



Mansfield District Council

Retail Update 2015

Retail Monitoring Report and Town Centre Health Check

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**Mansfield
District Council**



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Executive summary

This report is produced to monitor retailing within the town centre and other defined centres within the district's retail hierarchy. It highlights the quality of the district's retail 'offer' and helps to identify ways that this can be, or needs to be, improved. This executive summary provides some of the headline findings, which are detailed within the report.

Mansfield town centre

The centre (including St Peter's Retail Park) was dominated by retail as shops made up 41.1% of all occupied ground floor units. 44 businesses had come into, or moved within the town centre.

The vacancy rate was 14.4% which equates to 78 properties. These vacancies seem to be fairly spread out around the town centre although many are located on Leeming Street, Regent Street, and also within the White Hart area of the town centre.

Mansfield is well represented by national retailers, however convenience goods provision is limited with no main supermarket present in the centre. The need for a convenience store within the town centre was highlighted within the recent Mansfield Retail and Leisure Study 2014 Addendum report (Peter Brett Associates).

The town is dominated by small units with approximately 430 being less than 250 square metres in size. As a result it can be difficult for retailers to supply the number and range of goods that they would supply in larger stores elsewhere.

The Mansfield Retail and Leisure Study 2014 Addendum report showed there is likely to be a need for additional capacity of 25,200 sqm for comparison goods and approximately 2,300 sqm for convenience goods

by 2031. The study also highlighted a need for approximately 3,100 sqm of leisure floorspace within the district, which should be directed to the town centre.

There are 4 sites remaining from the 1998 Local Plan which could be developed for retail. The new bus station / transport interchange was completed during March 2013, opening its doors to the public on 31 March 2013, and Queen's Place was completed in November 2013.

The council is in the process of producing its new Local Plan which will replace the 1998 plan. The new plan will incorporate policies to ensure that the town remains a healthy and vibrant centre for retail, leisure, residential and employment activities and which enables it to consolidate its role as a major sub-regional centre.

Mansfield Woodhouse district centre

Mansfield Woodhouse is an attractive district centre, and exhibits positive signs of vitality and viability. The retail mix reflects that of many district and local centres, with an emphasis on food shopping and meeting the day-to-day services needs of local residents. There are some gaps in the retail offer – for example there is no greengrocer's – but generally the centre has sufficient diversity of uses to meet most local residents' day-to-day needs.

At the time of the 2015 survey, the proportion of occupied properties within retail use was 42%. There were 12 vacant units within the centre which equated to a vacancy rate of 13%.



Market Warsop district centre

Market Warsop appears to be adequately performing the role and function of a district centre, and exhibits positive signs of vitality and viability. There is a strong retail mix in the centre, with a range of convenience, comparison and services goods, and it is considered that most residents' day-to-day shopping needs are likely to be met by the current offer.

The proportion of occupied properties within retail use at the time of the 2015 survey was 48%. There were 14 vacant units within the centre which equated to a vacancy rate of 14%.

There was 1 site that was allocated for optional land uses including retail development. This is located to the rear of 31 High Street (0.1ha).

Oak Tree district centre

Oak Tree District centre functions differently to the district centres of Mansfield Woodhouse and Market Warsop in that it is not a historic centre, rather one which was purpose-built in the 1990s, dominated by a large foodstore to meet shopping needs of the surrounding residential area.

The proportion of occupied properties within retail use at the time of the 2015 survey was 43%. There were no vacant units within the centre.

Other centres

All of the local centres continued to provide a good range of facilities for the local communities they serve. However it has been noted that the Newgate Lane / Ratcliffe Gate local centre was dominated by residential uses. This situation needs monitoring closely to ensure that retail and other uses are not lost to the extent that the centre does not provide an adequate service to the community.

Neighbourhood parades continue to play their role in the hierarchy providing valuable day to day facilities for the community, however the parade at Chesterfield Road South is an area of concern. Currently the centre is made up of 50% residential uses, and just 37.5% retail. It is noted that this centre is close to the Brownlow Road regeneration area, therefore it is likely that this could encourage more retail into the area. This should be monitored closely in the future.

There was one vacancy at Portland Sidings Retail Park (former Comet unit).

1: Introduction

This is the fifth joint Retail Monitoring Report and Town Centre Health Check for Mansfield district. Previously both documents were produced separately, however there were many elements which overlapped, therefore the decision to produce one report was taken in 2011.

The report continues to be produced annually by Mansfield District Council's Planning Policy Group, with input from the Town Centre Management Team and other partners. This report was published on 24 August 2015.

Monitoring period and data sources

The monitoring period for all data within the report is the 12 months from 1 April 2014 to 31 March 2015, unless stated otherwise.

The information has been obtained from three main sources:

- In March 2015 an audit was carried out of the ground floor units within each centre of the Mansfield District Retail Hierarchy to inform this report. The audit is used to provide a “snapshot” of the various uses within the centres and the results can be compared to the surveys carried out each year.
- Internal property and planning application databases; and
- Mapping which is provided under licence from the Ordnance Survey.

Further data has been gathered from various other sources. For details please see Appendix E 'References'.

Disclaimers

Although the information contained in this report is provided in good faith and is as accurate as records permit, no guarantee is given with regards to possible errors. The identification of a site does not imply that planning permission will be granted for a specific retail (or other development) proposal, as this would be dependent on detailed analysis at the time of a planning application submission. Potential developers are advised to contact the district council early in the process of site identification. General planning policy enquiries should be directed to the Planning Policy Group (planningpolicy@mansfield.gov.uk); highway related issues to the Highways Department at Nottinghamshire County Council (North Area Office) (enquiries@nottscc.gov.uk) and enquiries about planning permission should be directed to the Development Management Group (pbcc@mansfield.gov.uk).

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Boundaries

The boundaries for all centres referred to in this report are based on those defined in the Saved Mansfield District Local Plan (1998).



Use Classes Order

The report contains references to the Use Classes Order and the categories that properties fall within. These are based on the revised Use Classes Order which came into force on 21 April 2005. This is defined in Appendix A 'Use Classes Order'.

Further information

Further information on this report is available from the Planning Policy Group:-

Mansfield District Council
Civic Centre
Chesterfield Road South
Mansfield
Nottinghamshire
NG19 7BH

Telephone: (01623) 463182 or 463322 or email:
planningpolicy@mansfield.gov.uk

The report can also be viewed on the district council's website
<http://www.mansfield.gov.uk/article/5807/Reports-and-information>

2: The purpose of this report

It is important that Mansfield retains its status within the retail hierarchy, remains competitive with its neighbours and continues to attract shoppers, visitors and businesses to the town. Whilst it is accepted that people may go to other locations for certain products it is important that the town builds on its strengths, seeks to alleviate its weaknesses and improves the facilities that it provides to the community.

The purpose of this report is to monitor retailing within the town centre and the other defined centres of the Mansfield District 'Existing Retail Hierarchy', along with the retail parks and food superstores, in order to highlight the quality of the district's retail offer, and any ways this can be, or needs to be, improved. It has a number of functions:

- It helps assess the success of retail policies within the adopted Mansfield District Local Plan;
- It will be used to assist in the development of town centre and retail policies within the council's emerging Local Plan;
- It is in accordance with the National Planning Policy Framework (NPPF) which states that Local Planning Authorities should use adequate, up-to-date and relevant evidence to assess the role and function of town centres and the relationship between them, including any trends in the performance of centres;
- It provides information to agents, developers and other agencies about the availability of retail units;
- It assists with other monitoring undertaken by the Planning Policy team.

Town centres are constantly changing and therefore some elements of this document will only provide a snapshot in time e.g. the ground floor street survey. Despite this the document does have a number of benefits:

- It provides an update on previous health checks and monitoring reports and allows changes to be identified;
- It allows positive and negative aspects of the town centre to be identified; and
- It provides data that can be used to make sure that the centre remains competitive with neighbouring centres.

The health check part of the report incorporates information gathered on the indicators that the National Planning Practice Guidance (NPPG) (March 2014) suggests should be used to help assess the “health” of town centres. More detail is provided in Appendix B 'Indicators of vitality and viability'.

The data on occupiers and vacant units was obtained from site visits carried out in March 2015.

3: Retail profile

The district of Mansfield lies centrally within northern Nottinghamshire in the heart of Sherwood Forest and covers an area of approximately 77 sq kilometres. The district has a population of approximately 104,400 (ONS 2012) and is substantially urban in character although it does contain important tracts of open countryside. There are two main urban areas, Mansfield (including Mansfield Woodhouse) where the majority of the population live, and Market Warsop to the north of the district, which together with several smaller villages makes up the Parish of Warsop.

Within the Adopted Mansfield District Local Plan (1998) the shopping hierarchy is based on a number of categories and forms the basis of the district council’s retail strategy. The various centres of the hierarchy are shown in the following table and map.

In addition, since the Local Plan was adopted in 1998, there has been some retail development in other locations, outside of the centres defined in the hierarchy. A shopping area similar to that at Oak Tree has formed around the Asda supermarket on Sandlands Way (planning permission was granted for a new local centre through a public inquiry in 2004), and two small clusters of shops have been developed at Berry Hill Quarry, and at Birding Street. Also, the existing hierarchy does not include the retail parks or the retail units around the Sainsburys store on Nottingham Road.

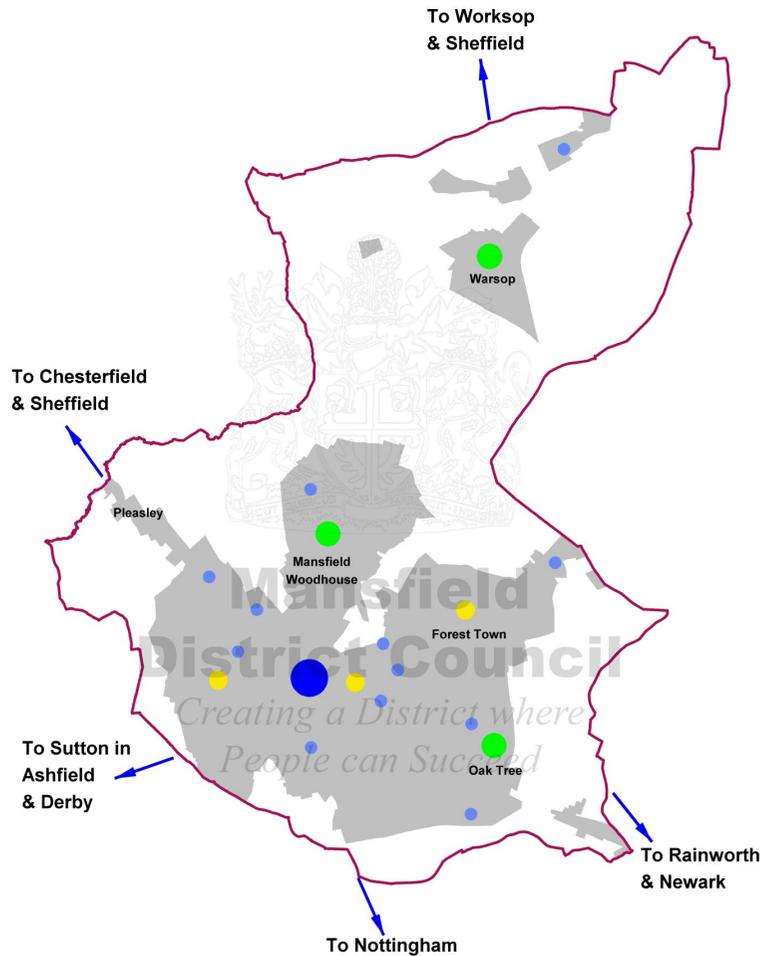
Existing Retail Hierarchy

Sub Regional Centre: ● Mansfield Town Centre

District Centres: ● Mansfield Woodhouse
Market Warsop
Oak Tree

Local Centres: ● Clipstone Road West
Newgate Lane / Ratcliffe Gate
Ladybrook Lane

Neighbourhood Parades:	● Carter Lane	Harrop White Road
	Chesterfield Road North	Ling Forest Road
	Chesterfield Road South	Nottingham Road
	Cox’s Lane / Brown Avenue	Ossington Close
	Egmanton Road	Pecks Hill
	Garibaldi Road	Ravensdale Road



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Mansfield town centre is the main retail and service area in the district and acts as a sub-regional centre for comparison shopping in the northern and western parts of Nottinghamshire as well as parts of east Derbyshire. There is an open market, many small shops and a good representation of national

multiples, including Argos, Boots, Debenhams, Marks and Spencer, New Look and Wilkinsons. In addition to retailing there are a wide range of other uses which contribute to the vitality and viability of the centre including banks / building societies, food and drink establishments. There are also a number of leisure and cultural facilities within the town including The Palace Theatre and the Mansfield Museum. In addition to the current retail offer, there are a number of key town centre development sites which have the potential to accommodate new retail and leisure development. Further details of these can be found within the 'Creating a 'City' Centre for Mansfield' document which was published by the Council's Regeneration Department in 2009.



