the centre around the vicinity of Morrisons and The Range. The remainder of the centre was observed to be quiet.

## **Accessibility**

- 5.3.9 The centre is highly accessible by car, with the centre having a large car park by Morrisons and The Range to support a large volume of visitors. On street parking is available along Thornton Road however the provision was limited.

## **Perceptions of Safety**

- 5.3.10 The centre appeared to be safe and secure. The centre's location on a main road saw a near constant flow of traffic which not only animates the centre but provides a level of surveillance. Several premises were noted as having cameras installed and the shops along Thornton Road all appeared to have roller shutters. Some of the vacant units were in a poor condition and in need of repairs – it was unclear as to whether this is a result of lack of maintenance or through vandalism.

## **Environmental Quality**

- 5.3.11 The centre has two distinct character areas; the area around the Morrisons / The Range and the area along Thornton Road. The Morrisons / The Range area has the character of a retail park, with large units and a large parking area. This area was noted as being in a good condition and maintenance however the large car park did impact the centres overall quality.
- 5.3.12 Thornton Road had more of a look of a traditional high street however some of the buildings appeared in need of cosmetic repairs and the vacant units in particular were in need of maintenance. Several buildings were noted as having a proliferation of signage which gave a cluttered look. The busy nature of Thornton Road did somewhat detract from the overall quality.

## Conclusions

- 5.3.13 Girlington is a large district centre which accommodates a number of national retailers, including Morrisons, The Range and Specsavers. There is also a good provision of local independent traders, including several furniture and household goods stores.
- 5.3.14 Although the proportion of vacant units is slightly above the national average, the vacant units are small and only comprise 5.8% of the total floorspace. The site visit in July 2019 confirmed that the centre is performing well, with the high levels of pedestrian and vehicular movement indicating that Girlington was a popular destination for local residents. As a result, it is considered that Girlington should continue to be allocated as a district centre. No boundary amendments are proposed.

## 5.4 Great Horton

### Overview

- 5.4.1 Great Horton district centre is located approximately 2.7km to the south west of Bradford city centre. The centre is linear in nature and is focused along an approximately 750m stretch of Great Horton Road, with its boundary spanning from the junction with Crabtree Place in the north to the junction with Bartle Lane in the south.

### Figure 5.3 – Photographs of Great Horton



Methodist Church, Great Horton Road



Great Horton Road

### Diversity of Uses

- 5.4.2 When compared to the previous surveys of the centre, the overall number of units has increased over time, indicating the centre is growing. The amount of floorspace has

significantly increased from the previous survey – this is due to the Tesco Extra being included within our counts.

- 5.4.3 Looking at the convenience offer in the centre, the amount of convenience uses observed this is dominated by the Tesco Extra supermarket, which is also the largest unit in the centre. Other convenience uses observed included an additional supermarket (Al Halal), 3 convenience stores / mini markets, 2 newsagents, a butcher and a bakery. We noted there was a clustering of convenience uses around the junction of Great Horton Road and Southfield Lane.
- 5.4.4 Looking at comparison uses in the centre, the number of units observed in this category is significantly lower compared to the national average. Comparison uses observed include three furniture / kitchen stores, a florist, an electronics store, a DIY store, a book shop and a discount store. The largest comparison retailer is the Super Pound discount retailer store at the northern end of the centre. Whilst the figures indicate there to be a significant lack of comparison units and floorspace, we are aware that the Tesco Extra includes a significant amount of comparison floorspace on its mezzanine level, including clothing, hardware and electronics. We would consider that the comparison needs are not as limited as the figures immediately suggest and that other comparison needs would most likely be met in Bradford City Centre. No national comparison retailers were observed.
- 5.4.5 Retail services uses were the largest classification observed in the centre, with 18 units. Whilst these were predominantly smaller units typical of a 'traditional' high street, the centre included larger units such as the petrol filling station at the Tesco's (471 sq.m), the car repair unit (470 sq.m) and the hand car wash (260 sq.m). Furthermore, despite being dominated by convenience floorspace, the amount of retail service floorspace (12.6%) was observed to be more than the national average (7.0%). The amount of retail service units was also observed to be significantly above the national average (27.3% to 15.0% nationally). Uses observed include 4 beauty salons, 3 travel agents, 2 hairdressers, 2 opticians, and a Post Office.
- 5.4.6 Leisure service provision in the centre is broadly in line with the national average, occupying 16 units. This is the second largest uses observed in the centre. the amount of floorspace observed in leisure service use, is significantly lower then the national average, as previously mentioned this is due to the dominance of the Tesco Extra store skewing the results. The composition of leisure service uses include; 7 take aways, 3 public houses, 2 social clubs, two betting shops, a café and a restaurant. Of the uses observed, two of them were national operators; Ladbrokes and William Hill.



- 5.4.7 Financial and business services in the centre were observed to be below the national averages both in terms of unit proportions and floorspace. Uses included 2 financial services, a solicitor, an auction house, a reprographics firm and a professional building contractor. There is a lack of a retail bank in the centre, but the Post Office caters to a limited range of financial functions.
- 5.4.8 Vacant units in the centre occupy 9 units, with one of these observed to under alteration at the time of survey. This is higher in terms of number and proportion when compared to the previous survey in 2012 and is higher than that national average in terms of unit proportions.
- 5.4.9 With regards to vacant units, it is pertinent to note that the Buildings comprising Harris Court Mill have not been included within our counts, this is despite the site fronting onto Great Horton road – the site is also not explicitly within the defined District Centre boundary. We are aware that the site was subject to an application for residential development however this has now lapsed and the site has since been damaged by fire. There is no recent plans to redevelop the site, but we are aware that an application to demolish one of the mill buildings has been submitted to the Council in July 2019.

**Table 5.3 – Great Horton Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	9	13.6	7.9	11,336*	61.4	15.4
Comparison	8	12.1	29.3	1,267**	6.9	34.1
Retail Service	18	27.3	16.8	2,326	12.6	6.9
Leisure Service	16	24.2	22.0	1,783	9.7	25.4
Financial and Business Service	6	9.1	11.5	1,144	6.2	7.5
Vacant	9	13.6	12.6	593	3.2	10.2
<b>Total</b>	<b>66</b>	<b>100.0</b>	<b>100.0</b>	<b>18,449</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

\*Includes Tesco Extra unit of 10,225 sq.m gross floorspace

\*\*This does not include the comparison floorspace contained within the Tesco Extra

- 5.4.10 In addition to the uses outlined above, the centre also contains a Methodist Church and a dental surgery.

### Pedestrian Flows

- 5.4.11 Pedestrian flows were observed throughout the centre, with particular flows noted going into and towards the Tesco Extra. The peripheries, or rather the northern and southern ends of

the centre were quieter than the other areas. Groups of people were observed congregating in the small park / greenspace to the front of the Methodist Church.

## **Accessibility**

- 5.4.12 The main car park for the centre is the Tesco car park, however this is for customer use only. Sections of Great Horton Road did include sections for on street parking, which was observed to be in heavy use.
- 5.4.13 Several bus stops were observed within and on the edges of the centre with services towards Bradford City Centre, Shipley, Halifax, Bankfoot and other areas of the main Bradford urban area.
- 5.4.14 The pavements were considered to be wide enough to accommodate users with access issues. No cycle lanes were observed in the centre nor any formal areas for cycle parking along Great Horton Road, some cycle parking was observed at the Tesco Extra store.

## **Perceptions of Safety**

- 5.4.15 Areas of pavement in the centre had notable stretches of pedestrian guard rails which appeared to encourage users to cross Great Horton Road informally – this also may be an indication of highways related safety issues historically being prevalent and the inclusion of more crossings could be explored. Units in the centre were observed to have shutters and some premises were CCTV secured.

## **Environmental Quality**

- 5.4.16 We would consider the environmental quality of the centre to be mixed. The Harris Court Mill is a significant visual detractor for the centre due to its large, imposing scale and its current condition. There were several other buildings in the centre which were in need of maintenance, but not to the same extent as the mill buildings.
- 5.4.17 Several buildings within the centre are statutory Listed Buildings, including the grade II Listed St John's church and the Grade II Listed Methodist Church. The remainder of the listed buildings are spread throughout the centre. The majority of the centre, and areas outside of it, fall into the Great Horton Conservation Area, which indicates the architectural quality and merit of the buildings within.



5.4.18 There was some vegetation observed along the street scene, with the area around the Methodist Church seemingly popular for people to congregate in. However, there were areas where vegetation had overgrown and could impact users on pavements.

5.4.19 There was some evidence of graffiti and vandalism on some buildings but these generally ones which were vacant. Despite there being bins present in areas of the centre, litter was noted throughout.

## **Conclusions**

5.4.20 We would consider that Great Horton is a healthy centre, but improvements could be made. We would consider the following to be the key issues the centre faces:

- The Harris Court Mill is a significant presence in the centre, despite not being within its boundary, and impacts negatively on its environmental quality. The site does present a significant development opportunity for the centre;
- The presence of several Listed Buildings and the Conservation Area indicates buildings and the area is of historic and architectural merit, however several buildings, including the Harris Court Mill, are in need of varying forms and amount of maintenance;
- There is some vegetation in the centre but some of this is unkempt and overgrown. More vegetation could be implemented in the centre;
- The vacancy rates observed are above the national averages;
- The location on a busy main road presents issues for safe pedestrian crossing, we recommend options to upgrade existing and increase the provision of crossing points be explored;
- The lack of a retail bank presence could be perceived as a weakness, however these needs could be met in nearby Bradford City Centre;
- The lack and variety of comparison units in the centre, however we recognise that Tesco does contain comparison goods and that Bradford City Centre is a major comparison hub for the District.

5.4.21 The centre has increased in size over time, however there is a higher than average number of vacant units in the centre which is an indicator of negative health. The environmental quality is also mixed; with the presence of several Listed Buildings and the centre being within a Conservation Area but there are issues with several buildings requiring maintenance, particularly the Harris Court Mill building.

5.4.22 Whilst the Harris Court Building does not fall within the adopted boundaries, we consider this to be a prominent site for development of potentially residential-led mixed use or purely residential purposes.

5.4.23 The centre contains 66 units and 18,449 sq.m floorspace – the largest contributor to which is the Tesco Extra. Whilst this skews the floorspace proportions, we recognise that it attracts people to the centre and, looking at the patterns across the District, we note that District centres differentiate from the lowest centre tier through having the presence of a major supermarket. We recommend that there be amendments made to the boundary to formally include the Harris Court Mill site and the Tesco Extra.

## 5.5 Greengates

### Overview

5.5.1 Greengates is a busy district centre, approximately 6.5km to the north east of Bradford city centre and 5.3km to the east of Shipley. The units are concentrated around the junction of Harrogate Road and New Line.

### Figure 5.4 – Photographs of Greengates



New Line Retail Park



Harrogate Road

### Diversity of Uses

5.5.2 Greengates convenience offer is considered to be strong, being anchored by a Sainsbury's supermarket and supported by an Asda store and Farmfoods. Additional convenience uses were a vape shop and Greggs the bakers. Whilst this amount of provision may appear small, it does equate to an above national average provision and a significantly higher than average amount of floorspace (38.3% observed to 15.4% nationally). Whilst there is a lack of diversity in terms of convenience uses (eg no butchers, greengrocers), we consider that

these deficits are met within the supermarkets, particularly Sainsbury's. There is also additional convenience provision at the Premier Store located approximately 100m to the east of the centre on New Line.

- 5.5.3 Comparison uses in Greengates are roughly half of the national average (14.7% observed to 29.3% national average), however there is a significantly higher than average amount of floorspace (41.6% observed to 34.1% national average) – this is a result of the presence of the Matalan store (4,037 sq.m) and the B&M Bargains (2,500 sq.m). These two units are a significant presence in the centre and act as a key attractor. Other comparison uses present include 2 pharmacies (Including Boots) and a mobile phone shop. Sainsbury's also contains an Argos concession in store which also contributes to the comparison offer, however this is not included within our counts.
- 5.5.4 Retail services units occupy a higher than average proportion of units in Greengates, 5 of which are health and beauty salons, 1 is an optician and another the PFS associated with the Sainsbury's. whilst this is a typical mixture, we note there is a lack of a Post Office in the centre. We are aware a Post Office concession is located within 100m distance of the centre's boundary within the Premier Store.
- 5.5.5 Leisure services are the largest sub-category present in the centre, occupying 38.2% of the units, which is significantly above the national average (22.0%). The composition of the leisure service offering is 5 take aways, 2 restaurants, 2 bars, a public house, a café, a social club and a gymnasium. Whilst take aways make up the largest number of leisure service units, we consider that the general offering is more diverse than other District Centres.
- 5.5.6 A single financial and business service unit, a Natwest Bank, was observed.

**Table 5.4 – Greengates Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	5	14.7	7.9	6,221	38.3	15.4
Comparison	5	14.7	29.3	6,750	41.6	34.1
Retail Service	7	20.6	16.8	749	4.6	6.9
Leisure Service	13	38.2	22.0	2,165	13.3	25.4
Financial and Business Service	1	2.9	11.5	143	0.9	7.5
Vacant	3	8.8	12.6	198	1.2	10.2
<b>Total</b>	<b>34</b>	<b>100.0</b>	<b>100.0</b>	<b>16,226</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 5.5.7 Three vacant units were identified – two within the same row of shops on Harrogate Road and one within New Line Retail Park, however it is understood the latter vacant unit might be related to planned works to improve the junction of Harrogate Road and New Line which also affect other parcels of land adjacent to the junction including part of the curtilage and car park of Farmfoods (which will have a new entrance), gardens and pedestrian access paths of No 142-150a New Line (residential properties), part of the car park of Aldo’s Italiano Restaurant and part of the car park running along the frontage of the Asda Supermarket, Excel Chemists and Natwest bank on New Line.

### **Pedestrian Flows**

- 5.5.8 The weather was wet when the site visit was carried out, however pedestrian activity within the car park at the front of Sainsbury’s was still high, both with people visiting the supermarket itself and walking to other parts of the centre. Footfall was also high around the entrance to the Asda food store on New Line. Footfall was relatively low along New Line on the opposite side of the Harrogate Road junction, which is probably due to the difficulties in crossing this junction.

### **Accessibility**

- 5.5.9 The district centre benefits from having off-street parking provision throughout the centre. Several of these car parks are small but the large car park at the front of Sainsbury’s is well positioned to encourage visitors to park and walk to other parts of the centre and provides several pedestrian routes to enable visitors to do this in an efficient manner. For example, there are three footpaths between the car park and Harrogate Road as well as another access point onto New Line. The lack of pedestrian crossing facilities at the junction of Harrogate Road and New Line is a hindrance to pedestrian movement, however it is anticipated that the planned works to this junction will improve this situation.
- 5.5.10 The site visit identified that traffic levels through the centre were high, with the lack of pedestrian crossings at the junction at New Line (A657)/Harrogate Road (A658) preventing visitors to the centre from undertaking linked trips between the units.
- 5.5.11 There appeared to be little in the way of cycle parking facilities throughout the centre. However, the congested roads through the centre, which have no cycle lanes, are likely to deter cycling.

5.5.12 There are six bus stops within and immediately adjacent to the district centre. These provide regular services to and from Bradford City Centre, Buttershaw, Leeds City Centre, Harrogate, Keighley and Thorpe Edge.

### **Perceptions of Safety**

5.5.13 Greengates is a busy and generally well-maintained centre which feels safe and secure. We did not observe any indications that crime or antisocial behaviour are an issue. There are several premises open late into the evening, including KFC, Core Gym, Sainsbury's and Asda which will encourage footfall and provide natural surveillance late into the evening. The lack of pedestrian crossing facilities at junction of Harrogate Road and New Line is however a safety hazard.

### **Environmental Quality**

5.5.14 A large proportion of Greengates district centre is dominated by queuing traffic at the Harrogate Road and New Line junction. There are two pleasant and well-maintained areas of open space (the war memorial and Greengates Community Garden) adjacent to the junction which help to mitigate the visual impact of the traffic, however it is unclear how these areas will be affected by the planned junction improvements.

5.5.15 The commercial and residential premises within the centre are generally well maintained. There is a mix of traditional and modern commercial units which appear to work well together. There is also a good mix of unit sizes from the 'big box' retailing provided by the Matalan, Sainsbury's and B&M Bargains stores to small terraced units on the opposite side of Harrogate Road.

### **Conclusions**

5.5.1 The site visit in July 2019 indicates that Greengates remains a busy, healthy district centre, primarily due to low vacancy levels and the overall provision of shops and services. centre comprises 34 stores of varying sizes. There is a choice of three foodstores (Sainsbury's, Asda and Farmfoods), which appeared to be trading well. There is also a good variety of comparison outlets in Greengates, including a B&M Bargains and Matalan. The centre also includes two pharmacies, an opticians, bank and petrol filling station. However, the bank is the only financial and business service recorded in the centre. In addition, the Post Office recorded in earlier surveys is now operated from a convenience store located outside the district centre boundary

5.5.2 A significant amount of units in the centre are operated by national retailers, including Boots, Greggs and Subway, which is also a positive indicator of the vitality and viability of Greengates. The centre, which is surrounded by residential properties, has a large amount of off-street car parking which help to maintain footfall. It is worth noting that Harrogate Road and New Line can negatively affect the centre by acting as a barrier to movement and the scale of work occurring on each, disrupting local businesses and temporarily reducing footfall. A further threat comes in the form of the potential impact of the junction improvements on the two areas of public space in the centre, however these improvements should overall improve the safety of pedestrians and cyclists and improve centre connectivity.

5.5.1 WYG proposes that Greengates should remain as a district centre. One small amendment to the boundary is recommended, which is to include the dental practice at No. 179 New Line.

## **5.6 Odsal**

### **Overview**

5.6.1 Odsal is defined as a District Centre in the Council's adopted local plan. As part of the 2013 study, WYG advised that the boundaries of the former Bankfoot Local Centre be extended to incorporate the Richard Dunn Sports Centre, which would be redeveloped into a major supermarket and retail / service complex, and be elevated to a District Centre but it did not have a defined boundary. We have therefore assessed this general area as part of our survey.

5.6.2 The centre is focused along the alignment of Manchester Road (the A641) to the south of Bradford City Centre.

### **Diversity of Uses**

5.6.3 A single convenience use, a convenience store was observed in the centre which we consider to be poor provision overall. We do note that there is a large supermarket, Morrisons, located nearby at Mayo Avenue 500m to the north east of the centre, it is therefore likely that regular and daily convenience needs of local residents are met here.

5.6.4 The comparison offer is below the national average (21.7% observed to 29.3% nationally) and comprises of a DIY store, a pharmacy, a sports equipment / clothing store, a door shop and a second hand car sales unit. The range of uses contains some bespoke and will attract

users beyond a local catchment, however we do not consider it to be particularly viable, with the only regular needs being catered by the pharmacy.

- 5.6.5 Retail services are roughly half of what we would expect to see on average (8.7% observed to 16.8% national average) and comprises of a Post Office and a hairdressers. Whilst these are considered key facilities for residents, there is a significant lack of representation and variety.
- 5.6.6 Leisure services are the largest sub-category in the centre and comprise of the Richard Dunn Centre, 5 take aways (including Dominos), 2 public houses and William Hill. Whilst the presence of the Richard Dunn centre is a significant attractor and facility for the district centre, we are aware that the Council intends to close it once construction of a replacement leisure centre is complete. No financial and business service units were observed
- 5.6.7 The centre has a significant proportion of vacant units, which is higher than the national average (26.1% observed to 12.6% nationally), in light of the Council’s intent regarding the Richard Dunn Centre, it is possible this may increase in the near future.

**Table 5.5 – Odsal Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	1	4.3	7.9	60	0.8	15.4
Comparison	5	21.7	29.3	897	12.3	34.1
Retail Service	2	8.7	16.8	93	1.3	6.9
Leisure Service	9	39.1	22.0	5,473	74.7	25.4
Financial and Business Service	0	0.0	11.5	0	0.0	7.5
Vacant	6	26.1	12.6	799	10.9	10.2
<b>Total</b>	<b>23</b>	<b>100.0</b>	<b>100.0</b>	<b>7,322</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

## Pedestrian Flows

- 5.6.8 Some pedestrian activity was noted around the small parade of units on the west side of Manchester Road, interacting with the Post Office and pharmacy. The remainder of the centre appeared to be quiet.

## **Accessibility**

- 5.6.9 The centre is located along the alignment of the A641, a key route for the area to the south of Bradford City Centre. bus stops are located in the centre with regular services towards Bradford City Centre, Halifax, Brighouse, Wakefield and other destinations in the District. The centre is surrounded by residential uses, however traversing the A641 is difficult due to it being a dual carriageway and there being a limited number of safe opportunities to do so.

## **Perceptions of Safety**

- 5.6.10 The centre appeared to be safe and secure. The amount of traffic which was on the A641 produced natural surveillance in the centre. Whilst no external CCTV was observed, several premises had their own systems installed. The barriers along the pavements prevented pedestrians from informally crossing the A641.

## **Environmental Quality**

- 5.6.11 We consider the environmental quality of the centre to be mixed to poor. The units on the west side of Manchester Road were of a reasonable state of repair however the rest of the units were in need of maintenance and cosmetic interventions. The Richard Dunn Centre is a large building with a unique presence
- 5.6.12 The vacant units observed were appeared to look as though repairs were required, potentially due to them being vacant for a significant period of time in some instance.

## **Conclusions**

- 5.6.13 Overall, we do not consider Odsall to be weak. The key attractor to the centre, the Richard Dunn centre, is intended to close in the near future, which will likely impact visits to the centre. The centre does contain key facilities which meet daily needs, such as the convenience store, pharmacy and Post Office, but overall its offering is restricted when compared to other district centres. Subject to other findings, we would consider that Odsall does perform the function of a district centre and the Council should consider it more to function as a local centre.



## 5.7 Thornbury

### Overview

5.7.1 Thornbury is located approximately 3.5km to the north east of Bradford City Centre and comprises the Woodhall Retail Park and several other smaller commercial units on Leeds Old Road. The retail park comprises a Morrisons, petrol filling station and B&Q, as well as Bargain Buys, Iceland and B&M Bargains. Additional commercial stores in the centre include a McDonalds restaurant/drive thru, a kitchen showroom, two take-aways and decorating store. ATM machines are located at the Morrisons supermarket.

**Figure 5.5 – Photographs of Thornbury**



Woodhall Retail Park



Rushton Avenue

### Diversity of Uses

- 5.7.2 Convenience uses comprise of a Morrisons and an Iceland store which we consider is sufficient to meet the daily convenience needs of users. Despite the small number of convenience uses, the amount of convenience floorspace is significantly higher than the national average (46.1% observed to 15.4% average). The Morrisons store also contains a Timsons key cutters as a concession, however this is not included within our unit counts.
- 5.7.3 The centre also contained a newly built shopping centre, Bradford Plaza, which unfortunately, due to the timing of the survey, we were unable to determine if the units present in Bradford Plaza were either trading or not as they were all closed at the time. Nevertheless, we have determined that Bradford Plaza has a focus on womenswear, wedding clothing, footwear and jewellery – all of which greatly contributes, and diversifies, the centres comparison offer.

- 5.7.4 Retail services comprise of 3 health and beauty salons and a petrol station. Despite this equating to an above average representation, we note the absence of a Post Office in the centre.
- 5.7.5 Leisure services in Thornton were all take aways, which we consider a weakness of the centre due to a lack of variety. We are aware that there is a large cinema (Odeon) in the vicinity of the centre at Gallagher Retail Park – This retail park contains other complimentary leisure services uses, such as take away and dining facilities, therefore the interaction between here and Thornton centre could be somewhat minimal. No financial and business service units were observed in the district centre however, we are aware of the Lloyds Bank branch to the south of the centre along Leeds Road.

**Table 5.6 – Thornbury Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	2	11.8	7.9	8,198	46.1	15.4
Comparison	6	35.3	29.3	6,897	38.8	34.1
Retail Service	4	23.5	16.8	690	3.9	6.9
Leisure Service	4	23.5	22.0	546	3.1	25.4
Financial and Business Service	0	0.0	11.5	0	0.0	7.5
Vacant	1	5.9	12.6	1,454	8.2	10.2
<b>Total</b>	<b>17</b>	<b>100.0</b>	<b>100.0</b>	<b>17,786</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 5.7.6 The only community facility within the district centre is a church, however there are other community uses adjacent to the centre including Thornbury Medical Centre, which is accessed via the Morrisons car park, and the Thornbury Centre on Leeds Old Road which encompasses a community centre and library.
- 5.7.7 The centre is located adjacent to the Gallagher Leisure Park to the south east which accommodates an Odeon cinema, Pure Gym, Costa, KFC and Travelodge hotel. There is one vacant unit, down from two recorded in the previous survey.
- 5.7.8 The site visit in July 2019 identified that the vacant unit on Hawthorne Street (1,454 sq.m) has remained vacant (it was recorded as vacant during site visits in 2007 and 2012). This unit is understood to have planning permission to be converted to a foodstore (17/06090/FUL) and for a mezzanine extension (17/06090/NMA). There have been other, earlier planning consents to subdivide the unit and for a children’s activity centre.

