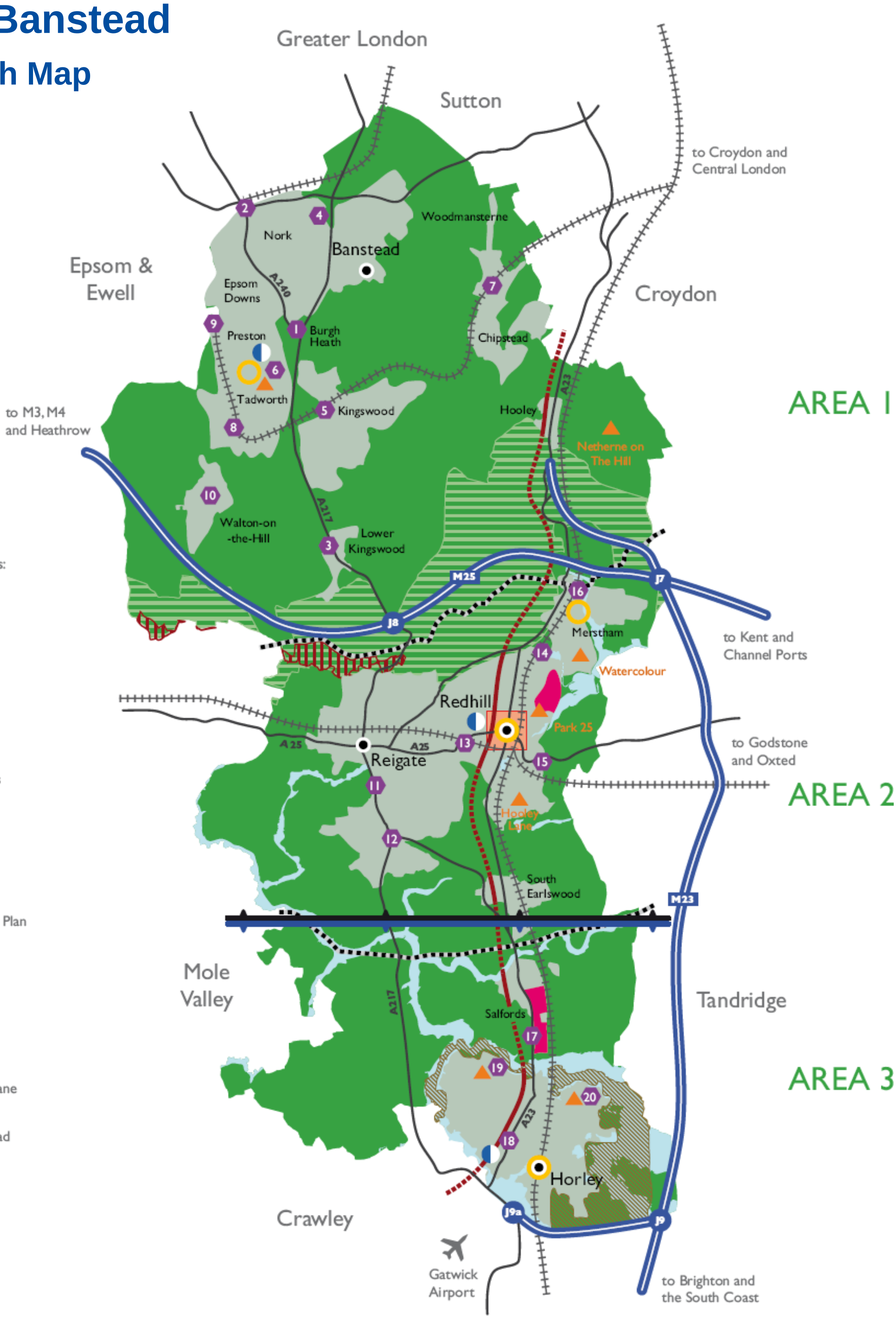
Town Centre Monitor

March 2012

Reigate & Banstead
BOROUGH COUNCIL
Banstead | Horley | Redhill | Reigate

Reigate & Banstead

Borough Map



- Motorway
- A Roads
- Railway Lines

South East Plan Regional Boundaries:

- London Fringe
- Gatwick Area
- Redhill TCAAP
- Town Centres
- Regeneration Areas
- Urban Areas
- AONB
- SAC
- Strategic Employment Sites
- Strategic Corridor
- Green Belt
- Rural Surrounds of Horley
- Major Housing Sites
- Council Leisure Facilities
- Area of Constraint - Flood Plan
- Area Boundary

Local Shopping Centres

1. Burgh Heath
2. Drift Bridge
3. Lower Kingswood
4. Nork Way
5. Kingswood Waterhouse Lane
6. Shelvers Way
7. Station Approach, Chipstead
8. Tadworth
9. Tattenham Corner
10. Walton-on-the-Hill
11. Lesbourne Road
12. Woodhatch
13. Linkfield Corner
14. Merstham Village
15. Nutfield Road
16. Portland Drive, Merstham (subject to regeneration improvements)
17. Brighton Road, Salfords
18. Brighton Road, Horley
19. Meath Green Lane, Horley
20. Langshott/Lake Lane, Horley

Town Centre Monitor

End March 2012

Contents

Please Note:
The information contained within this monitor provides is only a record of the observed current uses and occupiers present within the four main town centres in Reigate & Banstead at around 1 April 2012. It does not constitute a record of the Lawful Uses of each property under Sections 191 and 192 of the Town and Country Planning Act 1990 (as amended). For further information on lawful uses, please contact Building & Development Services.

While every care has been taken to ensure that the information in this monitor is accurate, the Borough Council accepts no responsibility for any errors or omissions. We would be grateful if our attention was drawn to any inaccuracies so that they might be corrected. Similarly, any suggestions that would make the information more useful would be gratefully received.

Introduction

This borough's town and district centres provide the focus for retail, service and leisure provision to serve the needs of visitors from within the borough and beyond. The purpose of monitoring town and district centres is to:

- Analyse use class and vacancy trends to assess the diversity, vitality and viability of provision within these areas;
- Monitor relevant local policies contained within the Borough Local Plan, namely policies Sh1, Sh7 & Sh8 and emerging Core Strategy and Redhill Area Action Plan;
- Monitor the progress of new developments and regeneration schemes; and
- Provide a robust and up-to-date evidence base to assist in plan-making and decision-taking on planning applications within town centres.

The analysis focusses on the retail frontage within each of the centres; however, uses at upper floors and elsewhere within the boundary of the town centre also make a valuable contribution to the functioning and vitality of the town centres. Full schedules of the occupiers within the retail frontage for each of the centres is available by contacting the Planning Policy Team on 01737 276000 or by emailing LDF@reigate-banstead.gov.uk.

Future Policy Developments

The Borough Local Plan 2005 is in the process of being replaced by an updated Local Plan in the form of a suite of Local Development Framework (LDF) documents. The Council's Core Strategy was submitted in March 2009 and an Examination in Public was held in January 2010. The Council withdrew the Core Strategy in March 2010 after it became clear that the Inspector was likely to find the document unsound. The Council is currently in the process of redrafting the Core Strategy with resubmission anticipated for May 2012.

Policies relating to the management of development within town centres (excluding Redhill) will be contained within the Development Management Policies DPD which is currently being prepared. Policies specific to Redhill town centre will be set out in the emerging Redhill Town Centre Area Action Plan. In the interim, this monitor will continue to assess performance against saved policies Sh1, Sh7 & Sh8.

Relevant Local Policies and Indicators

Policy	Monitoring Target
Sh1	Improve shopping provision within Town Centre Shopping Areas and resist the loss of existing or proposed retail floorspace
Sh7	Resist the loss of A1 retail frontage within Primary Shopping Areas of Reigate and Redhill Town Centres unless the proportion is above 80%; and the same within Secondary Shopping Areas unless the proportion is above 66%
Sh8	Resist the loss of A1 retail frontage in Banstead Village and Horley Town Centre unless the proportion is above 75%.
Core Strategy	Significant effects indicator – vacancy rates in town centres (units) – target 5%

The guidance and the policies are available under Planning Policies on the Council's web site:

http://www.reigate-banstead.gov.uk/planning

Retail Hierarchy

Town centres are of varying sizes and perform different roles within a retail context. The emerging Core Strategy recognises that:

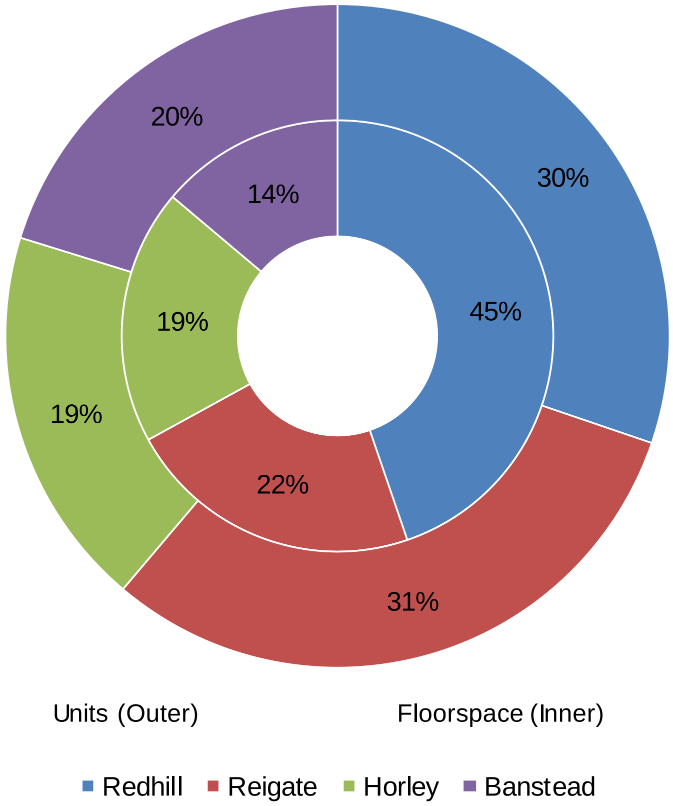
- **Redhill Town Centre –** is the primary town centre and focus of future leisure, office and comparison retail growth due to its role as a Regional Hub and strong transport links.
- **Reigate Town Centre –** is the secondary town centre, serving as a convenience destination with a strong range of independent and specialist retailers.
- **Banstead Village** – provides a convenience role to its local catchment
- **Horley Town Centre** – provides a convenience and service role for its local catchment and is the focus of regeneration to accommodate increased demand from the new neighbourhoods

Town Centre Retail Composition

There are almost 560 units in the borough's four town centres. Together, these units provide a total net retail floorspace of almost 90,000 sqm and have a frontage length of more than 5,300 metres.

In terms of floorspace, almost half (45%) is in Redhill, highlighting its position as the borough's primary town centre. Reigate has 22% of the floorspace followed by Horley (19%). Banstead is the borough's smallest town centre and accounts for 12% of the total retail floorspace. Just over 30% of units are located in Reigate Town Centre with a similar proportion in Redhill Town Centre. The remainder are split relatively evenly between the two smaller town centres at Banstead and Horley.

Figure 1 Distribution of Town Centre Units & Floorspace



In terms of unit size (as determined by net retail floorspace), there is a clear difference between the four town centres. As the major retail destination in the borough, Redhill has a far higher percentage of larger units with almost 60% of units 100 sqm or larger. Conversely, the other three town centres have higher percentage of units under 100sqm; Banstead (72%), Horley (72%) and Reigate (68%). Whilst Reigate is the secondary town centre, its valued character has a clear impact upon retail unit size.

Overall Trends – Key Messages

National Retail Trends

According to the British Retail Consortium, there are approximately 187,390 VAT registered retail enterprises in the UK in 2011, operating across 284,490 retail outlets. Both figures are lower than those reported in 2010, largely resulting from the impact of the economic situation. Combined sales in 2011 were over £303 billion of which 9% was internet based.

The latest intelligence from the ONS indicates that the value of UK retail sales in March 2012 was 5.7% higher than 12 months earlier with sales volumes also rising by 3.3%. Figures indicate that for March 2012, non-food sales slightly outperformed food sales with volumes up 4.6% and value up 5.0% compared to 2011, whilst food volumes fell by 0.6% and values grew by 3.7%. Sales volumes across all of the non-food component categories in March 2012 were up compared to the previous year.