Mansfield Woodhouse is located approximately 2 miles north of Mansfield town centre and is directly linked via the A60. It is primarily a residential area of about 20,000 people, and although now absorbed into the Mansfield urban area, the settlement has retained a special character of its own. The district centre comprises an

elongated shopping street stretching for nearly half a mile along the High Street and Station Street. Most of the district centre is also designated as

a Conservation Area, and many shops are located in old stone buildings which were formerly houses and as a consequence have architectural or historic interest and townscape value.



Market Warsop is located approximately 5 miles to the north of Mansfield town centre, in the northern sector of the district, some way from the main urban area. Market Warsop District Centre is a traditional and historic town centre located within a conservation area. The retail core is centred around the Sherwood Street / High Street

/ Burns Lane / Church Street Junction where a range of shops and services provide most of the daily and weekly requirements for the resident population and the surrounding area.



Oak Tree is located approximately 3 miles to the south east of Mansfield town centre within a densely residential area. The district centre offers a large food supermarket and petrol filling station, a catalogue store, a leisure centre and a range of shops and services which provide most of the daily and weekly requirements for

the resident population and the surrounding areas. It has a different character to the other district centres as most of the local community's needs are met within the one large supermarket, and due to the presence of Argos the centre is more like a retail park.

There are also a number of local centres and neighbourhood parades which, in combination with the above mentioned centres, food operators and retail parks, contribute towards the retail choice within the district. In addition there are many individual shops within the district that provide a service to the community in which they are located.

During the production of the Local Plan, the council are reviewing the retail hierarchy to take account of the level of development that the district will see over the plan period. In addition, new facilities have been provided to serve expanding areas of housing (such as Madeline Court at Berry Hill) and should be inserted into the hierarchy in recognition of the role they play in the provision of shopping and other local facilities. Further details about the proposed amendments to the retail hierarchy can be obtained from the Planning Policy Group.

Food retailers within the district

The district is well served by food retailers both in and out of the defined centres; the major stores are in the following locations:

In Centre Stores

Store	Location	Net Floor Area (sqm)
Morrisons	High Street, Mansfield Woodhouse	3,028
Former Nisa Extra (currently vacant)	Church Street, Market Warsop	623
Tesco	Jubilee Way South, Oak Tree	8,719



Out of Centre Stores

Store	Location	Net Floor Area (sqm)
Asda	Old Mill Lane, Forest Town	4,268
Morrisons	Sutton Road, Mansfield	3,609
Asda	Bancroft Lane, Mansfield	548
Sainsburys	Nottingham Road, Mansfield	5,608
Aldi	Nottingham Road, Mansfield	870
Tesco	Chesterfield Road South, Mansfield	5,120

Retail parks / retail warehouses

Portland Sidings Retail Park on Nottingham Road is occupied by predominantly bulky goods retailers and contains the following companies:

- Burger King
- Carpet Right
- Dreams
- Dunelm Mill
- DW Fitness
- Frankie and Benny's
- Harvey's / Benson Beds
- Jysk Sleeping & Living
- Maplin
- Pets at Home
- Poundstretcher
- SCS

St Peters Retail Park is occupied by more traditional, large format, "High Street" retailers and contains the following companies:

- Boots
- Carphone Warehouse
- Laura Ashley
- Next
- Peacocks
- Poundland
- Sports Direct
- TK Maxx

- Gregg's
- Home Bargains

There are also a number of freestanding retail warehouses situated across the District in the locations listed overleaf:

Freestanding Retail Warehouses

Retailer	Location	Floor Area (sqm)
B&Q (this has become vacant since 31/03/15)	Baums Lane, Mansfield	2,778
Topps Tiles and Wood Floorings	Baums Lane, Mansfield	556
B&Q	Old Mill Lane, Mansfield Woodhouse	1,486
United Carpets & Beds	Old Mill Lane, Mansfield Woodhouse	1,122
World of Bedz	Old Mill Lane, Mansfield Woodhouse	743
Redberry Interiors / Kitchens, Bathrooms and Bedroom by Henshaws	Old Mill Lane, Mansfield Woodhouse	455
Former Flexy Floor (vacant)	Lime Tree Place	680
Wickes	Chesterfield Road South, Mansfield	1,672
LND Exotics	Nursery Street, Mansfield	647
Carpet Direct / Sleep Deep Beds and Furniture / Click Tiles	Ratcliffe Gate, Mansfield	1,212
Halfords	Baums Lane, Mansfield	1,254
Magnet	Sutton Road, Mansfield	465
Bedrooms and Kitchens by Henshaws (vacant)	Nottingham Road, Mansfield	560
Currys / PC World	Nottingham Road, Mansfield	4,762

Trade counters

Trade counters are becoming increasingly popular within the district, with many present at both the Old Mill Lane and Hermitage Lane Employment Areas.

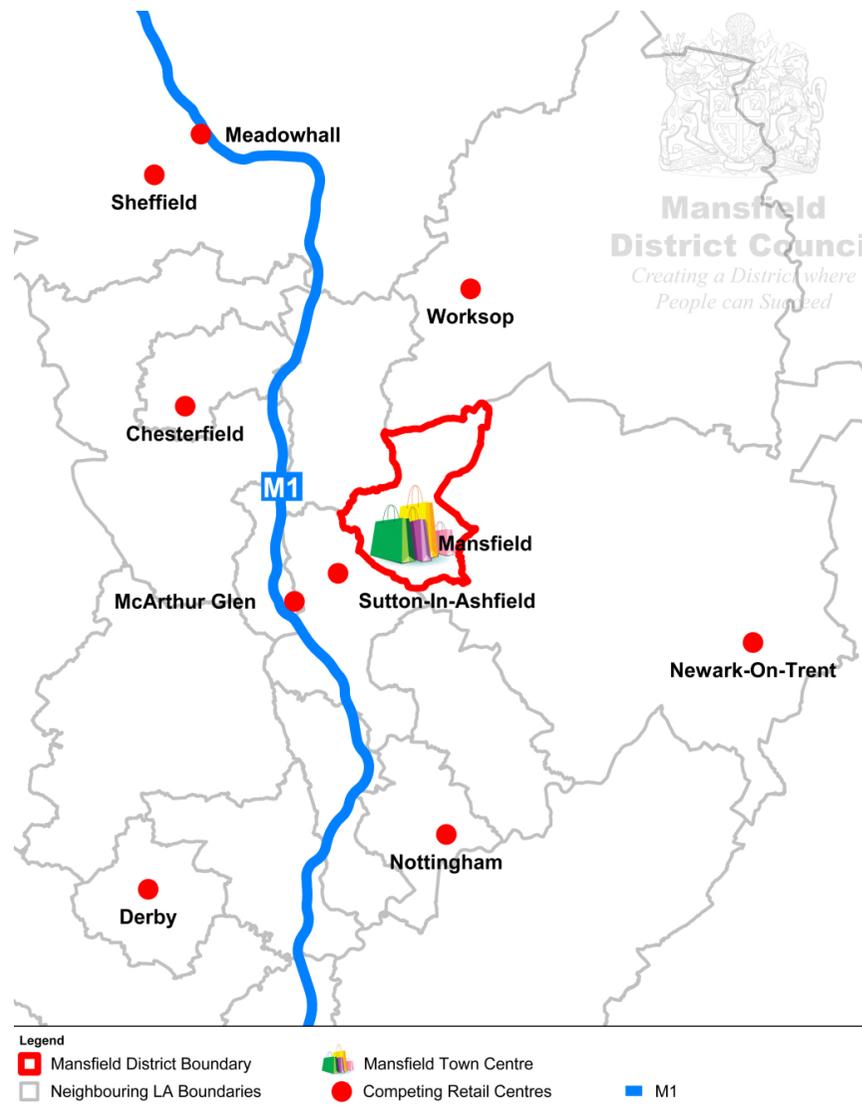
Competing centres

The town faces competition from a number of centres. In terms of trade draw Nottingham and Sutton-in-Ashfield are the key competing centres. Others include:

- Sheffield;
- Chesterfield;
- Worksop;
- Derby; and
- Newark-on-Trent.

In addition there are two out of town shopping centres which compete with Mansfield town centre, these are:

- McArthur Glen (junction 28 of the M1); and
- Meadowhall.





4: Planning policy, guidance and evidence base documents

There are a number of planning policy and guidance documents which relate to retail planning within Mansfield district. These are summarised below:

National Planning Policy Framework (NPPF) (2012)

The National Planning Policy Framework (NPPF) was published in March 2012 and sets out the Government's core principles for the planning system. It includes a 'presumption in favour of sustainable development' in order to support economic, environmental and social progress.

In terms of town centres, policies should promote competitive environments and set out the management and growth required over the plan period. The NPPF highlights that local plan's should recognise town centres as the heart of their communities and include policies to support their viability and vitality.

This monitoring report enables the council to determine the health of our town and other retailing areas. It is in accordance with the NPPF which states that local planning authorities (LPAs) should use adequate, up-to-date and relevant evidence to assess the role and function of town centres and the relationship between them, including any trends in the performance of centres.

The NPPF also sets out how LPAs should plan for the management and growth of centres. This includes:

- clearly setting out the extent of the town centre and its primary shopping area, with policies that state which uses will be permitted in defined primary and secondary frontages;

- identifying suitable sites which meet the required scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development;
- promoting a town centre first approach, with flexibility when suitable and viable town centre sites are not available (through a sequential assessment);
- retaining and enhancing markets to ensure they remain attractive and competitive and add to a diverse retail offer;
- encouraging residential uses on appropriate sites; and
- refusing planning applications which are not in accordance with the plan and which fail to satisfy the sequential assessment test and / or (if over 2,500 sqm gross) are likely to have significant adverse impact on designated centres.

National Planning Practice Guidance (NPPG) (2014)

The National Planning Practice Guidance (NPPG) provides additional detail to the NPPF. The section entitled "Ensuring the vitality of town centres" is most relevant for retail planning, and sets out that the following indicators, and their changes over time, are relevant in assessing the health of town centres:

- diversity of uses;
- proportion of vacant street level property;
- commercial yields on non-domestic property;
- customers' views and behaviour;
- retailer representation and intentions to change representation;
- commercial rents;
- pedestrian flows;
- accessibility;
- perception of safety and occurrence of crime; and
- state of town centre environmental quality.

Both the NPPF and NPPG can be accessed at <http://planningguidance.planningportal.gov.uk/>

The Town and Country Planning (Use Classes) Order 1987 (as amended)

The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. For example, a shop falls into Class A1 but if its owner wants to change it to a different use, such as a restaurant which is Class A3, then planning permission is required. More details can be found in Appendix A 'Use Classes Order'.

Mansfield District Local Plan (1998)

The Local Plan currently provides the local planning policies used to determine planning applications of a retail nature, and designates the current retail hierarchy and the primary and secondary frontages within the town centre. The retailing chapter can be viewed on the council's website by using the following link:

<http://www.mansfield.gov.uk/article/5805/Local-Plan-1998>

Mansfield Retail and Leisure Study (2011)

To support the production of the Local Plan, Mansfield District Council commissioned consultants Roger Tym and Partners to produce a comprehensive retail and leisure study that assessed a range of issues including the capacity for future retail development within the district. It also made a number of strategic recommendations such as the best location of development, mix of uses and boundary changes.

The study recommends that sites with most development potential include Stockwell Gate North and South and the White Hart Area. In terms of the future mix of town centre uses, the emerging Local Plan should include policies which:

- allow 10% of non-A1 uses within primary frontages for flexibility and to improve the leisure offer of the town centre;
- ensure any non-A1 units permitted within primary frontages are customer-facing operations and do not form more than three consecutive units;
- aim to attract more restaurant operators to the town centre in order to counter the current over-provision of drinking establishments;
- identify a site for a convenience foodstore to meet a current qualitative shortfall, preferably at Stockwell Gate South;
- direct any significant B1 office development towards the town centre (outside primary frontages); and
- encourage proposals which involve the conversion/renovation of upper floors of retail premises.

In relation to boundaries, the study recommends that the town centre is contracted in order to concentrate development in the 'traditional' shopping area. The main areas of recommended for removal from the town centre are St Peter's Retail Park and the area of light industry on the eastern side of the town centre.

The study also states that the north side of Clumber Street should be included as secondary frontage - to take into account the Wilkinson's store, and that the primary and secondary shopping frontages should be revised during the study period to account for development at Stockwell Gate and White Hart Street as appropriate.



Please note that none of the above recommendations have been implemented. They are informing work on the emerging Local Plan (see below) which will be subject to public consultation and an Examination in Public, before being adopted by the council.

Mansfield Retail and Leisure Study (2014 Addendum)

This document updates the 2011 Study. It was prepared by Peter Brett Associates (who merged with Roger Tym and Partners) and provides revised targets for new floorspace which will be incorporated into the Local Plan. These are based on more up to date data inputs.

Emerging Mansfield District Local Plan

The Planning and Compulsory Purchase Act of 2004 required the production of a new generation of plans, to be known as the Local Development Framework (LDF). However The Localism Act of 2011 (the primary aim of which is greater levels of decentralisation of power) gave the planning system another overhaul in order to make it more accessible to the public. This included the introduction of Neighbourhood Planning, and the reintroduction of the term 'Local Plan'.