- 5.7.9 There are two relatively new commercial developments adjacent to each other just outside the centre boundary, at the junction of Leeds Old Road and Rushton Avenue. These developments offer approximately 50 small units principally selling Asian clothing, footwear and jewellery but also a small element of retail services and leisure services. The majority of these units form a development known as Bradford Plaza. This land was identified in the previous Study as being a Redevelopment Opportunity Site. WYG believes that the district centre boundary should be amended to include these two new terraces of shops. Consideration should also be given to the inclusion of Thornbury Medical Centre and The Thornbury Centre within an expanded district centre boundary. The inclusion of Bradford Plaza and immediately adjacent units will significantly increase the number of units within the district centre boundary and diversify the centre's comparison retail offer.
- 5.7.10 A second development opportunity at the junction of Leeds Old Road and Rushton Road identified in earlier studies. Planning permission was granted in July 2017 for a discount foodstore on this site (17/01491/MAF), however work had not started when the site visit was undertaken.

### **Pedestrian Flows**

- 5.7.11 We observed Thornbury to be reasonably busy on the day of our visit during the afternoon of a weekday in July 2019. The busiest part of the centre was the Morrisons supermarket on the northern side of the centre with almost all customers arriving by car. The McDonalds restaurant and drive thru on the southern side of the district centre was also busy but with a larger proportion of customers arriving on foot, probably due to its close proximity to residential properties on the opposite side of Leeds Road.

### **Accessibility**

- 5.7.12 The Bradford Plaza development immediately adjacent to the centre boundary was very busy at the time of the site visit. The car park serving the development was full and visitors to the development were using the Morrisons car park.
- 5.7.13 Thornbury has a significant amount of off-street parking, of which only a small proportion was occupied at the time of the site visit. There were signs in the car parks of the B&Q and Woodhall Retail Park warning of parking restrictions. These restrictions could be interpreted as preventing drivers from using these car parks to visit other parts of the district centre i.e. discourage linked trips on foot within the district centre. This is a particular issue in respect of the row of established small shops and services on Leeds Road situated between Woodhall Avenue and Woodhall Road where the availability of on-street parking is limited.

- 5.7.14 The legibility of pedestrian routes between the Morrisons supermarket, B&Q and Woodhall Retail Park could be improved with signposting. There are three pedestrian crossings along Leeds Old Road which assist visitors walking to the district centre from residential areas to the south and south west of the district centre.
- 5.7.15 During the site visit it was noted that the signal-controlled junction of Rushton Avenue and Leeds Old Road caused traffic to back up into the Morrisons car park. This was further exacerbated by cars leaving the Bradford Plaza complex.
- 5.7.16 There are three bus stops within the district centre (all on Leeds Old Road). These provide frequent services to and from the wider Thornbury area, Leeds City Centre and Laisterdyke.
- 5.7.17 There are cycle lanes running along the full length of the local centre and cycle parking facilities are available outside the Morrisons supermarket and McDonalds.

### **Perceptions of Safety**

- 5.7.18 Thornbury generally feels safe and secure during the day-time. However, it should be noted that there are few shops and services in the district centre open later into the evening. Furthermore, the Morrisons and B&Q car parks lack natural surveillance of any significance. The majority of the units within the centre are situated a significant distance from the pavement along Leeds Old Road – the main thoroughfare running through the site. This results in no active frontages and natural surveillance therefore principally comes from passing vehicles.

### **Environmental Quality**

- 5.7.19 The environment in Thornbury is dominated traffic on Leeds Old Road running through the centre and by three large surface level car parks immediately to the north. Whilst some planting has been provided on the periphery (and is generally well maintained), these car parks would benefit from tree planting distributed across the parking spaces to soften their appearance and add visual interest. It would appear that no soft landscaping or public art has been provided as part of the Bradford Plaza development. Given the development's relationship with the junction of Leeds Old Road and Rushton Avenue, this appears to have been a missed opportunity to inject some character and visual interest into the local area. The curtilage of the former Halford's unit is untidy and the unit itself is generally in a poor state of repair. The investment in the building associated with bringing it back into use would improve first impressions of the centre.

## Conclusions

- 5.7.20 Thornbury comprises 19 units, of which only one is vacant (a large freestanding retail unit which has been vacant for a number of years). To the north of Leeds Old Road the centre is split into two separate parts with a Morrisons supermarket and large (national) comparison retailers surrounded by large car parks (which could deter linked trips on foot) occupying one part, whilst the other part comprises small terraced properties occupied by independent retail and leisure units with only limited on-street parking. Many of the premises in the district centre are large, thereby allowing a wide range of products to be displayed. The mix of uses within the current district centre boundary is reasonable but lacks the choice and variety of retail services and leisure services found in other district centres in Bradford. In addition, there is only one community facility within the district centre (a church), there is no pub and no Post Office. There are no financial and business services within the district centre either. Notwithstanding, around half of the units in the district centre are operated by national retailers which is a positive indicator of the vitality and viability of Thornbury.
- 5.7.21 WYG proposes that Thornbury should remain as a district centre with consideration given to including the Bradford Plaza shopping complex and a smaller adjacent parade of shops within a revised district centre boundary. In addition, the inclusion of adjacent community facilities within the revised centre boundary – namely Thornbury Medical Centre and The Thornbury Centre should be considered.

## 5.8 Tong Street

### Overview

- 5.8.1 The district centre is situated approximately 3.8km to the south east of Bradford City Centre, with the commercial stores located on both sides of Tong Street. The centre is split between The Avenue Retail Park, which contains the larger retail / service units are mostly occupied by national multiple retailers, and the terraced units along Tong Street which are predominantly independent or local traders.. The largest units are located within The Avenue Retail Park and these comprise Cash Converters, Gala Bingo, Iceland foodstore, Pet City, Poundstretcher, Farmfoods and Wynsors Shoes. The remaining units on Tong Street are smaller stores and tend to be operated by independent local retailers, with the exception of the Bargain Booze, Post Office and William Hill businesses.

**Figure 5.6 – Photographs of Tong Street**



Tong Street



Avenue Retail Park

## Diversity of Uses

- 5.8.1 The convenience offer in Tong Street comprises of two frozen food stores (Iceland and Farmfoods), 2 off licenses (including a Bargain Booze), a bakery, a CTN unit and a vape store. Compared to other district centres, we would consider this provision to be weak, particularly given the absence of a large food store / supermarket.
- 5.8.2 The comparison offer includes 3 clothing stores (including a specialist childrenswear shop), Wyncors world of Shoes, a car parts shop, an electrical goods store, a florist, Superdrug, a pet supplies shop (Pet City), Poundstretcher and a bathroom furniture store. We do consider this to be a suitable range of goods covered and it is seemingly more specialist in its offering compared to other centres.
- 5.8.3 The retail service offering is small when compared to both national average figures (5.3% observed to 16.8% average) and also compared to other district centres, which we generally have observed to have an above average representation. The retail service uses present were a Post Office and a hairdresser.
- 5.8.4 Leisure services comprised of 11 take aways, William Hill, a public house, a cafe and a Buzz Bingo. The Buzz Bingo unit is also the largest unit in the centre (3,131 sq.m). There is clearly a lack of diversity with the leisure service offering, however we do consider the Buzz Bingo to be a unique feature which will attract users from a wider catchment.
- 5.8.5 The financial and business service offering comprises of a single unit, a pawnbroker (Cash Converters). Whilst this is below national averages, it is not an untypical characteristic of district centres.

- 5.8.6 Since September 2012, the level of vacant units in the centre have remained the same, and the two previously vacant units along Tong Street are still vacant. However, the overall vacancy level remains low when compared to national averages.
- 5.8.7 One change recommended for the district boundary is to include the units on the west side starting from Willian Hill to no.367 Tong Street, exclude residential properties up to no.377 Tong Street and joint the existing boundary at no.383 Tong Street.

**Table 5.7 – Tong Street Diversity of Uses**

Category <sup>1</sup>	Units			Floorspace		
	No. of Units	% of Total	National average	sq.m	% of Total	National average
Convenience	7	18.4	7.9	2,162	20.9	15.4
Comparison	12	28.9	29.3	3,025	29.6	34.1
Retail Service	2	5.3	16.8	202	2.0	6.9
Leisure Service	15	39.5	22.0	4,199	40.6	25.4
Financial and Business Service	1	2.6	11.5	497	0.0	7.5
Vacant	2	5.3	12.6	144	1.4	10.2
<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>100.0</b>	<b>10,347</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

### Pedestrian Flows

- 5.8.8 There was a notable amount of activity noted in The Avenue Retail Park and less activity observed along Tong Road

### Accessibility

- 5.8.9 There is good provision of both on street parking along Tong Street and off-street parking at Avenue Retail Park. At the time of the visit the district centre was busy with heavy traffic along Tong Street, which indicates the centre remains a chosen centre for users. The Avenue Retail Park and Tong Street do appear to be somewhat separate, with Tong Street itself acting as a physical barrier for pedestrians and the current crossing arrangements at the junction of Tong Street, Holme Lane and Weaverthorpe Road, and along Tong Street in general, are somewhat lacklustre.

### Perceptions of Safety

- 5.8.10 Tong Street feels generally safe and secure. Traffic along Tong Street provides a level of surveillance in the centre. The Avenue Retail Park has CCTV covering the parking area and the units also have their own coverage. Units along Tong Street were also observed to have



CCTV. The later opening hours of Buzz Bingo allows for the centre to have activity for a more prolonged period which increases the level of natural surveillance.

## **Environmental Quality**

5.8.11 The overall environmental quality is reasonable. The heavy traffic flows along Tong Street do detract on the quality and there were also isolated instances of rubbish and littering along this area of the centre. Units along Tong Street are mostly terraced buildings with shops on the ground floor, giving the perception and feel of a traditional high street, some of the units were in need of some cosmetic improvements but were observed to generally be in a good state of repair. The Avenue Retail Park has the typical aesthetic of a retail park, with buildings of a reasonable quality and in a good state of maintenance. Soft landscaping, planting and vegetation is present, however it primarily is confined to the southern side of Tong Street and to The Avenue Retail Park, improving this so it extends on the other side of Tong Street should be explored.

## **Conclusions**

5.8.12 Tong Street is effectively split into two separate and distinct areas on both sides of Tong Street, with a mix of unit sizes and operators. The Avenue Retail Park accommodates the largest units, including Farmfoods, Wyndsors, Gala Bingo, Iceland, Pound Stretcher and Pet City, whilst the remaining smaller units on Tong Street tend to be operated by independent local retailers. We recommend the Council explore options to improve pedestrian connectivity between Tong Street and the Avenue Retail Park and also explore measures to improve pedestrian crossing along Tong Street.

5.8.13 All the units within Avenue Retail Park are occupied, which indicates that the level of commercial confidence in the centre has improved since the previous BRLS (2007). The vacant units have remained the same since the latest previous BRLS in 2012. As a result, WYG considers that Tong Street should remain as a district centre and propose amendments to the adopted boundary to incorporate the units up to Horseman Street.



## 6.0 Local Centre Health Checks

- 6.1.1 For each centre, a plan showing the local centre boundary and the diversity of uses is provided at Appendix 4.

### 6.2 Addingham

- 6.2.1 Addingham local centre is located in the village of Addingham in the north of Bradford district, approximately 4 km to the north west of Ilkley town centre and 19 km north west of Bradford City Centre. The local centre is located linearly along Main Street and focused around the junction with Bolton Road.

**Figure 6.1 – Photographs of Addingham**



Main Street

Main Street

- 6.2.2 As shown in Table 6.1 below, there are three convenience units located in the centre, namely a newsagents/post office, a sandwich shop and a deli. The 4 comparison outlets comprise a Rowlands pharmacy, a florist/gift shop, a florist and a womenswear shop. There are 5 retail services in the centre comprising 4 hair/beauty salons and a dog groomers. The 7 leisure service units comprise 3 pubs, a coffee shop, a social club and a takeaway. With the exception of Rowlands pharmacy, all of the operators in the centre are independents.
- 6.2.3 A medical centre, community hall (Addingham Memorial Hall), library and 2 children’s nurseries are also located in the centre. At the time of our visit, the library was under refurbishment for Addingham Hub, which will additionally provide a heritage centre and community function room.
- 6.2.4 5 units in the centre are vacant, accounting for fifth (20%) of all units. Vacancy in the centre is therefore high and above the 2012 (three vacant units) and 2007 levels (one vacant unit).

Nevertheless, the current level of vacancy represents a decrease from a peak of eight vacant units identified at July 2016 as some properties have since been taken up by new operators or changed to residential use.

6.2.5 The centre was quiet at the time of our visit, which reflects the small size of the centre. A modest amount of car parking is available on street and in a small public car park immediately west of the centre. The 3 pubs, the memorial hall and medical centre are served by private car parks. Environmental quality is high, with the centre characterised by traditional stone properties that are well maintained and several public gardens and spaces located throughout the centre.

**Table 6.1 – Addingham Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	8.0	9.2
Comparison	4	16.0	29.8
Retail Service	5	20.0	14.9
Leisure Service	7	28.0	24.3
Financial and Business Service	2	8.0	10.0
Vacant	5	20.0	11.5
<b>Total</b>	<b>25</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.2.6 Overall, we consider that Addingham is an attractive and healthy centre. The convenience offer in the centre is limited, comprising a CTN store and a delicatessen. Whilst there is no convenience store present within the town centre, there is an edge-of-centre Co-op Food store located around 120m to the east of the centre boundary, which provides village residents with local access to a food offer. The mix of other retail and service uses in the centre is reasonable for a centre of its size. Vacancy in the centre is relatively high having risen over the last decade. However, the slight decrease in vacancy seen over the last three years suggests that vacancy in the centre has now stabilised. Representation of leisure uses is strong and the vitality and viability of the centre is supported by its range of community uses, traditional village character and high quality environment.

6.2.7 It is recommended that the Council monitors vacancy levels in the centre to confirm that vacancy has stabilised as a continued rise in vacancy poses a threat to the vitality and viability of the centre.

- 6.2.8 We recommend minor changes to the defined local centre boundary as show in the centre plan at Appendix 4 to encompass commercial properties at 100 to 104 Main Street, the medical centre and pharmacy.

## 6.3 Allerton

The local centre is located approximately 5km to the west of Bradford city, with the retail and service units located in a linear pattern along Allerton Road and at the purpose-built Allerton Shopping Centre. Aldi and the Co-operative Food are the largest units in the centre, with additional convenience provision available at the Bargain Booze off licence and minimarket. There are limited comparison outlets in the centre, including a Lloyds pharmacy, a general and stationery store. Additional service provision is available in the remaining units, include eleven takeaways, Coral betting shop, a dry cleaners/laundrette, funeral directors, three hairdressers, two public houses and a garage. There are 5 vacant units in the centre and these boarded-up units detract from the overall environmental quality of Allerton. The number of vacancies has remained the same since the previous site visit in 2012. An ATM machine is available at the Co-operative Food store.

**Figure 6.2 – Photographs of Allerton**



Off Allerton Road



Along Allerton Road

**Table 6.2 – Allerton Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	11.1	9.2
Comparison	5	13.8	29.8
Retail Service	8	22.2	14.9
Leisure Service	14	38.9	24.3
Financial and Business Service	0	0	10.0
Vacant	5	13.8	11.5
<b>Total</b>	<b>36</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.3.1 Aside from the new Aldi foodstore, the appearance of the units within the local centre is generally tired with very limited soft landscaping. The vacant units occupy some large units and located in prominent positions which further detract the local centre.
- 6.3.2 The local centre has the benefit of natural surveillance from passing traffic on Allerton Street and the mix of uses within the centre generates both daytime and night-time trade.
- 6.3.3 There are bus stops along Allerton Street within the local centre. On-street parking is provided along Allerton Street running almost the full length of the local centre and off-street parking provision is available at the two largest convenient units, Co-op and Aldi.
- 6.3.4 We recommend minor changes to the southern part of the boundary to incorporate the Co-op Food store and surrounding units.

## 6.4 Baildon

- 6.4.1 Baildon is located approximately 3km to the north of Shipley town centre, with the retail and service units concentrated at the Towngate roundabout, Westgate and Northgate.

**Figure 6.3 – Photographs of Baildon**



The Grove looking towards Northgate

Westgate looking towards the Ian Clough Centre

- 6.4.1 Table 6.3 below shows the breakdown of units within Baildon town centre. A point of note is that the total number of units in Baildon has increased from the previous survey from 65 to 70 units. Table 6.3 shows that Baildon town centre contains six convenience units, with the convenience offer being anchored by the Co-op Food store and supported by Martins (McColl’s) newsagents, bakers, butchers and others. In terms of comparison goods, we would consider the range of comparison units to be rather varied covering a range of specific goods, with units including 2 florists, 2 clothing stores, 2 pharmacies, 2 gift stores, a home interior store and a home and gardenware store.
- 6.4.2 There is an overconcentration of retail services within Baildon, with 14 units being hairdressers, barbers or beauty salons. Other retail services include a funeral director, a dog groomer, an optician and a travel agents. Post Office services are available within Martin’s convenience store – as this is a concession, it is not included within the overall unit counts. There is also a significant over representation of leisure services in Baildon when compared to the national average, these include; 5 take aways, four restaurants, 3 cafes, 3 pubs, 2 social clubs and a betting shop (Coral Betting). Regarding financial and business services, 8 units were observed as being in this use and included 3 accountancy units, 3 estate agents, a business support store and a solicitor. ATM facilities are available at the Co-op Foodstore. Other facilities in Baildon include a library, a village hall and a chiropodist.
- 6.4.3 Regarding vacancy rates, this has increased from the previous survey to three units (or 4% of the overall total) with the closure of Santander and a delicatessen contributing to this. Despite this increase, the vacancy rate in Baildon remains well below the national average.

6.4.4 National multiples present in Baildon include the Co-op Food store, McColls, Boots, the Post Office and Coral Betting. The remainder of stores in Baildon are either independent traders or local chains.

6.4.5 The overall environmental of Baildon is considered to be high quality, with the centre appearing to be well maintained and attractive for shoppers to Baildon. The public realm was considered to be of a good standard and quality. Several Listed Buildings are located along Northgate and Westgate, and the majority of the centre falls within a Conservation area. On-street parking is available to the front of the retail units, with park dedicated car parking facilities located at Browgate, Ian Clough Hall and the Co-op foodstore. The centre is located along a busy road, centred on a 6-armed roundabout which can cause issues for safe pedestrian crossing on some arms. A bus station also located adjacent to the Martins store.

**Table 6.3 – Baildon Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	6	8.6	9.2
Comparison	15	21.4	29.8
Retail Service	20	28.6	14.9
Leisure Service	18	25.7	24.3
Financial and Business Service	8	11.4	10.0
Vacant	3	4.3	11.5
<b>Total</b>	<b>70</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.4.6 Overall, we would consider Baildon to be a viable centre. Although the proportions of leisure and retail services is markedly higher than national averages, the vacancy rate is considerably lower. The proportions of units has remained relatively the same since the previous survey with the most notable shift being the decrease in the proportion of retail services, however this is more a result of an overall increase in the amount of units in Baildon being occupied by other retail uses rather than a specific decrease in retail services.

6.4.7 We would recommend monitoring vacancy rates in the centre and also advise on looking at implemented a scheme for safer pedestrian crossing on all arms of the roundabout. We also recommend minor boundary changes to remove the two residential units in the south western aspect of the town centre.



## 6.5 Barkerend Road

6.5.1 The local centre is located in a linear form along Barkerend Road (the B6381), approximately 0.5km to the north east of Bradford City Centre. Although Barkerend Road was heavily congested with traffic passing through the centre, a reasonable level of footfall was witnessed during the site visit due to all but one of the units (the mosque) being on the same side of the road.

**Figure 6.4 – Photographs of Barkerend Road**



Barkerend Road

Barkerend Road

**Table 6.4 – Barkerend Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	5	19	9.2
Comparison	7	26	29.8
Retail Service	4	15	14.9
Leisure Service	6	22	24.3
Financial and Business Service	2	7	10.0
Vacant	3	11	11.5
<b>Total</b>	<b>27</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.5.2 In addition to the above, the local centre includes a mosque, church and community centre.

6.5.3 There is a good variety of uses in the centre, including a Lidl, travel agent, computer repair shop, furniture shop, jewellery shop, drapery shop, accountancy office, five restaurants and take-aways, a hairdressers and a Post Office/newsagents. 2 ATMs are located at the Londis store associated with the BP petrol filling station. Vacancy levels have increased from two to

three units since the 2012 site visit. One of the vacant units recorded was previously occupied by an independent food store which occupied one of the largest units along the more established, eastern stretch of the local centre.

- 6.5.4 There are bus stops and cycle lanes within the local centre. On-street parking is provided along both sides of Barkerend Road running almost the full length of the local centre. However, parking on one side of the road was for permit holders only and the other side was restricted to 1 hour. The only significant area of off-street parking is the car park associated with the Lidl food store.
- 6.5.5 Aside from the Lidl foodstore and BP petrol station, the appearance of the units within the local centre is generally tired. Soft landscaping is limited to occasional trees and small, poorly maintained pockets of open space between Barkerend Road and Binnie Street; Barkerend Road and Barlow Street; and Barkerend Road and Webster Street.
- 6.5.6 The local centre has the benefit of natural surveillance from passing traffic and residential properties on the opposite side of Barkerend Road. The mix of uses within the centre generates both daytime and night-time trade.
- 6.5.7 2 development opportunities were identified, the first is a small vacant plot of land located within the local centre between 278 and 280 Barkerend Road. The poor appearance of this land detracts from the street scene. The second is outside the centre boundary but immediately adjacent to the Lidl foodstore. The development opportunity comprises former mill buildings and adjacent open space. There is a risk however, that new town centre uses on this land, particularly retail with the benefit of new off-street car parking could draw trade away from the more established eastern end of the local centre.
- 6.5.8 Vacancy levels have only increased by one unit since 2012 and vitality and viability of the centre is supported by a healthy mix of retail, leisure and community uses. However, recent investment in western end of the local centre (Lidl and the BP garage) emphasises the tired appearance of many of the properties and small pockets of soft landscaping at the eastern end of the Barkerend Road. The centre has the benefit of adjacent high-density residential areas which encourages footfall. However, there is no off-street parking provision at the eastern end of the local centre and on-street parking restrictions do not allow for significant dwell time for visitors arriving by car. There no recommended changes to the centre's boundaries.



## 6.6 Bolton Junction

6.6.1 The previous BRLS (2008) had identified that Bolton Junction was not functioning as an effective local centre, particularly as it did not contain a newsagent, Post Office or pharmacy. In addition, there were two large vacant units in the centre, notably the former fitness outlet on Bolton Road and the former QLM store on Idle Road. The site visit in September 2012 identified that the former building was operating as a gym, whilst the latter unit was still vacant. Our site visit undertaken in July 2019 identified that the former QLM building (now known as Kingspark Retail Parade) is now occupied by a charity shop, nail and beauty salon, ice cream parlour, carpet shop, furniture shop and cannabidiol shop (on the upper level). Other shops and services in the local centre include two funeral directors, an estate agent, a betting shop, two hairdressers and a clothes shop.

**Figure 6.5 – Photographs of Bolton Junction**



Junction of Idle Road and Bolton Road

Idle Road

6.6.2 The remainder of the centre comprises a good mix of uses including a pub, coffee shop, clothes shop, two hairdressers and two funeral directors. an ATM machine available at the McColls unit. The HSBC bank recorded in a previous survey has closed.

**Table 6.5 – Bolton Junction Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	6.2	9.2
Comparison	6	18.8	29.8
Retail Service	10	31.3	14.9
Leisure Service	11	34.4	24.3
Financial and Business Service	1	3.1	10.0
Vacant	2	6.2	11.5
<b>Total</b>	<b>32</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.6.3 Regarding community uses, there is one church in the local centre. Our survey also identified six national operators in the centre, namely a McColl's convenience store, Dominos, Barnardo's, William Hill and Chicken Cottage.
- 6.6.4 Off-street parking is available above the Kingspark Retail Parade and at the front of the McColl convenience store. On-street parking is also available within the local centre and on adjacent side roads with no permit or time restrictions. A zebra crossing and signal-controlled traffic lights aid movement around the local centre on foot. There are also bus stops within and immediately adjacent to the local centre. Footfall was generally low at the time of the site visit. Activity was primarily focused on the car park at the front of McColl's.
- 6.6.5 The general appearance of premises within the centre was good and well maintained, however the gym, which sits in a prominent, elevated position at the main junction in the local centre, would benefit from some investment in its elevational treatments and landscaping. In addition, the vacant phone shop and Chicken Cottage outlet adjacent to the gym would also benefit from some improvements to the curtilage.
- 6.6.6 The centre comprises a wide variety of shops and services. In addition, the large former QLM building is now occupied. Footfall was low at the time of the visit, however only two vacant units were recorded. WYG believe that Bolton Junction should be retained as a local centre. One minor change to the boundary of the centre is recommended to include a children's clothes shop at 344-346 Idle Road, which lies immediately adjacent to the existing boundary.