Research by the Local Data Company (LDC) in the first quarter of 2012 indicates that the past sixth months have continued to present a challenging environment for high street retail, with 14.6% of units now standing vacant. The report highlights the continued contraction of multiple retailers; however, it positively notes that store numbers for independent retailers grew by 2.4% throughout 2011. Significantly, the research suggests that 2012 will see a continued polarization in the performance of town centres as more local factors such as unemployment continue to impact local spending and occupier decisions. Colliers Internationals *National Retail Barometer* indicates that the proportion of vacant retail floorspace has fallen to 9.0%, a slight improvement compared to winter 2010. However, market activity remains subdued and the report shows that around 53% of units have been vacant for more than 12 months whilst the proportion vacant for less than 6 months has increased, suggesting a series of recent retail failures/contractions. In terms of outlook, 2012 is expected to present a difficult 12 months for high street retailers.

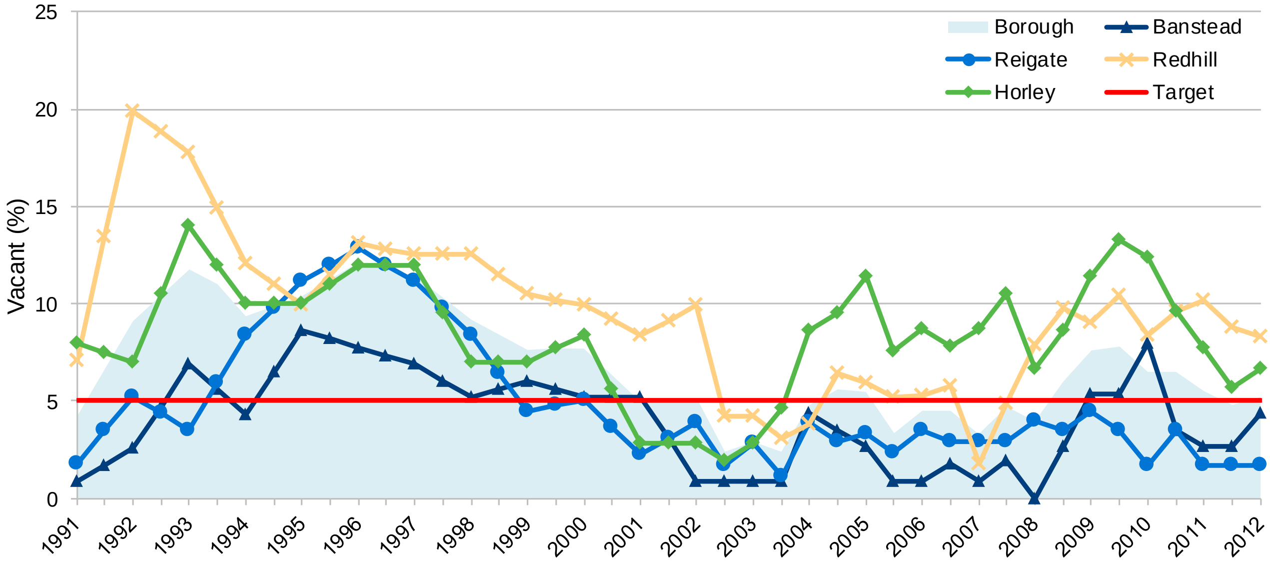
Borough Key Messages

- **Vitality:** A1 retail is the main use is the town centres; however, the proportion in all four town centres is below the required level set out in Policy Sh8 of the Local Plan. There is an increasing trend towards premises such as cafés, bars, pubs and restaurants within the town centres, with 14.7% of units currently in A3-A5 use. All four of the borough's town centres have a proportion of A1-A5 retail in excess of 95%.
- **Retail Uses:** Comparison retail accounts for almost 38% of units within the borough's four town centres. In particular, premises selling clothing, footwear and accessories alone occupy more than 13% of the total number. Hair and beauty salons make up almost 8% of the units within the town centres. The composition of each of the town centres suggests they are well matched to fulfill their individual role within the hierarchy with the likes of Banstead and Horley having higher proportions of convenience and service based retail.
- **Vacancy Rate:** In terms of units, the current vacancy rate across all four town centres is 6.7% (29 units) up from 4.7% in the previous period. Both Banstead Village & Reigate meet the vacancy target of 5%, despite a slight rise in vacancies at Banstead over the past six months. Horley is only just above the target at 6.7%, following a rise in vacancies over the past six months, particularly the loss of major retailer Peacocks. Redhill has the highest vacancy rate at 8.3% of units. In terms of floorspace, the overall vacancy rate is 4.5% (5,030sqm) and vacant frontage is 6.0%.
- **New Occupiers:** Twenty new occupiers moved into premises within one of the four town centres, slightly less than the previous period. Reigate saw the most new occupiers (7), demonstrating its continued attraction as a retail location, whilst 5 moved into Redhill.

Vacancies & New Occupiers

Vacancy Trend

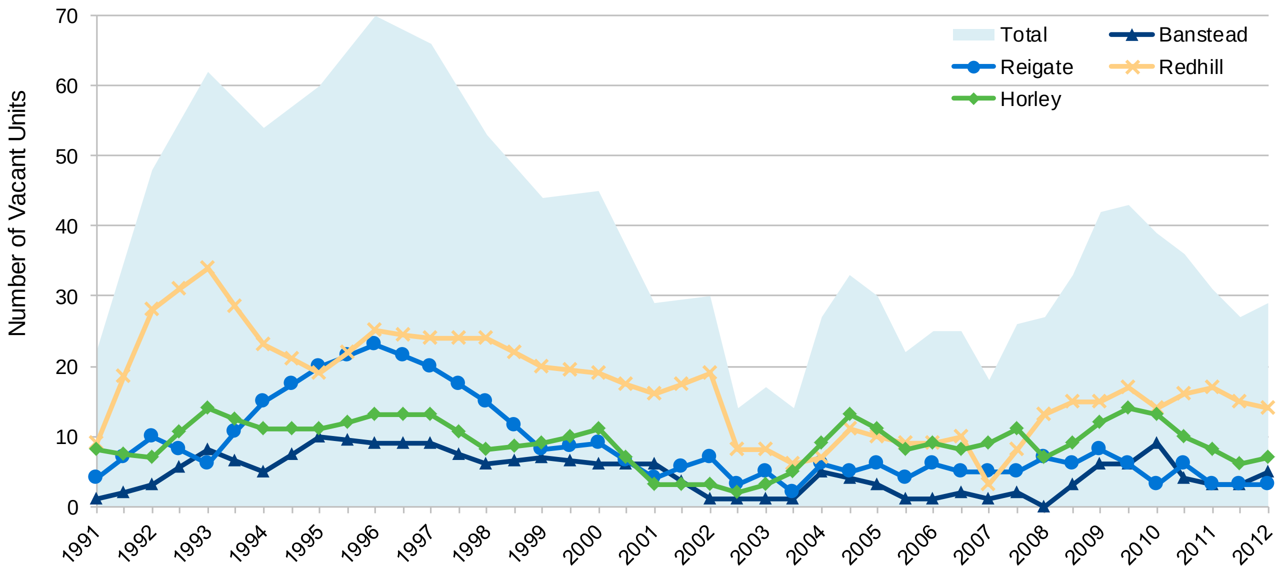
Figure 2 Percentage Vacancy Rate (1991-2012)



Compared to the national picture, all four of the borough's town centres are faring well in terms of vacancy in spite of the ongoing challenges facing high street retailers. The past six months have seen a slight increase in the vacancy rate across the borough, up to 5.2% from 4.8% in September 2011. Reigate town centre has continued to demonstrate resilience with the vacancy rate remaining stable at 1.7% of units over the past six months. Redhill town centre also continued to recover over the past six months, posting a further fall in vacancy rate from 8.9% to 8.3% in March 2012. However, the other centres both experienced an increase in vacancy rate over the past six months. The vacancy rate in Banstead rose from 2.7% to 4.4% but still remains below the local 5% target, whilst the vacancy rate in Horley rose from 5.7% to 6.7%. The closure and contraction of major retailers continues to impact upon the borough's town centres with Peacocks closing it's Horley store during the past 6 months following its acquisition out of administration by Edinburgh Woolen Mill.

As with September 2012, two centres are currently achieve the 5% vacancy rate.

Figure 3 Number of Vacant Units (1991-2012)



As with the overall vacancy rate, the total number of vacant units across the four town centres increased by 2 over the past six months and now stands at 29. Redhill was the only centre to experience a fall in the number of vacant units, down from 15 to 14 whilst the number of vacant units in Reigate remained static at 3. Both Banstead and Horley saw an increase in vacant units to 5 and 7 respectively.

It is also important to consider the length of vacant within the town centres as vacant units with a large frontage will arguably have a disproportionate visual impact upon the town centre. The overall percentage of ground floor frontage vacant in the borough’s town centres rose again over the past six months from 6.0% to 6.4%.

Across the four town centres there is just over 5,000sqm of vacant retail floorspace. Around 65% of this vacant floorspace is in Redhill whilst 22% is in Horley. Table 1 below summarises the overall town centre vacancy position.

Table 1 Summary of Current Vacancy Position

	Total	Vacant	Vacancy Rate
Units/Premises (No.)	559	29	5.2%
Frontage (Metres)	5354.3	341.3	6.4%
Floorspace (Sqm)	88,953	5,030	5.7%

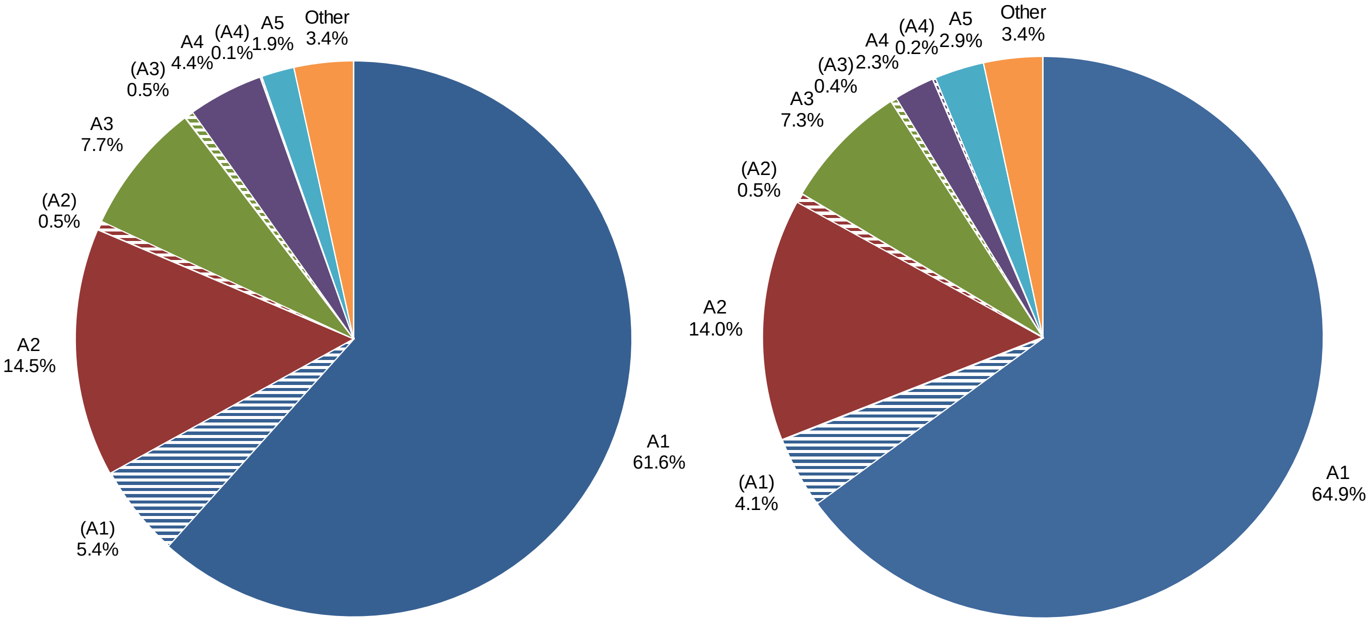
Use Classes

Maintaining an appropriate mix of uses is essential to protecting and enhancing the vitality and viability of the borough’s town centres and ensuring that they continue to meet resident and visitor demands. In particular, the promotion of A1 uses and resistance of excessive change away from core retail uses is a key objective of local policy (Sh1, Sh7 & Sh8).