Generally, most of the policies within the existing Mansfield District Local Plan were 'saved' by the Secretary of State while we were working on the production of the LDF and are therefore still applicable. This means that the saved policies can still be used to determine planning applications until such time as they are replaced by policies within the emerging Local Plan. However, the NPPF makes it clear that the saved policies can only be given weight in decision making if they conform with the NPPF.

The Planning Policy team are in the process of preparing a Local Plan Consultation Draft for consultation later in 2015. Further information on the emerging Local Plan can be obtained from the council's website <http://www.mansfield.gov.uk/planningpolicy>, by e-mailing the Planning Policy team at <mailto:lp@mansfield.gov.uk> or by calling 01623 463195.

White Hart Supplementary Planning Document (SPD) (November 2006)

The White Hart Regeneration Area covers 3.11 hectares of the south eastern part of Mansfield town centre. The SPD was produced by Mansfield District Council to guide the design of future regeneration proposals and the determination of planning applications within the White Hart Area. The SPD includes a number of sections that set out information about:-

- Acceptable Uses
- Archaeology
- Building design
- Crime and Safety
- Historic Perspective
- Public Realm
- Topography and Views
- Transport and Access

Further information about the SPD can be obtained from the Planning Policy Group. Alternatively it can be downloaded from the council's website: <http://www.mansfield.gov.uk/article/6027/Planning-guidance>

Stockwell Gate North and Stockwell Gate South Interim Planning Guidance (IPG) Notes

These Interim Planning Guidance (IPG) notes set out the council's vision for the Stockwell Gate North and South areas, which together cover 4.73 hectares of prime redevelopment land to the western edge of the town

centre. The IPG's have been adopted by the council and are material considerations in the determination of any planning applications for the development of the sites. Therefore proposals for development in the area will be required to be in accordance with the relevant IPG. There is also an IPG for the former Mansfield Brewery site which lies just outside of the town centre. The documents can be downloaded from <http://www.mansfield.gov.uk/article/6027/Planning-guidance>.

The following documents do not provide policies, but will inform the retail policies within the emerging Local Plan. Further information can be obtained from the council's Urban Regeneration Group.

Creating a 'City' Centre for Mansfield

There are a number of key development sites identified in the 'Creating a City Centre for Mansfield' document, (MDC 2009) which the council aspire to see developed over the next ten years, including:

- Transport Interchange – this has now been developed on land between Station Road and Quaker Way, and resulted in the relocation of the town's bus station.
- Stockwell Gate North – the site of the former bus station, earmarked for a primarily retail development, currently used as a temporary car park.
- Stockwell Gate South – the former Courtaulds factory site. A private sector development of mixed-use retail and leisure with outline planning permission already granted, currently used as a car park.
- Strategic Employment site – to be created near the junction of Belvedere Street and Victoria Street on 365 sqm site.
- Old Town Hall – development of the former Indoor Market site at the rear of the site on Queen Street. This site is currently used as a short stay car park.

- The Living Centre – an iconic gateway building has now been developed on the site of the former Queen's Head pub, and is named Queen's Place.
- White Hart development– a mixed use of retail, office space, leisure and residential development on land bounded by White Hart Street, Dame Flogan Street and Church Street, including the restoration of the Malting's building.
- Mansfield Brewery site – the site is currently being marketed and provides a superb regeneration opportunity. The site is expected to include primarily employment uses, with some residential development.
- The Riverside – an area next to the River Maun, bordering St Peter's Way identified as having great potential for mixed uses, mainly employment but possibly including retail and residential – alongside an attractive area of public open space.

Mansfield Urban Design Compendium (2007)

Produced by Baker Associates the Mansfield Urban Design Compendium was produced in order to emphasise the high standards that the council requires for all new development in and around Mansfield town centre, and to ensure that all those involved in the development process are clear about what the council means by high quality urban design.

The guidance is intended to assist developers, landowners, designers, planners, and councillors in putting together and making decisions about schemes for new developments, alterations to existing buildings, or changes to the public realm.



Town Centre Economic Regeneration Framework (February 2007)

The document was prepared for the district council and its partners by a team of consultants led by SQW Limited. It was commissioned to review the strengths and weaknesses and development projects from an economic perspective and recommend initiatives and projects to accommodate growth and address the threats and opportunities that exist in Mansfield town centre.

5: Mansfield town centre



This section relates to Mansfield town centre and performs the role of the 'Town Centre Health Check'.

As discussed in Section 3: 'Retail profile', Mansfield town centre is a sub-regional centre which serves a large catchment area covering northern and western parts of Nottinghamshire as well as parts of east Derbyshire.

Town centres have an important role to play in any district. They provide a wide range of facilities that are accessible to the community including retail, employment, leisure, education and transport.

As was highlighted in Section 4: 'Planning policy, guidance and evidence base documents', the National Planning Policy Framework (NPPF) emphasises the importance of ensuring the vitality of town centres in order to help deliver sustainable development.

At a local level, the joint Ashfield and Mansfield Sustainable Community Strategy (SCS) emphasises the importance of Mansfield town centre on how the area is perceived, and on inward investment. The SCS sets a number of targets for both Mansfield town centre, and the town centres within Ashfield district. These include:

- Improved access by public transport, improved traffic flow and parking provision. Ease of movement for pedestrians;
- Refreshing the masterplans for Kirkby-in-Ashfield and Sutton-in-Ashfield whilst ensuring existing development plans for Mansfield and Hucknall are brought to fruition;

- Raising the profile of our town centres in order to attract more shoppers and visitors, both daytime and evening. Offering a wide range of leisure, cultural and heritage activities;
- Review and revitalise our existing markets to better fit modern shopping trends, including a more distinctive local offer;
- Ensuring our town centres are welcoming and safe both daytime and evening by reducing antisocial behaviour, violence and shop theft.

Furthermore, the district council's Corporate Plan 2014/15, emphasises that one of its key priorities is to 'revitalise our district, town centres and neighbourhoods, encouraging inward investment and creating a climate for job creation and growth'. The following town centre actions are highlighted to meet this priority over the following year.

- Implement the new Market Strategy to help increase the number and choice of stalls on Mansfield Market and improve the footfall figures.
- Review the options for redeveloping key sites including the Town Hall, Stockwell Gate North, the Four Seasons Shopping Centre, the former Mansfield Brewery site and White Hart area.
- Develop and implement a marketing strategy to attract more businesses to the district and increase the number of shoppers and visitors.
- Complete the redevelopment of the Mansfield Museum arcade.
- Work with Mansfield Business District (BID) to deliver a renewal ballot.

Additional town centre actions that would meet another council priority 'to reduce crime and disorder' are to:

- Work alongside partners to introduce Best Bar None, which is a nationally recognised scheme aimed at improving management of licenced premises and reducing alcohol-related violence; and to,
- Deliver a range of activities and services in the town centre which will promote a vibrant and safe night-time economy that meets the criteria required for Purple Flag accreditation.

The Corporate Plan also highlights achievements from the previous year. These were:

- Developed a Market Strategy for the town centre to help revitalise Mansfield Market by increasing the number and variety of stalls and improving the shopping experience for customers;
- Completed the £2.4m Queen's Place development which helped increase the provision of high-spec retail and office units in the town centre;
- Commissioned an appraisal to help identify the options for redeveloping key sites including the Four Season's Shopping Centre, old bus station and former Tesco's site.
- Provided 18 local businesses with a £1,000 cashback incentive for taking on a new lease at one of the council's retail, office or industrial properties;
- Completed work to transform the former bus station into a temporary car park to help increase parking in the town centre and carried out a review to identify the long term options for the site.



Town centre ranking

Management Horizons Europe's 'UK Shopping Index' ranks the performance of all major retail centres in the UK, and offers a useful benchmark with which to compare the performance of a number of centres. Centres are ranked in one of nine location grades, ranging from 'Major City' to 'Minor Local'⁽¹⁾.

The MHE Index includes all major city, town and district centres in the UK, as well as other significant destinations such as retail parks and outlet centres. Mansfield town centre is classified as a 'Sub-Regional' centre and given a ranking of 128 in the most recent Index (2008). This is 11 places below the highest ranked 'Sub-Regional' centre (Aylesbury).

There are other town centre rankings, and the Mansfield BID website states that the town centre has moved up the Experian retail rankings from 133 to 112 between 2011 and 2013.

The performance of centres in the Index is influenced by a number of factors, including the presence of multiple retailers in a centre. The following sections of this report cover factors that can affect the strength of the town centre (as identified in the National Planning Practice Guidance (NPPG) and within previous planning guidance PPS4), therefore monitoring these can help to highlight any areas which could be improved in order to strengthen the town centre.

1 The MHE Index allocates each centre within a tier, reflecting the level of retail provision within the town. The nine tiers which comprise the Index are (highest to lowest), 'Major City' (highest ranking centre is London West End, 1st); 'Major Regional' (Reading, 12th); 'Regional' (Derby, 58th); 'Sub-Regional' (Aylesbury, 117th); 'Major District' (Cwmbran, 218th); 'District' (Guernsey, St Peter Port, 367th); 'Minor District' (Enfield Retail Park, 581st); 'Local' (Dover, Whitfield, 1,207th); and 'Minor Local' (Chelmsford, Moulsham, 2,247th). The MHE Index is one of a number of databases on centres' retail performance which are published.

5.1 Retailing trends

This section of the report sets out some of the key national trends in retailing. Information has come from the Mansfield Retail and Leisure Study 2014 Addendum. A short explanation of the implications of these trends for town centres such as Mansfield is given.

Key national trends

Trend	What it means	Implications
Polarisation to higher order centres	The preference of retailers to concentrate trading activities in larger schemes, within larger centres. The trend has been driven by the economic downturn, online shopping and a shrewder customer base. This leads to a concentration of comparison goods expenditure in a smaller number of large centres. Within the East Midlands, Nottingham, Leicester and Derby are the centres where many retailers seek to focus their trading presence.	<p>Many retailers will seek to downsize their portfolios, particularly in smaller centres, because they can operate more efficiently with a smaller network of stores combined with a strong online presence.</p> <p>Vulnerable centres may be required to refocus their role and function away from solely being shopping destinations to incorporate a much broader retail, leisure, culture and residential offer.</p>
<p>Growth of the convenience goods sector</p> <p>(The sector has traditionally been dominated by the big four- (Asda, Morrisons, Tesco and Sainsbury's) and increasingly, higher quality operators (Waitrose, Marks & Spencer) and discount retailers (Aldi, Lidl). The discount retailers are becoming increasingly important forces in the convenience goods market and are expected to continue to take market share from the big four supermarket operators in future years).</p>	<p>The sector has often benefited from floorspace becoming available in town and city centres as a result of comparison goods retailers (such as Woolworths) entering administration.</p> <p>Operators are increasingly moving away from opening larger-format stores towards establishing a network of smaller top up convenience goods shopping facilities (referred to as c-stores), often located in town centres, or district / neighbourhood parades, reflecting customers' changing shopping patterns away from bulk weekly (or less frequent) shopping trips to more frequent, lower-spend visits to smaller stores in locations convenient to their home, work or commute.</p>	<p>The proportion of convenience goods floorspace which will be accounted for by smaller stores and discount retailers is likely to increase.</p> <p>Industry body IGD predicts that the convenience goods market will grow by 29% between 2012 and 2017, and the main retail operators are responding quickly by opening new stores.</p>
Growth in commercial leisure	Most commentators predict that commercial leisure, such as cafés, bars, restaurants and cinemas, will constitute a growing share of town centre floorspace.	<p>There is scope for town centres to capitalise on this, redefining their function as destinations.</p> <p>This could have positive implications on the performance of town centres as residents and visitors undertake linked trips and spend more time in the town centres. The development of a strong commercial leisure offer can help increase footfall outside of retail hours.</p>