## 6.7 Burley-in-Wharfedale

6.7.1 The centre is located to the north-east of the District, approximately 6km to the north of Ilkley. The commercial units are primarily concentrated along Main Street and Station Road.

**Figure 6.6 – Photographs of Burley in Wharfedale**



Corner of Station Road and Main Street

Main Street

- 6.7.2 Table 6.6 provides a summary of the retail composition of Burley in Wharfedale. The centres convenience units comprise of two butchers, a local convenience store and a delicatessen. There is a Co-op food store located approximately 200m to the east of the town centre boundary which, although not within the defined centre, will support the convenience offer. Three units were observed as being in comparison use and include an interior furnishing shop, a florist and a chemist.
- 6.7.3 In terms of services, ten units were observed as being in retail service use, with eight of these being either a hairdresser, barber or beauty salon. The remaining retail service units were a funeral director and a laundrette. A Post Office was noted as being available within the convenience store on Station road. Whilst we recognise that this supports and will attract users to the town centre, as it is a concession within another store it has not been classed as an individual unit.
- 6.7.4 Leisure services are the single largest retail class in the town centre, occupying 14 units. These include; four pubs / bars, four take aways, two restaurants, two fitness centres and a café.
- 6.7.5 Two financial service units were observed which were an estate agent and a unit occupied by a financial management firm. An ATM was observed which would perform some financial functions and the Post Office will also accommodate a limited number of services too.

6.7.6 The centre also contains two village halls for community use and several residential units.

**Table 6.6 – Burley in Wharfedale Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	11.1	9.2
Comparison	3	8.3	29.8
Retail Service	10	27.8	14.9
Leisure Service	14	38.9	24.3
Financial and Business Service	2	5.6	10.0
Vacant	3	10.3	11.5
<b>Total</b>	<b>36</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorised by WYG based on Experian Goad main town centre uses

6.7.7 When compared to the 2012 survey results, the amount of units in the centre has remained the same, however we do note there are differences in the overall composition, including an increase in the number and proportion of units in leisure service and retail service use. We also note a reduction in the proportion of units in convenience, comparison and financial service use.

6.7.8 The centre was considered to be attractive, clean and in a good state of maintenance. Grange Park, located adjacent to Station Road and Main Street, provides a large space for recreation opportunities and also positively impacts the environmental quality of the centre. On street parking was prevalent in the centre with off street opportunities identified at the Red Lion pub, the former College at the Grange building and to the rear of the Parish Council Offices, with only the latter being available for general public use. Bus stops were located along Main Street and Station Road which offered services towards a number of destinations, however not all of these services were available throughout the day or regularly.

6.7.9 We would consider Burley in Wharfedale to be a viable centre with the retail offer catering to the daily needs of the local population. We would note that the dispersal of the retail units compared with other centres could impact it in the long term if development is not managed properly. The centre does have an over representation of leisure and retail services and an under representation in convenience, comparison and financial services, however, it is most likely that these deficits and other more specialist needs more specialist needs, are met in larger centres nearby such as Ilkley. We recommend minor boundary changes to remove residential uses which are currently located on the periphery of the currently adopted boundary and to better reflect the curtilage of buildings in the centre.

## 6.8 Carlisle Road/Whetley Hill

6.8.1 Carlisle Road/Whetley Hill is located approximately 1.3km to the north west of Bradford City Centre, close to Duckworth Lane and White Abbey Road local centres. The commercial units are located on both sides of Carlisle Road (the A6177), from the junction of Church Street/Lumb Lane to the east and Whetley Hill to the west. There is a strong variety of facilities (notably Asian retailers) in the centre, including six convenience stores/newsagents, three butchers and two grocers, three pharmacies, four clothing stores, a travel agents, two solicitors, seven take away units, a sports centre, three hairdressers, two travel agents and two dry cleaners. Other uses in the centre include a library, community centre and two offices. An ATM machine is located outside of the Barclays unit. The largest vacant unit is the former Manningham swimming pool (876 sq.m), with vacancy levels in the centre almost double the national average.

**Figure 6.7 – Photographs of Carlisle Road / Whetley Hill**



Carlisle Road

Carlisle Road

6.8.2 When compared to the 2016 local centres update health check, the centres fortunes are mixed. The overall number of units in the centre has increased which we would ordinarily consider to be a positive aspect, however there are issues surrounding disproportionate retail uses and vacancy rates which are outlined below.

6.8.3 Looking at each use in more detail, convenience uses in the centre are slightly above the observed national averages and cover a diverse range of uses, including; two CTN units, two convenience stores, an off license, a butchers and a grocers. The survey also observed a supermarket (Manningham Supermarket) which had opened following the previous survey. This unit falls outside out the currently adopted boundary but, given its adjacency and located in between other retail uses in the centre, we consider that this unit contributes to the centre’s convenience offer and functions as part of the centre.



- 6.8.4 The centres comparison offer is noted as being significantly lower than the national averages. The comparison offer comprised of 5 clothing stores, 3 mobile / repair stores, 2 pharmacies, 2 furniture stores and a general discount store. The comparison goods observed tend to cater towards lower end and general needs rather than more specialist requirements. Given the centre is in proximity to Bradford City Centre, which contains a significant amount and variety of comparison retailers and goods, it is likely that the more specialist or non-general comparison needs of local residents are met there.
- 6.8.5 The retail service provision in the centre was observed as being slightly higher than the national average and mostly comprised of barbers and hairdressers (6 units) and also included 4 travel agents, a dry cleaners, a laundrette, a car servicing / repair shop and a clothing alteration shop. No Post Office was observed either as a standalone unit or as a concession within another store.
- 6.8.6 Leisure services were noted as being significantly below the national average, nearly 50% lower than what has been noted. 6 of the units in the centre were take aways, 2 were sports centres / gymnasiums, the remaining provision comprised of an amusements centre, a sandwich store and an ice cream parlour. Apart from the gyms, the majority of the leisure service units were concentrated in the middle of the centre.
- 6.8.7 The financial and business offer in the centre is lower than the national average and included a retail bank (Barclays), 3 legal services, an accountant and a money transfer firm. Given the centres proximity to Bradford City Centre, it is likely that the financial service needs of the population are met there.
- 6.8.8 Regarding the vacant units, a review of the data available from the previous health check has found the number of vacant units has nearly doubled and the rate has significantly increased in line with this. The review also found that there are several units, clustered around the junction of Carlisle Road and Whetley Hill, which have been vacant for a significant period of time. It is understood that most of these buildings are in Council ownership. The condition of these buildings has deteriorated over time with one of the top floor of one the buildings being demolished.
- 6.8.9 In terms of other facilities in the centre, there is a large medical practice on the western edge of the centre. The centre also contains Carlisle Business centre, which accommodates a series of small business and retail firms such as travel agents, beauticians and other services. Other facilities include a church, a mosque, a college and a primary school (located adjacent to the boundary).

**Table 6.7 – Carlisle Road / Whetley Hill Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	9	10.3	9.2
Comparison	17	19.5	29.8
Retail Service	14	16.1	14.9
Leisure Service	12	13.8	24.3
Financial and Business Service	6	6.9	10.0
Vacant	29	33.3	11.5
<b>Total</b>	<b>87</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.8.10 The environmental quality of the centre was considered to be mixed. The east and western peripheries of the centre were generally considered to be lower quality than the middle of the centre, with buildings being of a poorer condition or shop fronts in need of maintenance. The mid-section of the centre was observed as being cleaner, containing vegetation, street furniture and a small grass space and playground for recreation.
- 6.8.11 The centre was quiet at the time of the surveys, but notable pockets of activity were noted around the Manningham Superstore and the Barclays Bank.
- 6.8.12 On street parking opportunities in the centre are limited due to double yellow restrictions and the residential streets surrounding the centre were observed as being well used and permit holders only. Car parks are available in the centre; however these are associated with the facilities there such as the mosque or Business Centre and were not available for general public use. Bus stops were observed at the eastern and western ends of the centre at Manningham Lane and Whetley Hill but none were observed along Carlisle Road itself.
- 6.8.13 In terms of walkability, the centre had several pedestrian crossing points to allow for safe traversing of Carlisle Road and the streets were considered to be in good condition. Residential uses surround the centre on all sides which maximises the potential for walking trips from the surrounding local catchment.
- 6.8.14 Overall, we would consider Carlisle Road / Whetley Hill as a mixed centre. It is clear that the centre has expanded from previous surveys however, there is a significantly higher number of vacant units in the centre and disproportionate unit uses. It is possible that this is due to the proximity of other local centres nearby, such as Oak Lane, or proximity to Bradford City Centre, which is the main hub of the districts retail provision. We would recommend that

Council promote or undertake maintenance to the peripheral sections of the centre are and, in the case of the units at the junction of Carlisle Road and Whetley Hill, significant repairs. Cosmetic improvements throughout the centre would also improve the environmental quality and visual amenity. We also recommend a minor boundary change to incorporate the Manningham Superstore and the units adjacent to the west.

## 6.9 Clayton

6.9.1 Clayton is a small local centre, located approximately 6km to the west of Bradford City Centre. The commercial units are dispersed throughout the centre on Green End, School Street, Park Lane and Station Road.

**Figure 6.8 – Photographs of Clayton**



Green End

School Street

6.9.2 It is important to note that outside the boundary there are many units, the most notable being the large B&M store on Bradford Road, which if included in the local centre boundary, as we believe it should, would significantly improve the centre’s convenience offering. Outside the boundary there are in fact; 4 convenience units, 2 comparison units, 4 leisure units, 6 retail units and a dentist. Within this count the national operators Post Office and B&M are present. Furthermore, we believe that the church green, located next to Clayton Baptist Church, should be included within the centre boundary, to enable a greater flow and continuity within the centre.



**Table 6.8 – Clayton Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	1	4.2	9.2
Comparison	0	0	29.8
Retail Service	7	29.2	14.9
Leisure Service	10	41.7	24.3
Financial and Business Service	2	8.3	10.0
Vacant	4	16.7	11.5
<b>Total</b>	<b>24</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.9.3 There is only 1 convenience unit located within Clayton's town centre boundary. This unit being a delicatessen and making up 4.2% of the total number of units. However as discussed above, just outside the boundary are two newsagents and butchers.
- 6.9.4 Within the local centre boundary there are 0 comparison units. However, outside the boundary there are 3 comparison units, in the form of the large B&M store, Rowlands Pharmacy and an interior furnishing store.
- 6.9.5 Clayton has a strong retail offering with 7 units present within the centre, making up 29.2% of the total number of units. This is significantly higher the national average of 14.97%. The retail offering within the centre consists of 5 hairdressers, a nail salon and tattooist. Again, this offering is boosted by the retail units located close by to the local centre boundary. These include a further seven units comprising of four hairdressers, an optician, laundrette and the Post Office.
- 6.9.6 The leisure offering is the dominant use class within the Clayton local centre boundary. There are 10 units totalling 41.7% of the total number within the centre, significantly higher than the national average of 24.3%. It is again worth noting the leisure units that exist just outside the boundary, these being a pub, two takeaways and a sandwich shop.
- 6.9.7 In terms of financial and business services provision, Clayton is underrepresented with only 2 units in the centre. The units take the form of an estate agents and accountants meaning there are no banking facilities within the centre. However, it is worth noting that outside the boundary there is the Post Office which does offer limited financial services.
- 6.9.8 There are 4 vacant units within the centre, comprising 16.7% of the total number of units, this is a concern as it is slightly above the national average of 11.54%. Given the small size

of the centre, any further rise in vacant units would detract from Clayton's appeal as a local centre.

- 6.9.9 Regarding environmental quality, Clayton is an attractive centre with many traditional stone buildings and examples of greenery. This is evident with Clayton Baptist Church and its surrounding grounds which benefit the centres aesthetics. Buildings such as The Albion Pub, are typical of the attractive stone buildings within the centre. Building maintenance and the improvement of store fascia's would be beneficial upon Park Lane, with the vacant unit here slightly detracting from the centre's aesthetics.
- 6.9.10 A low level of pedestrian activity was observed on the day of our visit, this may be due to the dispersed nature of centre with there being a clear divide between the units at the top of Green End and the units upon School Street. This may hinder the centre in terms of reducing the volume of linked trips made. There was seemingly little activity around the units observed along Station Road, giving a sense of it being somewhat separate. Activity was also noted in Victoria Park.
- 6.9.11 Overall despite the low provision of convenience units and there being 0 comparison units within the centre, Clayton is considered to be a healthy centre. This is largely due to the sheer number of units located in close proximity to the centre boundary. In particular the B&M store, which we believe should in fact be included within the centre boundary. The environmental quality within the centre is good with traditional stone buildings and greenery adding to the appealing aesthetics of the centre. We recommend that the boundary of the centre should be widened to include several commercial units on Clayton Lane and Station Road, as well as the B&M store on Bradford Road. We also consider the church green should be included in the boundary as this space adds to the centre's environmental quality.

## **6.10 Cottingley**

- 6.10.1 Situated within the centre of the Bradford administrative area, Cottingley is located approximately 3km to the south of Bingley town centre and 6.5km to the north-west of Bradford City Centre. Cottingley's main retail and service facilities are located at The Parade, in addition to a small number of community and service facilities located directly adjacent to The Parade on Littlelands and Airedale Avenue.

**Figure 6.9 – Photographs of Cottingley**



The Parade, looking west

The Parade, looking north

6.10.2 14 retail units were observed in Cottingley, with a summary of this found below in Table 6.9.

**Table 6.9 – Cottingley Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	21.4	9.2
Comparison	1	7.1	29.8
Retail Service	3	21.4	14.9
Leisure Service	5	35.7	24.3
Financial and Business Service	0	0.0	10.0
Vacant	2	14.3	11.5
<b>Total</b>	<b>14</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.10.3 Convenience uses in Cottingley were more than double that of the national average and comprised<sup>1</sup> of two convenience stores and a butchers. Comparison uses were significantly below the national average comprising of a single unit – a pharmacy. We note that the Village Superstore contains DIY / hardware good but we considered the primary use of the unit to be that of a convenience classification. Nevertheless, we do consider that this will contribute to Despite this underrepresentation, we do not consider the lack of comparison use to be uncharacteristic given the size of the centre itself and the size of the immediate catchment, which is limited based on Cottingley’s peripheral location on the fringe of the urban area.

6.10.4 Retail services in Cottingley are above the national averages and comprise two hairdressers / beauty salons and a laundrette. Cottingley does have a Post Office present, however this is a

concession within the Village Superstore, because of this fact we cannot include this within our unit counts but we recognise that it will contribute to the function and role of the centre.

- 6.10.5 Leisure services are the largest retail classification in Cottingley and are significantly above the national average. The leisure service provision is anchored by the Throstle Nest pub, located on Airedale Avenue away from the main units on The Parade. Other units include three take aways and a café.
- 6.10.6 There are no financial and business service units in Cottingley but the Post Office concession provides some limited financial functions. There is also an ATM available which also contributes to the role of the centre albeit again in a limited capacity.
- 6.10.7 Vacancy rates in Cottingley were above the national average however we do recognise that this is two units. This is an increase of one unit from the 2016 survey.
- 6.10.8 The centre also contains Cottingley Community Centre on Littlelands and a GP surgery is also located on Canon Pinnington Mews.
- 6.10.9 In terms of accessibility, the centre was surrounded by residential uses and the streets were considered to be walkable. On street parking was available to the front of the units on The Parade which was observed to be full at the time of survey. Parking opportunities exist at the Throstle Nest pub and to the rear of the units on the Parade but these appeared to respectively be for users and workers only.
- 6.10.10 The centre was in a good state of repair and showed no signs of vandalism, however we would consider that some of the shop fronts had a dated aesthetic. There was also ample planting and street furniture in the centre however we noted there was a lack of vegetation and planters on The Parade itself. There is a small park opposite the Parade on Manor Road which provides recreation opportunities for users and contributes positively to the visual quality of the centre.
- 6.10.11 Overall, we would consider Cottingley to be a healthy centre which serves the daily needs of the immediate local population. We recommend the monitoring of vacant units and encourage measures to improve the façade of the shop fronts.

## 6.11 Crossflatts

6.11.1 The centre is located at the junction of Keighley Road (B6265) and Micklethwaite Lane, approximately 2.5km to the north west of Bingley. The survey found 14 units located within the centre boundary.

**Figure 6.10 – Photographs of Crossflatts**



Keighley Road

Keighley Road

6.11.2 As table 6.10 shows, there are 3 convenience units within the centre, this is made up of a bakery, butchers and a Premier Store. The three units total 21.4% of the units within the centre and despite only being 3 stores this meets the needs of the centre. This is above the national average of 9.21% for convenience use.

6.11.3 Crossflatts Pharmacy makes up the comparison offering within the centre; however, the low comparison total is to be expected for a centre of this size.

6.11.4 There are 4 retail services within the centre, comprised of 3 hairdressers and a nail salon accounting for 28.6% of the total units. Since the previous local centre study in 2017, Crossflatts Post Office has closed, meaning the centre no longer has a post office facility.

6.11.5 The leisure services comprise the majority of the units within the centre, with the 5 units being made up of 3 takeaways, a social club and a pub. Impressively there are 0 vacant units within the centre.

6.11.6 There are 0 banking services within the centre boundary, and as previously mentioned this is due to the closure of Crossflatts Post Office. This is a drawback of the centre meaning the loss of a banking service for the residents, particularly the elderly.

6.11.7 At the time of our visit the pedestrian footfall was low, however this is to be expected given the size of the centre. The availability of parking was good and suited to the number of shops within the centre. At the time of the visit there was a high number of parked vehicles upon the roads and available car park spaces.

6.11.8 The environmental quality was moderate with little litter and graffiti evident. However, some shop fronts would benefit from added greenery to improve their appeal. Also, the condition of pavements in front of many shops would benefit from repair and improvement to enhance the shopping experience for consumers. The availability of parking was good and suited to the number of shops within the centre. At the time of the visit there was a high number of parked vehicles upon the roads and available car park spaces.

**Table 6.10 – Crossflatts Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	21.4	9.2
Comparison	1	7.1	29.8
Retail Service	4	28.6	14.9
Leisure Service	5	35.7	24.3
Financial and Business Service	1	7.1	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>14</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.11.9 Overall Crossflatts is considered to be a healthy local centre. The centre showcases a suitable convenience offering suited to the centres size. The centre boasts an impressive level of services with the leisure offerings being particularly strong. Alongside the retail offerings, comprising mainly hairdressers, this provides the centre with strong day and night uses. The centre also benefits from there being no vacant units meaning the shopping experience is not weakened. The environmental quality was standard but could be improved to enhance the centre. Performing the improvements above would enhance the general aesthetics within the centre.

6.11.10 We propose that the centre boundary is amended to remove 1-4 Canal Road as these are residential properties.



## 6.12 Cross Road (Keighley)

6.12.1 The small linear centre is located on Haworth Road, approximately 4.5km to the south of Keighley on the road to Haworth. The name of the centre comes from the junction of Lees Lane, Halifax Road and Bingley Road (although this is not a traditional crossroads) which lies to the immediate east of the centre. This name is reflected in The Cross Road public house, which is one of the most prominent buildings within the centre

6.12.2 13 units were observed in the centre, an increase of one unit from the previous study.

**Figure 6.11 – Photographs of Cross Road (Keighley)**



Haworth Road



Haworth Road

6.12.3 Compared to the UK average for all centres there are significantly more convenience shops, comprising a butchers, greengrocers, bakery and newsagents in Cross Road. A single comparison unit, a furnishings and interior stores.

6.12.4 A single retail service unit, a hairdresser, was observed. There is an above average representation of leisure services in the centre which comprises of a public house, café, restaurant and a take away. This mixture of uses is what we would consider normal for a centre of this size and is characteristic of Local Centres in the District. reflects the UK average. The mix is very similar to that which was observed in the previous study.

6.12.5 There are no ATM facilities at Cross Road (although there is one a short distance to the west at a convenience store on Haworth Road that lies outside the centre).

**Table 6.11 – Cross Road (Keighley) Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	30.7	9.2
Comparison	1	7.7	29.8
Retail Service	2	15.4	14.9
Leisure Service	4	30.7	24.3
Financial and Business Service	1	7.7	10.0
Vacant	1	7.7	11.5
<b>Total</b>	<b>13</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.12.6 Cross Road Park is present within the centre, which adds to the environmental quality and provides recreation opportunities for users.
- 6.12.7 There was limited pedestrian movement recorded on the day of the site visit (a weekday daytime). Haworth Road is narrow but there is informal on-street parking available in front of many of the units. The small number vacant units indicates that Cross Road is a healthy local centre with a good mix of essential shops and services to serve its local catchment. With the addition of St James Church and Cross Roads Park this represents a good collection of facilities to serve the local community.
- 6.12.8 Changes to the local centre boundary are recommended to reflect the new retail use of 2 Halifax Road and create a more legible, flexible local centre definition. 80-82 Haworth is singled out for inclusion within the previous boundary but this is now in residential use. Throughout the centre individual shop units exist in terraces that also contain residential use.
- 6.12.9 Instead of tightly defining a boundary around existing units it is recommended that the existence of residential within the centre is acknowledged and the boundary is drawn around whole terraces. This would better allow for flexibility as uses shift between retail and residential (as has been happening) and helps to ensure the boundary remains correct over time. In the same way that St James Church has already been included, it is recommended that the entrance to Cross Road Park is also included (which includes recently refurbished public toilets). This would link the Cross Road public house with the rest of the centre. These changes would create a more legible boundary to the centre and reflect the full range of community facilities provide.



## 6.13 Cullingworth

6.13.1 Cullingworth is located approximately 10.5km to the north west of Bradford City Centre and 6.0km to the south of Keighley town centre. The commercial units are located on both sides of Halifax Road (the B6429), from the junction of Mill Street to the north and Fieldside to the south. There is a good provision of facilities in Cullingworth, namely a convenience store, newsagent, butcher, a pharmacy, garage sales unit, gift shop, two take aways, three hairdressers and a Post Office. There are no ATM facilities or vacant units in the centre.

**Figure 6.12 – Photographs of Cullingworth**



Antiques at the Mill

Halifax Road

6.13.2 Significant changes since the 2016 study include the moving the Co-op to the heart of the centre on Halifax Road. This places it in a much stronger position to anchor the centre. The vacant unit (on Greenside Lane) previously occupied by the Co-op in 2016 has not been re-occupied. The centre has gained three units since the previous study, notably there are now two more convenience units.

6.13.3 There is a good provision of facilities in Cullingworth, namely a convenience store, newsagent, butcher, a pharmacy, post office, florist, furniture store, tea rooms (associated with the furniture store), take-away, fish & chip shop and three hairdressers. We consider this mixture of uses sufficient enough to meet the daily needs of residents.

6.13.4 There is just one vacant unit, the former site of the Co-op on Greenside Lane, to the east of and somewhat separate from the retail core. There is no ATM within, or near to, the centre however the Post Office will provide for a limited range of financial functions. The centre has 15 retail units in total (not including The George which lies to the north of the boundary) which is the same position as of 2016. On-street parking is available and there is a decently sized free car park at the Co-op.

**Table 6.12 – Cullingworth Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	33.3	9.2
Comparison	3	20.0	29.8
Retail Service	3	20.0	14.9
Leisure Service	4	20.0	24.3
Financial and Business Service	0	0.0	10.0
Vacant	1	6.7	11.5
<b>Total</b>	<b>15</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.13.5 National operators observed in the centre comprised of the Co-op Food and the Post Office. There are also several community facilities located to the immediate north of the centre; Memorial Gardens, a village hall and church. The memorial gardens provide recreation for users and also positively contributes to the environmental quality of the centre. Parkside School is also located close by.
- 6.13.6 The centre has a very much above average proportion of convenience stores compared to the UK average, even more so than in 2012. It is otherwise broadly similar to the national average except for having no financial and business service units. For a local centre this is a very healthy position. It has below the national average vacancy rate.
- 6.13.7 The centre was generally quiet at the time of the visit (mid-morning on a weekday) although there was a fair level of activity at the Co-op, mostly with visitors arriving by car. There is a high level of through road traffic on Halifax Road.
- 6.13.8 In summary, Cullingworth functions well as a local centre with a good range of convenience and essential day-to-day uses, anchored by the Co-op which is now well positioned to anchor the centre. The lack of a bank, or even an ATM, is one significant shortfall, although the centre does have a post office. The opening of Antiques at the Mill brings visitors from further afield and helps to put Cullingworth on the map. To the north is a separate but related collection of uses which provides the historic and community heart to the village. No changes to the boundary are recommended.

## 6.14 Denholme

6.14.1 Denholme is a small village located in the rural southern area of the District, with the nearest local centres of Cullingworth and Thornton approximately 3.5km away and Bradford city centre 12.5km to the east. The centre contains 14 units in total and is focused on High Street, this is an increase of one unit from the 2012 survey.