Overall, the main retail classes (A1 to A5) account for 96.6% of the total shopping frontage within the borough. Importantly, A1 (Shop) uses constitute 67% of total frontage, whilst food and drink uses (A3-A5) constitute almost 15%.

In terms of units, 96.6% are in the main retail use classes (A1 to A5) and A1 shops alone account for almost 70% of premises.

Figure 4 Use Class Composition (Left – Frontage; Right – Units)

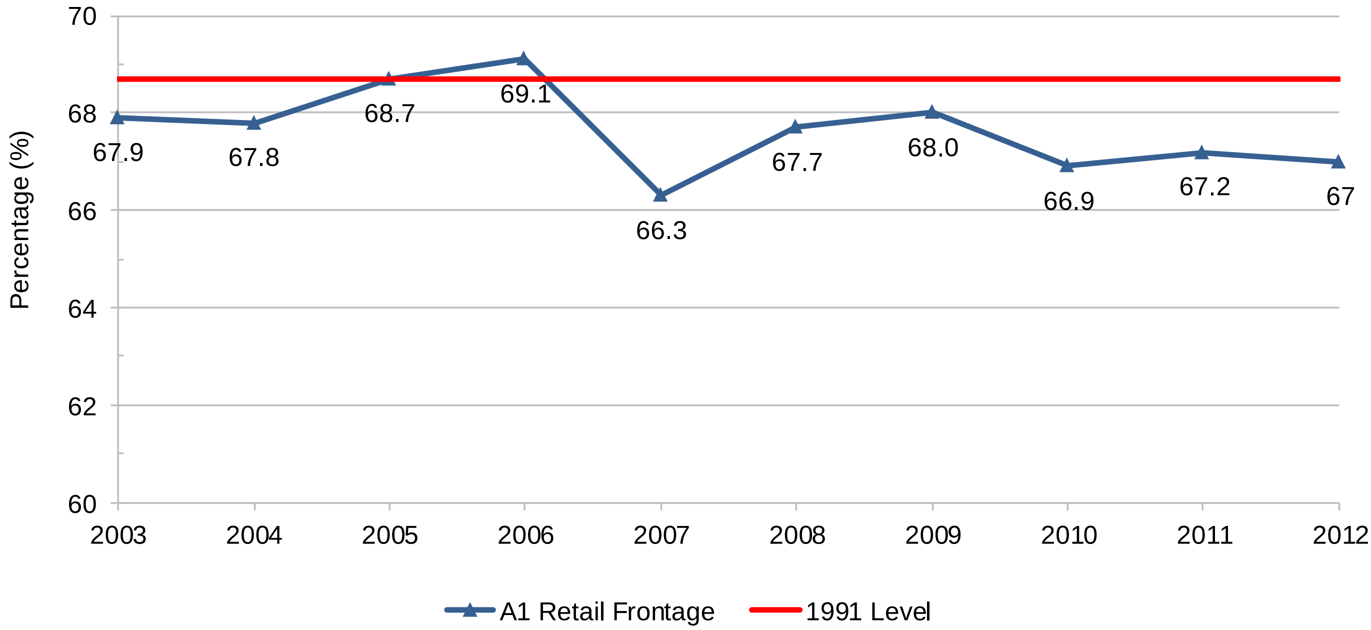


Of the four town centres, Reigate has the highest proportion of frontage occupied by A1-A5 retail (99.6%) closely followed by Banstead (98.4%). Redhill has the lowest proportion of A1-A5 frontage at 94.2%.

In terms of A1 "shop" uses, Banstead has the highest proportion of frontage currently in this use class (72%) whilst Horley has the lowest at 59%. Conversely, Horley has by far the highest prevalence of A2 frontage (22% of frontage). Food and drink uses (A3-A5) are highest in Reigate (18.4% of frontage); however, Horley has almost double the proportion of A5 (Hot Food Takeaway) frontage than any other of the town centres.

Figure 5 demonstrates that policies aimed at protecting against excessive loss of A1 premises in town centres have been largely successful. In 1991, A1 represented almost 69% of total frontage and, although there have been some slight movements over the years; this proportion has broadly been maintained, currently standing at 67%.

Figure 5 A1 Retail in Town Centre Units



Retail Offer

In addition to use classes, it is useful to analyse the 'offer' which is provided across the town centres as this perhaps provides a better indication of the types of shops and services which are available.

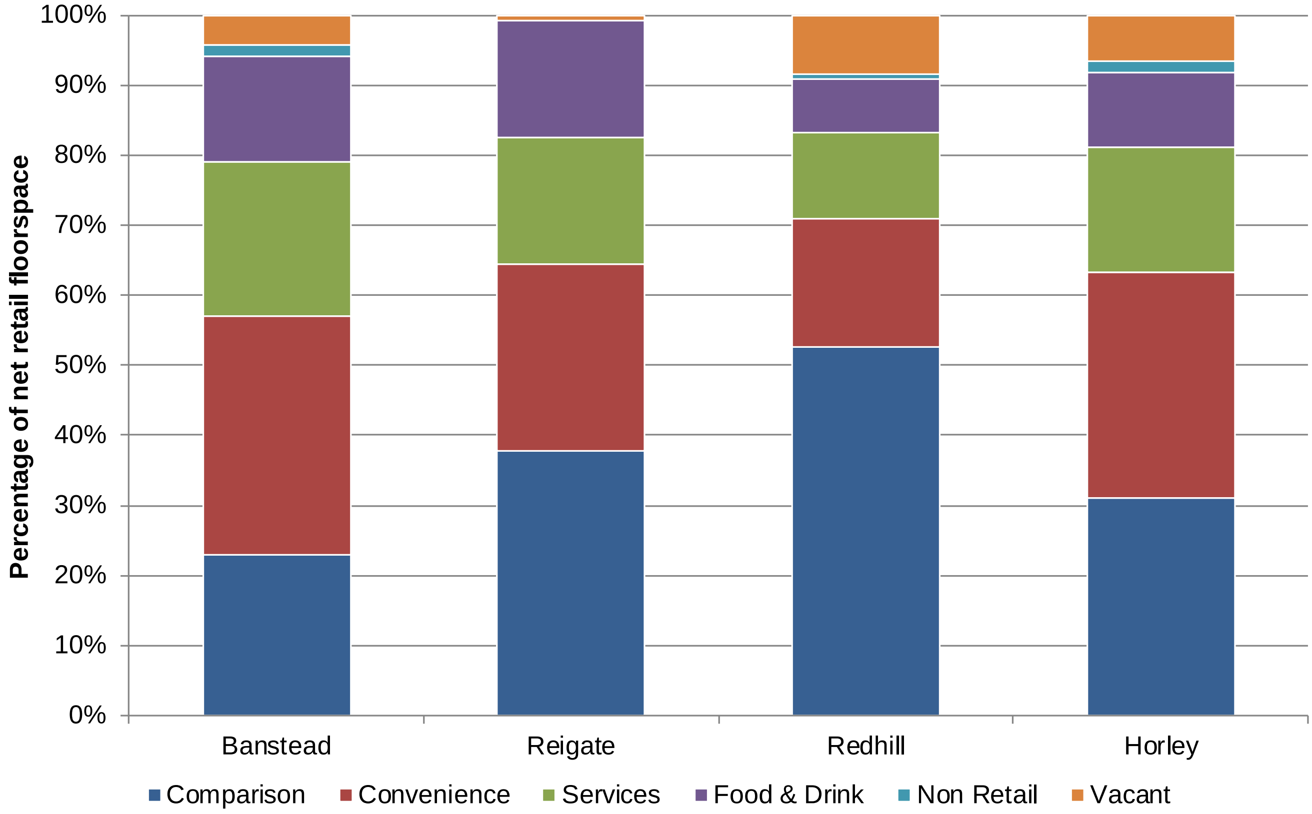
Across the four centres comparison retail is the dominant offer accounting for around 38% of units and 41% of net retail floorspace; however, this figure has fallen slightly compared to 2011. Service retail accounts for around 30% of units but only 16% of floorspace, suggesting that such businesses tend to occupy smaller units. Conversely, convenience retail accounts for only 9% of units but more than one quarter of floorspace, a figure which reflects the fact that such provision is dominated by large supermarkets.

Table 2 Breakdown of Retail Offer

	Units	Floorspace
Comparison	215 (38.5%)	36,518 (41.0%)
Convenience	49 (8.8%)	22,301 (25.1%)
Service	169 (30.2%)	14,226 (16.0%)
Food & Drink Leisure	82 (14.7%)	10,088 (11.3%)
Non-Retail	15 (2.6%)	790 (0.9%)
Vacant	29 (5.2%)	5,030 (5.7%)
Total	**559**	**88,954**

The type of offer varies quite notably across the four centres. As the primary centre and main shopping destination, Redhill has the highest proportion of comparison retail, accounting for more than half of the retail floorspace in the centre. On the other hand, both Banstead and Horley have a notably higher proportion of convenience and service based floorspace, reflecting their role as district centres serving a more localised need.

Figure 6 Retail Offer by Centre



Main Retail Categories

Table 3 below shows the retail categories on offer within the borough's four town centres. Retailers selling clothing, footwear & accessories are the most common within the borough's town centres, accounting for just over 13% of the total. 48% of units in Reigate are comparison retail, with a particular dominance of clothing, footwear and accessories retailers (20% of total). Despite its status as a major town centre, Redhill has a relatively low percentage of premises selling clothing at only 10%. Hair & Beauty units (hairdressers, nail salons etc.), make up around 8% of all units within the town centres.

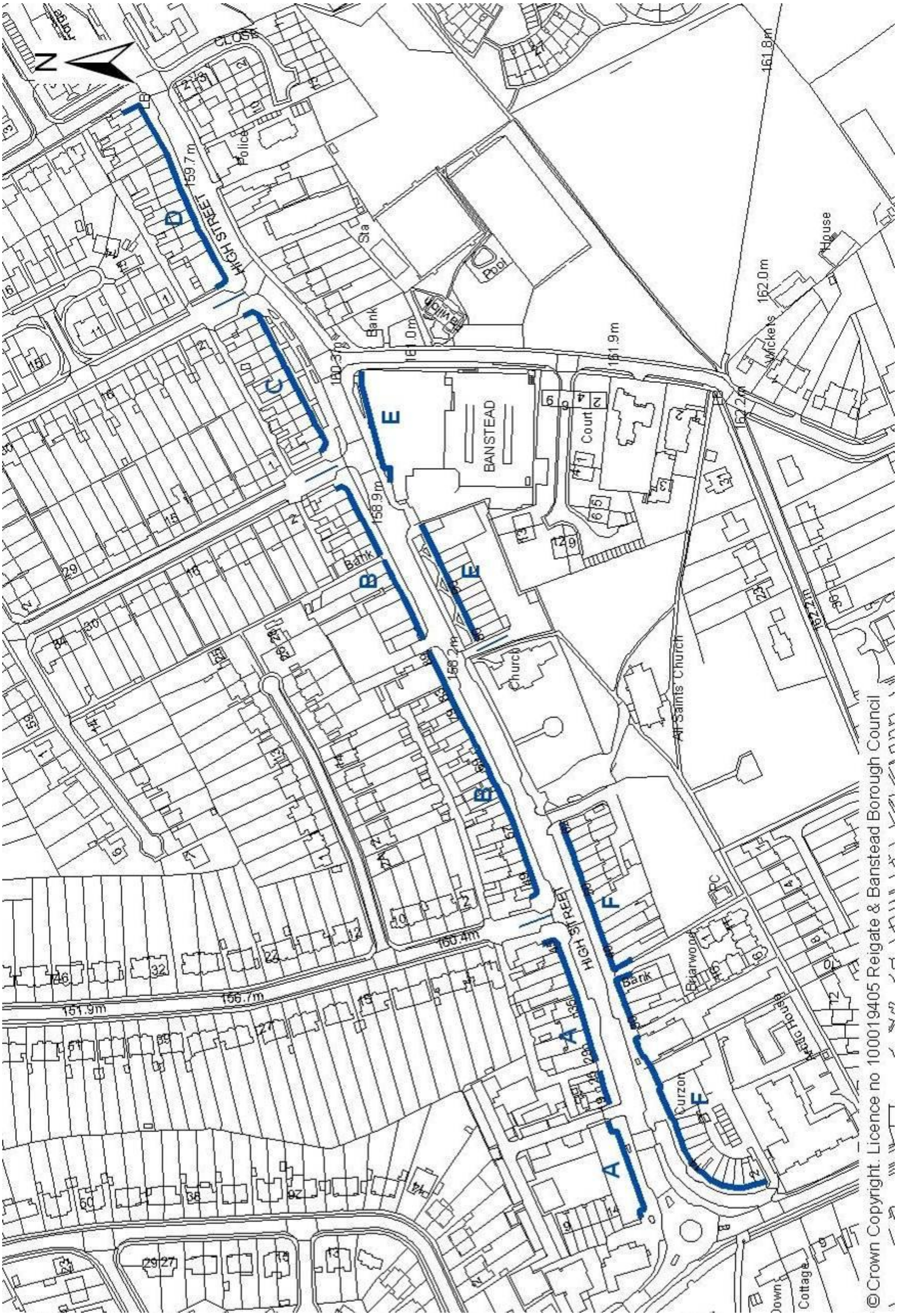
Horley Town Centre has a particularly low proportion of comparison retail premises. Although this reflects the fact that the centre has a relatively local catchment, it could impact upon long term vitality and viability. Both Banstead Village and Horley Town Centre have higher instances of convenience and service based retail (50% and 44% of total units respectively), reflecting their role more as district centres serving the local catchment.

