

WORKSHEET EC2
RETAIL AND TOWN CENTRE SERVICES (RTS)

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WORKSHEET NO:	ECONOMIC TOPIC	CORE Q	SUPP Q	MOTIVATION
WORKSHEET EC2	RETAIL AND TOWN CENTRE SERVICES RTS	CQ 1 - 9 Tot 9	SQ 10 - 13 Tot 4	These questions are aimed at finding out the basic data required to evaluate the retail and town centre services available.

CORE QUESTIONS

EC2-RTS-CQ 1	ANSWER (FIGURES)		SWOT		COMMENT - HOW/WWW
<p>How much of the local shopping provision is in the town centre, out-of-town centre or in the villages?</p> <p>Compare number and total floorspace in the various locations</p>	Town Centre	80%	S	Extended Town Centre	Identify in particular out of town supermarkets and other shops.
	Peripheral	10%	W	Too spread out	<p>TESCO – Amersham</p> <p>Waitrose – Berkhamstead</p> <p>Sainsbury – Hemel, Wycombe</p> <p>ASDA – Watford</p> <p>John Lewis – Watford, Wycomb</p> <p>[Greenway Parade ??]</p>
	Villages	10%	O	One-stop Shopping; Convenient service	
			T	Empty Shops Changing Shopping Habits Internet Poor service	

EC2-RTS-CQ 2	ANSWER (FIGURES)		SWOT		COMMENT - HOW/WWW
<p>What type of shops and services are there in the town centre?</p> <p>The number of each shop/services e.g. bank, chemist; butchers; antique; clothes; shoes; baker; grocer; supermarket; hardware, pubs and general stores (add to the list as appropriate), available in both the town and the surrounding villages, and their percentage of the total shops</p>	See Spreadsheet		S	Supermarkets attract shoppers	Identify particular shops and services which attract visitors and shoppers from outside the town and any obvious gaps or shortages in provision.
			W	No other national names	<p>Waitrose,</p> <p>Sainsburys (poor service)</p> <p>Pearces Hardware – Old fashioned, excellent service</p> <p>Domescos – Ex. Service</p> <p>Cox Saddler – Specialist</p> <p>Chapter One – Service & Knowledgable</p> <p>McDonalds [<i>You must be joking – Jim C</i>]</p>
			O	To attract more specialist shops	
			T	Changing shopping habits Internet Ageing population; reduced spending	

EC2-RTS-CQ 3	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Has retail floorspace in the town centre been lost in the last five years?</p> <p>Compare historical data on comparison and convenience retail and commercial floorspace in the town centre and compare with any out-of-town developments</p> <p>The information may be available from the District Council in the form of Retail Capacity Studies and Retail Impact Assessments of specific developments.</p>	<ul style="list-style-type: none"> • 3 units lost to Eateries • Expanded space – Sainsburys, Waitrose 	S	Switch to 'Café Culture'	<p>Identify whether the town centre has become a less attractive location for retail development.</p>
		W	Gaps in High St; Low retail confidence	
		O	For further changes of use	
		T	Reduced prime retail areas	

EC2-RTS-CQ 4	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Are there a variety of markets operating in the town and surrounding countryside?</p> <p>Identify if these are provision markets, livestock markets, farm shops, farmers' markets and/or WI markets. Consider the number of shops and the regularity of markets.</p>	<p>General Market – Saturday, Wednesday; includes a monthly 'Farmers Market'</p>	S	Attracts Shoppers	<p>Identify the number and frequency of markets and the number of outlets for local produce. Identify local producers who are not represented in local markets.</p> <p>Market is only alternative Greengrocer to supermarkets, so have to use supermarket for a full shop on non-market days.</p>
		W	Quality of (some of) market	
		O	To increase footfall in town	
		T	Market can look tatty; some competition with established shops	

EC2-RTS-CQ 5	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>What is the frequency of the general market and what are the numbers of traders/stalls?</p> <p>How has this changed over time?</p>	<p>Wednesday – 25 stalls ; Saturday – 5 to 15 stalls</p> <p>Variable, currently active</p>	S	Lively	Identify if the market is a thriving concern.
		W	Tatty	<p>Yes – increased footfall in town, particularly Wednesday. Saturday a bit patchy</p>
		O	Attractive to shoppers Occasional specialist Mkt	
		T	Looks cheap	