**Figure 6.13 – Photographs of Denholme**



Main Road



Main Road

- 6.14.2 Convenience uses in Denholme are anchored by the Co-op Food store and supported by an off license and a bakery. Proportionally, convenience uses are above average in Denholme when compared to national figures.
- 6.14.3 Looking at comparison uses, three units were observed; a pharmacy, a general goods store and a charity shop. Whilst this is below the national averages, this is not unusual for centre's of this size nor for local centres in the District.
- 6.14.4 Retail services in Denholme comprise of a hairdresser and a Post Office. Whilst this is broadly in line with national averages, this is uncharacteristic of Local Centres in the District which we have observed to have a stronger retail service representation.
- 6.14.5 Leisure services are the largest use observed in the centre and comprise of two take aways, a public house and a café. We would consider this range to be more oriented towards a night time economy and would recommend exploring options for diversifying / introducing daytime leisure uses.
- 6.14.6 No financial and business service uses were observed in the centre, however we recognise that the Post Office branch provides some financial functions and the presence of the ATM at the Co-op Food store will also support some limited services.

6.14.7 Two units were observed to be vacant, whilst it is unclear if these are long standing vacancies, proportionally this is an improvement from the 2012 survey.

**Table 6.13 – Denholme Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	21.4	9.2
Comparison	3	21.4	29.8
Retail Service	2	14.3	14.9
Leisure Service	4	28.6	24.3
Financial and Business Service	0	0.0	10.0
Vacant	2	14.3	11.5
<b>Total</b>	<b>14</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.14.8 The centre also contains the Mechanics Institute, which is a large and dominant building on the streetscene with a small garden to the front. The building currently houses a library, community hub and small police office. Generally, the street scene is of a reasonable environmental quality and standard, with the park off School Street adding to the visual quality and allowing for recreation opportunities. Additional landscaping and planting opportunities could be explored along Main Road to further improve the street scene.
- 6.14.9 We would consider Denholme to be a healthy centre but r. Given Denholme's relatively isolated location, the centre plays a vital role in catering to daily functions and the immediate needs of the local population. More specialist needs can be met in other centres. We recommend a minor amendment to incorporate the charity shop and also remove the residential unit in the southern part of the centre.

## 6.15 Duckworth Lane

- 6.15.1 Duckworth Lane is located to the west of Oak Lane local centre, at the junction of Toller Lane and Lilycroft Road. There is a good provision of retail and service units in the centre, including four convenience foodstores, a bakers, grocers, four clothing stores, two jewellers, two fabric shops, a pharmacy, six estate agents, four restaurants, 10 take aways, two opticians, a dry cleaners and travel agents. Although there are four vacant units including a former pub on Duckworth Lane, the level of vacancies has declined since 2007 and is below the national average. ATM machines are located at the Barclays, Co-operative Food,

Santander and Yorkshire Bank units. There is a good supply of on street parking spaces in front of many of the units.

6.15.2 Our surveys noted that there were additional retail units adjacent to the local centre boundary, both to the south of Duckworth Lane and also north along Toller Lane. We have included these units within our counts as it is considered these unit provide additional retail uses and services and add to the function of the local centre.

**Figure 6.14 – Photographs of Duckworth Lane**



Toller Lane



Toller Lane

6.15.3 Comparison uses in Duckworth Lane were observed as being above the national average, with the convenience offer anchored by a Co-op Foodstore on Duckworth Lane. Other convenience uses include four convenience stores, two CTN units, two bakeries, a health food store, a grocers and an independent supermarket, which is located on Girlington Road.

6.15.4 Comparison uses on Duckworth Lane were also observed as being above the national average, with all but one of the units observed being occupied by local or independent traders (Oxfam being the exception). Whilst comparison uses were distributed throughout the centre, it was noted that larger comparison units tended to be located on the periphery or fell outside of the local centre boundary. The comparison uses observed were dominated by clothing / footwear retailers (17), most of which were sold womenswear. Other uses observed included four electronics / mobile phone stores, three jewellers, two florists, two charity shops, a furniture store, a pharmacy, a general store and a discount goods store.

6.15.5 Retail services were observed to be broadly in line with national averages. Retail services included; eight hairdressers, two opticians, two dry cleaners / laundrettes, a driving school and a repair shop. No Post Office was observed in the centre but we note there is a branch present 600m to the east along Lilycroft Road.



- 6.15.6 Leisure services were notably below the national average, which is also against the trends observed in many other local centres in the vicinity and district. Similar to local centres though, the majority of leisure service units were occupied by take aways (13), we note that the previous survey found there to be a Pizza Hut present, however this is now no longer present. A Paddy Power betting shop is present in the centre. Other leisure service uses include two restaurants, a café and an ice cream parlour.
- 6.15.7 Financial and business services were observed as having significantly above average presence in the centre – this could be due to the clustering of uses and institutions to counter the deficit of financial and business uses in other nearby local centres. Despite this significant number, we noted there were no retail banks present in the centre, with the Barclays Bank observed in the previous survey now closed. There were several ATM’s located in the centre which do allow for a limited range of banking and financial services. The composition of financial and business units included; seven estate agents (Including YourMove), four solicitors, two insurance brokers, a banking institution (not a high street bank) and an accountant. There was a notable cluster of financial and business uses in the eastern end of the centre.
- 6.15.8 Vacancy rates in Duckworth Lane were observed as being below the national average. Whilst we would consider this to generally be a positive aspect, we note that this has been an increase (more than double) in terms of proportion and number of vacant units from the previous survey. Community uses observed include a church, a mosque and dental surgery.

**Table 6.14 – Duckworth Lane Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	13	12.5	9.2
Comparison	33	31.7	29.8
Retail Service	15	14.4	14.9
Leisure Service	18	17.3	24.3
Financial and Business Service	16	15.4	10.0
Vacant	9	8.7	11.5
<b>Total</b>	<b>104</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.15.9 When compared against the previous survey, there has been a significant increase in the number of units in the centre, this is partly due to our inclusion of units which currently fall outside of the adopted boundary. Another significant change we note from the previous

survey is the reduction in the number of national operators in the centre, three operators were observed; Co-op Food, Paddy Power and Oxfam.

6.15.10 The environmental quality of the centre was considered to be acceptable, with shop frontages and signage generally in a good condition. Some cosmetic improvements to the buildings would improve the visual quality. There was also a lack of planting and vegetation along the street. Some street furniture existed in the centre but there was a notable lack of benches.

6.15.11 The centre enjoyed high amounts of footfall, with a notable concentration outside of the Co-op Foodstore. Generally, footfall decreased at the eastern and western peripheries of the centre.

6.15.12 In terms of accessibility, the centre is focused on a main thoroughfare and junction making maximising the potential for car trips. Parking options are available along Duckworth Lane and at the Co-op (Users only). Whilst the streets surrounding the centre did not have parking restrictions on them, they were noted as being very well used. We also noted several uses parking along double-yellow areas. This indicates that parking is a significant issue for the centre.

6.15.13 The centre was surrounded by residential uses which maximises the potential for walking trips to occur, however we do not the hilly topography of the streets to the north and south of the centre which could make access for some users difficult. We also noted that in instances where people were parked on double yellow areas, this narrowed the pavement to a size were we would consider it could be difficult for wheelchair users or those with pushchairs to navigate the centre. Cycle lanes were observed along Duckworth Lane, however these were disjointed and did not run along the full alignment of the centre. Bus stops were located throughout the centre with frequent services to Holme Wood (Via Bradford City Centre) and Allerton.

6.15.14 We would consider Duckworth Lane to be a healthy and viable centre but there are issues which require addressing, namely parking. There are seemingly minimal opportunities in the centre which are not already at capacity, we recommend measures to either increase / improve parking measures in the centre or explore options for transport to the centre via other methods – the provision of secure cycling facilities may be beneficial to help this issue. We also recommend that the Council undertake cosmetic improvements along the centre particularly in the form of planting and vegetation.

6.15.15 We recommend amending the boundaries to include the retail uses to the south of the existing local centre on Girlington Road and Upper Woodlands Road and to the north along Toller Lane from the junction with Duckworth Lane and Lilycroft road.

## 6.16 Eccleshill

6.16.1 Eccleshill is located approximately 4.5km to the north east of Bradford city centre, in close proximity to both the Five Lane Ends and Greengates district centres. The commercial units in the local centre are concentrated along both sides of Stone Hall Road, Institute Road and Stony Lane. There is a reasonable provision of facilities for local residents, including two small convenience foodstores, an off-licence, pharmacy, florist, take aways, an estate agent, pub, betting shop and health and beauty/hairdressing salons. The shops, services and community facilities in Eccleshill are interspersed with residential units. There are no ATM machines available at the local centre.

**Figure 6.15 – Photographs of Eccleshill**



Stony Lane



Stony Lane

6.16.2 The number of vacant units in the local centre has fallen from 7 in 2012 to 3 in 2019 and the mix of shops and services has changed over the same period. The number of leisure service units has increased from 9 to 14 over the same period and now represent 41% of units in the local centre. Of the 14 leisure service units, 8 are takeaways and 5 form a cluster at the eastern end of the local centre. All of the takeaways and the off-licence appeared to be shut during the site visit which took place mid-afternoon on a weekday. The Eccleshill boundary also includes a church, community centre and hall, dentist and doctor’s surgery. There is one national operator in Eccleshill, the Ladbrokes betting shop.



**Table 6.15 – Eccleshill Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	8.8	9.2
Comparison	4	11.8	29.8
Retail Service	8	23.5	14.9
Leisure Service	14	41.2	24.3
Financial and Business Service	2	5.9	10.0
Vacant	3	8.8	11.5
<b>Total</b>	<b>34</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.16.3 The shop fronts in the local centre are generally in good order, however many of the units are closed during the daytime, with their shutters pulled down. This creates a sense of desolation and adversely affects centre's vitality. In addition, there are no trees or areas of soft landscaping within the centre and limited space to enhance the centre's appearance in this way.
- 6.16.4 There are two bus stops located within the local centre and on-street parking is available throughout the centre with no permit or time restrictions. There are pavements throughout the centre, however these are narrow in places, particularly at the eastern end of the centre. There are no pedestrian crossings or signalised junctions within the centre. However, traffic was light at the time of the site visit, therefore pedestrian activity was not impeded by the absence of crossing facilities.
- 6.16.5 The centre has a reasonable mix of shops and services with few vacant units, however a dominance of takeaways creates a perception during the daytime that the centre is not performing well. Proposals for the conversion of further shops to takeaways should be treated with caution so as not exacerbate the lack of vitality, natural surveillance and footfall during daytime hours. Only one small change to the centre's boundary is recommended to remove the residential property at no.93 Stone Hall Road and the residential units on Institute Road.

## 6.17 Fell Lane/Oakworth Road (Keighley)

- 6.17.1 The local centre is located at the junction of Fell Lane and Oakworth Road, extending mostly on the north side of Oakworth Road. This is one of the roads into Keighley from the south-

west and the centre lies approximately 0.5km to the east of Keighley town centre. The centre has increased its size from the previous survey from 16 to 18 units.

6.17.2 The local centre is located at the junction of Fell Lane and Oakworth Road, approximately 0.5km to the east of Keighley town centre. The 17 commercial units in the centre comprise a bakers, butchers, newsagents, off-licence, electrical goods shop, health club, four take away units, a dry cleaners, four hair dressers, a taxi firm and a Post Office. The centre does not contain a supermarket, pharmacy or ATM facility, though the presence of the Post Office unit does mean that it is a key service destination for local residents. The vacancy levels in the centre are below the national average.

**Figure 6.16 – Photographs of Fell Lane/Oakworth Road**



Oakmere Road

Fell Lane

6.17.3 Convenience uses are more than double the national average and comprise of two bakeries, an off license and a local convenience store. Single comparison unit, a white good store, was observed.

6.17.4 Retail services occupied six units in the centre. These were mostly hairdressers or barbers, and were supported by a dry cleaners, and a Post Office. Leisure services mostly comprised of take aways and a single health club was observed. No financial and business services were observed, nor any ATM's but we recognise the Post Office will cater to a limited range of financial functions.

**Table 6.16 – Fell Lane/Oakworth Road Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	22.2%	9.2
Comparison	1	6.7%	29.8
Retail Service	6	33.3%	14.9
Leisure Service	6	33.3%	24.3
Financial and Business Service	0	0.0%	10.0
Vacant	1	6.7%	11.5
<b>Total</b>	<b>18</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.17.5 Oakworth Road is busy with narrow. On-street parking is limited although there are some spaces available on the eastern part of the centre, and on side streets. Oakworth Road is also well served by public transport and there is a bus stop within the centre.

6.17.6 In summary, this is a relatively healthy local centre with a good range of uses, anchored on good independent, convenience retail. There have been few changes since the previous study and the only change recommended is to adjust the boundary slightly on Fell Lane to reflect the correct extent of retail units.

## 6.18 Frizinghall

6.18.1 Frizinghall extends in a linear form along Bradford Road and Keighley Road (A650), with the defined centre bound by Beamsley road to the north and Park Grove to the south. The centre is approximately 3km to the north of Bradford city centre and 1.6km to the south of Shipley town centre.

**Figure 6.17 – Photographs of Frizinghall**



Bradford Road

Keighley Road

- 6.18.2 A total of 35 units were observed in the centre, which is the same amount observed in the 2012 study. A summary of the most recent survey is shown in table 6.18 below. The centres convenience offer is anchored by a Premier convenience store and is supported by two additional convenience stores, a bakery and a CTN unit. The number of units in convenience use in Frizinghall is notably higher than the national average and more than double the amount observed in the previous survey in 2012.
- 6.18.3 Comparison uses in the centre include two DIY stores, two electronic / mobile phone stores, two pharmacies and a clothing store. There is also a Sainsbury's Local store in an edge of centre location to the south of the centre.
- 6.18.4 Retail services observed included two hairdressers, a beauty salon and a massage parlour. A Post Office is included as a concession within the Premier Store. Leisure services occupied 20.0% of the units in the centre, which is also below the national average, and were all fast food take aways.
- 6.18.5 This below average amount of retail and leisure services is somewhat uncharacteristic of local centres in the District, however, given the centres location in between Shipley town centre and Bradford City Centre, it is possible that these needs are met in these locations or in other nearby local centres.
- 6.18.6 Three units were observed to be in financial and business service use. The units observed in financial and business service use were two accountants and an estate agent. No retail banks were observed but two ATM's were noted; one at the Premier store and the other at one of the convenience stores.

6.18.7 Vacancy rates in Frizinghall were significantly higher than the national averages, with a cluster noted at the units along Lynthorne Road and close to the junction of Keighley Road and Aireville Road. Despite this high rate, it remains the same as that which was observed in the previous survey.

**Table 6.17 – Frizinghall Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	5	14.3	9.2
Comparison	7	20.0	29.8
Retail Service	4	11.4	14.9
Leisure Service	7	20.0	24.3
Financial and Business Service	3	8.6	10.0
Vacant	9	25.7	11.5
<b>Total</b>	<b>35</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.18.8 National operators observed were Premier Stores and the Post Office (within the Premier Store). Community uses include a GP surgery, a church and a religious education institution.

6.18.9 The centres environmental quality was considered to be of an acceptable standard. The buildings were in good condition and the shop fronts appeared to be well maintained. The small units on Lynthorne Road are of a notably poorer condition than the units facing onto the A650. Vegetation exists on the western side of the A650, primarily within private residential gardens, minimal vegetation and planting was observed on the eastern side.

6.18.10 The centre is focused along a major road linking Shipley and Bradford, as such vehicular traffic is considered to be heavy throughout the day, even more so at peak periods. There is also a dedicated bus lane and cycle routes which give another indication of the A650's importance and usage. Two pelican crossing were observed, which were roughly located at the edges of the centre, whilst all retail units were located on the eastern side of the A650, we recommend that more crossings are constructed to improve permeability and accessibility to the west – though we do note that this area is markedly less dense than the eastern side.

6.18.11 Regarding accessibility, the centre is located on a major thoroughfare which receives heavy traffic flows throughout the day. On street parking is available on the eastern side of the A650 which was in use, but not at capacity, at the time of the survey. Bus stops are located in and close to the centre, with the eastern side of the A650 being a dedicated bus lane,

which have frequent services to Bradford City Centre, Shipley, Keighley, Bingley and Baildon. A cycle lane was also observed, however no secure cycle parking was noted in the centre. Frizinghall train station is located 500m to the west of the centre with services to Bradford, Leeds, Ilkley and Skipton.

6.18.12 We would consider the centre to be highly accessible by car, public transport and walking, however measures should be explored to improve the number of pedestrian crossings on the A650 to improve access to the west. Options to include cycle parking should also be explored. We also recommend the measures be implemented to improve the cosmetic appearance on the eastern side of the A650, such as additional planting, and a minor boundary amendment to remove the residential units on Airedale Road from the local centre. in terms of boundary changes, we recommend minor amends to exclude the residential units on Aireville Road.

## 6.19 Harden

6.19.1 Harden is a small village in the centre of the District, approximately 10.5km to the north west of Bradford city centre and 3km to the south west of Bingley town centre. The retail and service units in Harden are located at the junction of Long Lane and Wilsden Road.

**Figure 6.18 – Photographs of Harden**



Long Lane



Wilsden Road

6.19.2 The retail units are divided into two clusters. Six units (including a post office) are on either side of Wilsden Road, at the end of the road that meets Harden Road. There is also a terrace of three units a short distance to the east, on the north side of Long Lane with the Golden Fleece public house. This creates a slightly dispersed local centre but between the retail units are Harden Primary School and St Saviour’s Church. These community facilities serve to make the centre more cohesive than would appear by considering the retail uses alone.



6.19.3 Convenience uses comprised of a convenience store, an off license and a bakery. A single comparison unit, a pharmacy, was observed. In terms of retail services, two hairdressers were observed however we note that one of the convenience stores had the Post Office as a concession within and a dry-cleaning service. Given these are not standalone units, we are unable to include them within our counts. We do however recognise their presence will add to the function of the centre. No financial and business service units were observed nor any ATM's.

**Table 6.18 – Harden Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	33.3	9.2
Comparison	1	11.1	29.8
Retail Service	2	22.2	14.9
Leisure Service	3	33.3	24.3
Financial and Business Service	0	0.0	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>9</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.19.4 The centre was generally quiet at the time of the visit (a weekday mid-morning) although there was a reasonable level of activity at the post office. The passing traffic and Primary School provide passing footfall.

6.19.5 There are no ATM's in Harden, with the centre appearing quiet on the day of the site visit. Forecourt parking is available in front of the post office, pharmacy and convenience store. Long Lane is narrow, and the shops are opposite a school and so on-street parking is not possible here.

6.19.6 The local centre also provides a good range of community facilities: St Saviour's Church, Harden Memorial Hall and Harden Primary School are located between or immediately adjacent to the retail units.

6.19.7 In summary, this is a stable local centre that continues to provide for a good range of everyday needs. Harden is one of several local centres which do not have a previously defined boundary, therefore our recommendations for this is set out in Appendix 4.



## 6.20 Haworth (Main Street)

6.20.1 Haworth is a popular tourist destination for visitors attracted to the Bronte association and strong historic character of the village. As a result, the local centre is very different to the others with the Bradford City Council area, existing primarily to serve this tourist market rather than meeting the needs of local residents. There are 55 retail units here, which makes this one of the largest local centres. The centre should be considered alongside Mill Hey centre in Haworth, which provides a more traditional local centre to meet local needs.

**Figure 6.19 – Photographs of Haworth**



Main Street

Main Street

6.20.2 Haworth is very much a tourist centre and its diversity of use needs further explanation to reflect this. The diversity of uses generally reflects the UK average with the exception of a much higher number of comparison uses. This is made up for with fewer retail services and no financial or business services. For a local centre this is a markedly different diversity of uses. The vacancy rate is just below the national average.

6.20.3 There are 5 convenience uses, but these are also largely aimed at tourists rather than meeting local needs and include a chocolatier, sweet shop and health foods store; in addition to a more traditional bakers (with a café) and butchers.

6.20.4 There are 28 comparison units, but these are overwhelmingly aimed at the tourist market. They comprise 11 gifts/card shops, 3 art galleries, 2 craft shops, 2 jewellers, 2 second-hand bookshops, 2 clothes shops, a second-hand clothes shop, a second-hand record shop, musical instruments shop, new age shop, a pet supplies store and a photographic studio.

6.20.5 There are 14 leisure services units comprising five public houses, five cafes/tea-rooms, two hotels/guesthouses, 1 bar/restaurant and a fish and chip shops. The only retail service units present are a hairdresser and a Post Office.

**Table 6.19 – Haworth Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	5	9.1	9.2
Comparison	28	50.9	29.8
Retail Service	2	3.6	14.9
Leisure Service	14	25.5	24.3
Financial and Business Service	0	0.0	10.0
Vacant	6	10.9	11.5
<b>Total</b>	<b>55</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May/June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.20.6 There are a number of community uses around the centre, including two churches and a village hall. There is no ATM within the local centre.
- 6.20.7 Haworth village centre is a long linear centre focused on Main Street, which is a narrow street rising steeply as one moves northwards. It is semi-pedestrianised south of the junction with Butt Lane, providing for local access and permit only resident parking; and completely pedestrianised north of this. On-street parking is provided on the parallel Rawdon Road (set at a much lower level with steep gradient in between) and there are several pay and display car parks on all sides of the village, the closest of which is Museum Car Park on West Street, to the north of the centre, which provides ample parking. Many visitors arrive in coach parties or stay locally, so parking demand is not too great.
- 6.20.8 Most of the retail units are located on the upper (northern), fully pedestrianised part of Main Street. The lower part, from Butt Lane southwards, is mostly residential although there is a cluster of 8 units here (two of which are hotels). The units on the eastern side of Main Street were residential dwellings, however the units on the western side were harder to discern if these were either private residences or holiday rental cottages.
- 6.20.9 All of the units are within historical 18<sup>th</sup> and 19<sup>th</sup> century properties and the centre retains a distinctive and attractive charm. The properties are well maintained, and the street environment is also well cared for and celebrated (it is decorated with bunting). The centre is within a Conservation Area. The steep topography adds interest and allows long range views over surrounding hillsides. The narrowness of the street helps to make it look busy and vibrant.

- 6.20.10 There has been significant change in the number of units in the centre over recent years. In 2012 there were ten more units (65) than at present, four of which were vacant (this was a rise from 59 units in 2007). The 2016 retail study showed a very similar distribution of retail units to the present. A number of the units have been knocked through to create larger units, and this may reflect some of the changes.
- 6.20.11 In summary, Haworth is a unique centre within the Council's administrative area and any retail assessment must also be considered in parallel with consideration of its importance to the tourism economy and the value of the heritage character of the village. As a retail centre it is unique in the borough by catering almost solely to the tourist market rather than in meeting local needs. This situation is entrenched and is unlikely to change, and future planning should best concentrate on the nearby Mill Hey centre to meet local needs.
- 6.20.12 Haworth is very likely to continue to attract tourists in large number providing its special character is retained. Any threat to this is likely to be from the holiday rental market and the temptation for retail units to move to this use. Care must be taken to make sure that a sufficient cluster of retail activity is maintained or else the attraction of the village centre as a tourist draw, will be prejudiced. Properties, retail uses and the street environment here are all high quality and the focus should be on protecting and maintaining this. Any alterations will need to be carefully assessed in conservation terms. This is a centre best served by distinctive independent uses rather than national chain stores, which are more likely to be generic and contribute less to preserving the special character. In terms of recommendations, we proposed removing the residential units on the eastern side of Main Street from Butt Lane down to the café.

## **6.21 Haworth (Mill Hey)**

- 6.21.1 The Mill Hey area of Howarth is located in the eastern area of the village, approximately 6km to the south west of Keighley town centre and 1km from the main Haworth village centre, via Bridgehouse Lane. Mill Hey operates as a separate local centre, historically being the location of Hawarth Railway Station, which since 1968 has operated as the Worth Valley heritage railway line. This provides an important visitor attraction to the centre; the restored station includes a gift shop and there is a railway locomotive museum next to the station. The railway exists solely as a visitor attraction and does not have a commuter role. Although tourism is important to the centre, it is much less of a factor than in Haworth village (Main Street). It appears that Mill Hey centre exists primarily to serve local residents whilst Haworth village is primarily a tourist centre. Mill Hey is anchored by a relatively large Spar

store, whilst Haworth village does not have any national convenience retailer present. The catchment and role of the two centres therefore need to be seen in this context

6.21.2 This is a linear centre, with all units on Mill Hey (the name of the centre is the same as the main road through it). The road has a sharp bend on it where it bridges Bridgehouse Beck and this divides the centre into two distinct parts. To the west of the bridge is the centre of gravity of the centre, with the heritage railway station lying opposite the Spar. The majority of the retail units are located to the east side of the bridge, mostly on the northern side of Mill Hey.

**Figure 6.20 – Photographs of Haworth (Mill Hey)**



Spar on Mill Hey

Mill Hey

6.21.3 25 units were observed in the centre, which is a reduction from the 28 units observed in the previous study. The convenience offer is anchored by a Spar local store and supported by a butchers.

6.21.4 Comparison uses were below the national average but above what we have seen in other Local Centres in the District. Comparison units in Mill Hey include niche uses such as a model shop and army surplus store, in addition to two hardware stores, a pharmacy and a pet shop.