Across the borough, food & drink establishments account for almost 15% of premises within the four town centres.

Table 3 Detailed Breakdown of Retail Categories

Comparison	Banstead	Reigate	Redhill	Horley	TOTAL
Clothing, Footwear & Accessories	14	34	16	8	74
Bookshops & Stationers	2	5	8	1	15
Home & DIY	5	17	3	2	30
Electronics & Technology	2	4	9	1	16
Charity/Second-Hand	6	6	6	9	28
Toys, Games & Sports	0	3	3	0	6
Other Comparison Retail (e.g. Gifts, Florists)	8	14	23	6	51
Total Comparison	**37 (32.7%)**	**83 (48.0%)**	**68 (40.2%)**	**27 (26.0%)**	**215 (38.4%)**
Convenience					
Food/Supermarket	8	5	5	6	24
Newsagents	1	3	5	3	13
Chemist/Pharmacy	6	1	3	3	13
Total Convenience	**15 (13.3%)**	**9 (5.2%)**	**13 (7.7%)**	**12 (11.5%)**	**49 (8.8%)**
Service					
Travel Agents	2	1	2	0	6
Hair & Beauty	12	12	11	11	43
Opticians	4	5	6	2	17
Banking	6	7	8	6	27
Estate Agents	6	11	6	8	32
Bookmakers	2	1	4	2	9
Dry Cleaning	3	3	2	2	10
Other Services (e.g. Employment, Repairs)	5	6	8	5	22
Total Service	**40 (35.4%)**	**46 (26.6%)**	**47 (27.8%)**	**36 (34.6%)**	**169 (30.2%)**
Food & Drink Establishments					
Restaurant	9	13	6	6	34
Take-away	3	4	3	5	15
Café/Sandwich Bar	3	7	7	3	19
Pub/Club	0	6	3	4	13
Total Food & Drink Establishments	**15 (13.3%)**	**30 (17.3%)**	**19 (11.2%)**	**18 (17.3%)**	**82 (14.7%)**
Non A Class	1 (0.9%)	2 (1.2%)	8 (4.7%)	4 (3.9%)	15 (2.7%)
Vacant	5 (4.4%)	3 (1.7%)	14 (8.3%)	7 (6.7%)	29 (5.2%)
TOTAL	**113**	**173**	**169**	**104**	**559**

Banstead Village



Commentary

Banstead Village is an attractive district centre which lies close to the northern boundary of the borough. The centre consists primarily of a unified parade of smaller retail units, historically with a strong selection of independent and specialist shops. The centre has two food stores, one at the western end of the high street and the larger, recently redeveloped, Waitrose store towards the middle of the parade.

Vitality

As Figure 7 demonstrates, the primary retail uses (A1-A5) constitute just over 98% of the total frontage within Banstead Village. In terms of A1 shops, Banstead is the closest of all of the town centres to meeting the thresholds set out in the Borough Local Plan, with 72% of the frontage in A1 use against the 75% requirement.

With regards to offer, Banstead Village has the second highest proportion of retail floorspace offering food & drinks leisure retail (15.2%) and also has the highest percentage of convenience retail floorspace at 34%. Taken together, convenience retail and service provision accounts for 56% of total floorspace, reflecting its role in serving the needs of a more local catchment rather than providing ‘destination’ retail.

Figure 7 Breakdown of Use Classes (Frontage)

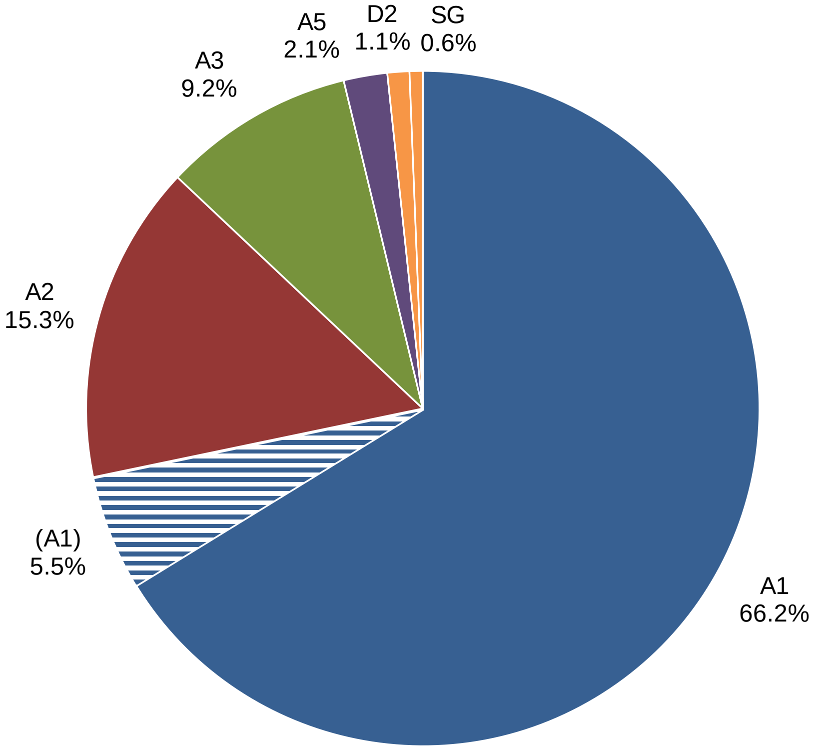


Table 4 Retail Offer

	Units	Floorspace
Comparison	37 (32.7%)	2,826 (23.0%)
Convenience	15 (13.3%)	4,199 (34.1%)
Service	40 (35.4%)	2,692 (21.9%)
Food & Drink Leisure	15 (13.3%)	1,869 (15.2%)
Non-Retail	1 (0.9%)	210 (1.7%)
Vacant	5 (4.4%)	502 (4.1%)
Total	**113**	**12,298**

Vacancies & New Occupiers

The number of vacant units in Banstead Village increased over the past six months, rising from 3 to 5. There is currently 502sqm of vacant retail floorspace in the town centre.

	Vacancy Rate
% of units	4.4%
% of frontage	5.5%
% of net retail floorspace	4.1%

Across two of the measures, Banstead remains below the 5% target. However, over the past six months two units with relatively long frontages have become vacant, taking the percentage of vacant frontage over the 5% target. Whilst performance is still strong, performance over the coming periods needs to be carefully monitored to ensure that the recent rise does not continue.

Three new occupiers moved into the centre during the last 6 months, two of which moved into previously occupied units and one into a vacant unit. In addition, three units became vacant including two Home/DIY related businesses (Sharps/Moben and Milners).

Development & Use Class Changes

There were no changes of use or developments over the past six months.

Planning permission has been granted for a small extension to the restaurant at 167-169 High Street.

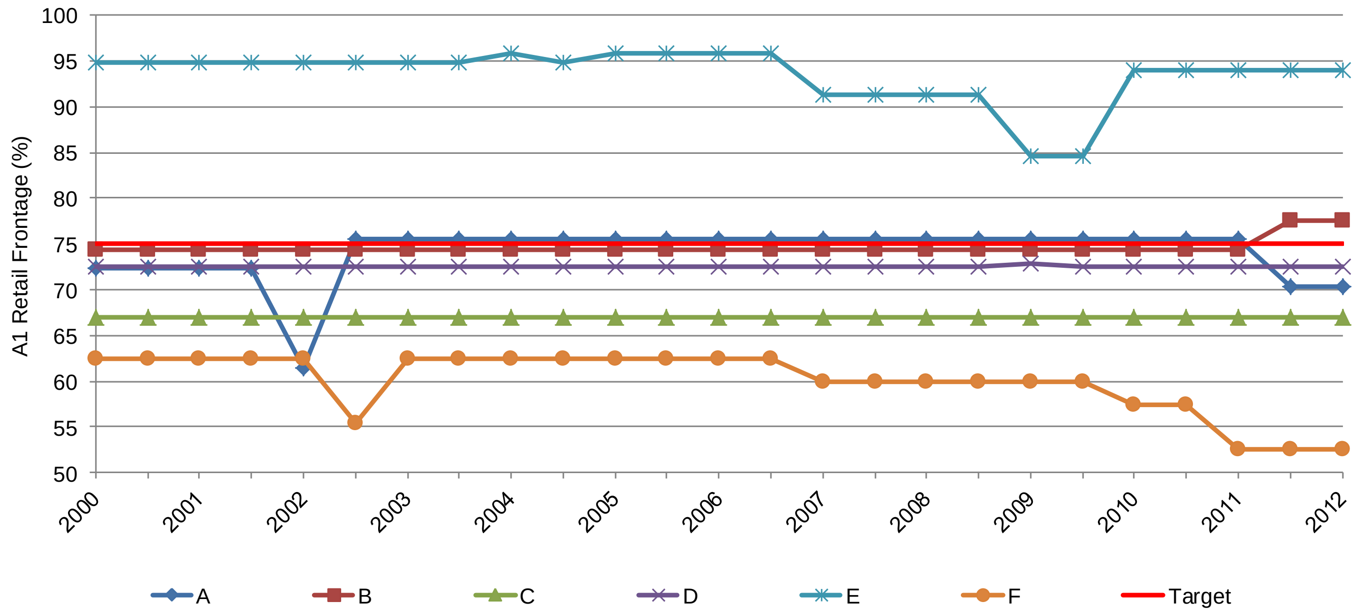
Frontages

For more than a decade, Frontage E has exceeded the 75% A1 retail requirement by a significant margin. The frontage benefits from the fact that it is dominated by the Waitrose store.