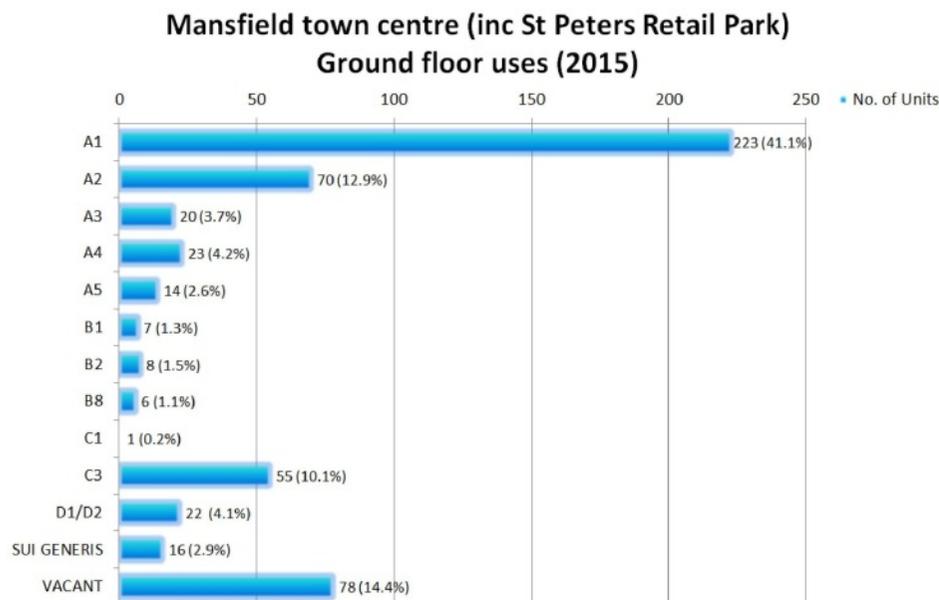
Trend	What it means	Implications
<p>Increase in online shopping</p> <p>(Online shopping is perceived to offer a number of significant advantages over traditional, high street-format shopping including lower prices, wider choices and the ability for customers to find bargains).</p>	<p>While unfavourable economic conditions are forcing many retailers to scale back on physical retail space, their online operations allow them to reach a wider customer base. However, the competition is not as simple as 'online shopping versus the high street' as new technologies promote integration between the two shopping channels.</p> <p>Internet sales have been rising much more rapidly than general retail sales in recent years. Experian however consider that at the turn of the next decade, growth in online shopping is expected to plateau.</p>	<p>Forecast growth in online spending does not equate to a redundant future for bricks and mortar stores. There is a role for physical outlets to act as showrooms for online retailers. A physical presence on the high street improves the visibility of businesses; indeed 12 out of the top 20 e-commerce businesses in the UK have a physical presence on the high street.</p>
<p>Growth in the click & collect online shopping</p>	<p>This relatively new trend looks set to play an increasing role. The click & collect concept is such that a customer orders and pays for a desired product online, and then collects the product from the nearest large branch of the retailer in question. This approach is being rolled out by a number of retailers – examples of retailers trading in Mansfield town centre who already offer this service include Debenhams, Topshop / Topman, River Island, Boots and Wilkinson. Like showrooming, it is also a trend where the physical outlet of the store can still be used to drive footfall.</p> <p>Recent research by the British Retail Consortium indicates that 60% of click & collect transactions result in an additional purchase in the store. There is, therefore, a role for bricks and mortar stores.</p>	<p>The role and function of high streets, particularly those outside the higher-order shopping centres, are likely to need to consider uses beyond that of traditional retail activity in order to remain vital and viable.</p>
<p>Source: Mansfield Retail and Leisure Study – 2014 Addendum (PBA, 2014).</p>		

In light of the above trends, Mansfield will need to adapt to the changes in shopping habits in order to remain vibrant. The town centre will need to move away from being a shopping destination and start to offer a broader range of retail, leisure, cultural and civic services. Place marketing to sell the offer of the town centre will become of increasing importance.

5.2 Diversity of uses

This section looks at the diversity of uses to be found in Mansfield town centre. It has been informed by the audit of retail centres which was undertaken by officers in March 2015. For information, the audit incorporates the units at the top of West Gate which, despite being outside of the defined centre, are included in order that our information can be comparable to Experian data. In addition, empty premises were classified as vacant rather than their most recent use (although this has also been recorded).

The bar graph overleaf shows the diversity of uses to be found within the town centre, including St Peters Retail Park.



(Please note that definitions of the use classes shown in the above graph can be found in Appendix A 'Use Classes Order').

Retail units (A1) continue to dominate the town centre with 41.1% of units (223). This is followed by professional and financial services (A2) with 12.9% of units (70), residential uses (C3) with 10.1% of units (55) and then restaurants and cafés, drinking establishments and hot food takeaways (A3, A4 and A5) with 10.5% of units (57).

The number of vacancies (discussed in detail in Section 5.3 'Vacancy rates') is 78 (14.4%) (which has gone up 0.4% since March 2014).

Diversity of uses within the primary, secondary and non-defined shopping areas

Government guidance in the NPPF (2012) sets out that local planning authorities should clearly define the extent of the town centre and its primary shopping area, and have policies that state which uses will be permitted in defined primary and secondary frontages.

The Mansfield District Local Plan (1998) was written under more restrictive guidance and therefore included policies which prevented certain uses from the primary and secondary areas to avoid fragmentation of retailing in these areas (see below). It did however recognise that complementary uses such as cafés, restaurants, leisure and entertainment can help retain and improve the vitality and viability of centres, but only permitted these within certain parts of the town centre. These policies are still in force and will be used until a new local plan is adopted.

Policy MTC5 aims to protect the primary shopping area by not allowing permission for developments at ground floor level other than for those within the A1 use class. The secondary shopping area is protected by policy MTC6. This states that at ground floor level permission will only be granted for A1 or associated uses (defined as those within the A2 and A3



categories). Applications for associated uses are required to meet a number of criteria if permission is to be granted, and the percentage of A1 within each defined frontage is not permitted to fall below 50%. The frontages covered by these policies are shown later in the report, on the plan titled 'Locations for future retail development in Mansfield town centre'.

It should be noted that these policies were written before the changes to the Use Classes Order were made, therefore uses within the A4 and A5 categories are considered to be associated uses as they were formerly contained within the A3 use class. The following table illustrates the diversity of uses within each frontage category / area within the town centre (percentages have been rounded).

Diversity of uses within the primary, secondary and non-defined shopping areas

Use class	Primary shopping frontage	Secondary shopping frontage	Non-defined shopping area (inc St Peter's Retail Park)
A1	64 / 83%	90 / 47%	69 / 25%
A2	2 / 3%	33 / 17%	35 / 13%
A3	3 / 4%	9 / 5%	8 / 3%
A4	-	9 / 5%	14 / 5%
A5	-	5 / 3%	9 / 3%
B1	-	-	7 / 3%
B2	-	-	8 / 3%
B8	-	-	6 / 2%
C1	-	-	1 / <1%
C3	-	-	55 / 20%
D1	1 / 1%	1 / <1%	17 / 6%
D2	-	-	3 / 1%
Sui Generis	-	6 / 3%	10 / 4%
Vacant	7 / 9%	40 / 21%	31 / 11%
Total	77	193	273

(Mansfield District Council 2015)

As can be seen the primary frontages are dominated by A1 uses, and the vacancy remains low.

The secondary shopping area has seen the number of vacancies increase (by 3%) since 2014 as a result of the loss of 1 no. A1, and 4 no. A2, units (although there was a gain of 2 no. sui generis units).

The amount of vacant units within the parts of the town which are not defined as either primary or secondary areas has decreased to 31 which is positive. The percentage of A1 uses has also increased by 1% since last year.

The table overleaf illustrates the diversity of uses (ground floor) within each of the primary (grey) and secondary shopping frontages. The first figure is the total percentage of properties in each use (including those that are vacant) and then the second figure given (in brackets) is the proportion of each use that is vacant e.g. 78.3% of units on the MTC5 (i) area of West

Gate are in A1 use however 11.1% of these are vacant. It should be noted that the total figures per shopping area may not add to 100% due to rounding.

These figures are particularly important because the supporting text to Local Plan Policy MTC6 says that the vitality and viability of the secondary frontage areas can be detrimentally affected if the proportion of units in retail use (A1) falls below 50%. From the table it would appear that this policy has been successful in most of the frontages because the proportion of units in A1 use is above the 50% threshold. However this is not the case at the Market Place which has been vulnerable for a number of years. Stockwell Gate is also particularly vulnerable. Market Street has shown improvement over the last year, changing from 54.5% to 58.3%.

Diversity of uses within each of the primary and secondary shopping frontages

Policy / Frontage	A1	A2	A3	A4	A5	D1 / D2	Sui Generis
MTC5 (i) West Gate (odds 1-13, evens 6-46)	78.3% (11.1%)	8.7% (0.0%)	8.7% (0.0%)	-	4.3% (100.0%)	-	-
MTC5 (ii) Four Seasons	96.4% (9.4%)	-	1.8% (0.0%)	-	-	1.8% (0.0%)	-
MTC6 (i) Upper West Gate (odds 37-71, evens 48-66)	62.1% (11.1%)	24.1% (28.6%)	10.3% (0.0%)	-	-	-	3.4% (100.0%)
MTC6 (ii) Stockwell Gate (odds 1-69, evens 2-26, and including former Tesco and Co-op stores)	51.9% (7.1%)	25.9% (42.9%)	3.7% (0.0%)	7.4% (50.0%)	7.4% (50.0%)	-	3.7% (0.0%)
MTC6 (iii) Regent Street (odds 3-21, evens 2-30 including Regent House)	70.0% (28.6%)	25.0% (40.0%)	5.0% (100.0%)	-	-	-	-
MTC6 (iv) Lower Leeming Street (odds 1-29, evens 2-42 and Clumber House)	56.7% (29.4%)	13.3% (25.0%)	10.0% (33.3%)	6.7% (0.0%)	-	3.3% (0.0%)	10.0% (0.0%)
MTC6 (v) Church Street (odds 1-39, evens 8-36 and Swan Hotel)	54.8 (17.6%)	12.9% (0.0%)	6.5% (50.0%)	12.9% (25.0%)	6.5% (50.0%)	-	6.5% (50.0%)
MTC6 (vi) Rosemary Centre	83.3 (0.0%)	-	-	-	16.7 (0.0%)	-	-



Policy / Frontage	A1	A2	A3	A4	A5	D1 / D2	Sui Generis
MTC6 (vii) Queen Street	61.5% (0.0%)	23.1% (0.0%)	-	-	7.7% (0.0%)	-	7.7% (0.0%)
MTC6 (viii) Market Place (1-12, 15-24, 25-31)	45.5% (40.0%)	36.4% (12.5%)	4.5% (0.0%)	13.6% (33.3%)	-	-	-
MTC6 (ix) Market Street (1-4, 10-19)	58.3% (14.3%)	27.3% (0.0%)	8.3% (0.0%)	8.3% (0.0%)	-	-	-

Mansfield's markets

As part of the main shopping area, Mansfield has a market every day except Sunday in the Market Place. The types of market are illustrated in the table below. There are also stalls available on West Gate and at the Buttercross on Thursday's, Friday's and Saturday's.

Mansfield's Markets

	Mon	Tues	Weds	Thurs	Fri	Sat
Main Market	x		x	x	x	x
Flea / Perishables		x	x			

The number of market stalls that are occupied are monitored and the average weekly total is illustrated in the table below. As can be seen, the occupancy has fallen considerably in the last 10 years (which is a trend that is reflected nationally); and despite 2009/10 and 2011/12 being more positive years, occupancy has continued to decline since then.

Average weekly occupancy, Mansfield market

	2005 /06	2006 /07	2007 /08	2008 /09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	2014/15
Average occupied each week	369	332	314	312	326	294	309	283	275	262

Farmer's market

The Mansfield farmer's market is held on the third Tuesday of every month on the Market Place from 9am – 4pm. The market promises something for everyone with excellent produce on sale that includes vegetables, meat, cakes, jams, local honey, chutneys and pies. There is also a selection of handmade crafts and everything on sale is made or grown locally.

Each month there is a different theme, often featuring appearances by special guests, live musical entertainment, hands-on activities, competitions or special offers.

Regeneration of the Market Place

The physical regeneration of the Market Place was completed in 2006. It includes high quality paving, new street furniture, lighting, performance area, public art and a water feature as well as new market stalls, designed to be easily removed to allow the market place to be utilised for other activities and events, such as the Christmas lights switch on event each year.



5.3 Vacancy rates

Vacancy rates can provide a good indication of how a centre is performing. Vacant units will be found even in the strongest town centre and occur for positive and negative reasons. A low vacancy rate does not always mean that a centre is performing well, as a proliferation of charity shops and other uses not usually associated with a town centre may also be signs of decline.

However vacancy rates, over time, are a useful indicator of performance. The audit undertaken in March 2015 to inform this report highlighted a vacancy rate of 14.4% (78 properties), which has increased by 0.4% since March 2014.

The previous section of this report looked at the diversity of uses within the town centre but classified all vacant units together regardless of their former use. The table below shows the mix of ground floor uses as well as the number and percentage of vacant units within each use class. The vacant figure is the proportion of each use that is vacant e.g. 47.9% of all units within the town centre are in A1 use however 14.2% of these are vacant.

Vacant units within Mansfield town centre (including St Peters Retail Park) by use class

Use class	No. of units			% of Units	
	Occupied	Vacant	Total	Vacant (% within use class)	Total mix of uses (all units within the town centre)
A1	223	37	260	14.2%	47.9%
A2	70	11	81	13.6%	14.9%
A3	20	8	28	28.6%	5.2%
A4	23	6	29	20.7%	5.3%
A5	14	3	17	17.6%	3.1%
B1	7	2	9	22.2%	1.7%
B2	8	2	10	20.0%	1.8%
B8	6	0	6	0.0%	1.1%
C1	1	0	1	0.0%	0.2%
C3	55	2	57	3.5%	10.5%
D1	19	3	22	13.6%	4.1%
D2	3	0	3	0.0%	0.6%
SUI GENERIC	16	4	20	20.0%	3.7%
Total	465	78	543	Total vacancy rate = 14.4%	100.0%

The following table shows the vacant units by which type of frontage they are located within (i.e primary, secondary and non-defined areas). Primary and secondary frontages were explained in the previous section.