6.21.5 The convenience, and essential daily needs, role of the centre appears to have been steadily declining. The 2012 retail survey recorded a bakery, grocers and pharmacy in the centre. These appear to have mostly disappeared by the time of the 2016 survey and all remain absent. There was also a Post Office back in 2007 and this facility also remains lacking. Today the convenience role is limited to the Spar and one butchers shop (there also remains no pharmacy). The Spar meets most convenience needs. It also accommodates an ATM on Mill Hey.

**Table 6.20 – Haworth (Mill Hey) Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	8.0	9.2
Comparison	6	24.0	29.8
Retail Service	4	16.0	14.9
Leisure Service	11	44.0	24.3
Financial and Business Service	0	0.0	10.0
Vacant	2	8.0	11.5
<b>Total</b>	<b>25</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.21.6 At the time of the visit (a weekday lunchtime) the centre was generally quiet although with some activity at the Spar and considerable activity at the heritage railway station.
- 6.21.7 Mill Hey west of the bridge has no on-street parking but the Spar provides a free car park. The locomotive museum also offers pay and display parking. East of the bridge on-street parking is similarly restricted, although there is a sizeable public car park on Gas Street offering cheap parking.
- 6.21.8 In summary, this is a rather different local centre that needs to be understood in the context of tourism and the differentiation of role offered by Haworth village centre. Whilst this does appear to be the centre that provides mostly for local needs it has seen a noticeable decline in this function over recent years, with most convenience needs now being met by the Spar alone. It will be interesting to consider the degree to which a lack of on-street parking and competition from the Spar has affected the decline of other convenience units. Similarly, the loss of a post office and pharmacy is also leaving the centre rather dependent on the Spar as sole anchor. The centre has contracted slightly since 2012 but vacant units have passed into residential use successfully, leaving a better vacancy rate than previously.
- 6.21.9 There are a surprising number of comparison uses but some of these are rather niche and this may give rise to fear of further vacancies. Having said this, the centre does remain stable and appears successful and offers a good range of shops. The heritage railway offers the basis of a strong visitor economy which has not yet been capitalised on. Although one must also consider the wider needs of all Haworth residents and the fact that the convenience sector is limited in Haworth village, suggesting that this function should be protected in Mill Hey. We recommend minor amendments to remove the residential uses along Victoria Road and the residential unit beside the pet shop on Mill Hey.

## 6.22 Heaton

- 6.22.1 Heaton is located approximately 3km to the north west of Bradford city centre, with the commercial units focused on the northern side of Highgate. The centre is one of the smaller ones in the district, with 14 units observed.
- 6.22.2 Two convenience uses were observed; a One Stop convenience store and a convenience store with a butcher included. There was another convenience store located at the eastern end of the centre however it was determined that this was vacant.
- 6.22.3 In terms of comparison uses, a single unit was observed which was a car showroom. Given the nature of this use, it would most likely attract users to the centre from a significantly wider catchment than the immediate vicinity. A pharmacy is located within the centre, however this is co-located in a unit with a Post Office – we considered the Post Office to be the primary function but we recognise that the pharmacy will contribute to the comparison offer of the centre and to the needs of local residents.
- 6.22.4 Two retail service units were observed; a Post Office and a hairdressers. Whilst this is roughly in line with national averages, we note that this is a lower provision than observed in other local centres in the district. Leisure services dominate the centre occupying 50% of all the observed units, this is more than double the national average. The leisure service provision comprises of three take aways, two restaurants and two cafes. Although floorspaces are not able to be calculated for the centre, it was noted that the two largest units were occupied by leisure services uses, specifically the restaurants. No financial and business service units were observed however we noted the presence of ATM machines in the centre which will provide a limited range of financial functions. The Post Office will also contribute to the financial and business service functions.
- 6.22.5 Two vacant units were observed, which is an increase from the 2016 survey.



**Table 6.21 – Heaton Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	14.3	9.2
Comparison	1	7.1	29.8
Retail Service	2	14.3	14.9
Leisure Service	7	50.0	24.3
Financial and Business Service	0	0.0	10.0
Vacant	2	14.3	11.5
<b>Total</b>	<b>14</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May/June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.22.6 When compared to the previous survey, there has been an increase of two units in the centre, which is a significant change given its size. National Operators observed include the Post Office and One Stop. St Bede's and St Joseph's Catholic College is located on the southern side of Highgate.
- 6.22.7 The centre is surrounded by residential uses, however the centres location on the close to the periphery of the urban area means this catchment is limited, with moorlands extending out to the north – this could be an indication and reflective in the relatively small number of units in the centre.
- 6.22.8 On street parking was available throughout the centre, with a more dedicated area for parking located on Highgate in between Hilda Street and the unnamed lane to the east. Bus stops were observed however these had limited services throughout the day.
- 6.22.9 The centre was considered to be attractive, clean and well maintained with the buildings in a good condition. The vegetation from the residential uses and the college add to the overall visual quality of the centre.
- 6.22.10 Pedestrian footfall was very limited in the centre, with activity noted around the One Stop and the Post Office. Although little activity was observed in the survey, it is possible that there would be peaks and troughs associated with the colleges operating hours – however, this would only occur Mondays – Fridays and during school term time. We noted a single crossing point in the centre in the form of a refuge island. Whilst vehicular traffic during the survey was observed to be sporadic, it is likely Highgate gets busier at peak times and during the "school run" hours, we would recommend including additional crossing points to ensure safe traversing of Highgate for users of the college.



6.22.11 Based on the above, we would consider the centre to be healthy and that it has a limited role and function in meeting the daily needs of the immediate population and the students at St Bede’s and St Joseph’s college. The car showroom may attract users from a wider catchment, but it is unclear if this would benefit the rest of the centre as no complimentary uses relating to the showroom were observed.

6.22.12 We recommend further monitoring of the centre and exploring options to include additional safe pedestrian crossing points. As Heaton did not have any previously defined boundaries, our recommended boundaries for the centre can be found in Appendix 4.

## 6.23 Holme Wood

6.23.1 Holme Wood is located approximately 3km to the south east of Bradford city centre and Tong Street district centre is located to the south along Broadstone Way. The centre contains 15 units including a convenience foodstore, a baker, a pharmacy, a bargain shop, , a toy shop, two take away shops. There is also a library, church and health centre present in the centre. There are no financial and business service units present in the centre, which was also the position at the time of the previous BRLS.

6.23.2 There are a high proportion of vacant units in the centre (40%), and the number of vacant units has increased by one from the previous visit undertaken in 2012, suggesting that there are some long-term issues with the vacant properties. The previous survey showed that the Post Office had shut down in 2012 and the situation remains the same with the unit still vacant. There are no ATMs located in the centre.

**Figure 6.21 – Photographs of Holme Wood**



The Parade (off Broadstone Way)



Broadstone Way

**Table 6.22 – Holme Wood Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	20.0	9.2
Comparison	3	20.0	29.8
Retail Service	0	0.0	14.9
Leisure Service	3	20.0	24.3
Financial and Business Service	0	0.0	10.0
Vacant	6	40.0	11.5
<b>Total</b>	<b>15</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.23.3 In terms of its environmental quality, Holme Wood has ample green spaces and soft landscaping. Around the precinct area, the buildings are of a reasonable quality however they are somewhat bland and in need of cosmetic upkeep. The amount and concentration of vacant units relative to the size of the centre negatively impacts on its environmental quality.
- 6.23.4 In terms of accessibility, the precinct is pedestrianised allowing for the free flow of pedestrians. There are also ample parking available with two car parks around the precinct and others located at the library, health centre and the Holmewood Club pub.
- 6.23.5 Overall we consider Holme wood to be a weak centre with clear and significant issues with vacancy rates which are required to be addressed. We also recommend cosmetic improvement to improve the centre's environmental quality, particularly around the precinct area. We recommend a minor alteration to the boundary to better fit the centre's built form.

## 6.24 Horton Grange

- 6.24.1 Horton Grange is a busy local centre, approximately 2km to the north west of Bradford city centre. It is located at the junction of All Saints and Great Horton Road and accommodates a variety of retail and service operators. There are three convenience units, namely a butchers/grocer, off licence and cake/ice cream shop, as well as two clothing stores, a computer shop, two DIY/household goods stores, a phone shop, two pharmacies, nine restaurants/take aways, two hairdressers, a laundrette and a Post Office. The former 735 sq.m vacant unit at the junction of Great Horton and All Saints Road is occupied by the Hijaz Community Centre, although the building looks derelict. There are also seven residential units within the local centre boundary. There are no ATM facilities in Horton Grange.

Vacancy levels have slightly increased since 2012 and the proportion of vacant units is well above the local centres national average.

**Figure 6.22 – Photographs of Horton Grange**



All Saints Road

Great Horton Road

**Table 6.23 – Horton Grange Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	8.3	9.2
Comparison	9	25.0	29.8
Retail Service	5	13.9	14.9
Leisure Service	9	23.0	24.3
Financial and Business Service	3	8.3	10.0
Vacant	7	19.4	11.5
<b>Total</b>	<b>36</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.24.2 There is a good variety of uses in the local centre including a DIY store, dry cleaners/laundrette, two pharmacies, a medical centre, hairdressers/barbers, a church, accountancy office, insurance management services and convenience stores. Most are independently operated within the local area.

6.24.3 Vacancy levels have increased from 5 to 7 units since the 2012 visit. One of the largest vacant units previously recorded remains unoccupied along the western side of the local centre. There are two national operators in the centre, namely Post Office and Mumtaz Restaurant.

6.24.4 The centre is well served by public transport with bus stops along Great Horton Road and good local highway networks. On street parking is provided along both sides of Great Horton

Road. The local centre benefits from natural surveillance from passing traffic and pedestrians. Only one change for the centre’s boundary is recommended to remove residential terrace of properties at No. 1 to 5 Primrose Hill off Great Horton Road.

## 6.25 Idle

6.25.1 Idle is located to the east of the District, approximately 2km to the west of Greengates district centre. There is a variety of outlets in the local centre, including a discount food store, three smaller convenience stores, a pharmacy, dog groomer, two accountancy firms, three estate agents, pubs, take-aways, ten hairdressers and beauticians, an opticians, dry cleaners, Post Office and vets. In addition, there are 32 residential properties within the centre boundary, as well as a dentist and a medical centre. ATM facilities are available at, Co-operative Food and the Post Office.

**Figure 6.23 – Photographs of Idle**



The Green



High Street

6.25.2 The number of vacancies in the local centre has increase from 7 in 2012 to 13 in 2019. The diversity of retail and service uses in the local centre remains broadly unchanged over this period. However there have been some changes of note to the composition of the local centre. The Dunnes clothing and hardware store on Idle Road is now occupied by Aldi and Home Bargains. A further significant change is the closure of Barclays and Yorkshire Bank. In addition, two of the four public houses previously recorded in the local centre are currently shut. However, there are two bars and a working men’s club still trading in the centre. Idle library has also relocated from the local centre to the nearby Wright Mason Enterprise Centre which lies outside the local centre boundary.

**Table 6.24 – Idle Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	7	9.7	9.2
Comparison	4	5.6	29.8
Retail Service	18	25.0	14.9
Leisure Service	25	34.7	24.3
Financial and Business Service	5	6.9	10.0
Vacant	13	18.1	11.5
<b>Total</b>	<b>72</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.25.3 There is a good provision of free on street parking available in Idle and bus stops are located throughout the centre. The centre appeared to be busy on the day of the site visit, though the steep incline through the centre may prevent some pedestrians from making linked trips between the units to the north and south of the centre. The conversion of the Dunnes store to a Home Bargains and Aldi appears to have been a missed opportunity to improve pedestrian linkages between these premises and the southern part of the local centre as evidenced by an informal footpath up the embankment at the front of the site which connects with a public right of way along the side of the stores leading to the northern part of the local centre.
- 6.25.4 Buildings within the centre are generally well maintained. The centre benefits from small pockets of landscaping with seating scattered throughout the centre. However, the purpose-built parade of shops anchored by the Co-operative food store at the southern end of the local centre would benefit from some investment in its appearance, which is currently at odds with adjacent properties.
- 6.25.5 The shops and services within the local centre are interspersed by residential properties. This, together with the majority of the residential and commercial properties sitting immediately adjacent to the pavement, provides a high degree of natural surveillance in most parts of the local centre.
- 6.25.6 The topography of the local centre is a deterrent to linked trips on foot between shops and services at the northern and southern end. However, aside from the loss of the centre's two banks (in line with national trends) and the current closure of two pubs, the wider is centre appears to be performing well. The opening of the Aldi has significantly increased the centre's food offer and is likely to have drawn more visitors to the centre. However better



pedestrian links between the Aldi (and adjacent Home Bargains) and wider centre could potentially increase spin-off benefits for neighbouring shops and services.

- 6.25.7 One recommended change to the boundary is at the northern end of the local centre - the removal of nos. 395 to 407 Highfield Road.

## 6.26 Laisterdyke

- 6.26.1 Laisterdyke is located approximately 1km to the east of Bradford city centre and Leeds Road local centre is to the west along the A647. It contains a variety of units, including two convenience foodstores, seven clothing units, three textile retailers, an estate agent, two solicitor firms, six take aways, two restaurants and a petrol filling station. The number of vacancies and the amount of vacant floorspace has increased since the previous site visit, with four of the units identified as being vacant in both 2007 and 2012, whilst the former Yorkshire Bank (and Lloyds pharmacy units are now vacant. ATM machines are located at the Zurich bank units.

**Figure 6.24 – Photographs of Laisterdyke**



Leeds Road



Leeds Road

**Table 6.25 – Laisterdyke Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	3.5%	9.2
Comparison	16	28.1	29.8
Retail Service	12	21.1	14.9
Leisure Service	17	29.8	24.3
Financial and Business Service	4	7.0	10.0
Vacant	6	10.5	11.5
<b>Total</b>	<b>57</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorised by WYG based on Experian Goad main town centre uses

- Community Facilities: Surgery, church, library and youth centre and community centre.
- National Operators: There are two national operators in Laisterdyke, namely Akbars and William Hill.

6.26.2 Laisterdyke is one of the largest local centres and has good service provision, with the largest proportion afforded to comparison goods. There are six hairdressers/barbers, two accounting services, one banking/safe service, three convenience stores and twelve takeaway units. Other services include a church, library and youth centre, surgery and a social events centre.

6.26.3 At the time of the visit, one of the larger previously vacant units was under refurbishment and the other unit was operating as a car washing facility. Both units are along Leeds Road. The number of vacant units has significantly dropped from twelve in 2012 to six in 2019 and the mix of shops and services has changed over the same period.

6.26.4 The shopfronts in the local centre are generally in good order with scarce areas of soft landscaping. There are pavements throughout the centre with pedestrian crossing at the main signalised junctions. At the time of the visit traffic was busy along Leeds and Killinghall Road which are main thoroughfares.

6.26.1 We recommend changes to the centre's boundary to exclude the residential properties on the west side of Killinghall Road, around the junction with Parrat Street, and also to extend it farther north along Killinghall Road around the junction with Daniel Street.



## 6.27 Leeds Road

6.27.1 The local centre is located on both sides of Leeds Road (the A647), from the junction of Lapage Street to the east and Birksland Street to the west.

**Figure 6.25 – Photographs of Leeds Road**



Carnation Road



Leeds Road

6.27.2 The convenience stores on Leeds Road are generally small scale and comprise a butcher, off licence and two general stores. Additional commercial units in the local centre include 13 clothing stores, 3 jewellers, 2 household goods stores, 5 travel agents, 9 take aways, 3 restaurants, 3 hairdressers, two florists and an optician. Other services include a dentist and community centres.

6.27.3 The number of vacant units has declined since 2007. A significant proportion of the units had shutters on their fascia during the site visit, making it difficult for users to ascertain whether stores were operational or vacant, as well as impacting the centres environmental quality.

**Table 6.26 – Leeds Road Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	5.0	9.2
Comparison	40	50.0	29.8
Retail Service	11	13.8	14.9
Leisure Service	14	23.3	24.3
Financial and Business Service	1	0.8	10.0
Vacant	11	13.8	11.5
<b>Total</b>	<b>80</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.27.4 Leeds Road local centre is a busy and largely dominant of comparison services. There is one accounting practice located above a leisure use. Although some of the units were closed with roller shutters, the centre was fairly busy at the time of the visit which reflects the large size of the centre.
- 6.27.5 Off street parking is largely available on both sides of Leeds Road and additional off-street parking is available at Carnation Street which include comparison units and a bar. Overall, it is considered that Leeds Road is an attractive and healthy centre. However, it is recommended that the Council monitor vacancy levels in the centre to confirm that vacancy has stabilised.
- 6.27.6 We recommend the centre boundary should be altered to include the units around and opposite Gledhill Road to the west.

## 6.28 Lidget Green

- 6.28.1 Lidget Green is located approximately 2.5km to the west of Bradford city centre, at the junction of Legrams Lane and Cemetery Road. 30 units were observed to be within the centre, which is an increase from what was previously observed in the 2012 survey (27).

**Figure 6.26 – Photographs of Lidget Green**



Corner of Legrams Lane and Cemetery Road



Street name

- 6.28.2 The survey of the centre noted the presence of an additional 21 units in proximity to, but falling outside of, the adopted centre boundary. These units are located on either side of the junction along Legrams Lane and Clayton Lane and also to the south along Becksid Road. For our counts we will refer to the units which fall within the centre boundary and refer to those outside of it where relevant.

- 6.28.3 4 units convenience uses were observed in the centre, comprising a 3 convenience stores (one of which being a Premier Foods store, which was the only national retailer observed) and a bakery. Outside of the boundary, a butcher and 2 local supermarkets were observed – Zayn and Shimla Markets. We would consider that the convenience needs of the immediate area would be sufficiently covered by this level of provision.
- 6.28.4 Comparison uses in the centre occupy two units, which is significantly below the national average. The comparison uses observed were a household goods store and a gift store. Outside of the boundary, there are additional comparison units which include a ladies clothing shop, a carpet / rug store, a mobiles store and a car parts / accessories store.
- 6.28.5 Looking at retail services, four units were observed to be hairdressers / barbers and 1 was observed to be a travel agent. Outside of the boundary, additional retail services were identified including a Post Office, an optician, an electrical repairs shop and another hairdresser. Taken as a whole the units within and outside the boundary meet a wider variety of needs and functions than just those within the boundary.
- 6.28.6 Leisure services make up the single largest use in the centre, occupying 11 units and equating to an above national average representation. The leisure service uses observed included; seven take aways, two restaurants, one social club and one public house. This level of representation is above the national average. Outside of the centre, two additional leisure service units were observed, both take aways.
- 6.28.7 Regarding financial and business services, there was an over representation when compared to national averages, but this was still a relatively small number. The composition of these was different as it included an insurance broker, a money transfer store, a stonemason and a solicitor. Outside of the boundary another solicitor unit and a sign maker were observed. We would consider these to be niche uses which may attract people from a wider catchment. Despite the absence of a retail bank in the centre ATM's were observed which can perform limited financial functions, and the Post Office also allows for some financial services.

**Table 6.27 – Lidget Green Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	13.3	9.2
Comparison	2	6.7	29.8
Retail Service	5	16.7	14.9
Leisure Service	11	36.7	24.3
Financial and Business Service	4	13.3	10.0
Vacant	4	13.3	11.5
<b>Total</b>	<b>30</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May/June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.28.8 Parking in the centre is limited to on street parking, which faces pressures due to the centre's location on a main road and also due to the residential units within and around the centre. The residential street in the vicinity of the centre present some opportunity for parking however these were noted as being at or near capacity. The two supermarket units do have car parks for customer use. Bus access to the centre is achievable, with services towards Bradford City Centre and Clayton.
- 6.28.9 The environmental quality of the centre was mixed. The majority of buildings were in an adequate state of maintenance, however, there were several which were in need of obvious repair and upkeep. The building partially occupied by the Zayn Supermarket – whilst this is not within the boundary, it does impact on the centre's environmental quality by virtue of its proximity and dominance. Pockets of litter were also noted in the centre.
- 6.28.10 Lidget Green performs the role of a daily convenience, retail service and leisure service centre, with some evening economy roles. The financial services in the centre could attract users from a wider catchment. The position at a junction does present opportunities for passing trade but there are barriers to allow this to happen such as adequate parking facilities.
- 6.28.11 We would recommend that the boundary for the centre be modified to include the two supermarket units and also the units to the south along Becks Road. Other minor amends include incorporating retail units which are adjacent to, but currently fall outside of, the adopted boundary.

## 6.29 Low Moor

6.29.1 Low Moor is located approximately 4km to the south of Bradford city centre, with units on both sides of Huddersfield Road (the A641), from Netherlands Avenue to the north and Lower School Street to the south.

**Figure 6.27 – Photographs of Low Moor**



Huddersfield Road



Common Road

- 6.29.1 Low Moor contains 2 convenience units, these being the Family Shopper store and Tesco Express. The two units comprise 18.2% of the total units.
- 6.29.2 The centre comprises 1 comparison store, this is in the form of a chemist. However, the low comparison offering is expected for a small local centre such as Low Moor.
- 6.29.3 Low Moor also has only 1 retail service unit, which is a beauty salon.
- 6.29.4 The leisure uses comprise the vast majority of the centre's units. There are 7 leisure service units comprising 63.6% of the total units in the centre, significantly above the national average. The leisure offering in the centre is comprised of two pubs, three takeaways, a social club and the Coral Betting store.
- 6.29.5 Low Moor does not contain any financial and business service units, although the Tesco Express does have an ATM cash machine on its exterior. Similarly, the centre does not contain any vacant units.
- 6.29.6 In terms of community and other uses, Low Moor has a health centre present.



**Table 6.28 – Low Moor Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	18.2	9.2
Comparison	1	9.1	29.8
Retail Service	1	9.1	14.9
Leisure Service	7	63.6	24.3
Financial and Business Service	0	0.0	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>11</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.29.7 We observed a low level of pedestrian activity around Low Moor on the day of our visit. During the visit many shops had their shutters down, however with two pubs, a social club and three takeaways present in the centre this suggests that footfall may be attracted during the evening. The limited number of units are spread across the centre meaning linked trips are unlikely to be experienced.
- 6.29.8 Huddersfield Road, which runs through the local centre, does negatively impact upon the centre's environmental quality levels. The road sees a steady traffic flow which does contribute to the centres noise and air pollution, as well as detracting from its general aesthetic appeal. However, the traffic flow upon the road does enable the centre to capture passing trade. The buildings which line the street also would benefit from targeted maintenance to improve the centres general aesthetics. Maintenance and improvement would also benefit the cluster of units in the middle of the centre, with weed growth and pavement deterioration key issues. Cleaning of the takeaway units' shutters would also improve the aesthetics of the area.
- 6.29.9 Low Moor is a small centre dominated by leisure uses with some support from convenience. A key issue for the Council to address is to diversify these uses to improve the centres viability and vitality We do consider though that the presence of the Tesco Express provides a strong convenience function for the centre.
- 6.29.10 The parked vehicles observed within the centre's streets and car parks, emphasises the centres importance to passing vehicular traffic. Pedestrian activity can be constrained by this busy road and the distance between the units located within the centre. A key challenge for the centre is to improve the environmental quality, targeting building maintenance, the

removal of weeds and the cleaning of pavements. As Low Moor does not have any existing defined boundary, our recommendation for this can be found in Appendix 4

## 6.30 Marshfields (Manchester Road)

6.30.1 Marshfields is located approximately 2km to the south of the city centre, with the commercial units located on both sides of Manchester Road (the A641).

**Figure 6.28 – Photographs of Marshfields**



Manchester Road



Parkside Road

6.30.2 The 7 convenience units in the centre comprise of 3 CTN stores, 3 convenience stores and a bakery. Whilst this range may be somewhat limited, we do consider it meets regular daily needs of local residents.

6.30.3 Marshfield's comparison offer is slightly below the national average, however it we do consider it to be quite varied as it comprises of 4 furniture stores (including one bathroom furniture store), 3 clothing stores, 2 electrical goods stores, 2 fabric / textile stores, a Boots Pharmacy, a charity shop, a care sales centre, a tyre sales centre and a general household goods store. This composition contains a few specialist uses which will attract users from beyond the local catchment.

6.30.4 Retail services in the centre is also quite diverse in its offering, and includes 5 health and beauty salons, 2 electrical repair shops, 2 car repair / MOT centres (Including Halfords), a travel agent, an optician and a funeral director.

6.30.5 Leisure services primarily comprised of take aways (12 units) and also included a cafe and BetFred. We do consider this to be lacking in diversity and measures to encourage this should be explored.



- 6.30.6 The financial and business service offering is lower than the national average, which is typical of local centres, however we consider the presence of the Lloyds Bank to be a positive characteristic which will attract a wider catchment of users to the centre, particularly given the other local centres we have observed rarely have a retail bank present.
- 6.30.7 In addition to the use observed above, there is also a community centre, the Khidmat Centre.
- 6.30.8 Vacancy levels are below the national average and are noted as being lower than what was previously observed in, 2007 and 2012.