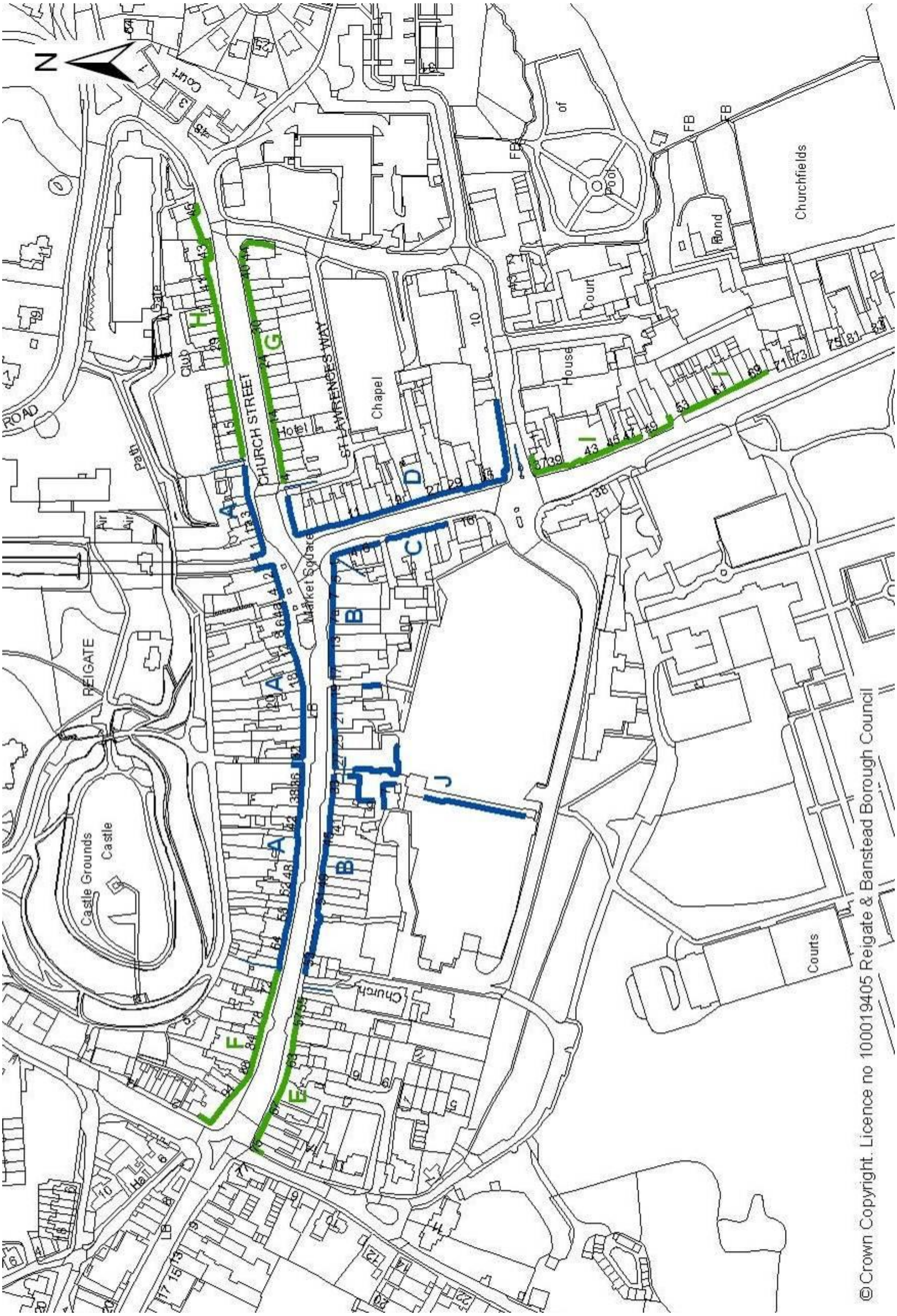
Following a change of use this year, frontage B slightly exceeds the 75% threshold, whilst the proportion of A1 at two further frontages (A & D) are only just below the required level.

Frontages C & F continue to fall below the required A1 level. Frontage F in particular suffers from a small number of A2 and A3 units which have particularly long frontages.

Figure 8 Banstead Frontage A1 Retail Trend



Reigate Town Centre



Commentary

Reigate Town Centre is an historic market town, most of which falls within a conservation area. The centre has a high proportion of smaller retail units, many of which contribute to the character and highly valued townscape of the centre. Reigate in particular has a significant of ancillary space (typically storage) at upper floors which could offer an opportunity for expansion and make a valuable contribution to retail and leisure growth within the town centre subject to appropriate consents.

The three main shopping streets are oriented around the attractive focal point of the Old Town Hall. Reigate Town Centre has a vibrant mix of independent boutique clothing units, complemented by a good selection of cafés and restaurants. The centre has two foodstores, the smaller Marks & Spencer store along the High Street and the large Morrisons supermarket which lies behind the main street in Cage Yard.

Vitality

Figure 9 shows that of the borough's four main centres, Reigate has the highest proportion of main retail frontage, with more than 99% of the frontage falling within A1 to A5 use classes. Significantly, the proportion is consistent across both the primary and secondary frontages. However, both the primary and secondary frontages fall slightly below the A1 threshold in the local plan, with the primary frontage having 74% (against 80% target) and the secondary frontage with 58% (against 66% target).

In terms of offer, Reigate has the highest representation of comparison retail units and the second highest proportion by floorspace behind Redhill. Specifically, the centre has the largest number of clothing retailers of the borough's four town centres, with almost 20% of premises dedicated to the sale of clothing, footwear and accessories, without including the Knights department store and charity shops. This figure is almost twice that of the other town centres. The high quality, boutique clothing offer in Reigate is a strong contributor to its attractiveness and success as a shopping destination. Reigate also has the largest food & drink leisure offer of any of the four centres, with around 17% of both units and floorspace providing such an offer. The proportion is particularly high along the secondary frontages. In addition, many of these cafés, restaurants and pubs are of high quality and contribute to the vitality and active evening environment within the town centre.

Figure 9 Breakdown of Frontage by Use (Primary – Left; Secondary – Right)

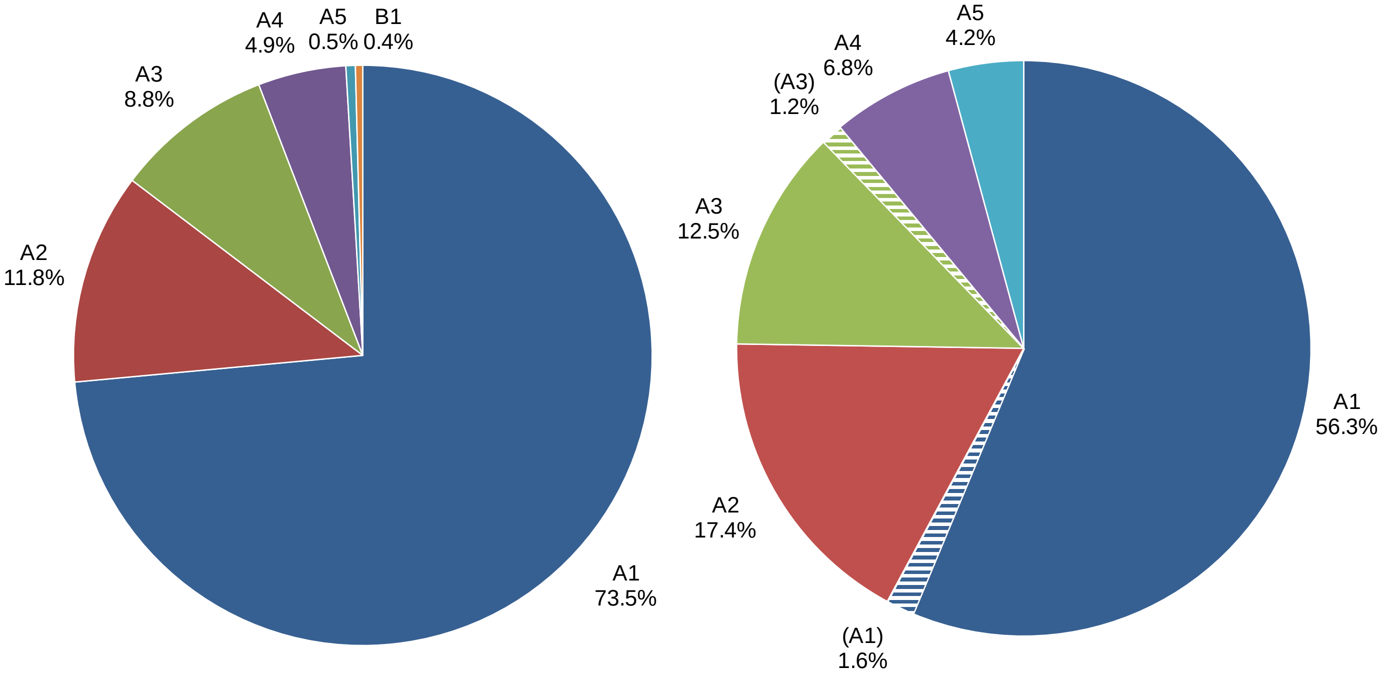


Table 5 Retail Offer

	Units	Floorspace
Comparison	83 (48.0%)	7,510 (37.8%)
Convenience	9 (5.2%)	5,276 (26.6%)
Service	46 (26.6%)	3,603 (18.1%)
Food & Drink Leisure	30 (17.3%)	3,327 (16.8%)
Non-Retail	2 (1.2%)	0 (0.0%)
Vacant	3 (1.7%)	144 (0.7%)
Total	**173**	**19,860**

Vacancies & New Occupiers

The number of vacant units in Reigate town centre remained static over the past six months at 3, meaning at 1.7%, Reigate has the lowest unit vacancy rate of all town centres. The vacancy rate in terms of both frontage and floorspace has fallen over the past six months and vacant floorspace stands at just 144sqm. All of the units currently vacant are within the secondary frontage.

	Vacancy Rate
% of units	1.7%
% of frontage	1.1%
% of net retail floorspace	0.7%

There were a number of moves in and out of Reigate over the past six months. In total, 7 new occupiers moved into the town centre, 5 of which took previously occupied units and two took vacant units. Against this, two units became vacant. In total, there is only 144sqm of vacant retail floorspace in Reigate town centre.

Development & Use Class Changes

There was one change of use over the past six months. The vacant unit 41 Bell Street was granted permission for a change of use to A3 which has been implemented with the new occupier currently fitting out ready for occupation.

A number of planning permissions were granted over the past six months to change the use of vacant/underused upper floors. Notable permissions include:

- 11/01994/CU: Conversion of vacant office space at 40-44 Church Street to D1 osteopathic clinic
- 11/01314/CU: Conversion of vacant office space at 51B High Street to gymnasium
- 11/02227/CU: Conversion of upper floors at 25-29 Church Street to a restaurant

Whilst some of these changes will result in a loss of employment floorspace, they will bring facilities and services to the town centre which should have a positive impact on diversity and vitality.

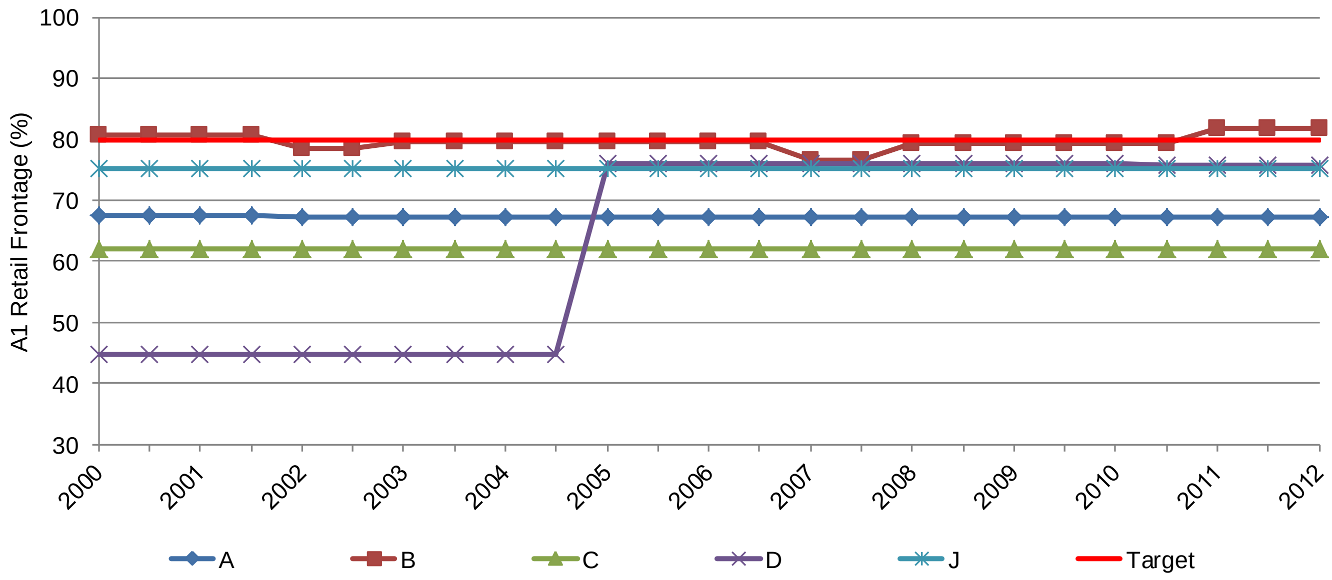
Frontages

Primary

Frontage B is the only area which achieves the 80% threshold for A1 frontage. Frontages D & J are slightly under the A1 requirement but both have remained stable at 75% for at least five years.