EC2-RTS-CQ 6	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>How many shops are vacant in the town centre and how many have been vacant for more than two years?</p> <p>Compare with historic trends and with the regional and national vacancy rates</p>	<p>5 empty, 4 charity shops</p> <p>No long term vacancies, fairly quick turnover</p>	S	Good width	If there are significant vacancies, find out why the vacant shops are not being reopened.
		W	Reduced available spend	<p>Chesham not well sold – only 1 commercial estate agent, not involved in the town.</p>
		O	Room for more specialist stores + more housing ?	
		T	Vacancies create bad impression Reduced spending High rents don't help startups	Amersham agent much more positive

EC2-RTS-CQ 7	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>How many new shops in the centre have opened in the last three years, or have had major refits?</p> <p>Identify new and improved shopping provision</p>	<p>Major refits - Waitrose Sainsburys Boots</p>	S	Good food base	Assess retailer confidence in the town centre.
		W	Limited other attractions	<p>Generally Weak – Small traders pessimistic, talk down business which doesn't help sales. (Reduced spending ; increased overheads)</p>
	O	To increase trade from visitors		
	T	Increased age of residents – lower spending		

EC2-RTS-CQ 8	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Are rents for retail premises stable or increasing?</p> <p>Compare rents over time and with competing centres, if appropriate</p>	<p>Increasing</p> <p>Many corporate landowners going for high rents, regardless</p>	S		Assess rent levels for the main shops and whether the increase reflects buoyant demand.
		W	Weak traders at risk	<p>Does not reflect buoyant demand, rather the need to maintain valuations on balance sheet</p>
		O		
		T	Limits startups	

EC2-RTS-CQ 9	ANSWER (FIGURES)	SWOT		COMMENT - HOWWWW
<p>Are local retailers confident about future trading?</p> <p>Identify where local shopkeepers plan to expand or move to new premises or are concerned about particular constraints on future business.)</p> <p><small>Information can be obtained from a survey of local shops and services</small></p>	<p>Small, Long established traders – No</p> <p>Food stores, Macays (Clothes) - Yes</p>	S	Wide Range	Assess local confidence about the town's role as a shopping destination.
		W	More ?? at cheaper end	<p>Still appears popular for local shopping -</p> <p>Car parks full & turning over</p>
		O	To promote Convenience stores, personal service	
		T	Is service as good as it should be ??	

SUPPLEMENTARY QUESTIONS

EC2-RTS-SQ 10	ANSWER (FIGURES)	SWOT	COMMENT - HOWWWW
<p>Is the town centre promoted as a shopping destination in any brochures or other publicity material?</p>	<p>Yes –</p> <ul style="list-style-type: none"> • Visitors Guide • Town Map • Ccl guide book 		Identify whether the town is being actively promoted.
			Yes – Guides, & Posters on Met Line

EC2-RTS-SQ 11	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>Is there commercial demand for additional retail floorspace?</p> <p>Registered interest, by retailers and their anticipated floorspace requirements</p>	<p>None evident</p> <p>Larger floorspace for new build is required, but not available in town ctr</p> <p>Large scale land assembly needed</p>	S	Allows existing stores to flourish	Identify any demand for expanding retail provision.
		W	Poor competition	
		O		
		T	Limited new development	

EC2-RTS-SQ 12	ANSWER (FIGURES)	SWOT		COMMENT - HOW/WWW
<p>How many shops are charity shops?</p>	<p>4 + 5 Empty (2% in all)</p>	S	Additional variety	Charity shops pay lower rates and rentals.
		W	Shows lack of demand	
		O	for new retail use	
		T	cheapens the shopping ctr	

EC2-RTS-SQ 13	ANSWER (FIGURES)	SWOT	COMMENT - HOW/WWW
<p>Is the local provision and/or livestock market vulnerable to closure?</p> <p>Compare historic data on number of stalls, turnover levels, throughput, employment data to assess vulnerability to closure.</p>	<p>N / A</p>		<p>Identifying any potential threat to the market and what those threats are.</p>