**Table 6.29 – Marshfields Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	7	12.1	9.2
Comparison	16	27.7	29.8
Retail Service	13	22.4	14.9
Leisure Service	14	24.1	24.3
Financial and Business Service	2	3.4	10.0
Vacant	6	10.3	11.5
<b>Total</b>	<b>58</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.30.9 Manchester Road is a busy route to Bradford city centre, though pedestrian crossings are present which enables easier access to the stores in the centre. On-street parking is available to help catch passing trade but there is a lack of a dedicated public car park.
- 6.30.10 Majority of the units located along Manchester Road are balanced with four vacant units on the west side of Manchester Road.
- 6.30.11 The units located on the east side of Manchester Road mainly comprise other uses, some which are vacant including the former medical centre. The building occupying no 8 and 12 Parkside was vacant although the fish and chip shop was open. This area appears disconnected from the rest of the local centre’s vitality.
- 6.30.12 Overall, we consider to be a reasonable centre with a good range of uses and reasonable vacancy rates. We recommend further monitoring of the vacancy rates and minor amendments to the boundary to incorporate the Khidmat Centre and the retail service units

to the north as well as removing the row of residential properties from no. 790 to 808 from the boundary.

## 6.31 Menston

6.31.1 Menston is a rural village located in the north-east of the Bradford District, approximately 13km to the north of Bradford city centre. Policy EC5 of the adopted Local Plan Core Strategy Development Plan Document for the Bradford District designates Menston as a 'Local Centre', however, the retail and service facilities do not currently have a designated local centre boundary. WYG assessed Menston as part of the Local Centres Study in 2016 on behalf of the Council, we have progressed our health check based upon the boundary recommended as a result of the 2016 assessment.

**Figure 6.29 – Photographs of Menston**



Units at Main Street / Cleasby road

Units at Croft Park

6.31.2 The centre's retail and service facilities are distributed in clusters along an approximately 650m stretch of Main Street at the junctions with Burley Lane, Croft Park and Cleasby Road, with the clusters separated by predominantly residential uses. There is also a Co-op Food store located at the junction of Main Street and East Parade. A summary of the uses can be found in Table 6.32.

6.31.3 Menston's convenience offer is anchored by the Co-op Food store. The Co-op does not fall within the WYG proposed boundaries, it is located in between two retail clusters on Main Street and we recognise that it acts as a draw to the centre. Other convenience uses include two newsagents and a delicatessen. Compared with national averages, Menston is over-represented by convenience uses.

- 6.31.4 A single unit was observed as being in comparison use, which is the Cohens Chemist close to the junction of Main Road and Cleasby Street. Whilst the comparison offer in Menston is significantly lower than the national average, we would not consider this to be an unusual characteristic of centres of this size.
- 6.31.5 Retail services comprise the largest single retail type in Menston. Seven units were observed as being occupied by hairdressers and / or beauty salons, with a significant cluster of these located at Croft Park. One unit was in use as a funeral directors. Menston does contain a Post Office but this is a concession within one of the newsagents it is not counted as a separate unit, however we recognise that its presence will play a vital role in the function of the centre and act as a draw to users.
- 6.31.6 Leisure service provision in Menston comprises of two pubs, a take away and a sandwich shop. All leisure service uses were noted as being located at the western end of the centre at the junction of Main Street and Burley Lane. One unit was observed as being in financial and business service use, which was a professional printing service located at the western end of the town centre. the centre contains an ATM which is located at the Co-op Food store, which allows for limited financial service functions to occur. The Post office concession within the newsagents at Cleasby Road also has some limited financial functions. A single vacant unit was observed on Cleasby Road.
- 6.31.7 In terms of other units, Menston contains a library,

**Table 6.30 – Menston Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	21	9.2
Comparison	1	5	29.8
Retail Service	8	42	14.9
Leisure Service	4	21	24.3
Financial and Business Service	1	5	10.0
Vacant	1	5	11.5
<b>Total</b>	<b>19</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.31.8 When comparing the results of the current health check versus the previous ones, Menston historically has had a strong convenience, retail service and leisure service offer and a weaker comparison and financial services offer. Community facilities observed in the centre

included; a GP surgery, Menston Primary School, Kirklands Community Centre and Menston Library, all of which contribute to the function of the town centre.

6.31.9 The centre was considered to be clean, well maintained and generally attractive, with the western section of the centre around Main Street and Burley Lane falling in to the Menston Conservation Area.

6.31.10 In terms of accessibility, the centre is surrounded by residential uses and the street both within and around the centre were considered to be walkable. Pedestrian flows were minimal but notable clusters of activity were observed around the Co-op Foodstore and the newsagents at Cleasby Road.

6.31.11 On street parking is prominent throughout the centre and could be a significant issue given the highly residential nature of the areas in between the retail clusters. There is some dedicated parking at Menston Library / the Kirkdale Centre but given its dispersed nature, it is unclear as to whether this car park would serve the whole centre. Several parking spaces were observed at the units at Croft Park, however it was observed that these were narrow and some vehicles were unable to manoeuvre and fit into the spaces without impacting on the main highway. Regarding public transport, bus stops are located throughout the centre but the regularity and service destinations vary between them.

6.31.12 Overall, we would consider Menston to fulfil the role of a centre which caters to the basic daily needs of the immediate population, with other more specialist functions and requirements being met in larger nearby centres such as Baildon or Ilkley. Whilst vacancy rates were low, there are notable over and under representations of other retail uses.

6.31.13 Based on our health check, we would consider the key issues for Menston are:

- The dispersed nature of the centre and the clustering of single retail classifications into areas of the town centre impacting on its viability.
- The general lack of offer beyond daily convenience and service needs; and
- Poor parking options and availability.

6.31.14 Menston does not have formally adopted boundaries, hence our recommended boundaries are set out in Appendix 4 of this document. Our recommendations comprise a series of non-contiguous boundaries, this is a response to the dispersed nature of the centre and the need to protect the current offering of retail functions.

## 6.32 Oak Lane (Manningham)

6.32.1 Oak Lane is a linear centre which is bounded at the junction of Bertram Road to the east and Heaton Road to the west. It is located approximately 2km to the north west of Bradford city centre, 0.5km to the north of Carlisle Road / Whetley Hill Local Centre and 1.0km to the east of Duckworth Lane Local Centre. The centre contains a large and long standing vacant plot located in between St Marys Road and Roseberry Road – this plot has obtained planning permission for a variety of uses however these have failed to materialise.

**Figure 6.30 – Photographs of Oak Lane**



Units at Oak Lane and St Mary's Road

Oak Lane

- 6.32.2 Convenience uses were observed to be higher than the national averages. The convenience offer was underpinned by two local independent supermarkets; Freshco Foods and Kampeena Market, the latter of which currently falls outside of (but adjacent to) the centre boundary. These supermarkets are complimented by four convenience stores, two grocers and a vape shop.
- 6.32.3 Comparison uses comprise the single largest retail classification in the centre, and the comparison uses in the centre are significantly above the national averages. Whilst comparison uses were generally distributed evenly throughout the centre, there was a noted concentration in the mid-zone of the centre between Roseberry Road and Chatsworth Place. The comparison offer was observed as including; 5 clothing stores, 4 jewellers, 3 mobiles / phone stores, 2 furniture/interior stores, 2 DIY/general goods stores, a car parts store, a pharmacy, a bookstore and gift store. We would consider this range of goods to cater to lower to medium end requirements.
- 6.32.4 Retail service provision in Oak Lane was significantly below national averages, less than half of what would be expected. The provision is relatively limited and comprises of a hairdresser,

an optician, a travel agent and an electrical repair store. This under provision seems peculiar in the context of other local centres observed in the district, however, given the proximity of other local centres to Oak Lane (namely Duckworth Lane and Carlisle Road / Whetley hill) which are both slightly overrepresented in terms of retail services. We note there is a Post Office located further to the east along Oak Lane, but this is not within the local centre boundary.

- 6.32.5 Leisure services in Oak Lane are also significantly below the national averages. Of the leisure service units observed, eight of these were take aways, one was an ice cream parlour and one was a restaurant.
- 6.32.6 Financial and Business services were observed as being less than half compared to the national average. The uses observed were an accountant firm, a solicitors and an insurance broker.
- 6.32.7 Vacancy rates at Oak Lane were slightly above the national average. A review of the current survey results against the results of those from the 2016 Local Centres Update has found that there has been an improvement in the vacancy rates and that there are several long standing vacant units within the centre, such as the unit adjacent to Freshco Supermarket, 36 Oak Lane and 1 Leamington Street.

**Table 6.31 – Oak Lane Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	9	15.3	9.2
Comparison	24	40.7	29.8
Retail Service	4	6.8	14.9
Leisure Service	10	16.9	24.3
Financial and Business Service	3	5.1	10.0
Vacant	9	15.3	11.5
<b>Total</b>	<b>59</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.32.8 When compared to other previous surveys, we have observed that the number of units in retail use in Oak Lane has gradually increased over time from 47 units in October 2007 to 59 observed in the latest survey.
- 6.32.9 Several stores were observed as interacting with the street scene with awnings over the street and by means of displaying their goods / produce outside of the unit. The buildings



were of an acceptable quality and standard, the recently renovated Grade II\* Lister Mills at the western end of the centre is a prominent feature of the centre however vegetation and landscaping was minimal and was generally confined to the ends of residential streets which allow for pedestrian only access to the centre. Some street furniture was observed but there was a noted lack of benches.

- 6.32.10 Oak Lane has a relatively steep topography rising in an east to west direction which could potentially detract or impact on those with accessibility issues from walking to or even visiting the centre. The residential areas to the south of the centre also have a hilly topography which may detract some people from walking.
- 6.32.11 There is a car park located at the lower end of the hill on St Mary's road however there we consider this to have a limited number of spaces (approximately 30) to cater for a centre of this size. The residential areas surrounding the centre offer the opportunity for on street parking but these areas are generally well used by residents. Parking bays are available along Oak Lane which do not impede on the flow of traffic along its alignment.
- 6.32.12 Residential areas surround the centre which maximise the potential for walking trips to occur, but the topography could detract some users or make it difficult for this to occur. Bus stops were located in the centre with services towards Bradford City Centre and Heaton.
- 6.32.13 Overall, we would consider Oak Lane as a healthy centre but there are issues of long-standing vacant units, and high vacancy rates, which require to be addressed. We would also recommend additional landscaping and planting schemes to improve the visual quality of the centre and also the provision of benches throughout the centre to act as rest steps for those with accessibility issues. We recommend changes to the boundary to fully incorporate the curtilage of buildings which are mostly within the current t boundary and also extend the boundary to the east to incorporate the units along Oak Lane in between St Mary's Road and Bertram Road.

## **6.33 Oakworth**

- 6.33.1 Oakworth is a small village in the west of the District, located approximately 4km to the south-west of Keighley. The village centre is located on the B6143, the main road through the town to Keighley. The local centre is focused part of the B6143 known as Keighley Road, lying to the east of its junction with Park Avenue. It is anchored by a Co-op located on Park Avenue.



**Figure 6.31 – Photographs of Oakworth**



Keighley Road

Co-op store on Victoria Road

6.33.2 Convenience uses in the centre comprise of a single Co-op Food store. A single comparison use, a pharmacy was observed.

6.33.3 In terms of retail services, these were above the national average. The four units observed were two beauty salons and two hairdressers. The Co-op Food store contains the Post Office as a concession, as this is not a standalone unit we cannot include it within our counts but we recognise that its presence will contribute to the overall role and function of the centre.

6.33.4 Leisure services comprised of two take aways and a café. No financial and business service units were observed in the centre.

6.33.5 Whilst this is a small number of units, the range of goods and services covered is typical of what we would expect for a centre of this size and is characteristic of other Local Centres in the District.

**Table 6.32 – Oakworth Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	1	11.1	9.2
Comparison	1	11.1	29.8
Retail Service	4	36.4	14.9
Leisure Service	3	33.3	24.3
Financial and Business Service	0	0.0	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>9</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.33.6 Keighley Road is very narrow, but formalised on-street parking (free for 1 hour and available for permit holders) is available in front of all the units, reducing the road to a single lane. Footways are also narrow on Keighley Road. The GP surgery/pharmacy has its own car park. Only limited on-street is available in front of the Co-op, which also must be shared with deliveries. Being opposite the school, car parking appears to be problematic here with a lot of informal on-street parking.
- 6.33.7 The centre was quiet at the time of the visit (a weekday mid-morning), although there was a reasonable level of activity at the Co-op.
- 6.33.8 In summary, this is a stable centre that is well anchored at either end by a Co-op Food store (which also includes a Post Office and ATM) and GP/pharmacy. Between these anchors the offer is limited to take-aways/cafes and hair & beauty uses but all units are occupied, and the centre has strengthened slightly since 2016. As the centre does not currently have a defined boundary, our boundary recommendations can be found in Appendix 4 of this document.

## 6.34 Princeville

- 6.34.1 Princeville is a medium sized local centre approximately 1km to the west of Bradford city centre. The commercial units are located on the southern side of Legrams Lane, at its junction to Princeville Street.

**Figure 6.32 – Photographs of Princeville**



- 6.34.1 There is a good variety of retail and service outlets in the centre, including a Premier convenience store, one newsagent, a charity shop, two clothing stores, one car parts shop, a travel agent, a western union money transfer service , café, two takeaways, a barbers, computer repairs unit, and glaziers. There is one cash machine located at the Premier

convenience store. Beyond the uses listed above, Princeville contains a Church and a hall which is used for community and youth club functions.

6.34.2 The previous Study noted that Princeville had a slightly high proportion of vacant units (20.8%, 5 units). The site visit in July 2019 has identified that since then, the number of vacant units has remained the same however we note that one of the former vacant units has now been occupied by Premier.

**Table 6.33 – Princeville Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	6	25.0	9.2
Comparison	6	25.0	29.8
Retail Service	3	12.5	14.9
Leisure Service	3	12.5	24.3
Financial and Business Service	1	4.2	10.0
Vacant	5	20.8	11.5
<b>Total</b>	<b>24</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey July 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.34.3 Aside from the Premier store, the appearance of the units within the local centre is generally tired and we would recommend aesthetic improvements to update their appearance. At the time of the visit, a high proportion of the units were also closed with their roller shutters down. The derelict appearance of the units detracts from the street scene.

6.34.4 No changes are recommended to the local centre boundary.

## 6.35 Queensbury

6.35.1 Queensbury is located at the intersection of the A647 and the A644, approximately 9km to the south west of Bradford city centre. The commercial core of the centre is located on the High Street, Sand Beds, Brighouse Road and Chapel Street. There is also a large Victorian era mill complex to the south of the centre called Black Dyke Mills.

**Figure 6.33 – Photographs of Queensbury**



Queensbury Swimming Pool, Sand Beds



Corner of High Street and Brighouse Road

- 6.35.2 Our survey of the centre noted numerous retail uses which currently fall outside of the adopted boundary to the north of the town centre, along Albert Street and Chapel Street – these units are included within our counts. Additionally, we noted the concentration of numerous businesses and firms at the Black Dyke Mills complex, only part of which falls within the town centre. Given we were unable to accurately determine the location, extent and whether or not the firms classed as retail uses, we have excluded the units which currently fall outside of the adopted boundary.
- 6.35.3 Looking at the previous 2012 survey, the overall number of retail units in Queensbury has increased from 64 to 74 units, most likely in part due to our counts including the units observed along Chapel Street and Albert Street.
- 6.35.4 In terms of the diversity of uses, six units were observed to be in convenience use, equating to 8.1% of all units in the centre. This is slightly below the national average. The centre’s convenience use is anchored by the Tesco Superstore on Brighouse Road and is supported by the Co-op Food Store, a newsagents, an off licence, a bakers and a key cutting / shoe repair unit. Despite the below average representation, the range of convenience uses is not untypical of a town this size and covers basic needs.
- 6.35.5 The centres comparison use were observed to be significantly below (less than half) the national average. The largest comparison unit observed was the Mill Carpets & Bed Store in the Black Dyke Mill complex. Other uses observed include a Rowlands Pharmacy, a florist, a clothing store, a charity shop and two gift stores. We would consider this a limited range of comparison uses and we would encourage additional comparison uses.
- 6.35.6 Retail services occupy 18 units in the centre and are significantly higher than the national averages. Retail service units were generally noted as being distributed throughout the

centre. the composition of retail service uses includes; nine hairdressers / barbers, four beauty / nail salons, three car repair units, an optician and a clothing alterations service. Typically, the retail services observed occupied typical "terraced high street" units, with the car repair firms normally occupying larger units which were either visually or physically separate from the main area of the centre's activity.

- 6.35.7 Leisure services are the largest classification observed in the centre, occupying 20 units. The largest unit observed was the Legends Gym, occupying the upper floor in Black Dyke Mills. Another large leisure service unit is Victoria Hall, a swimming baths, on Sandbeds. We are aware that the swimming pool is set to close following the construction of a new leisure complex, which is currently anticipated to open in late 2019 – The Victoria Halls functions will remain active until this time.
- 6.35.8 Other leisure service uses include; eight take aways, four cafes, four public houses, a social club and a solarium. Whilst leisure services dominate the centre, the variety of them is somewhat limited, with a distinct lack of bars and restaurants.
- 6.35.9 13 financial and business services were observed to be in financial and business service use, equating to 17.8% of the centre's units. The units observed in the centre comprised of; four accountants, four estate agents, two solicitors, a surveyor, a reprographics firm and a tutoring firm. We would consider the overrepresentation of financial and business units to be unusual, particularly given the lack of retail banks observed and the general patterns observed in other Local Centre's in the District, which are typically more retail and leisure service oriented.
- 6.35.10 Vacant units occupied eight units in the centre, equating to 10.9% of the overall number of units – this is below the national average and a notable improvement when compared to the proportions observed in the 2012 survey.



**Table 6.34 – Queensbury Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	6	8.2	9.2
Comparison	8	11.0	29.8
Retail Service	18	24.7	14.9
Leisure Service	20	27.4	24.3
Financial and Business Service	13	17.8	10.0
Vacant	8	10.9	11.5
<b>Total</b>	<b>73</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.35.11 Parking for the centre was ample, with some pressures observed on the on-street parking along High Street. Bus stops were also observed throughout the centre with frequent services to Bradford and Halifax. Whilst the pavements were in a good state of maintenance, there were areas where we consider it would be too narrow for people with access issues, wheelchairs or pushchairs to traverse safely. We recommend exploring options regarding the pedestrian crossing point at the High Street / Albert Street / Sand Beds / Brighouse Road junction as pedestrians were observed clustering on narrow pavements and crossing in an unsafe manner.

6.35.12 Queensbury is generally attractive centre, which is in a good state of maintenance, however there are several buildings which are in state of poor repair, particularly the buildings next to the Queensbury Tavern and those on the Black Dyke complex. The swimming pool is of particularly high architectural quality.

6.35.13 Looking at Black Dyke Mills in more detail, the complex contains a range of businesses and services falling outside of the town centre boundary. The pathways are in areas difficult for pedestrians to traverse and the lack of permeability within the complex and connecting to the centre makes it disconnected from the centre. Firms observed in the complex includes Queensbury Kitchens Ltd, a car repair shop, an events / venue space and a storage facility. There were also a large host of other uses and tenants which were noted but it was not possible to determine if they would classify as a retail use. We recognise that Black Dyke Mills makes a significant contribution to the town centre offering however we do not recommend the complex be included within the boundary beyond what already has. However, given its adjacency to the centre, we would recommend the Council explore options for the future development of the site, potentially through a masterplanning exercise.

6.35.14 In terms of boundary changes, we recommend amendments to the boundary to include additional retail units along Sand Beds, such as Kenwood Autos and the Black Dyke Band premises – we consider this premises would benefit from inclusion to add greater protection to its current function. With regards to observed retail units which have not been included within our recommended boundary, namely those on Chapel Street and Albert Square, we have decided against their inclusion due to them being located too far away from what we would consider to be the main town centre area of High Street and Sand Beds alongside hoping to encourage further retail uses within this area as opposed to encouraging a more dispersed centre.

## 6.36 Riddlesden

6.36.1 Riddlesden is located in the north of the Bradford administrative area, approximately 2.5km to the east of Keighley town centre. The retail and service facilities are mostly located along Bradford Road (B6265), although the Post Office and a butcher are located at Bar Lane. Riddlesden’s retail and service facilities are spread out from each other and are separated by stretches of residential uses and the River Aire.

6.36.2 Policy EC5 of the emerging Local Plan Core Strategy Development Plan Document for the Bradford District (February 2014) defines Riddlesden as a ‘Local Centre’, although the retail and service facilities do not currently have a designated local centre boundary.

**Figure 6.34 – Photographs of Riddlesden**



Bradford Road



Bradford Road

6.36.1 There are four convenience units within the centre, which comprise 14.8% of the total number of units. This is higher than the national average of 9.21%. The convenience units are namely a butcher, an off licence, a grocery store and a Co-operative Food store.



- 6.36.2 There are three comparison units comprising 11.1% of the total number of units. The comparison offering is made up of an electrical store, furniture store and a babywear store.
- 6.36.3 Riddlesden is well provided for in terms of its nine retail service units, which comprise 33.3% of the total units. This is significantly higher than the national average of 14.97%. The retail units present within Riddlesden include the Halfords vehicle repair centre, ATS vehicle maintenance store and the Post Office. This is alongside three hairdressers, a beauty salon, dry cleaners and a MOT garage.
- 6.36.4 The leisure offering is also strong with the 7 units comprising 25.9% of the total number of units. The leisure offering comprises four takeaways, one restaurant, a café and a pub. There are 2 vacant units within the centre, totalling 7.4% of the total number of units.
- 6.36.5 Beyond the uses listed above, East Riddlesden Hall, a historic house and gardens owned by the National Trust, is located to the south of Bradford Road at the junction with Granby Lane. This is a significant tourist asset for the area we would recommend the Council explore measures to utilise this to strengthen the centre. The Leeds Liverpool Canal runs near parallel to the centre which we are aware the Council is utilising for heritage purposes but also as a active link between

**Table 6.35 – Riddlesden Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	14.8	9.2
Comparison	3	11.1	29.8
Retail Service	9	33.3	14.9
Leisure Service	7	25.9	24.3
Financial and Business Service	2	7.4	10.0
Vacant	2	7.4	11.5
<b>Total</b>	<b>27</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.36.6 At the time of our visit we observed relatively low footfall within the centre. This was likely due to the dispersed nature of the shops, meaning the centre can be slightly disjointed. Riddlesden is located on Bradford Road which sees levels of high flowing traffic, meaning that there is a great deal of potential to capture passing trade. Around the centre there were clusters of parked cars in front of the centre’s shops, most notably around the Co-op,

showing the stores' attraction to shoppers. The centre may have felt busier if the shops were clustered together.

- 6.36.7 Riddlesden's shopping environment is closely linked to Bradford Road, which has a wide highway width and can be very busy as it passes through the shopping area. The noise, air quality and visual appearance of Bradford Road all negatively impact Riddlesden's environmental quality. In addition, there are a number of units that would benefit from improvements to their fascia's. In contrast, the shopping facilities along Bar Lane have a much better environmental quality. The units are attractive with little evidence of poor maintenance, providing the street with a much better environmental quality.
- 6.36.8 We would consider that the units present are sufficient to meet the daily and regular needs of local residents. Bradford Road which runs through the centre provides Riddlesden with the potential to capture a high proportion of passing trade however this does impact on the centre's environmental quality. The centres environmental quality would benefit from aesthetic improvements to some of the unit's fascia's with greenery and improvements to pavements outside the shops.
- 6.36.9 The key issue we consider for the centre is its dispersed nature which impacts pedestrian flows and also makes it visually difficult to establish that a centre is present. We recommend the Council pursue measures to amalgamate the centre or, at the very least ensure no further dispersal of uses.
- 6.36.10 The proximity to key tourist and heritage assets, the Leeds Liverpool Canal and East Riddlesden Hall, is a significant strength of the centre and these assets should be utilised to further strengthen and develop the centre, particularly the leisure service offering.

## **6.37 Saltaire**

- 6.37.1 The centre is linear in character and stretches along Bingley Road (the A650), which is a major route connecting Keighley to Bradford. Saltaire is located approximately 1.5km to the west of Shipley town centre. Alongside being a designated Local Centre, Saltaire is also a major tourist destination in the District due to the presence of the Saltaire World Heritage Site (WHS). The WHS encompasses the units on the north side of Bingley Road only.

**Figure 6.35 – Photographs of Saltaire**



Bingley Road



Former tram depot (Salt Bar & Kitchen) Bingley Road

6.37.2 Our survey noted the presence of 64 units in the centre, which is an increase in the number observed in the 2012 survey (55 units). of the centre included a diversity of use analysis, the results of which are summarised below in Table 6.38.

6.37.3 Convenience uses in Saltaire occupy 9.2% of the units observed in the centre, which is broadly in line with the national average. The convenience uses in the centre comprise of a Co-op Food store, a butcher, a green grocers, a bakery, an off license and a vape store. We would consider this to be a broad variety of uses.