Vacant Units by Frontage

Frontage Type	Number of Units	Number of Vacant Units	Percentage of Vacant Units
Primary (MTC5)	77	7	9.1%
Secondary (MTC6)	193	40	20.7%
Non-defined (excl. St Peter's Retail Park)	263	31	11.9%
St Peter's Retail Park	10	0	0%
Whole town centre (inc. St Peter's Retail Park)	543	78	14.4%

(Mansfield District Council 2015)

Compared with the survey undertaken in 2014, the vacancy rate for the primary shopping area has remained constant, whereas it has increased in the secondary areas by 2.4%. Vacancies within the non-defined areas of the town centre have decreased by 1% and St Peters Retail Park has complete occupancy. As a whole, the town centre vacancy rate has increased by 0.4% since 2014.

The table below gives details of the properties which were found vacant during the audit carried out in March 2015. The table shows that there was approximately 11,557 sqm of vacant floorspace within the town centre. This total has reduced by 221 sqm since 2014 (and 1,619 sqm since 2013) which is a positive for Mansfield town centre. Please note that these figures have been approximated from the property boundary as displayed on an O/S plan. If more accurate information is required contact should be made with the agent or owner who is responsible for the property.

Information about the exact locations of the vacant properties can be found in the table, and is shown in the maps which follow.

Vacant Units within Mansfield Town Centre

Ref	Property Address	Former Use Class	Area (sqm)
AS-11	19 Albert Street	A1	46.79
AS-12	20 Albert Street	A1	61.50
AS-13	21 Albert Street	A4	134.89
AS-19	31 Albert Street	A1	76.74
AS-22	35 Albert Street	A4	200.69
BS-11	11 Bridge Street	A1	26.9
BS-16	Town Mill, Bridge Street	A4	300.34
CKS-03	Clerkson House Clerkson Street	B1	412.1
CHL-02	01 Church Lane	B2	48.3
CS-03	05 Church Street	SUI GENERIS	47.76
CS-07	10 Church Street	A4	341.56
CS-33	15a Church Street	A1	78.58
CS-32	22 Church Street	B1	228.01
CS-16	23 Church Street	A5	93.76
CS-19	27 Church Street	A1	154.62
CS-29	36 Church Street	A1	34.97
CS-30	37-39 Church Street	A3	232.53
CLS-02	03 Clumber Street	A1	75.14
DFS-01	02 Dame Flogan Street	B2	347.12
DFS-02	Assurance House Dame Flogan Street	A2	148.91
DFS-06	Maltings Dame Flogan Street	D1	418.13
FS-17	17 Four Seasons Shopping Centre	A1	155.44
FS-29	30 Four Seasons Shopping Centre	A1	118.48



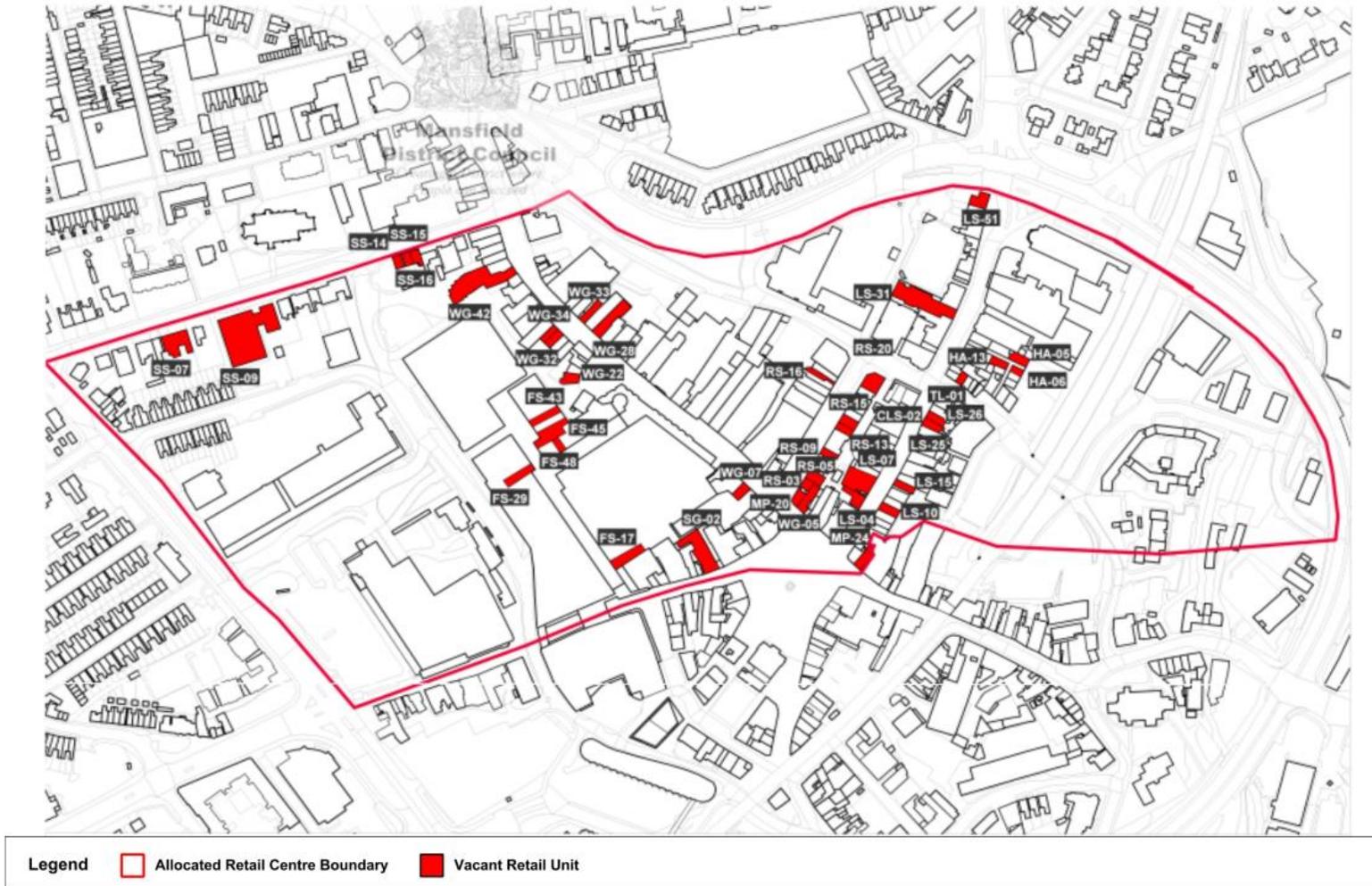
Ref	Property Address	Former Use Class	Area (sqm)
FS-17	17 Four Seasons Shopping Centre	A1	155.44
FS-43	46 Four Seasons Shopping Centre	A1	110.59
FS-45	48 & 49 Four Seasons Shopping Centre	A1	212.78
FS-48	51 Four Seasons Shopping Centre	A1	49.14
HA-13	04-06 Handley Arcade	A1	64.48
HA-05	07-08 Handley Arcade	A3	79.49
HA-06	09 Handley Arcade	A1	41.25
LS-04	07-09 Leeming Street	A2	104.19
LS-07	11 Leeming Street	A1	270.81
LS-10	14 Leeming Street	A1	78.77
LS-15	20 Leeming Street	A1	69.03
LS-25	34 Leeming Street	A3	76.17
LS-26	36 Leeming Street	A1	69.26
LS-31	43 Leeming Street	SUI GENERIS	453.59
LS-51	55-57 Leeming Street	A1	104.88
MHP-01	Market House Place	A3	70.79
MP-02	01 Market Place	A4	257.37
MP-03	02 Market Place	A1	31.73
MP-04	3-4 Market Place	A1	91
MP-08	9-11 Market Place	A1	112.36
MS-12	13 Market Street	A1	66.42
MP-20	25 Market Place	A1	114.39
MP-24	31 Market Place	A2	89.16
MWS-05	16 Midworth Street	A3	180.21

Ref	Property Address	Former Use Class	Area (sqm)
QS-17	Queen's Place Unit 2 Queen Street	A1	264.63
QW-01	01 Queens Walk	A3	61.74
RS-03	04 Regent Street	A1	56.44
RS-05	06 Regent Street	A3	81.69
RS-09	14 Regent Street	A2	55.07
RS-13	18 Regent Street	A1	58.65
RS-15	20 Regent Street	A1	78.08
RS-16	21 Regent Street	A1	59.61
RS-20	30-32 Regent Street	A2	142.66
CKS-02	02 St Peter's Way	A3	321.82
SG-02	02-08 Stockwell Gate	A2	322.2
SG-15	37a Stockwell Gate	A4	302.24
SG-16	39 Stockwell Gate	A2	288.62
SG-21	49-51 Stockwell Gate	A2	88.6
SG-28	57 Stockwell Gate	A5	53.15
SG-27	59b Stockwell Gate	A1	24.91
SS-07	17-19 St John Street	D1	237.77
SS-09	22-24 St John Street	D1	1027.37
SS-14	35 St John Street	C3	49.49
SS-15	37 St John Street	C3	49.99
SS-16	39 St John Street	A2	61.69
TL-01	03 Toothill Lane	A1	42.63
WG-05	06 West Gate	A5	62.98
WG-07	07 West Gate	A1	72.26

Ref	Property Address	Former Use Class	Area (sqm)
WG-22	39 West Gate	A2	79.23
WG-28	44-46 West Gate	A1	208.99
WG-32	49 West Gate	A1	71.5
WG-33	50 West Gate	A1	83.92
WG-42	61 West Gate	SUI GENERIS	501.24
WHS-08	34 White Hart Street	SUI GENERIS	39.79
WHS-12	42-44 White Hart Street	A1	114.15
WG-34	51 West Gate	A2	55.63
Total Vacant Floorspace - Mansfield Town Centre (sqm)			11,556.69



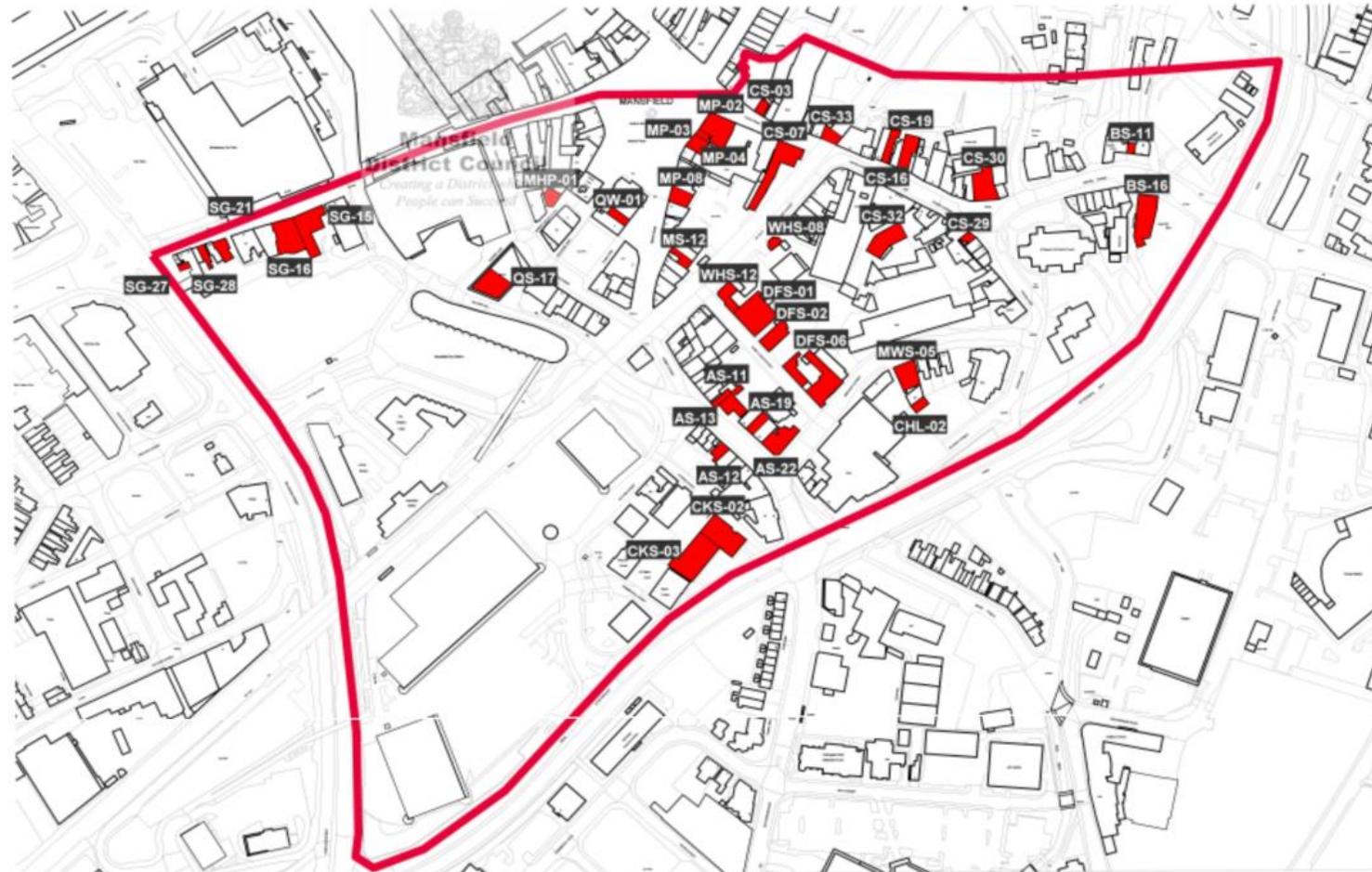
Mansfield Town Centre (North)



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Mansfield Town Centre (South)



Legend Allocated Retail Centre Boundary Vacant Retail Unit

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5.4 Retailer representation in Mansfield

This section of the report looks at the retailer representation within the town centre, as well as providing new occupiers details and a list of planning applications received during the monitoring period.