Frontages A & C both fall considerably short of the 80% level for A1 uses. Frontage C suffers from a high number of estate agents whilst frontage A has a couple of non-A1 units with particularly long frontages.

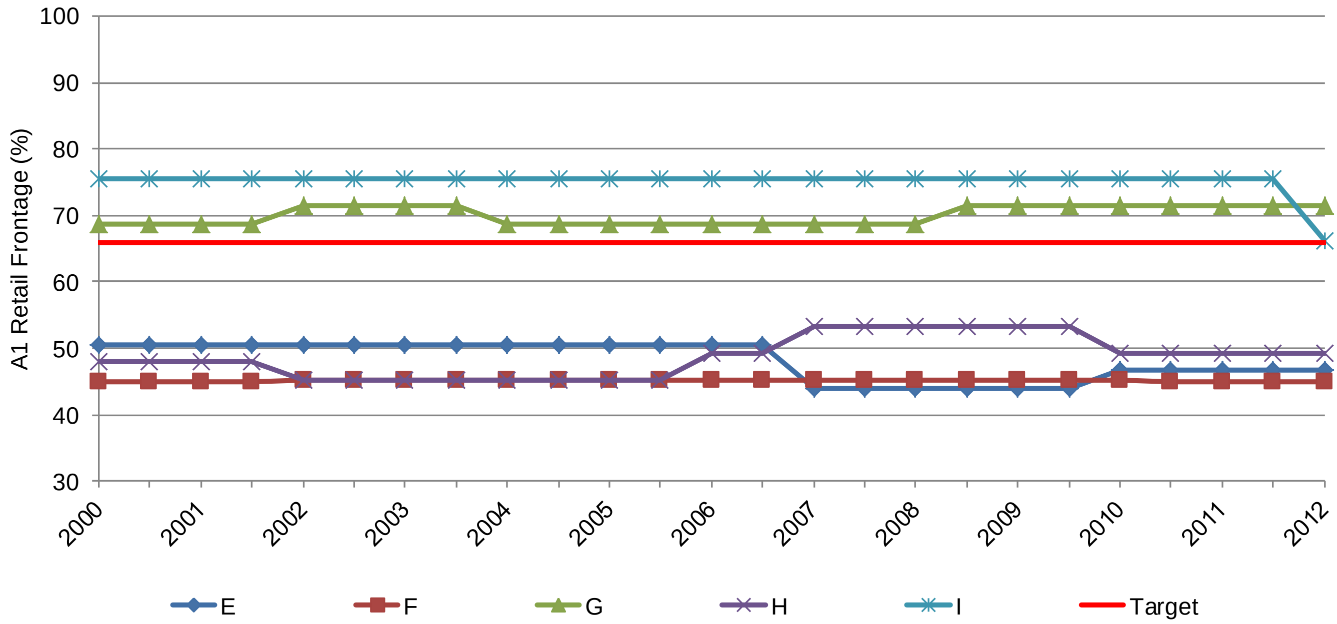
Figure 10 Reigate Primary Frontage A1 Retail Trend



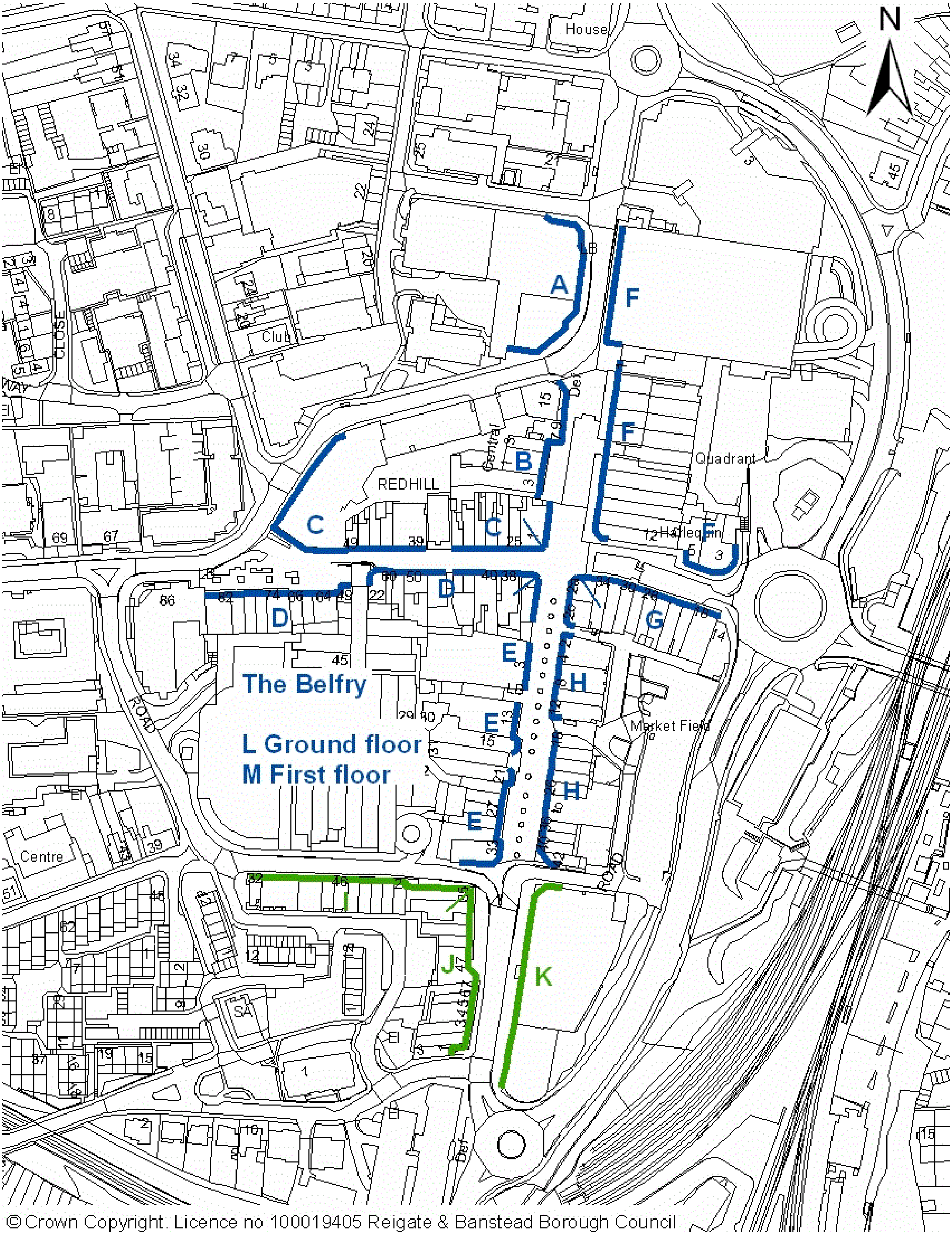
Secondary

Frontages G & I both exceed the 66% A1 requirement and have done so for the past decade; however, over the past six months Frontage I saw a drop in A1 and is now only slightly above the threshold. The three remaining frontages (E, F & H) all consistently fall below the target.

Figure 11 Reigate Secondary Frontage A1 Retail Trend



Redhill Town Centre



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Commentary

Redhill Town Centre is the largest of the borough's town centres in terms of retail frontage and is recognised as a major town centre by the Surrey retail hierarchy. Retail activity is focussed around the main pedestrianised High Street which runs from north to south, with a series of smaller shopping streets running off of this. However, it is recognised that the public realm and townscape within the centre is in need of attention. Redhill Town Centre is also home to the Belfry Shopping Centre and the Harlequin Theatre.

The regeneration of Redhill continues to gather pace. The mixed use redevelopment of the prominent Queensway site (now Nobel House) was completed in early 2011 and the ground floor retail units are awaiting occupation and a new public space has been created associated with the development. Several other development proposals are currently being progressed and these are discussed in more detail below.

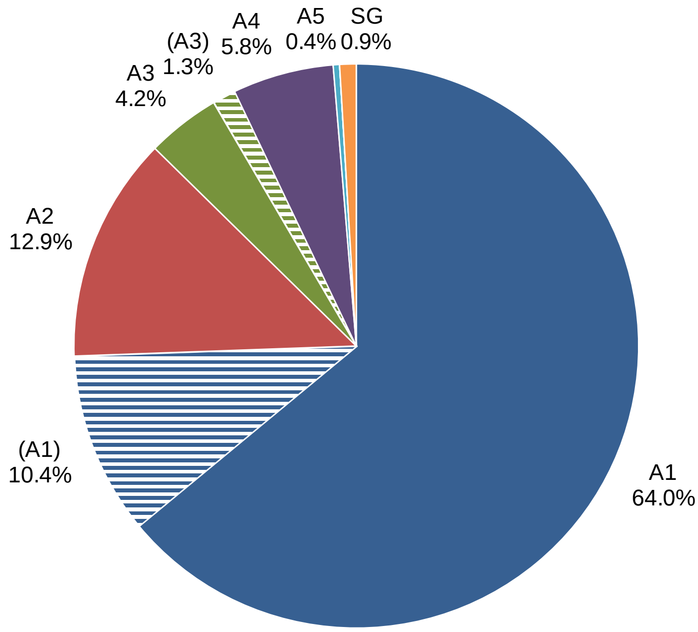
Vitality

Retail (A1 to A5) uses constitute 94% of the total frontage in Redhill Town Centre, the lowest of the four town centres. However, this varies significantly across the primary and secondary frontages with the former having more than 99% of the frontage in retail use whilst the latter has only 68%.

Both the primary and secondary frontages miss the A1 requirement, with the primary frontage having 75% (against 80% target) and the secondary only 40% (against 66% target). However, recent developments within the secondary frontage have replaced active retail frontage with office frontage and as such it may be sensible to consider reviewing the extents of these frontages. Of all of the town centres, Redhill has the largest representation of multiple retailers, particularly within the Belfry Shopping Centre which is home to stores such as Burton/Dorothy Perkins, Waterstones and Clarks Shoes.

Comparison retail dominates the offer in Redhill, as would be expected for a primary centre and sub-regional destination. At 53%, Redhill has a far higher proportion of floorspace offering comparison goods than any of the other centres. Significantly, food & drink leisure offer accounts for only 8% of floorspace in Redhill, significantly below the borough's other three centres and it is widely recognised that the quality of offer is relatively low. This is an area which will need to be addressed if Redhill is to become a competitive and successful shopping and leisure destination. There is a higher degree of diversity in the secondary frontage, which could be a positive asset for the centre.