6.37.4 Whilst the Co-op is by the far the largest convenience unit in the centre, we would ordinarily expect a larger food store given the size of the area. It is possible that residents utilise the Asda in Shipley for their main convenience food shop due to the lack of a large food store in the centre, and its proximity.

6.37.5 Comparison uses in Saltaire occupy 29.7% of the units in the centre, which is broadly in line with the national average. Comparison units tended to be more concentrated to the area of Bingley Road in between George Street and the junction of Saltaire Road and Moorhead Lane. The comparison offer in Saltaire comprises of eight clothing / fabric stores, three charity stores, two pharmacies, two gift stores, a florist, a hardware store, a furniture store and a jeweller. This is a very broad range of comparison uses both in terms of the range of goods covered by also in terms of high-end to low end goods. Only one national comparison retailer, Lloyds Pharmacy, was observed.

6.37.6 Retail service in Shipley occupied 21.9% of the units in the centre, which is significantly above the national average. The retail service provision in Saltaire comprises of eight hairdressers / beauty salons, a tattooist, a dry cleaner, a photography studio, a petrol filling

station, an optician and a car garage / valet service. There is also a Post Office in the centre, however this is a concession within the off licence, it therefore cannot be included within our counts but we do recognise that this will contribute to the range of retail services the centre supports. We would consider that Saltaire has a wide variety of retail services.

- 6.37.7 The number of leisure services in Saltaire was also found to be above the national average. The leisure service provision in Saltaire comprises of the following uses: 5 cafes, 3 bars, 3 restaurants, 2 take aways, a public house and a bookmakers (Betfred).
- 6.37.8 The largest leisure service unit in the centre is the Salt Bar and Kitchen, a former tram depot which has been converted into a bar / brewery, restaurant and live music venue – for reference, we have classed this as a restaurant as we consider this to be its primary function but we note the multi-functional purpose of the premises.
- 6.37.9 Financial and business services in the centre were also above the national average and comprised of four estate agents, two employment agencies and an insurance broker. ATM's were noted at the Co-op Food store which allow for a limited range of financial functions, the Post Office concession also allows for some financial services.
- 6.37.10 No vacant units were observed in the centre. Other uses in the centre not falling into a retail classification include two dental surgeries, a medical centre and a physiotherapist.
- 6.37.11 It is pertinent to note that additional retail uses exist along Victoria Road and at Salts Mill to the north of the centre. Whilst these will contribute to the offering for Saltaire as a whole, particularly for tourism purposes with regards to Salts Mill, these uses are too separate to form part of the functional town centre.

**Table 6.36 – Saltaire Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	6	9.4	9.2
Comparison	19	29.7	29.8
Retail Service	14	21.9	14.9
Leisure Service	17	26.6	24.3
Financial and Business Service	8	12.5	10.0
Vacant	0	0	11.5
<b>Total</b>	<b>64</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorised by WYG based on Experian Goad main town centre uses

- 6.37.12 The majority of the building stock in the centre are terraced properties with retail units on the ground floor, which is what we could consider to be a 'traditional high street'. In terms of the centre's environmental quality, the buildings were found to be of a good standard and condition, with the buildings on the northern side of Bingley Road (within the WHS) generally being more decorative than those on the southern side. The northern side of Bingley Road is also within the Saltaire Conservation Area.
- 6.37.13 Due to the centre's presence on a main road, traffic was observed to be quite heavy which did impact the centre's environmental quality, accessibility and also presented issues for pedestrians for the safe crossing of Bingley Road.
- 6.37.14 Parking provision in the centre could be found to the rear of the Co-op Food store, with additional parking available on Bingley Road. Whilst there was capacity observed to the rear of the Co-op, there was limited capacity for the on-street parking.
- 6.37.15 No bus stops were present in the centre itself, but ones were observed just outside of the boundary to the east and west. Saltaire train station is located approximately 550m to the north of centre, with services towards Bradford Forster Square, Leeds and Skipton.
- 6.37.16 Overall, we consider Saltaire to be a strong and healthy centre. This is reflected in the diversity of uses with there being no vacant units observed and each of the retail classifications either being in line with national averages or above national average. We recommend minor boundary amendments to incorporate the retail uses observed on Queens Road, to the south of Bingley Road.

## **6.38 Silsden**

- 6.38.1 Silsden is located in the north west of the District, with Keighley located approximately 7km to the south east of the town. The town centre is highly linear in character and is focused along Kirkgate, Bolton Road, Briggate and Bridge Street. The linear character is possibly the result of the town's development pattern along the A6034, which is a main route connecting Silsden to the rest of the District. Despite being located on a major road, there were ample opportunities for safe pedestrian crossing throughout the centre. The town centre is served by a car park at Wesley Place and Bridge Street, which were both observed as being well used. Additionally, the Co-op Foodstore on Bridge Street has its own car park for customer use only. It was noted that the off-street parking facilities were concentrated in the northern part of the town centre. On street parking opportunities were present throughout the town

centre and it was observed that the streets surrounding the town centre predominantly had resident only parking restrictions.

**Figure 6.36 – Photographs of Silsden**



Bolton Road

Kirkgate

- 6.38.2 Looking at the convenience offer in Silsden, this is underpinned by the large Co-op Foodstore on Briggate in the north of the town centre. Other convenience uses observed include two bakeries, a convenience food store, a shoe repair store, a newsagent and a butcher. Looking at Silsden’s comparison offer, this was observed to be below the national average and included three gift stores, two electronic / mobile stores, two furniture stores, a pet store, pharmacy and a florist. In addition to the above, there is an Aldi store located approximately 300m to the south of the town centre.
- 6.38.3 Looking at the services provision in Silsden, the number of retail services observed was nearly double that of the national average, one of which (a funeral director) was observed as lying adjacent to the north east of the current adopted boundary. Other retail services include 12 hairdressers / beauty salons, a travel agent, an additional funeral director, a laundrette and a catering service. It was observed that retail services were clustered in the northern and southern areas of the town centre.
- 6.38.4 Leisure services in Silsden were also observed as being above the national average. Pubs and bars comprised most of the leisure service uses, occupying seven units. Other units observed included five take aways, four restaurants, three cafes and a gym.
- 6.38.5 A summary of the diversity of uses for Silsden can be found in Table 6.39 below.



**Table 6.37 – Silsden Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	8	10.5	9.2
Comparison	16	21.0	29.8
Retail Service	20	26.3	14.9
Leisure Service	21	27.6	24.3
Financial and Business Service	8	10.5	10.0
Vacant	3	3.9	11.5
<b>Total</b>	<b>76</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.38.6 Looking at the 2019 survey results compared to the 2012 results, there has been a very small reduction in the overall number of units in the centre. Despite the comparison offer being observed as below the national average, this is in fact an increase when compared to the previous survey in 2012.
- 6.38.7 The Beck, Silsden Park and the Leeds Liverpool Canal fall within or are close to the town centre, all of which positively contribute to the environmental quality. Street furniture, benches and planting were prevalent throughout the centre all of which positively contributed to the environmental quality. It was noted there was a cluster of small parks / plazas along Kirkgate in between Cobby Bridge and New Street, with the small park located below street level close to the weir showing clear signs of vandalism, anti-social behaviour and in need of maintenance.
- 6.38.8 Overall, we would consider Silsden to be a viable and healthy centre with low vacancy rates, a good overall environmental quality and accessibility. We would recommend that specific areas of the centre, namely the small park by the weir, be looked at and updated in light of the conditions observed from this health check.
- 6.38.9 Regarding boundary recommendations, we consider that the area in the eastern section of the centre along Wesley Place and Beckside Court be removed from the defined centre as this area is predominantly residential uses. We would also remove the residential unit at the corner of Briggate and Skipton Road from the adopted boundary. We would also recommend amending the boundary slightly to include the funeral directors to the north of the currently adopted boundary and recommend monitoring the centre for any further changes.



## 6.39 Steeton with Eastburn

- 6.39.1 Steeton with Eastburn is located in the adjoining villages of Steeton and Eastburn in the north west of Bradford district, approximately 5 km to the north west of Keighley town centre and 18 km north west of Bradford city centre.
- 6.39.2 Steeton with Eastburn is defined as a Local Centre in the Bradford Core Strategy. However, the local centre boundary is yet to be defined. WYG previously provided a recommended boundary for the centre as part of the Local Centres Study completed on behalf of Bradford Council in 2016. Our health check assessment of Steeton with Eastburn therefore focuses on the retail and service provision within this recommended boundary.

**Figure 6.37 Photographs of Steeton with Eastburn**



Station Road, Steeton

Main Road, Eastburn

- 6.39.3 The retail and service units in Steeton with Eastburn are located along the B6265 Main Road/Skipton Road and comprises two clusters of units, one in the village of Eastburn and one in the village of Steeton approximately 1.2 km to the east.
- 6.39.4 The Eastburn cluster comprises three retail and service units located near the junction of the B6265 Main Road and Moor Lane, namely a combined general/convenience store/Post Office, a takeaway and the Inn of Eastburn pub. Off-street parking facilities are located directly in front of the shops and pub in Eastburn.
- 6.39.5 The Steeton cluster comprises a total of ten retail and service units and is focused on the B6265 Skipton Road and Station Road junction where a butchers, four hair and beauty outlets, the Goats Head pub, a café, and a fish and chip takeaway are located. A primary school and nursery are located adjacent to Steeton’s shops. Whilst on street parking on the Station Road and Skipton Road is restricted and customers are unable to park directly in front of the shops, these units are served by a small public car park located off B6265

Skipton Road and Station Road junction. Controlled pedestrian crossing facilities are located at the junction of Skipton Road/Keighley Road and Station Road.

6.39.6 A small convenience store and combined grocers/Post Office are further located approximately 200m to the west at the junction of B6265 Skipton Road with Elmsley Street. Three short-stay on street spaces are available on Elmsley Street. However, on street parking is restricted elsewhere on Elmsley Street and on Skipton Road.

6.39.7 Overall, a total of 13 retail and service units are located within Steeton with Easton as shown in Table 6.40 below. There are no vacant units in Steeton with Eastburn. All of the operators are independents although two outlets also provide Post Office services. Footfall in both Steeton and Eastburn was low on the day of our visit reflecting the limited number of retail and service units in the centre.

**Table 6.38 – Steeton with Eastburn Local Centre Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	30.0	9.2
Comparison	0	0.0	29.8
Retail Service	4	30.0	14.9
Leisure Services	5	40.0	24.3
Financial and Business Service	0	0.0	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>13</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.39.8 It is noted that a Co-op Food store is located on the B6265 Skipton Road approximately midway between the Steeton and Eastburn clusters. Whilst this unit is located outside of the boundary for the centre recommended in the 2016 Local Centres Study, it nevertheless provides a significant contribution to the local convenience goods offer. A furniture sales shop and a gym (Eastburn Fitness Centre) are further located in Eastburn Mills Industrial Estate.

6.39.9 Overall, the retail and service provision in Steeton with Eastburn is relatively limited and dispersed across two clusters approximately 1.2 km from each other. Such a distance would not usually be considered appropriate to include the two 'retail clusters' as part of the same centre. However, the clusters on their own have such a limited retail and service provision that they would not normally be considered as local centres in their own right. Furthermore,

it is necessary to protect the existing shops and services in Steeton and Eastburn to ensure that the day to day needs of the local community are met. We therefore consider that it is appropriate continue to designate Steeton with Eastburn as a local centre, with our recommended boundaries set out in Appendix 4.

## 6.40 Sticker Lane

6.40.1 Sticker Lane is located approximately 3.0km to the east of Bradford city centre and to the south of Laisterdyke local centre. 21 retail and leisure units were observed in the centre along both sides of the A6177 (Sticker Lane).

**Figure 6.38 – Photographs of Sticker Lane**



Sticker Lane



Sticker Lane

6.40.2 The centres convenience offer, although slightly above national average figures, comprises of 2 convenience stores which could be considered to be somewhat limited. The comparison offer is dominated by Dunelm Mill and also includes a blinds store and a pharmacy, whilst this equates to a significant below average comparison representation, the pharmacy provides a key function for the centre and the major retailer Dunelm Mill will attract users from a significantly wider than local catchment.

6.40.3 The leisure services are the largest sub-category present in the centre, with the provision comprising of 3 take aways, a public house, a working mens club, a café and a Coral betting shop. Retail services include two health and beauty salons, Post Office and a dry cleaners. Whilst this covers the range of services which we would typically expect to see in a centre the size of Sticker Lane, we do note that the overall provision is less than other Local Centres in the District.

6.40.4 2 units were in financial and business service usage, these were an estate agent and an insurance claims service. We would not typically expect to see a retail bank in a centre of this size but we do note that the Post Office will fulfil a limited range of banking and financial functions for users.

**Table 6.39 – Sticker Lane Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	9.5	9.2
Comparison	3	14.3	29.8
Retail Service	4	19.0	14.9
Leisure Service	7	33.3	24.3
Financial and Business Service	2	9.5	10.0
Vacant	3	14.3	11.5
<b>Total</b>	<b>21</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.40.5 3 units were observed as being vacant. This is an increase from the previous survey and also equates to an above average vacancy rate. We note that the former Royal Oak public house has been vacant for a significant period of time.

6.40.6 The centre contains a large vacant plot of land, which is adjacent to the north of Dunelm Mill, this site presents a significant development opportunity for the centre. our survey noted that the site is somewhat unkempt and has significant littering issues which negatively impacts on the areas environmental quality.

6.40.7 Generally throughout the centre, litter was noted to be prevalent and the shop fronts appeared tired and in need of some maintenance and update.

6.40.8 Dunelm Mill had a large car park available and there was also car parking noted to the rear of the units along Morton Road. Bus stops were also present in the centre and there were also pedestrian crossings present to allow for pedestrians to safely traverse the A6177.

6.40.9 We recommend the Council explore options to address the litter issues and some general aesthetic improvements. We do not recommend any changes to the currently adopted boundary.

## 6.41 Thornton

6.41.1 The local centre is located approximately 6.5km to the west of Bradford city centre and is focused at the intersection of Thornton Road, Kipping Lane and Lower Kipping Lane, alongside extending along Market Street.

**Figure 6.39 – Photographs of Thornton**



South Square Centre, Thornton Road



Junction of Thornton Road and Kipping Lane

6.41.2 Looking at convenience uses, Thornton contains 3 units; a Co-op food store, a Premier Store and a vape store. This equates to a below average representation when compared to national figures. Outside of the defined boundary, along Market Street, a village store was also observed.

6.41.3 Comparison uses in Thornton occupied 10 units, equating to 19.6% of the overall total. Looking at the composition of the comparison retailers, Thornton seems to be oriented to a higher-end goods market as can be seen due to the prevalence of art shops and art galleries (4) which is notable compared to other centres in the district. Our survey also noted the presence of a furniture store, an auction house, a florist, a pet supply store and a DIY store.

6.41.4 Whilst there are no national comparison brands in the centre, we note the presence of a Boots adjacent to Thornton Health Centre off Craven Avenue, approximately 200m away from the adopted boundary.

6.41.5 Retail services occupy 7 units, which equates to being below the national average. With the exception of the Post Office, all retail service units were occupied by a hairdresser and / or a beauty salon. An interesting point of note is that retail services have decreased since the previous survey which is different to what has been observed in other centres in the District.



- 6.41.6 Leisure Services were the single largest sub-category in the centre, with a significantly higher than national average presence (37.3% observed to 24.3% nationally). This is significantly higher than the national average. The leisure service units observed were spread throughout the centre and comprised of; 7 take aways, 3 public houses, 2 bars, 2 cafes, 2 restaurants, a social club and a Coral betting store. Thornton is linked to the Bronte sister by means of it being their birthplace, it is possible this prevalence of leisure service uses caters to tourists and an evening economy.
- 6.41.7 Outside of the town centre boundary, along Market Street, we noted several units occupied by main town centre uses including cafes, a newsagent and a Library. There are also several units which appeared to have previously been in retail use which have either been converted to residential use or were observed to be vacant. The streets name suggests that this was originally the main town centre and, over time, the centre has shifted and developed along Thornton Road.
- 6.41.8 The centre contains the South Square Centre, which houses several units, including the art galleries and some cafes. The centre is also used as an exhibition, leisure and events space for the community.

**Table 6.40 – Thornton Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	3	5.9	9.2
Comparison	10	19.6	29.8
Retail Service	7	13.7	14.9
Leisure Service	19	37.3	24.3
Financial and Business Service	7	13.7	10.0
Vacant	5	9.8	11.5
<b>Total</b>	<b>51</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorised by WYG based on Experian Goad main town centre uses

- 6.41.9 Looking at the results of the 2012 survey, the number of units in the centre has grown, with the number of comparison, leisure service and financial and business service units increasing and retail service and vacant units contracting.
- 6.41.10 The centre contains several units which fall outside of the retail classifications but are main town centre uses, including; the Methodist Church and a nursery. There are also other main

town centre uses which are outside of the defined boundary which we would consider to be in edge of centre locations, including Thornton Library and Thornton Health Centre.

- 6.41.11 Thornton is an attractive town centre, with there being several Listed Buildings contained within its confines and along Market Street. The eastern segment of the centre is located within the Thornton Conservation Area. Ebor Park is located at the junction of Thornton Road and Kipping Lane which positively enhances the centre environmental quality alongside providing recreation opportunities for residents.
- 6.41.12 Regarding accessibility, the centre contains a parking area to the rear of Ebor Park. This car park contained a small number of spaces and had a relatively narrow profile which could give rise to manoeuvrability issues for larger vehicles. On street parking was prevalent throughout the centre and on the street branching off it. Bus services were observed to be operating in the centre, with frequent services towards Bradford City Centre and less frequent services towards Keighley.
- 6.41.13 We would consider that Thornton is a healthy town centre which meets the daily functions of local residents, alongside providing functions for tourists. However, there is a sense of disconnect between uses, with the convenience needs, more needs of tourists and evening economy functions located within the boundary, and some functions which would be more oriented to local residents and other needs outside. We recognise that the main concentration of retail uses is focused at the junction of Thornton Road, Kipping Lane and Lower Kipping Lane, however we consider that the functions falling outside of this area should be protected. We recommend measures to ensure either that these uses are consolidated with the centre or are retained to preserve the range of functions.
- 6.41.14 We recommend minor boundary changes to incorporate the New Inn public house and the retail units observed along Fountain Street. Whilst we note there are retail units along Market Street and to the east of the centre, we considered these were too far removed and too dispersed to be included within the boundary. That being said, the Council should ensure these units protection in the centre and, if possible, encourage their relocation to within the recommended boundary. Given the centre contains a notable tourist attraction and cultural asset, the Bronte sister's birthplace, we would encourage that the Council pursue and explore a coordinated approach to marketing the town to tourists.



## 6.42 Undercliffe

6.42.1 Undercliffe is located approximately 3km to the north east of Bradford city centre, with the commercial units in a linear pattern along Otley Road and the junction of Killinghall Road, Dudley Hill Road and Harrogate Road.

**Figure 6.40 – Photographs of Undercliffe**



Otley Road



Killinghall Road

6.42.2 Undercliffe accommodates a variety of commercial units. the convenience offer is anchored by the Tesco Express and Londis, with support from a bakers and vape shop. The comparison offer is below the national average, which is typical of other local centres in the District, and includes a hardware store, a discount store, a florist, a gift/homeware store and a mobiles store. The centre does not currently contain a pharmacy within its boundary, however we note there is one adjacent to the north along Dudley Hill Road.

6.42.3 Retail services in Undercliffe are primarily health and beauty salons or hairdressers (7 units) and also include a tattooist and optician. Leisure services were below the national average and comprised of 5 take aways (including Pizza Hut) a Ladbrokes, a social club and a bingo hall – indicating there is a limited evening economy active in Undercliffe. We also note there is a Subway included within Londis as a concession however as this is not a separate unit it is not included within our counts. Financial and business services include a solicitor and an insurance broker. There are ATM facilities available at the Londis and Tesco Express stores which provide some limited functions. We would consider that, overall, this variety and diversity of uses is sufficient to meet regular needs of a primarily local catchment.

6.42.4 Vacancy levels are significantly higher than the national average and are an increase from the previous survey. Vacant units are dispersed throughout the centre but there is a cluster on Killinghall Road at the junction of Harrogate Road where four of the five units are vacant.

**Table 6.41 – Undercliffe Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	9.1	9.2
Comparison	6	11.4	29.8
Retail Service	9	22.7	14.9
Leisure Service	9	20.5	24.3
Financial and Business Service	4	9.1	10.0
Vacant	12	27.3	11.5
<b>Total</b>	<b>44</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.42.5 Non-retail units in the centre include a church, a school, residential units and a vets. The Moreside Surgery is located close to the northern boundary of the centre.
- 6.42.6 The majority of the commercial units are Victorian terraced properties. However, the south western stretch of the local centre comprises post-war premises with rendered and tile-clad elevations. A number of the shop fronts were dated and poorly maintained, in particular those currently vacant. Aside from the Garden of Rest in the middle of the local centre, there are no areas of soft landscaping or trees.
- 6.42.7 The local centre is dominated by busy roads and junctions. Pedestrian activity was low when the site visit was undertaken. There are two bus stops and cycle lanes within the centre. Parking provision is limited, as evidenced by several cars parked on pavements during the site visit. There is off-street parking available in the local centre, for example the public car park on Killinghall Road near the junction with Otley Road. However, the signal priorities at the junctions throughout the centre do not encourage car users to park and walk to other parts of the centre.
- 6.42.8 Our site visit indicates that whilst Undercliffe has a reasonable mix of shops and services, it is a struggling centre with a high vacancy rate, limited footfall and a low-quality environment. It is recommended that the Council monitors vacancy levels in the centre and also conduct cosmetic and aesthetic interventions to improve the shopfronts and general environmental quality. We also recommend amending the boundary to include the full curtilage of a few units within the centre already and also to include Moorside Surgery and pharmacy, as shown in the centre plan at Appendix 4.

### 6.43 White Abbey Road

6.43.1 The retail and service units in the local centre are concentrated in a linear pattern along White Abbey Road (the B6144), approximately 0.75km to the north west of Bradford city centre. There is a strong concentration of Asian retailers in the centre which reflects its inclusion within the Bradford World Mile, a designated area which includes a diverse and vibrant range of facilities..

**Table 6.42 – White Abbey Road Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	2	5.4	9.2
Comparison	22	59.5	29.8
Retail Service	4	10.8	14.9
Leisure Service	7	18.7	24.3
Financial and Business Service	0	0.0	10.0
Vacant	2	5.4	11.5
<b>Total</b>	<b>37</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.43.2 The centre has a below average provision of convenience uses, with the 2 units observed being a small local convenience store and a bakery. Whilst we would consider this a limited provision, we do note that, historically, White Abbey Road has had a limited convenience offer with the convenience needs being met elsewhere.
- 6.43.3 Comparison uses dominate the centre being more than double the observed national average and significantly higher proportions than other local centres in the District. When looking at the composition of the comparison uses, clothing / fabric retailers make up the majority of convenience uses (15 units) – Of particular note was that these were either designer womenswear or bridalwear. In addition, 4 jewellers, a general store and a florist were also observed. This relatively narrow comparison offer appears oriented to cater to specific and specialist needs which could potentially attract people from a further catchment.
- 6.43.4 Retail services are limited in the centre, noted as being below the national average. The retail service offer includes 3 clothing alteration service units and a hairdresser. Leisure service provision is also limited comprising of 3 cafes, a takeaway and a gym. The survey also noted a medium size walk up take away shack located at the Regal complex – this unit was not in operation at the time of visiting but we recognise that it will contribute to the

function of the centre and have included it in our counts. There were no units in financial and business service use observed.

- 6.43.5 Vacancy rates in White Abbey Road were half of that observed nationally and have improved since the previous survey in 2012 – we consider this to be a positive aspect and an indicator of a healthy centre particularly given the amount of units in White Abbey Road has also increased since the previous survey.
- 6.43.6 Regarding accessibility, the centre contains bus stops with frequent services towards Allerton, Holme Wood and Bradford City Centre. For car parking, there are limited opportunities for on street parking as the street is mostly covered by double yellow lines. The streets surrounding the centre do not have any parking restrictions but were noted as being well used, presumably by residents. The Regal complex has its own parking facilities which were not observed as being well used at the time of survey. There is also a small car parking area to the rear of the shops on the southern side of White Abbey Road but these were also observed as not being well used.
- 6.43.7 The centre contains a single traffic controlled pedestrian crossing and a refuge island crossing. The streets topography and layout making visibility from some areas of the centre difficult for informal safe crossing to occur. Given White Abbey Road is a major thoroughfare from Bradford City Centre to the northwest of the city, safe crossings are key for the centres vitality.
- 6.43.8 The street scene was of an acceptable standard with no signs of vandalism or litter. The shop units were in good condition with signs maintained to a good standard. There is a small area of greenspace and vegetation which appears to be intended for use of the residential units on Whetley Close and Denby Street however it does contribute positively to the visual quality of the centre.
- 6.43.9 Overall, we would consider White Abbey Road as a healthy centre which does cater to some basic daily needs of the local population and more specialised needs of a wider population, specifically high-quality womenswear, jewellery and bridalwear. Whilst the comparison unit presence in White Abbey Road is overrepresented at the expense of other uses, the specialisation of the centre appears to work in its favour as the vacancy rate is half of the national average. In terms of recommendations, we advise the council to continue to monitor vacancy rates and also to explore options for additional safe pedestrian crossings, and additional landscaping or a beautification scheme to visually enhance the centre. Minor boundary amendments are recommended in Appendix 4.