Convenience goods

The main convenience retailers in the town are Iceland (Rosemary Centre), Heron Foods (West Gate) and a Marks & Spencer food hall (West Gate). The town has lacked the presence of a major supermarket since Tesco relocated their Stockwell Gate store to Chesterfield Road South in 2007.

Comparison goods

The main national comparison goods retailers in the town centre include Argos, BHS, Boots, Debenhams, HMV, New Look, River Island, Superdrug, Wilkinsons and WH Smith. Experian (2012) highlights 31 key retailers which can be used to judge a town centre's performance and these are listed in Appendix C 'Key retailers within Mansfield town centre'. Of the shops listed, 22 (71%) can be found in Mansfield town centre, mainly within the primary shopping frontages, and there appears to be a good representation of mainstream mid-market retailers. The percentage of key retailers in Mansfield has increased from 69% in 2005. There is also a further three key retailers (TK Maxx, Next and Boots) present within St Peter's Retail Park on the edge of the town centre, which were not counted by Experian. However, there are a number of retailers not present which you would expect to find in a sub-regional centre e.g. H&M and Waterstones.

Complementary facilities

It is important that town centres contain a range of uses as this can make an important contribution to their vitality and viability. Complementary uses, during the day and in the evening, can reinforce each other and help make town centres more attractive to local residents, shoppers and visitors.

Mansfield town centre is represented by a number of national and regional banks, building societies and other A2 uses (financial & professional services) which are spread out across the town centre.

There are also numerous A3, A4 and A5 uses (restaurants & cafés, drinking establishments and hot food takeaways) which add to the attractiveness of the town centre, and in conjunction with the theatre, nightclubs and other leisure activities, help to create an evening economy and ensure that the town centre does not become a "lifeless" area once the retail elements of the centre have closed for the day. The Mansfield Retail and Leisure Study 2011 highlighted that Mansfield's evening economy is too dominated by drinking establishments and nightclubs, so it will be important to try and balance this out by attracting more restaurants and family orientated uses that will better compliment the Museum and Palace Theatre.

New occupiers

A number of new occupiers have come into the town in the last year and are mostly new independent businesses. Some business have also moved to new premises from elsewhere within the town centre. 2014/15 has seen a big increase in the number of new occupiers. There were 44 compared to 13 last year. The table overleaf illustrates the companies and their new location. That fact that units are listed here does not mean that a relevant planning permission has been gained in all cases.



New occupiers in Mansfield town centre

Property Address	Occupier
29 Albert Street	Futures Advice & Skills Employment
2 Church Side	Church Side Insurance
16 Church Side	Goodlands Lighting
5 Church Street	Direct Clothing
12 Church Street	Stateside 50's Diner
13 Church Street	Mansfield Computer Store
29a Church Street	Headspace
32 Church Street	UKIP
35 Church Street	Tjs BBQ & Chippy
10 Four Seasons Shopping Centre	Select
11 Four Seasons Shopping Centre	Ministry of Design
22 Four Seasons Shopping Centre	Perfect Home
45 Four Seasons Shopping Centre	Staffords
10 Handley Arcade	These Moments Photography
19 Leeming Street	1921
20 Leeming Street	Sun Sea Expert Tanning
28 Leeming Street	Industria
45b-45c Leeming Street	Havanas
14 Market Street	KH Hair
Midworth Street	Laser Tag Combat 7
Mill Walk	United Response Nottingham Services Office
3 Queen Street	Little Chippy & Milkshake
19 Queen Street	Delikatesy Swojaczek

Property Address	Occupier
Queen's Place Unit 1, Queen Street	Queens Bakers
19 Regent Street	Regency Cleaners
Rock Valley	F&K Hair & Beauty Centre
Rock Valley	Mega Sklep
Rock Valley	GS Motors
27-28 St John Street	Fleet Risk Consultants
40 St John Street	W T Frow Property Management Services
New Meeting House Station Street	The Recruitment & Employment Bureau
41-43 Stockwell Gate	Lighthouse Charity Shop
55 Stockwell Gate	Napoli
7 Toothill Lane	The Shiny Spoon
Old Central Hall Toothill Lane	Funky Studios
38 West Gate	Bairstow Eves
West Gate	SNAP 40
66a West Gate	Beau-ti-ful café
72-74 West Gate	Westgate Deli & Tea room
75 West Gate	RSPCA
14 White Hart Street	Zabcia
20 White Hart Street	EBox Your local Electronics specialist
36 White Hart Street	Master Barber
46 White Hart Street	Beer Shack

Floorspace requirements

Retailers can use measures such as our Tractivity website (<http://pps.ashfield-mansfield.tractivity.co.uk/>) to register their interest in moving to the town. This is called a retailer requirement and shows the demand for floorspace in any area, it also gives an indication as to the attractiveness of a centre. A search showed that the town had 40 specific retailer requirements during 2014/15.

Data on the vacant units, as of March 2015, shows that it would have been possible to accommodate 14 of the requirements (looking at the size of the requirement only and not taking into account other considerations such as location and access).

The unit sizes required and availability of vacant units were as follows.

Floorspace requirements, Mansfield town centre

Minimum Floor Space	Number of Requirements	Vacant units
Not specified	10	-
0 – 200 sqft (approx 0 - 19 sqm)	15	-
201 - 500 sqft (approx 20 - 46 sqm)	1	7
501 - 1,000 sqft (approx 47 - 93 sqm)	6	36
1,001 - 2,500 sqft (approx 93 - 232 sqm)	5	19
2,501 - 5,000 sqft (approx 232 - 464 sqm)	1	14
5,001 - 10,000 sqft (approx 465 - 929 sqm)	1	1
10,001 - 20,000 sqft (approx 929 - 1858 sqm)	-	1

Minimum Floor Space	Number of Requirements	Vacant units
20,001 - 50,000 sqft (approx 1858 - 4645 sqm)	-	-
50,001 sqft + (4645 sqm +)	1	-

(Mansfield District Council, 2015)



5.5 Size of units

The approximate size of each town centre unit (gross ground floor area) has been estimated by using the property boundary displayed on an O/S plan, as it has not been possible to obtain accurate information on every unit. The results are shown in the table below.

Approximate size of ground floor units in Mansfield town centre

Size of outlet	Number of properties
Under 100 sqm	280
100 – 249 sqm	151
250 – 499 sqm	65
500 – 999 sqm	17
1,000 – 1,499 sqm	12
1,500 – 1,999 sqm	1
2,000 – 2,999 sqm	5
3,000+ sqm	2

As shown above the town is dominated by small units, which can make it difficult for retailers to supply their full range of goods. Furthermore, many units fall within one of three conservation areas or are listed buildings, which restricts redevelopment / remodelling of units to create larger footprints.

It is intended that the proposed redevelopments at Stockwell Gate North and Stockwell Gate South (see Section 5.6 'Capacity for growth') will help address this imbalance and encourage new retailers / occupiers into the town centre.

5.6 Capacity for growth

This section looks at the town centre's capacity for development. It highlights all retail-related planning applications received and development implemented during the monitoring period, as well as giving details of sites with potential for future retail development.

As stated in Section 4: 'Planning policy, guidance and evidence base documents' consultants Peter Brett Associates provided the council with a revised retail floorspace target in 2014. Their findings in respect of capacity for growth in Mansfield town centre, are briefly summarised below, and the balance of remaining capacity is shown in Appendix D.

Mansfield town centre should seek to accommodate:

- Between 24,000 sq.m net and 31,000 sqm net comparison goods floorspace by 2031. The lower figure is the amount of floorspace required to maintain the town centre's market share, the higher figure would increase it (to within an achievable level).
- Between 2,200 sqm net and 3,700 sqm net convenience goods floorspace, based on the assumption that a small foodstore will also come forward as part of the Stockwell Gate South development.
- Around 2,900 sqm net A3, A4 and A5 commercial leisure floorspace. It is expected that this requirement would be satisfied through the development of a mixed-use scheme which incorporates an element of leisure floorspace provision.

Committed town centre development

The table below shows all current (unimplemented) planning permissions for development within the town centre, as of 31 March 2015.

Current planning permissions - Mansfield town centre

Property address	Application no	Proposal	Decision date
Granted 2014/15:			
Ashmead Chambers, 11-21 Regent Street	2014/0453/ST	Change of use of second floor from hairdressing and beauty training academy (D1) to residential (C3)	Granted 01/10/14
75-79 West Gate	2014/0379/ST	Change of use of first and second floors from offices to 3 no. residential units and 3 no. dormer units to rear	Granted 01/10/14
49-51 Stockwell Gate	2014/0452/ST	Change of use from use class A2 (professional and financial services) to use classes A1, A2, A3, A5 (retail, professional and financial services, restaurant, takeaway)	Granted 28/10/14
2-8 Stockwell Gate	2014/0608/ST	Change of a use from a bank (use class A2) to offices (use class B1) on all floors above ground level, and alterations to the ground floor frontage including new entrance doors	Granted 18/12/14



Property address	Application no	Proposal	Decision date
19 Albert Street	2014/0350/NT	Single storey extension to the rear of existing grade 2 listed building, forming link with existing outhouse to neighbouring property, conversion of outhouse into office space including demolition of existing party wall and chimney stack	Granted 26/01/15
43 Leeming Street	2014/0561/NT	Partial demolition of building and creation of external seating area (A4 use) together with minor external alterations to the Widow Frost and Stag and Pheasant public houses	Granted 18/03/15
Granted 2013/14:			
18 Leeming Street	2013/0411/NT	Change of use of first floor area from retail to 2 no. self contained flats	Granted 27/09/13
8 Leeming Street	2013/0404/NT	Change of use of first and second floor area only from vacant retail unit to 2 no. self contained flats	Granted 27/09/13
19 Queen Street	2013/0424/ST	Change of use of the first and second floors from offices to 2 no. self contained flats accessed from a new door to side elevation	Granted 19/09/13
8-10 Queen Street	2013/0154/ST	External refurbishment and extension to existing retail and office building. extension to be used for uses falling within use classes A1, A2, A3 or D1	Granted 03/07/13
Granted 2012/13:			
61 West Gate	2013/0074/ST	Change of use from a nightclub (Sui Generis) to a church hall (D1)	Granted 27/03/13
St Johns Centre, St Johns Street	2013/0062/ST	Demolition of existing building and erection of new medical centre with associated car parking and landscaping	Granted 26/03/13
Land at Belvedere Street / Stockwell Gate	2012/0462/ST	Application to extend the time limit for implementing outline planning permission 2010/0132/ST for use classes A1, A2, A3, A4, A5, B1a, D1, D2, C1 including reserved matter of access/egress	Granted 20/11/12
11 St Johns Street	2012/0435/ST	Change of use from contact and family assessment centre / office to residential (C3)	Granted 30/10/12
Town Mill, Bridge Street	2012/0242/NT	Change of use from public house (A4) to offices, refurbishment and single storey extension to the rear of the building	Granted 02/07/12
18 Leeming Street	2012/0173/NT	Change of use of second floor from storage to 2 no. self contained apartments and replacement external steel staircase to rear	Granted 25/06/12
19 Albert Street	2012/0195/NT	Change of use from A1 (shops) to A2 (professional services) and B1 (offices). Removal of derelict extensions and ground floor extension	Granted 19/06/12

Recent town centre development

The following permissions were all implemented over the monitoring period, to the best of our knowledge.

Implemented planning permissions - Mansfield town centre (2014/15)

Property address	Application no.	Proposal	Decision date
46 White Hart Street	2014/0031/NT	Change of use from A1 (retail) to A4 (drinking establishment)	Granted 07/03/14
38a West Gate	2013/0522/ST	Change of use from A1 (retail) to A2 (estate/letting agents)	Granted 05/12/13
61 West Gate	2013/0466/ST	Partial demolition of modern rear extension, internal alterations, new shopfront and change of use to A1 (retail), A2 (professional and financial services) and D1 (non residential institutions)	Granted 12/11/13
39b West Gate	2014/0168/ST	Retrospective change of use from financial and professional services (A2) to nail salon (sui generis)	Granted 19/08/14
1 Clumber Street	2014/0197/NT	Retrospective change of use from financial and professional services (A2) to nail salon (sui generis)	Granted 28/05/14
8 Leeming Street	2014/0186/NT	Change of use of the ground floor from retail (A1) to nail bar (sui generis)	Granted 28/05/14
24 Market Place	2013/0131/ST	Proposed outdoor seating area	Granted 13/05/13
47 Stockwell Gate	2014/0599/ST	External seating area on highway (pavement cafe)	Granted 03/12/14
Town Hall car park, Queen Street	2014/0727/ST	Regulation 3 application for permanent use of existing car park	Granted 25/02/15



Locations for future retail development

There are a number of sites where new retail development would be considered acceptable. The table below provides information about these sites, and the locations are shown on the map which follows the table. The map also includes primary (orange) and secondary (pink) frontages, Conservation Areas (blue) and listed buildings (blue dots).