Figure 12 Breakdown of Frontage by Use (Primary – Left; Secondary – Right)



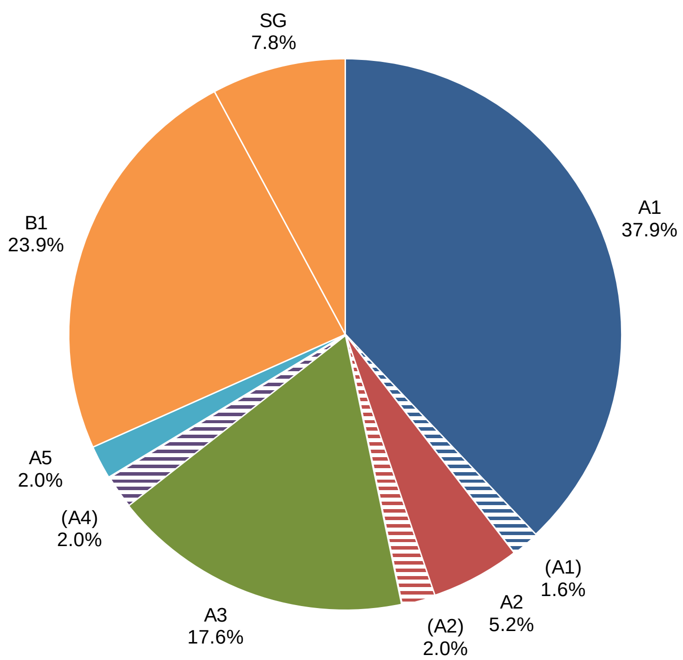


Table 6 Retail Offer

	Units	Floorspace
Comparison	68 (40.2%)	20,899 (52.5%)
Convenience	13 (7.7%)	7,335 (18.4%)
Service	47 (27.8%)	4,893 (12.3%)
Food & Drink Leisure	19 (11.2%)	3,054 (7.7%)
Non-Retail	8 (4.7%)	306 (0.8%)
Vacant	14 (8.3%)	3,289 (8.3%)
Total	**169**	**39,776**

Vacancies & New Occupiers

For the second consecutive period, the number of vacant units in Redhill fell, from 15 to 14. However, Redhill still has the highest percentage vacancy rate of all of the main centres in the borough.

	Vacancy Rate
% of units	8.3%
% of frontage	10.8%
% of net retail floorspace	8.3%

Five new occupiers moved into units in the town centre during the last six months, several of which were in The Belfry. Four of the new occupiers moved into previously vacant units and one moved into previously occupied premises. However, three units became vacant over the past six months, leading to a net reduction of only one. Five moved into vacant premises whilst one took over a previously occupied unit.

Developments & Use Class Changes

There were no changes of use over the past six months.

Following the signing of a section 106 agreement, planning permission (ref: 11/00212/F) has been granted for the redevelopment of the Sainsbury's store on London Road. The new development will provide an extended foodstore, new gym and a 98 room hotel along with townscape and public realm improvements in the town centre and will contribute to the overall regeneration of Redhill.

An application by ASDA (ref: 11/01860/F) to redevelop the Cromwell Road site to provide a large foodstore (net 2,600sqm) and a number of smaller retail units has been submitted to the Council and is currently being considered. A further application to redevelop the former Liquid & Envy nightclub (ref: 12/00477/F) to provide a ground floor retail unit and 47 flats is also being considered.

Frontages

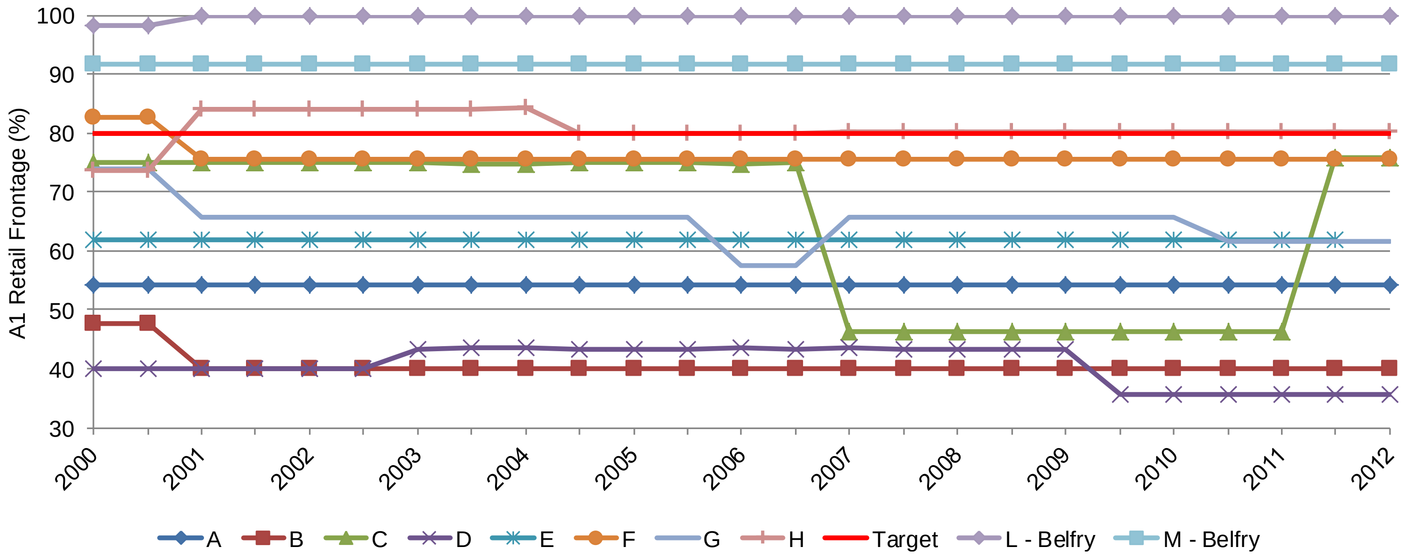
Primary

Frontages L & M represent the two levels within the Belfry Shopping Centre. Both clearly and consistently exceed the 80% threshold at 100% and 92% respectively.

Outside of The Belfry, only Frontage H meets the requirement for 80% A1 retail within the primary frontage. This has remained the case since 2001. At 76%, Frontage F falls only slightly below the A1 target and the completion of the two units at Nobel House has increased the potential A1 frontage at Frontage C to 76%.

All other frontages fall significantly below the target. Particular cause for concern is Frontages B & D, both of which have less than 50% of the frontage taken by A1 retail. Frontage B suffers from a high proportion of A2 financial and professional services premises whilst Frontage D has an extremely diverse mix, comprising A1, A2, A3, A4 and Sui Generis uses.

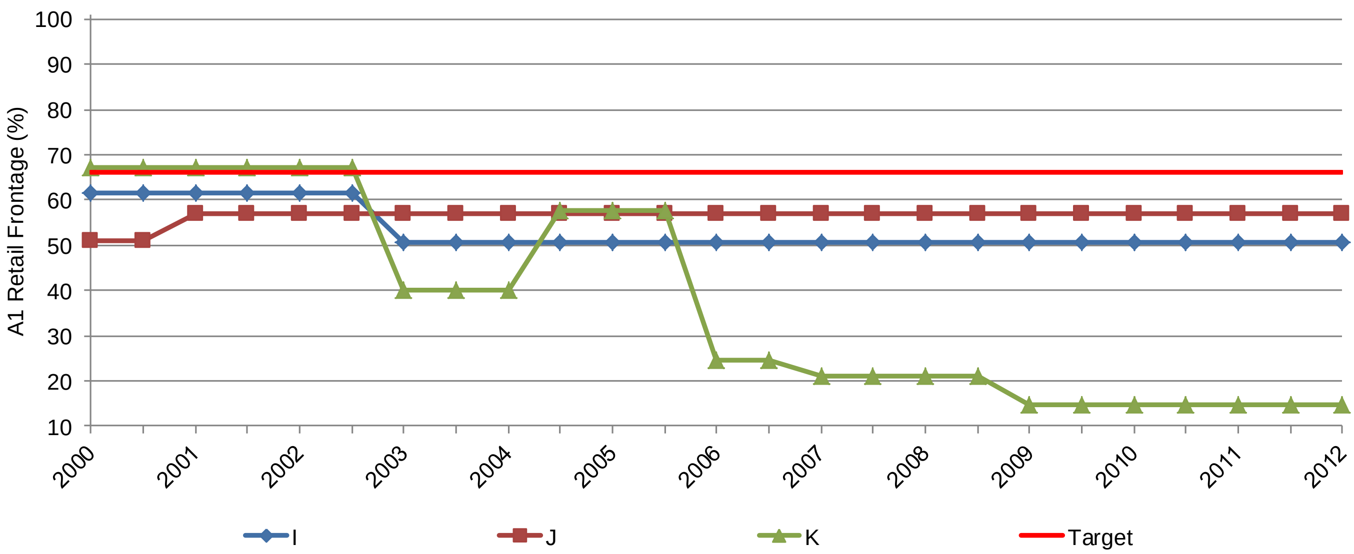
Figure 13 Redhill Primary Frontage A1 Retail Trend



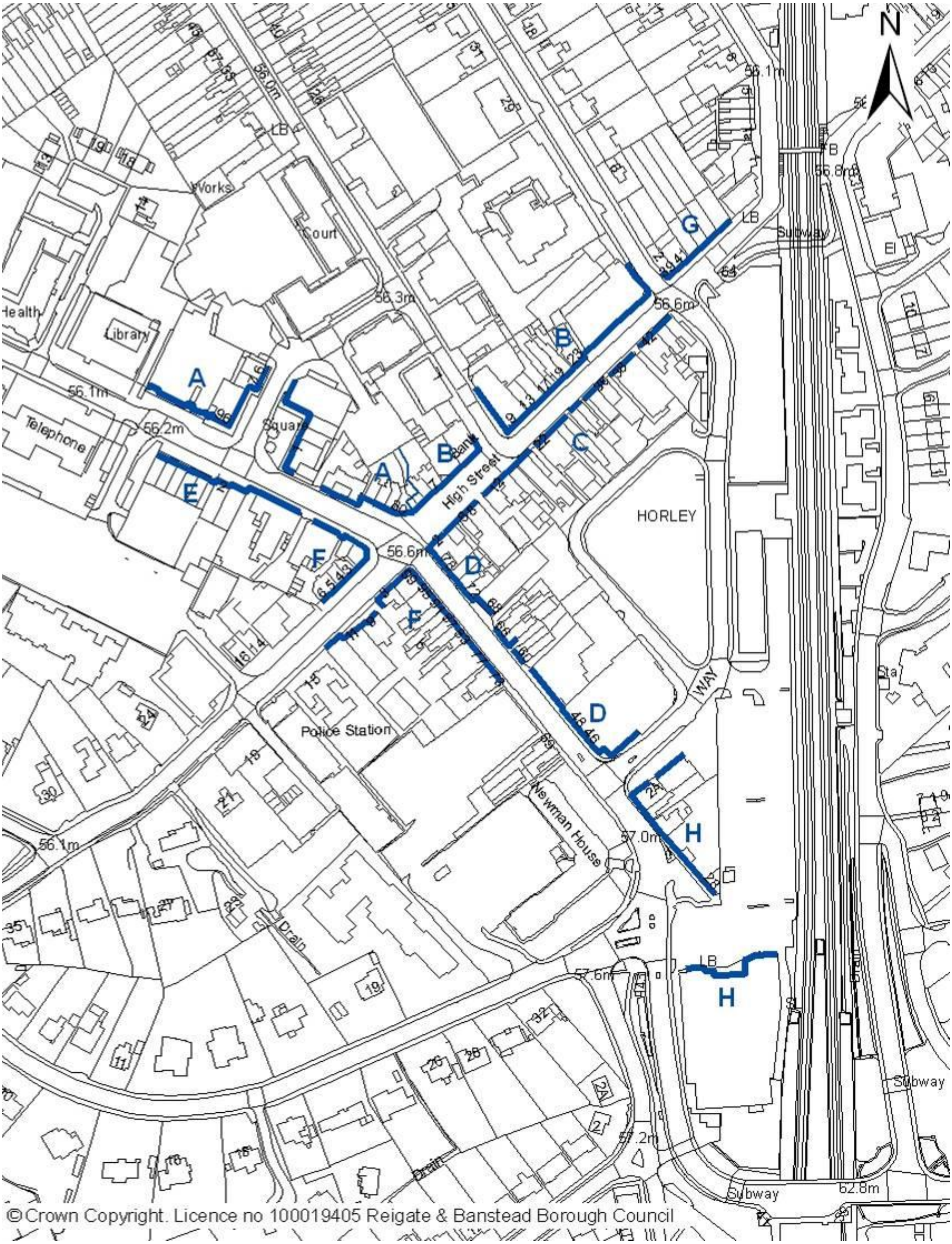
Secondary

All of the secondary frontages fall below the 66% requirement, albeit not significantly for I & J. However, the proportion of A1 uses in Frontage K is very low, particularly due to the fact that recent office developments at Kingsgate and Red Central have replaced retail frontage with offices. As part of the Area Action Plan, it may be worth considering whether it remains appropriate to consider area K as part of the retail frontage.