## 6.44 Wibsey

6.44.1 Wibsey is located approximately 3km to the south west of Bradford city centre and 0.8km. the centre is focused on an approximately 500m section of High Street, between Hardy Street to the east and North Road to the west. The survey determined the presence of 60 units in the centre boundary and six further units outside of it in proximity.

**Figure 6.41 – Photographs of Wibsey**



High Street

High Street

6.44.2 Wibsey’s convenience offer is underpinned by the Co-op Food store on High Street, and is supported by 2 vape stores, a bakery and a local convenience store. A Costcutter convenience store was observed outside of the boundary to the east which also contributes to the overall convenience offer.

6.44.3 Comparison uses were observed in nine units and comprised of a Lloyds pharmacy, 2 charity shops, a discount store, a card store, interior decorations and a cycling store.

6.44.4 Retail services were the largest classification observed, with there being more than double the national average observed in the centre. The majority of these were hairdressers and/ or beauty salons (12) with other uses observed including a travel agent, clothing alterations and an optician. Outside of the adopted boundary, 2 additional retail service units were observed, both hairdressers.

6.44.5 Leisure services were the second largest presence in the centre and comprised of 5 take aways, 3 public houses, 2 social clubs, a BetFred betting shop and a café. Outside of the boundary to the east, a takeaway and a hotel were noted, to the west another social club was observed on the corner of North Road and Reevy Road. We consider the presence and variety of these units suggests that there is an evening economy in Wibsey.

- 6.44.6 Compared to other local centres in the District, Wibsey had an above average number of financial and business service units. This included 5 estate agents, 2 solicitors, a mortgage broker and a retail bank (Santander). Outside of the centre to the east, an accountancy firm was also observed. Whilst the presence of a retail bank is peculiar when compared to other Local Centres, we are aware from the previous survey that a Natwest was located in the centre and has since closed down.
- 6.44.7 Vacancy rates in Wibsey were slightly above the national average and were a higher amount than what was observed in the previous survey in 2012.

**Table 6.43 – Wibsey Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	5	8.3	9.2
Comparison	8	13.3	29.8
Retail Service	17	28.3	14.9
Leisure Service	14	23.3	24.3
Financial and Business Service	9	15.0	10.0
Vacant	7	11.7	11.5
<b>Total</b>	<b>60</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorised by WYG based on Experian Goad main town centre uses

- 6.44.8 In terms of community uses, a large Salvation Army Mission was observed, which serves as a community centre and also contains spaces to accommodate leisure and other events. Additional community uses observed included a dentist, veterinary practice and a church. Wibsey Library was noted to fall outside of the boundary to the west along North Road.
- 6.44.9 We noted the centre to be a heavily trafficked route and, whilst some pelican crossings were observed, we would advise the council to assess for safe pedestrian crossing at the roundabout in the western end of the centre.
- 6.44.10 On street parking is restricted throughout the centre through double-yellow lines. The residential areas around the centre did not have any significant parking restrictions however they were noted to be busy. A parking area is located at the eastern end of the centre and the Co-op Food store has a car park for customer use only.
- 6.44.11 We do not recommend any changes to the currently adopted boundary. Whilst we note there are units and functions which class as main town centre uses in proximity to the currently adopted boundary, we consider that these uses are too interspersed with residential



uses and are too far removed from the main hive of town centre activity. We do recommend the Council explore options for pedestrian crossing at the roundabout at the western end of the centre and also to continue to monitor vacancy rates.

## 6.45 Wilsden

6.45.1 Wilsden is a small village approximately 8km to the north-west of Bradford city centre and 6km to the south-east of Keighley town centre. The retail and service units are widely dispersed along Main Street. This is a relatively long retail centre, extending to around 500m along Main Street, although there are many residential properties located between the retail units. The centre extends between the junctions with Lingfield Road and Tweedy Street.

**Figure 6.42 – Photographs of Wilsden**



Main Street

Main Street

- 6.45.2 There are currently 26 retail units. In the previous 2016 survey there were 27 uses. The difference can be explained through units and combining into single business.
- 6.45.3 The centre’s convenience offer is anchored by a Co-op Food store and is supported by a butcher, delicatessen and an off license. Comparison uses in the centre boundary comprise of a bridalwear store and a furniture store. Adjacent to the boundary is a large car sales unit (Wilsden Autos) and a pet supplies store.
- 6.45.4 Retail services mostly comprise of hairdressers and also include a Post Office, a funeral director, an optician and a beauty salon. This is a slightly wider range of uses than what we have observed in Local Centres. Leisure services are mostly takeaways, but also comprise of two public houses, a social club and a restaurant.
- 6.45.5 Financial services comprise of two units, an estate agent and a financial advisor. The Post Office will provide some limited financial functions, as will the ATM at the Co-op Food store.



6.45.6 No vacant units were observed in the centre. The post office building was vacant in 2016 but is now back in use as a Post Office.

**Table 6.44 – Wilsden Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	4	15.4	9.2
Comparison	4	15.4	29.8
Retail Service	8	30.8	14.9
Leisure Service	8	30.8	24.3
Financial and Business Service	2	7.7	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>26</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey May 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.45.7 Main Street is a very steep road in places, rising as one travels northwards, with the effect of limiting ease of pedestrian accessibility through the centre. The road is narrow in places and has a bend on its length within the centre. It is traffic-calmed and there is a pedestrian crossing by the post office. There are double yellow lines through most of the centre but there is on-street parking in front of some of the units. There is a small public car park on Main Street with cheap short and long stay parking. The centre was generally quiet on the time of the visit.

6.45.8 In summary, the centre appears to be stable and performing well. It has a good number and range of shops, although this is somewhat dispersed, on a difficult gradient. It is anchored Co-op, although this is somewhat set back from Main Street. The re-opening of the Post Office is a welcome change for the centre since the last study. As Wilsden does not currently have an adopted boundary, our recommendation for this can be found included within Appendix 4.

## 6.46 Wrose

6.46.1 The small centre is located along Wrose Road, approximately 2.5km to the south east of Shipley town centre and 4.6km to the north of Bradford city centre. The commercial units are in a linear form and interspersed by a number of residential properties. The centre's pavements are lined with established trees and mown grass verges.

**Figure 6.43 – Photographs of Wrose**



Wrose Road



Wrose Road

- 6.46.2 As shown in Table 6.48 below, the units in the centre comprise a Co-operative Food store, pub, the charity shop, hardware store, betting shop, two take away units, hairdressers, sandwich shop, Post Office and dry cleaners. An ATM machine is available at the Co-operative convenience store. A library is also within the defined local centre boundary and the Age Concern charity shop has meeting space to provide information and advice to the public.
- 6.46.3 All the units in the centre are occupied. However, the two takeaways in the local centre appeared to be closed during the daytime, the public house is not open in the morning and the library is shut three days a week and does not open until 13.30 on three of the remaining four days.
- 6.46.4 There is a bus stop located within the local centre and a couple of other bus stops close by. There is a reasonable amount of on and off-street car parking available within the centre, including to the front of the Co-operative convenience store and to the rear of the public house and the library. The convenience store car park was busy on the day of the site visit, however limited pedestrian movement was recorded across the wider local centre.

**Table 6.45 – Wrose Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	1	9.1	9.2
Comparison	2	18.2	29.8
Retail Service	3	27.3	14.9
Leisure Service	5	45.5	24.3
Financial and Business Service	0	0.0	10.0
Vacant	0	0.0	11.5
<b>Total</b>	<b>11</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

6.46.5 Overall, although dominated by retail and leisure services, the local centre has an adequate variety of uses to meet the daily needs of local residents. It’s environmental quality and vibrancy is somewhat impacted by the limited opening times of some of the units.

6.46.6 We recommend a change to the defined local centre boundary as shown in the centre plan at Appendix 4 to encompass the Co-op Food store and adjacent betting shop and takeaway on the site of the former Wrose Community Centre

## 6.47 Wyke

6.47.1 Wyke local centre is located approximately 7.3km to the south of Bradford city centre. The centre is linear in form, with the majority of retail units located on either side of Town Gate. There are 62 units present in the centre, offering a variety of goods.

**Figure 6.44 – Photographs of Wyke**



Town Gate



Town Gate

- 6.47.2 As table 6.49 shows, there are 8 convenience units located within the centre, which includes 2 bakeries, a newsagent, a confectioners, a key cutters and most notably the Asda supermarket. The 8 convenience stores comprise 14.5%, above the national convenience average.
- 6.47.3 There are 11 comparison units in the centre, with the largest being the B&M bargains store namely a gift shop, charity shop and the Poundshop. The 10 units make up 16.1% of the total units, falling below the national comparison average of 29.8%.
- 6.47.4 The 13 retail units in the centre comprise 8 hairdressers, a travel agent, tattooist, Post Office, an optician and a clothing alterations store.
- 6.47.5 The 15 leisure units are comprised of 9 takeaway stores, 3 pubs, a restaurant, betting office and an amusement store. This figure is in line with the national average.
- 6.47.6 In terms of financial and business services provision, Wyke does have a lack of provision. In recent years the centre has lost a Barclays Bank and a Yorkshire Bank, significantly hindering the financial provision within the centre. The Post Office offers some financial provision, but not to the level offered previously by Barclays and Yorkshire Bank. The financial and service offering within Wyke is comprised of 2 estate agents and a fence makers store.

**Table 6.46 – Wyke Diversity of Uses**

Category <sup>1</sup>	Units		
	No. of Units	% of Total	National Average (%)
Convenience	8	12.9	9.2
Comparison	11	17.7	29.8
Retail Service	13	21.0	14.9
Leisure Service	15	24.2	24.3
Financial and Business Service	3	4.8	10.0
Vacant	12	19.4	11.5
<b>Total</b>	<b>62</b>	<b>100.0</b>	<b>100.0</b>

Source: WYG Survey June 2019

<sup>1</sup> Categorized by WYG based on Experian Goad main town centre uses

- 6.47.7 A significant draw back to the local centre is that 12 units in the centre are vacant, accounting for 19.4% of the total number of units within the centre, meaning the number of vacant units makes up a high proportion of units within the centre boundary. This significantly hinders the shopping experience and the vitality of the local centre. This figure is especially concerning when considering that there was only 5 vacant units noted in 2012, meaning vacancy within the centre has since increased by 7 units. This figure is also above

the national vacancy average. Many of the vacant units have appeared at one end of Town Gate meaning this section of the centre in particular suffers from a poor environmental quality. The increase in vacancy rates has coincided with the loss of national operators in recent years, including the Cooperative, Barclays Bank and Yorkshire Bank. The loss of these stores has restricted the offering within the centre and reduced its appeal to consumers.

6.47.8 At the time of our visit the centre was quiet in terms of pedestrian activity, however this does reflect the centre's small size. Car parking facilities were available off Town Gate, allowing passing trade to be captured and encouraging multiple trips.

6.47.9 Environmental quality levels were poor with the centre suffering from the increase in vacant units. Many shops also had their shutters down with evidence of graffiti and litter being noted. However due to the centre having some traditional stone buildings this offers the potential for targeted building maintenance to improve the environmental quality of the centre.

6.47.10 The increase in vacancy rate experienced within Wyke significantly hinders and reduces the appeal of the local centre. The vacancy rate is especially high for a small centre such as Wyke. As previously mentioned, the increase in vacancy rates has coincided with the loss of national operators in recent years, including the Cooperative, Barclays Bank and Yorkshire Bank. Again, the loss of these stores means the loss of key services within Wyke and ultimately reduces its appeal to consumers.

6.47.11 On the other hand, the centre does boast a high level of convenience and retail service offering, both above the national average. The national operator, Asda, boosts the local centres appeal for shopping, and in doing so increases the footfall and vehicle activity around this area. Despite this however the comparison offering within the centre does fall below the national average. We would recommend the Council continue to monitor Wyke's vacancy rates and also devise strategies to improve the centre's environmental quality. we also recommend boundary changes to include the new pharmacy in the southern end of the centre and to include the full extent of the car parks which serve B&M and Asda.

## 7.0 Market Performance Assessments

### 7.1 Kirkgate and Oastler Markets, Bradford City Centre

7.1.1 There are two Council owned markets located within Bradford City Centre, namely Oastler Market within the Oastler Shopping Centre on John Street and Kirkgate Market, located within Kirkgate Shopping Centre. Kirkgate Market is an indoor market and comprises 184 stalls providing around 1,800 sq.m of retail sales area. Oastler Market is also indoor comprises 177 stalls with a retail sales area of around 2,400 sq.m alongside 23 external shops. Both markets are open Monday to Saturday. The product offer at Kirkgate Market has traditionally focused on comparison goods and comprises mainly unbranded clothing, household items and homewares, alongside several large cafés. The product offer at Oastler Market is substantially different and focused on fresh and other convenience goods with an ancillary comparison goods offer.

#### *Vacancy*

7.1.2 The vacancy rate at Kirkgate Market is high with 22% of the units vacant at January 2017, equating to 40 of the 184 stalls. In contrast, the national average vacancy rate for indoor markets stood at 14% in 2016<sup>1</sup>. Vacancy at Kirkgate Market has increased since the 2013 Study, at which time 17% of the stalls were vacant at October 2012, which itself represented a significant rise in vacancy from the 7% identified at March 2008 in the previous study.

7.1.3 At Oastler Market, the vacancy rate is also high at 23%, with 40 of the 177 stalls in the market vacant at January 2017. Vacancy at Oastler Market has increased significantly over the last decade or so, rising from 19% at October 2012 and from 7% at March 2008.

#### *Footfall*

7.1.4 The 2013 Study identified that the increase in the proportion of vacant stalls coincided with a decrease in the amount of footfall at these markets between 2009/10 and 2011/12, of 280,000 visitors across both the Oastler Centre and Kirkgate Centre markets. Kirkgate Market attracted 1.6 million customers in 2013, which fell to 1.5 million in 2016. Footfall at the Oastler Centre has continued to decline since 2012, falling from 2.9 million visitors in 2013 to 2.4 million in 2016. Traders at the Oastler Centre have indicated that the number of

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<sup>1</sup> Survey data commissioned by the National Association of British Market Authorities and the National Market Traders Federation, and undertaken by The Markets Service.



customers has fallen considerably as a result of the closure of the Morrisons Westgate store. In addition, traders also consider that the number of vacant shops on Darley Street has been a barrier to encouraging shoppers to visit the markets from the lower part of town.

### *Customer Views*

- 7.1.5 As part of the in-street shopper surveys in Bradford City Centre that took place in June 2017, respondents were asked which areas of the city centre they used and how often. The Oastler Shopping Centre was one of the least popular parts of the centre. When shoppers were asked how often they visit the markets, around a third of respondents (36%) stated that they visit Oastler Market regularly (3% daily, 20% weekly and 13% monthly), 36% visit occasionally and 28% stated that they never visit the market. Of those respondents that stated they never visit Oastler Market, the main reasons identified were that they have no need to visit, that there is nothing of interest there, that they don't know it and that it is too far.
- 7.1.6 For Kirkgate Market, almost half of respondents visit regularly, with 37% visiting at least once a week (5% daily and 32% weekly), and further 14% visiting monthly. Only 14% of respondents never visit Kirkgate Market, with the main reasons cited that they have no need to visit, there is nothing of interest there, its low appeal and poor quality.
- 7.1.7 Those respondents that visit the Kirkgate and/or Oastler Centre markets were asked specifically about their use of the markets. The most popular items to buy from the markets were fruit and veg (39%), meat (27%), hot food or takeaways (26%), health and beauty (22%) and adult clothing (21%).
- 7.1.8 Generally, respondents rated Kirkgate Market better than Oastler Market. Kirkgate Market was rated as good with regards to its opening hours (69%), the ease of use (64%), safety (64%), access (64%) and cleanliness (53%). Respectively, 58%, 51%, 53%, 49% and 46% respondents rated the same criteria for Oastler Market as good. The key issues highlighted by respondents related to the toilets, choice and variety of stalls, décor, cafes / catering and cleanliness
- 7.1.9 Respondents were also asked what would make them visit the markets more often. 38% of respondents said more choice in the market would encourage them, 29% said better quality and 26% said a better environment. It is noted that responses to this question were not specific to either the Oastler Centre or Kirkgate Market.



- 7.1.10 Respondents were asked if they would shop at the Oastler and Kirkgate Markets more often if it was relocated into a new Food Hall Market in the former M&S unit on Darley Street. A total of 58% of respondents stated that they would visit the Oastler Market more often and 26% stated they wouldn't. For the Kirkgate Market, 53% of respondents stated that they would visit more often and 31% stated they wouldn't.
- 7.1.11 Consultation activity undertaken by the Council between February and March 2019 further suggests that the low usage of Oastler Market largely stems from its physical disconnection from the main part of town, with vacant stores in between and the too great a distance to walk) along with issues relating to the aesthetics and environment of the existing market. A diverse market offer was identified as crucial to the appeal of a market, suggesting that a consolidated food & non-food market offer would increase a market's appeal. The consultation findings in relation to relocation of the market were positive, with 6 in 10 of the online shopper survey respondents stating that they are more likely to shop in the new food market.

### *Key Findings and Conclusions*

- 7.1.12 A high and increasing level of vacancy and continued fall in footfall at the city centre markets over the last decade or so evidence the decline in the popularity of the markets and current oversupply of stalls. The Oastler Shopping Centre's former Morrisons store was an important generator of footfall and its closure in April 2016 has had a major impact on the number of shoppers that use the market.
- 7.1.13 Whilst the Oastler Centre is the larger of the two city centre markets and attracts a higher footfall, the in-street survey findings suggest that usage of the market by shoppers elsewhere in the city centre is particular low. A lack of offer and its location within the north of the city centre and therefore distance from the most popular parts of the city centre – specifically, Broadway Shopping Centre, Centenary Square and Kirkgate Shopping Centre – are driving its poor usage. The more central location of Kirkgate Market enables it attracts more shoppers from across other parts of the city centre. For Kirkgate Market, the lack of offer and poor quality were found to be the main deterrents of better usage.
- 7.1.14 Overall, it is evident that the performance of the city centre markets has continued to decline since the previous 2013 Study. Whilst the city centre markets are no longer under threat from illegally trading out-of-centre Asian Bazaars, vacancies are still increasing and visitor numbers are in decline.

7.1.15 The Council's proposed relocation of Oastler Market to a new market hall at Darley Street will provide a central location for the market and provide a modern and accessible market hall environment. The new market hall is expected to encompass the city centre markets' convenience offer, along with a dedicated food and drink outlet level, diversifying the available market offer. Existing non-food market provision at Oastler Market is proposed to be consolidated into the existing Kirkgate Market.

7.1.16 The proposed new Darley Street Market Hall is therefore expected to address many of the issues identified in relation to the existing Oastler Market and the survey findings indicate that shoppers in other parts of the city centre are more likely to shop in the proposed new food market. Whilst a combined convenience and comparison goods market is not proposed as part of the scheme, which is considered would support market performance, we expect that the proximity of the proposed new 'food-only' market hall and Kirkgate Shopping Centre, which provides easy access to the 'non-food' Kirkgate Market will serve to increase the number of visits to Kirkgate Market.

## **7.2 Keighley Market Hall, Keighley Town Centre**

7.2.1 Keighley Market Hall is located on Low Street in Keighley Town Centre. The market encompasses 85 stalls and is open Monday to Saturday. The market offer comprises a mix of convenience and comparison stalls and several cafes.

7.2.2 The vacancy rate in the market is currently 13%<sup>2</sup>. Whilst below the national average of 14% for indoor markets, this nevertheless represents a substantial increase in vacancy since the 2013 Study, at which time only one (1.2%) of the stalls was vacant. In 2008, the Market Hall was fully let.

7.2.3 The in-street surveys asked respondents whether they were planning to visit a market on their visit to the city or town centre. Of the 100 respondents surveyed in Keighley Town Centre, 21% stated that they intended to visit Keighley Market on their trip.

7.2.4 Of those that intended to visit Keighley Market on their trip:

- 48% said they visited the market once a week or more, and 81% visit at least once a fortnight;
- When asked what they liked about the market, 19% said they liked the quality of food goods, 14% said they liked the freshness of the food and 15% said they liked the

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<sup>2</sup> Vacancy rate provided by Markets Manager, 13 June 2019

range of non-food goods; and

- When asked what they disliked about Keighley Market, the majority of respondents said nothing (67%). Others highlighted the poor range of food (14%), not enough stalls (5%) and that the market was not big enough (5%).

7.2.5 The substantial increase in vacancy within the market since the 2013 Study indicates that there has been a decline in the performance of the market since the 2013 Study. Nevertheless, Keighley Market was performing exceptionally well at the time of the previous study. The market continues to attract a high level of regular use and customer views of the market remain overwhelmingly positive. Overall, these findings indicate that the Keighley market is still performing relatively well. However, since August 2019 a number of tenants have stated that they will not be renewing their lease agreements when they expire in March 2020, which will result in the vacancy rate increasing to 20% by April 2020, assuming that no more notices are received or stalls taken up by new traders.

### **7.3 Shipley Open Market, Shipley Town Centre**

7.3.1 Shipley Open Market is an outdoor market that takes place at Market Square on Mondays, Fridays and Saturdays. The Monday market offers second-hand items and bric-a-brac, and the Friday and Saturday markets offer a wide selection of goods including fresh food.

7.3.2 Vacancy at Shipley Market over the three trading days is around 40%<sup>3</sup>, representing a substantial rise since 2012, when the vacancy rate was 30%. Prior to 2012, vacancy at Shipley Market had remained relatively stable since 2008. It is noted that the national average vacancy rate for outdoor markets is high, standing at 29% in 2016<sup>4</sup>.

7.3.3 The 188 respondents to the household survey who stated that they visit Shipley the most out of all of Bradford District's defined city and town centres were asked what measures could be implemented which would encourage them to visit Shipley more often. A total of 5% of these respondents said a better market.

7.3.4 The in-street surveys asked respondents whether they were planning to visit a market on their visit to the city or town centre. Of the 101 respondents surveyed in Shipley Town Centre, 20% stated that they intended to visit Shipley Open Market on their trip. It is noted that the market was trading on only two of the four days the surveys took place.

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<sup>3</sup> Vacancy rate provided by Markets Manager, 13 June 2019

<sup>4</sup> Survey data commissioned by the National Association of British Market Authorities and the National Market Traders Federation, and undertaken by The Markets Service.

7.3.5 Of those that intended to visit Shipley Open Market on their trip:

- 60% said they visited the open market once a week or more;
- When asked what they liked about the market, 35% of respondents said 'nothing', 20% said the freshness of food, 10% said the availability of local produce and 1% specifically cited the café; and
- When asked what they disliked about Shipley Market, the majority of respondents said nothing (67%). Others highlighted the poor range of food (14%), not enough stalls (5%) and that the market was not big enough (5%).

7.3.6 Overall, Shipley Open Market has suffered from a high vacancy rate since 2008 and that vacancy has risen further in recent years. Whilst the in-street survey respondents that intended to visit the market tend to do so regularly, tellingly, over a third did not identify anything they liked anything about the market. These findings indicate that the market is continuing to struggle.

## **7.4 Bingley Open Market, Bingley Town Centre**

7.4.1 The outdoor Bingley Open Market takes place in Town Square twice a week on Fridays and Saturdays, which hosts stalls selling fruit and vegetables, meats, bread and other produce. We note that at the time of the 2013 Study, Bingley market additionally operated on Wednesday.

7.4.2 At November 2012 there were 53 vacant stalls at Bingley Open Market, equating to a vacancy rate of 49.1%. Vacancy at the market had increased substantially since 2008 when the vacancy rate stood at 14.8%.

7.4.3 The 95 respondents to the household survey who stated that they visit Bingley the most out of all of Bradford District's defined city and town centres were asked what measures could be implemented which would encourage them to visit Bingley more often. A total of 5% of these respondents said a better market.

7.4.4 The in-street surveys asked respondents whether they were planning to visit a market on their visit to the city or town centre. Of the 100 respondents surveyed in Bingley Town Centre, only three stated that they intended to visit Bingley Open Market on their trip. It is noted that the market was not trading on the two of the four days the surveys took place. Nevertheless, the survey findings indicate that usage of the market by shoppers across the town centre is extremely poor.

- 7.4.5 Overall, Bingley Open Market suffers from a high level of vacancy, which along with the poor usage of the market amongst town centre shoppers suggested by the in-centre surveys and loss of one of its trading days since 2013 indicates that the performance of the market is poor.



## Appendices





## **Appendix 1 – City Centre Health Check Data**







## **Appendix 2 – Town Centres Health Check Data**





## **Appendix 3 – District Centres Health Check Data**





## **Appendix 4 – Local Centres Health Check Data**