Sites within Mansfield town centre with potential For retail development

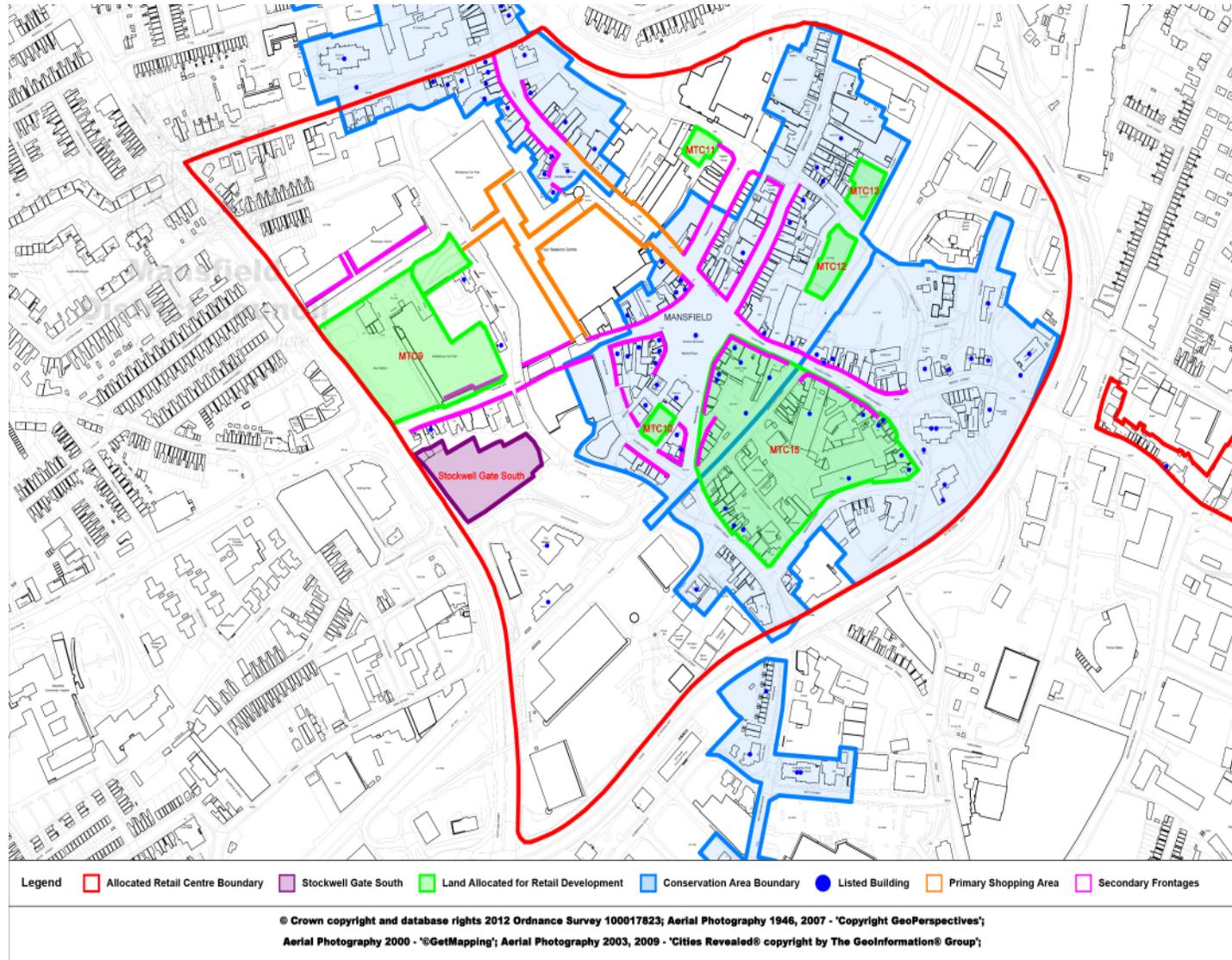
Location	Vacant since	Site information	
Clumber Street	At least 2000 – in use as a private car park	Local Plan Status	Optional land use area (MTC11)
		Sequential Test Status	In centre
		Application Information	No current application / permission
		Area of Site	0.1ha
		Area dev'd at 31/03	N/A
		Other Information	Has had two refusals for use as a late night bar.
Former Courtaulds Factory, Belvedere Street (Stockwell Gate South) Also see current permissions table.	2004 – now used as a car park	Local Plan Status	Not allocated for development
		Sequential Test Status	Edge of centre
		Application Information	Various outline planning permissions granted for a mixed use scheme including maximum 3,970 sq m gross of A1 retail floor space sq. m (2004/0331/WT, 2005/0786/WT and 2007/0630/ST). The time limit for implementation was extended by application ref 2010/0132/ST, and again by application 2012/0462/ST.
		Area of Site	1.429ha (Total area covered by the applications)
		Area dev'd at 31/03	N/A
		Other Information	Interim Planning Guidance (IPG) has been prepared for the site. This provides transitional guidance until the Local Plan is completed. The IPG is a material consideration in the determination of any planning applications for the site.
Old Town Hall Block	2009 – now used as a car park	Local Plan Status	Part of the site (the former Indoor Market) is an optional land use area (MTC10)
		Sequential Test Status	In centre
		Application Information	Lapsed planning application 2006/0196/ST for mixed use scheme.
		Area of Site	0.13 Ha (stated on planning application)
		Area dev'd at 31/03	N/A

Location	Vacant since	Site information	
		Other Information	Located within a conservation area and Grade II* Listed
Stockwell Gate / Walkden Street	April 2013	Local Plan Status	Allocated for retail (MTC9 A & MTC9 B)
		Sequential Test Status	In centre
		Application Information	Lapsed outline planning application for retail development on the site of Mansfield bus station granted (2005/0256/WT)
		Area of Site	1.4ha (Total of MTC9 A & B). Area granted permission 0.54ha (site of bus station)
		Area dev'd at 31/03	N/A
		Other Information	Interim Planning Guidance (IPG) has been prepared for the site. This provides transitional guidance until the Local Plan is completed. The IPG is a material consideration in the determination of any planning applications for the site.
Toothill Lane Also see current permissions table.	Used as a car park	Local Plan Status	Optional land use area (MTC13)
		Sequential Test Status	In centre
		Application Information	Lapsed planning permission for 3-4 retail units and 71 apartments (2010/0192/NT).
		Area of Site	0.1ha
		Area dev'd at 31/03	N/A
		Other Information	N/A
Toothill Road	Used as a car park	Local Plan Status	Optional land use area (MTC12)
		Sequential Test Status	In centre
		Application Information	No current application / permission
		Area of Site	0.1ha
		Area dev'd at 31/03	N/A
		Other Information	N/A
White Hart Area	A number of units have become vacant since the SPD was published	Local Plan Status	Designated action area (MTC14) whilst Policy MTC15 sets out acceptable use (including retail)
		Sequential Test Status	Partially in-centre / edge of centre
		Application Information	Outline planning application (2006/0349/NT) for mixed use scheme including retail (max 2,775 sq. metres) approved and full planning application (2008/0237/ST) for mixed use scheme covering 0.62 hectares including retail (max 1,735 sq. metres) granted on 18/09/2008. This has now lapsed. An application for a temporary car park was granted in Dec 2012 (2012/0057/NT)



Location	Vacant since	Site information	
		Area of Site	2.608 Ha (area covered by outline permission)
		Area dev'd at 31/03	N/A
		Other Information	A Supplementary Planning Document (SPD) has been prepared for the site. This will provide transitional guidance until the Local Plan is completed. The SPD is a material consideration in the determination of any planning applications for the site. Located in a conservation area and contains a number of listed buildings

Locations for future retail development in Mansfield town centre





5.7 Rents and yields

Rents

Rental value is a good indicator of a town centre's health. If rental values are high it can be assumed that there is more demand for space and as a result the centre is performing well. If rental values are lower then it is likely that there is less demand and performance is not so good.

CBRE state in their paper 'UK Prime Rent and Yield, Q1 2015' that across the UK, prime rents for high street shops have been growing slowly (+0.27% for the quarter). However over the same period, prime rents in the East Midlands fell by 1.29%.

Rents within shopping centres, such as the Four Season's Shopping Centre, remained flat in the first quarter of 2015.

Source: UK Prime Rent and Yield, Q1 2015. CBRE Research © 2015 CBRE Ltd.

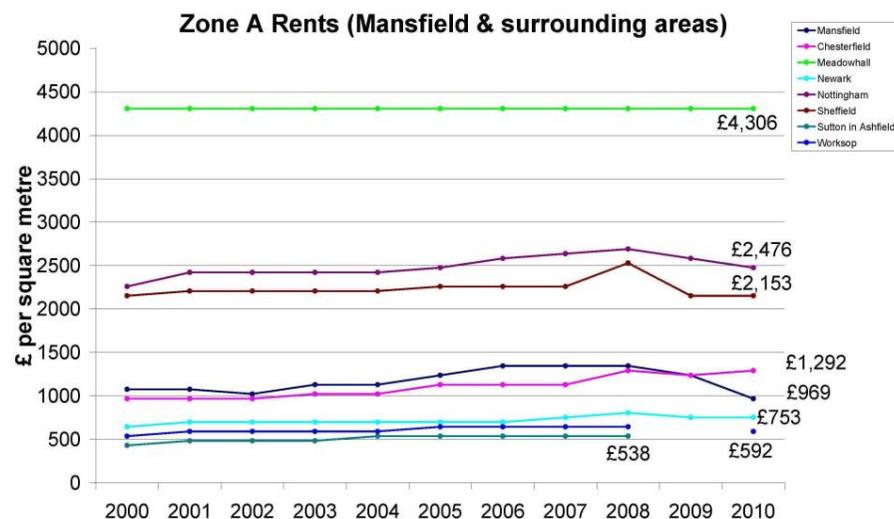
Retail rents will vary within a centre, however by using or Zone A values it is possible to compare Mansfield town centre with other centres in the area. Widely used in the property sector, Zone A rents are worked out using the first 6 metres of a shops depth. The table below illustrates Zone A rental values (£ per sqm) in Mansfield town centre and a number of surrounding centres. Please note that this is the most up-to-date information available at the time of publication.

Zone A Rents - £ per sqm

Town	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<i>Mansfield</i>	1076	1076	1023	1130	1130	1238	1346	1346	1346	1238	969
Chesterfield	969	969	969	1023	1023	1130	1130	1130	1292	1238	1292
Meadowhall	4306	4306	4306	4306	4306	4306	4306	4306	4306	4306	4306
Newark	646	700	700	700	700	700	700	753	807	753	753
Nottingham	2260	2422	2422	2422	2422	2476	2583	2637	2691	2583	2476
Sheffield	2153	2207	2207	2207	2207	2260	2260	2260	2530	2153	2153
Sutton in Ashfield	431	484	484	484	538	538	538	538	538	-	-

Town	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Worksop	538	592	592	592	592	646	646	646	646	-	592

(Colliers CRE)



As can be seen, in 2010 Nottingham, Sheffield and Meadowhall continued to have the highest rental values which reflects their position as regional centres. Of the centres lower down the hierarchy, Mansfield had the second highest value; however this had fallen by £269 in the last year and meant that Chesterfield's Zone A rent charges were higher than Mansfield's for the first time in ten years (as mentioned above). However, Mansfield town centre commands a significantly higher rent than Newark, Sutton-in-Ashfield and Worksop.



Yields

Commercial yields on non-domestic property is a useful indicator for measuring the vitality and viability of a town centre. The commercial yield on non-domestic property can highlight the confidence of investors in the long-term profitability of the town centre. The yield on property investment represents the return on capital to an investor, and a low yield indicates high expectations for rental growth whereas a high yield indicates low expectations for rental growth.

CBRE state in their paper 'UK Prime Rent and Yield, Q1 2015' that across the UK, prime yields for high street shops fell to 5.24% although Central London accounted for most of this. The average yield in the East Midlands was 6.55%.