Figure 14 Redhill Secondary Frontage A1 Retail Trend



Horley Town Centre



Commentary

Horley Town Centre is a compact district centre at the southern end of the Borough. The centre benefits from Horley railway station which lies just beyond the shopping area to the south. The centre consists of several shopping areas orientated around the junction of Victoria Road and High Street. The main parade on High Street is pedestrianised with other areas of the town centre undergoing significant public realm improvements as part of the Horley Town Centre regeneration. The town centre is also home to a large Waitrose store to the south and a large independent department store.

Vitality

The main retail (A1 to A5) constitute 95% of the total frontage within Horley Town Centre. However, at only 58.5%, the proportion of frontage in A1 use is by far the lowest of the four centres. At 4% of frontage, Horley Town Centre has the highest representation of food & drink retail uses (A3-A5).

Of all of the town centres, Horley has by far the second lowest proportion of comparison retail floorspace at 31%. However, at 32% of floorspace, the proportion of convenience offer in Horley is the highest of the four town centres and a further 18% of floorspace offers service based retail. These two figures in particular reflect its role as a district centre serving a local catchment. Of note is that fact that Horley has the highest proportion of charity shops and take-away outlets of all four town centres.

Figure 15 Breakdown of Frontage by Use Class

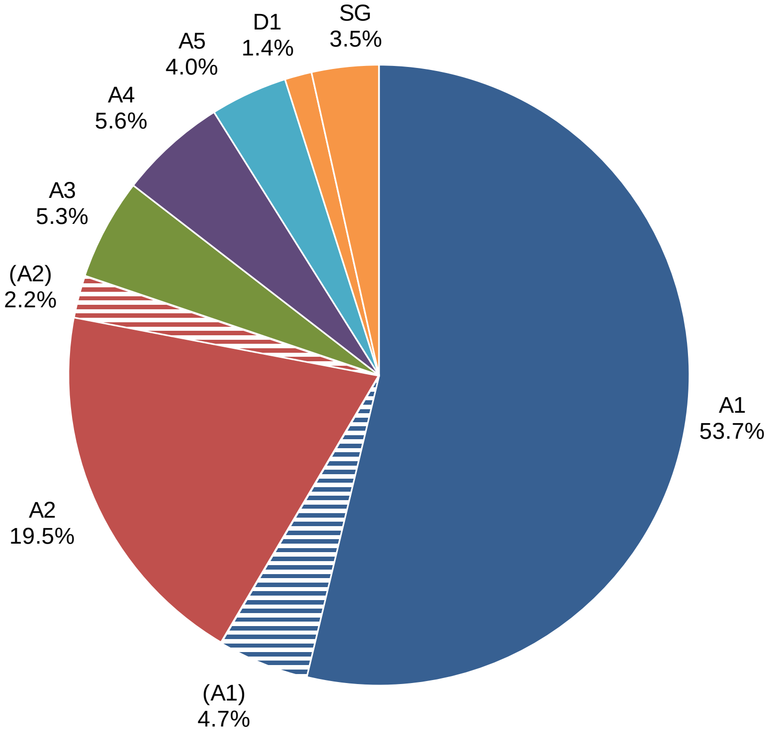


Table 7 Retail Offer

	Units	Floorspace
Comparison	27 (26.0%)	5,284 (31.0%)
Convenience	12 (11.5%)	5,492 (32.3%)
Service	36 (34.6%)	3,039 (17.9%)
Food & Drink Leisure	18 (17.3%)	1,839 (10.8%)
Non-Retail	4 (3.8%)	275 (1.6%)
Vacant	7 (6.7%)	1,095 (6.4%)
Total	**104**	**17,024**

Vacancies & New Occupiers

Horley experienced a rise in the number of vacant units over the past six months, up one from 6 to 7. At 6.7% of units, Horley has the second highest vacancy rate behind Redhill. Also, there was a sharp rise in vacant floorspace over the past six months, largely resulting from the loss of Peacocks which occupied a particularly large store.

	Vacancy Rate
% of units	6.7%
% of frontage	6.9%
% of net retail floorspace	6.4%

Four new occupiers moved into Horley over the past six months, three of which took previously occupied premises and one took a vacant unit. However, two units became vacant over the past six months, including the notable loss of Peacocks following its purchase out of administration.

Developments & Use Class Changes

There were no changes of use in Horley town centre over the past six months.

In terms of development, the final part of the extension to the Collingwood Batchellor store was completed during the past six months, adding a further 280sqm of retail space to the store. Permission to redevelop the block at 43-49 High Street to provide a new mixed use development was renewed during the past six months.

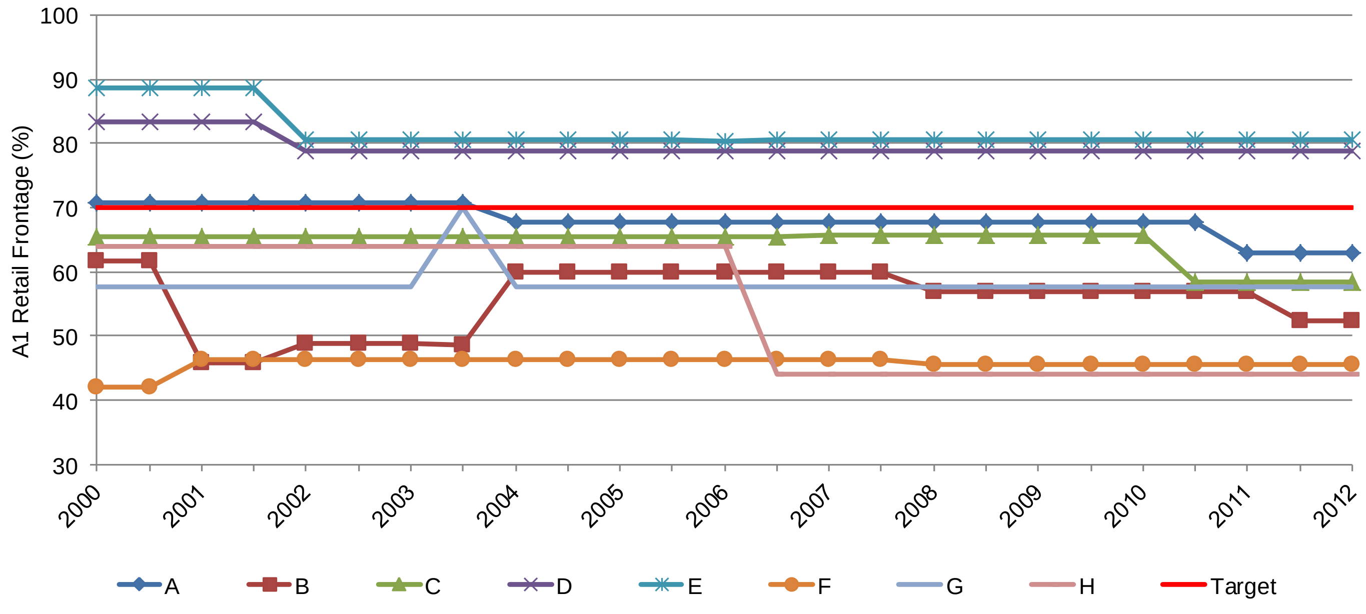
Demolition of the vacant Newman House office accommodation is due to take place shortly to make way for future development which is likely to include shops and homes. Exact proposals are yet to be finalised.

Frontages

Frontages D & E continue to exceed the 70% A1 retail requirement and have done so since 2000.

The main causes for concern are Frontages F & H which continue to fall significantly below the required level at 46% and 44% respectively. Frontage H has a particularly high level of A5 take-away premises, whilst Frontage F has a high proportion of both A2 and A3 units.

Figure 16 Horley Frontage A1 Retail Trend



Appendix

Survey Notes

The survey of occupiers and primary activity is carried out annually at the beginning of October. Frontage length is not measured annually and changes are only made where a planning permission is known to alter the frontage.

Measurements of shop frontages are obtained using the following rules:

- A shop front is taken as the distance between the extreme left hand side and the extreme right hand side of the shop, along the street frontage
- Measurements are taken as a straight line across irregular or indented frontages
- Splays are included as part of the frontage measurement
- Measurements include all window and supporting frames, columns and pillars
- Doorways leading to shops are included in frontages
- Doorways leading to upstairs offices or residential units are excluded, but may be shown as nil frontage
- Returns are included in the frontage lengths and are identified in the schedules
- Returns are measured to the end of the last door or window leading directly into the shop or office. Separating walls and columns are included up to that point
- Returns in alleyways are included but alleyways themselves are excluded
- Certain buildings may be included in the listing but excluded from frontage length analysis and calculations

Definitions

Shop	Specifically a premises of A1 use but can sometimes be used to refer to any unit within the shopping frontage of a town centre
Retail	Umbrella terms for uses falling within any A class (A1, A2, A3, A4 or A5)
Vacancy	An unoccupied unit - a unit is not considered to be vacant if it is part of an ongoing redevelopment scheme, has been demolished or is undergoing refurbishment/fit out.
Comparison	Non-food items such as clothing, furniture and electrical goods which are not purchased on regularly and for which some comparison is normally made before purchase
Convenience	Everyday items such as food, newspapers and drinks, which tend to be purchased regularly.
Service	Businesses offering some form of service to the public excluding those offering food and drink
Food & Drink Leisure	Retailers selling prepared food and drink for consumption on or off the premises including cafes & restaurants, bars, pubs and takeaways.
Frontage Length	The length in metres of the shop frontage (see measurement rules above)

Use Classes Order

Use Class	Description of Use/Development	Permitted Change
A1	Shops, retail warehouses, hairdressers, travel agents, post offices, sandwich bars, Internet cafes, showrooms, domestic hire shops, undertakers and dry cleaners.	No permitted change
A2	Banks, building societies, estate agents, professional and financial services.	A1
A3	Restaurants and cafés.	A1 or A2
A4	Drinking Establishments.	A1, A2 or A3
A5	Hot Food Takeaways.	
B1(A)	Use as an office other than a use within Class A2 (financial and professional services).	B8 (where no more than 235 sq.m.)
B1(B)	Use for research and development, studios, laboratories, high technology.	
B1(C)	Use for any industrial process that can be carried out in a residential area without detriment to amenity.	
B2	Use for the carrying on of an industrial process other than one falling in B1(C) above.	B1 or B8 (B8 limited to 235 sq.m.)
B8	Use for Storage or Distribution.	B1 (where no more than 235 sq.m.)
C1	Use as a hotel, boarding house or guesthouse where no significant element of care is provided	No permitted change
C2	Residential institution such as a nursing home or residential school.	No permitted change
C3	Use as a dwelling house, whether or not as a sole or main residence.	No permitted change
D1	Non-Residential Institutions.	No permitted change
D2	Use for Assembly and Leisure.	No permitted change
SG	Sui Generis - falls outside all other categories. Permission is required to change to or from such a use.	No permitted change

Monitoring Publications

Regular Monitors:

Areas for Small Businesses

Provides a list of all uses in the Borough's seven Areas for Small Businesses (Annual)

Commercial Commitments

Contains the amounts, types and location of all commercial commitments i.e. premises with outstanding planning permissions or vacant floorspace (Annual)

Housing Delivery

Provides information on general housing market trends and the delivery of the amount, type and location of housing commitments in the Borough (Annual)

Industrial Estates

Contains an analysis of occupational trends in the Borough's nine main Industrial Estates including a schedule of occupiers (Annual)

Local Centres

Provides information on retail provision in the Borough's eighteen local shopping centres (Annual)

Town Centres

Provides information on the occupiers, together with vacancies and shop type of all premises within the Borough's four Town and Village Centres (Bi-annual)

Population and Demographic Information

These publications are available on the Council website:

http://www.reigate-banstead.gov.uk

Search for: *“monitors”:*

For further information on the content or other planning policy monitoring, please contact:

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