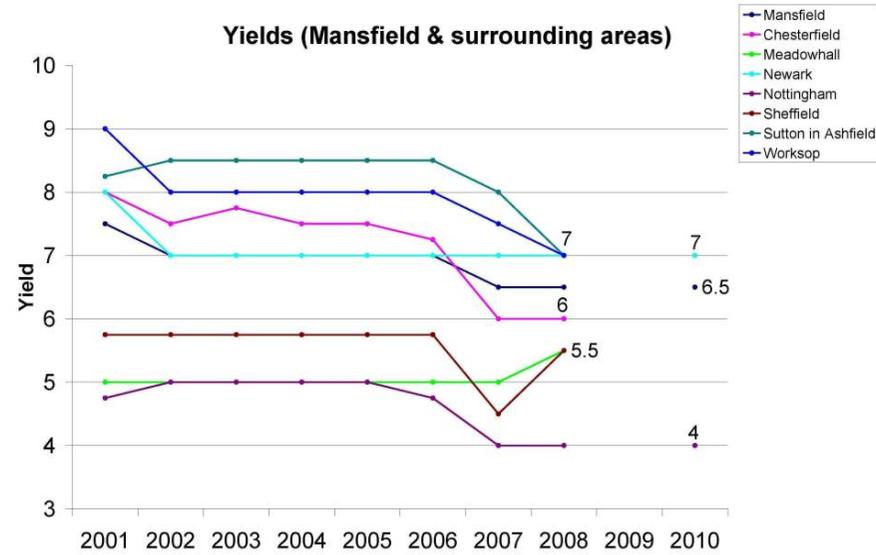
Source: UK Prime Rent and Yield, Q1 2015. CBRE Research © 2015 CBRE Ltd.

The table below shows prime retail yields in Mansfield with competing centres in the wider catchment area. Please note that this is the most up-to-date information available at the time of publication, and that we were unable to obtain figures for 2009, and only partial figures for 2010.

Yields in Mansfield and surrounding areas (%)

Town	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*
Mansfield	7.5	7	7	7	7	7	6.5	6.5	-	6.5
Chesterfield	8	7.5	7.75	7.5	7.5	7.25	6	6	-	-
Meadowhall	5	5	5	5	5	5	5	5.5	-	-
Newark	8	7	7	7	7	7	7	7	-	7
Nottingham	4.75	5	5	5	5	4.75	4	4	-	4
Sheffield	5.75	5.75	5.75	5.75	5.75	5.75	4.5	5.5	-	-
Sutton in Ashfield	8.25	8.5	8.5	8.5	8.5	8.5	8	7	-	-
Worksop	9	8	8	8	8	8	7.5	7	-	-

(Valuation Office Agency (VOA) 2008, *GVA Grimley 2010)



As can be seen, Worksop and Sutton in Ashfield have historically had the highest (or worst) yields, and Nottingham the lowest (or best). In line with its status as a sub-regional centre, yields in Mansfield fall between the strongest and weakest centres, although the lower ranked centres have all started to close that gap.



5.8 Pedestrian flows

This section looks at the flow of pedestrians as a measure of town centre vitality and viability. Counting the number of people that pass specific points over a particular period of time is a way of monitoring the usage of the town.

The use of this indicator is useful over time as it can be used to identify trends both as a result of local and national influences. For example the opening of a new retail unit may encourage more people to visit a certain area so the level of footfall rises.

There are 2 automated pedestrian flow counters located on the corner of Leeming Street / Clumber Street and at West Gate. The former is located near to the numerous pubs and clubs and its main role is to assess flows during the evening. The latter is principally used to measure flows during the day.

Data from these counters shows that in 2014/15 the footfall in Mansfield was down 5.8% from 2013/14. Total footfall in 2014/15 was 8,765,742. Please see the table below for more information, where 'TY' means this year's figures and 'LY' means last year's figures.

Mansfield Town Centre – Footfall 2008/09 - 2013/14

2008/09	2009/10	2010/11	2011/12	2012/13	2013/14 (LY)	2014/15 (TY)	% Change (TY & LY)
9,350,453	9,380,754	9,186,462	9,575,120	9,383,276	9,306,888	8,765,742	-5.8%

(Springboard 2015)

Secondly, flows within the Four Seasons Shopping Centre are monitored on a daily, weekly and quarterly basis. Total figures for 2014/15 also show a decrease in footfall over the last year. This is less of a change than the town centre as a whole. More details are shown in the table below.

Four Season Shopping Centre – Footfall 2008/09 - 2013/14

2008/09	2009/10	2010/11	2011/12	2012/13	2013/14 (LY)	2014/15 (TY)	% Change (TY & LY)
9,187,776	8,955,139	8,586,433	8,128,550	8,577,370	7,902,131	7,738,968	-2.1%

(Four Seasons Shopping Centre 2015)

5.9 Leisure profile

The National Planning Policy Framework (NPPF) states that local planning authorities should recognise town centres as the heart of their communities and support their vitality and viability. Leisure uses, whilst providing a service to the town and surrounding communities, also contribute positively to the town in other ways. They help maintain a strong centre, provide jobs, support other businesses, and encourage people to make linked trips to other uses in the town.

In Mansfield there are a number of leisure and entertainment uses in the town centre, or within a 15 minutes walk, including:

- Carr Bank Park;
- DW leisure centre at Portland Sidings.
- Oasis and Pure Gym on Nottingham Road;
- Odeon Multiplex Cinema, on Nottingham Road;
- Making It Discovery Centre, Great Central Road;
- Mansfield Arts Centre, Museum and Palace Theatre all on Leeming Street;
- Mansfield Town Football Club;
- Superbowl 2000, Belvedere Street;
- Water Meadows Swimming and Fitness Complex, Bath Street; and
- Titchfield Park

There are also numerous restaurants, pubs and clubs within the town centre that, combined with the above facilities, contribute to the leisure and night-time economy and help to ensure that the area remains active in the evening and does not become a “dead area”, devoid of activity. It is recognised within the Mansfield Retail and Leisure Study (2011) that this night-time economy is heavily dominated by pubs and clubs, and that the addition of more restaurants (particularly those aimed at families) would benefit the town in order to broaden the appeal of the town centre.

A new development of three national chain restaurants has been permitted alongside the Odeon cinema at Mansfield Leisure Park.

Purple Flag accreditation

Mansfield town centre was awarded the Purple Flag at the end of September 2014 following two visits by independent inspectors and the submission of a wide range of evidence by the steering group.

Purple Flag is an accreditation scheme that recognises excellence in the management of town centres at night. It can be seen as the equivalent of the Blue Flag awarded to good beaches.

A team involving representatives from Mansfield Association of Licensed Venues (MALV), Mansfield BID, Mansfield District Council, Mansfield Partnership Against Crime (MPAC) and the police was set up in 2013 to work towards the award. Many other organisations which contribute to the town centre experience have also played a role in the work too.

Achieving Purple Flag status will be of huge benefit to Mansfield; physical improvements have already been made, changes have been made to policing and projects introduced to increase safety and confidence.

The positive publicity and increased visitors that are expected to result will help create jobs and an increased vibrancy about town.





Town centre events

There were a number of events held in the town centre over the monitoring period, including:

- Love Your Local Market - two weeks of activities to run alongside Mansfield's traditional market as part of the national campaign (14 - 28 May).
- Mansfield Summer Festival - four events were held across the district, with one of them in the town centre. Attractions included dog dancing demonstrations, multi-skills sports sessions, circus workshops, BMX taster sessions, arts and crafts workshops and face painting.
- Life's a Beach - Mansfield market place was transformed into a beach with sand, traditional deck chairs, buckets and spades, souvenir rock, seagull and beach music, and a seaside peep through photograph board.
- Christmas Lights Switch on 2014 - thousands of people enjoyed a day of festive activities on Sunday 16 November, culminating in the town's Christmas lights switch on.
- Mansfield Museum Christmas Market - held over four days (4 - 6 December) this market provided Christmas shoppers with a wide range of gifts to choose from including handcrafted wooden items, costume jewellery and delicate glass items.
- Valentines Day Market - Romantic themed market which gave every person who made a purchase from the market a chance to enter a prize draw.

Mansfield Museum

The Made in Mansfield exhibition was opened in October 2014 following a major refurbishment of the Arcade Gallery thanks to £304,000 worth of funding from the Heritage Lottery Fund (HLF). This new permanent exhibition is all about the industrial legacy of Mansfield and the surrounding area and features sections on Metal Box, Mansfield Brewery and Shoe Co. as well as mining and smaller scale activities. A flash mob formed part of the launch of the new gallery, made up of volunteers, the 521 singers, Mansfield Primary Academy and Funky Studios.

Other permanent exhibitions include:

- Albert Sorby Buxton's watercolours - a unique and valuable record of the face of Mansfield at the turn of the century. The Museum has a collection of over 130 delightful paintings which reveal buildings that no longer exist and views that have long since disappeared.
- The Ceramics Gallery - displays the Rachel Manners Collection of lusterware, and a sample of Mansfield porcelain painter William Billingsley's work, as well as an impressive range of beautifully decorated plates, plaques, tea-pots and jugs, including marbled and tortoiseshell Wedgwood examples.
- XplorActive - takes visitors on a journey of discovery examining topics such as recycling, heritage of Mansfield, countryside creatures and 'how green are you?' It also provides opportunities for pupils across the Key Stages and beyond to learn about their local environment, its history, its people, its natural features - and how they can do their bit to preserve it.

The Museum offers structured education workshops featuring:

- Hands-on activities
- Coverage of a wide choice of topic areas

- Costumes, masks, puppets, stories and games
- Handling of artefacts and models
- Support materials - for your visit and for the classroom
- A dedicated education room and gallery trail

The table below shows that the number of Museum visitors have decreased by 4.6% since the last financial year.

Museum visitor numbers 2014/15

	This Year	Last Year	Change	% Change
Visitors	43,473	45,552	-2,079	-4.6%

Palace Theatre

The Palace Theatre is considered as a mid-scale regional touring venue and welcomes a range of performances from opera and ballet to drama and dance, big bands, comedy and children's shows as well as an annual Christmas pantomime. The Theatre offers a platform for not only the professional shows that it presents, but also for the local community to express itself.

The Palace Theatre prides itself on being a venue which provides the best quality service. It was the first theatre in the country to be awarded Hospitality Assured Status and also holds an 'Investors in People' mark (Mansfield Visitors Guide 2007/08).

The table below shows that the number of ticket sales increased by 3.0% in the last year. Total usage (which includes the number of ticket sales, but also includes the number of local community members participating in the arts) also increased by 2.6%. This is positive news, following a slight improvement last year and the preceding two years of decrease.

Mansfield Palace Theatre visitor numbers 2014/15

	This Year	Last Year	Change	% Change
Ticket sales	94,283	91,529	+2,754	+3.0%
Usage figure	163,863	159,646	+4,217	+2.6%

Water Meadows

Since opening in 1990, Water Meadows has been a major attraction. The centre was refurbished in 2002 and again in 2012 with the addition of new facilities. The centre provides a wide range of activities during the school holidays and is an ideal place to visit in the poor weather to sample the sub tropical atmosphere of the leisure pool. Facilities include:

- 25m x 6 lane competition pool
- leisure lagoon
- 65 station state-of-the-art fitness suite
- activity studio
- wave machine
- 50m twister flume
- falling rapids ride
- fast drop flume
- geysers and water cannons
- catering facilities
- sauna, steam room, and spa
- body drier
- pirates ship
- tipping buckets and spray showers
- toddler slides
- interactive water play boards



The swimming complex had a £400,000 refurbishment of its changing facilities in 2014 (funded by Sport England, Mansfield District Leisure Trust and Mansfield District Council) and reopened in February 2014. The changing facilities now have 3 additional family changing areas, 25 additional double changing rooms and 1 additional disabled changing room. There were also improvements made to the showers, toilet facilities, ceilings and lighting.

Water Meadows Swimming Pool



5.10 Accessibility

Accessibility is very important if people are to be attracted to an area. This covers a number of issues including ease, and cost, of parking or public transport, proximity of facilities in relation to the town centre and in terms of public transport, the frequency of services.

It is important that movement within the town centre is easy by providing a co-ordinated network of facilities that are well signposted and user friendly.

Access by car

The town centre is currently served by 23 car parks that provide approximately 3,460 spaces. The district council operates 17 (2 of which are multi-storey). Please see <http://www.mansfield.gov.uk/carparks> for more information on these car parks.

Improvement work carried out to a number of car parks has resulted in the council achieving the “Park Mark®” Standard⁽²⁾ at 16 of its 17 pay and display car parks within the town, equating to 94% (Mansfield District Council 2015).

There are also a number of on-street short term parking facilities close to the town centre which are well used.

² The Park Mark® Safer Parking award is granted to parking areas that have achieved the requirements of a risk assessment as conducted by the police. These requirements mean the parking operator has put in place measures that help to deter criminal activity and anti-social behaviour, thereby doing everything they can to prevent crime and reduce the fear of crime in their parking area. For customers, using a Park Mark® Safer Parking area means that the area has been vetted by the police and has measures in place in order to create a safe environment.

Car park usage

The table below shows car park usage in all council run car parks in the town centre that are monitored.

MDC car park usage

Car park	LY 2013/14	TY 2014/15	% change
Four Seasons	295984	304520	+2.9
Walkden Street	113620	93434	-17.8
Clumber Street	181808	194517	+7.0
Toothill Road	61502	62918	+2.3
Handley Arcade	31810	32049	+0.8
Toothill Lane	51629	51464	-0.3
Church Lane	26754	28704	+7.3
Grove Street	15512	12767	-17.7
Garden Road	6098	7438	+22.0
Civic Centre	51971	44834	-13.7
Service Area D	35406	36214	+2.3
Robin Hood Line	6311	5569	-11.8
Water Meadows	156686	92593	-40.9
Old Town Hall	70131	82106	+17.1
Stockwell Gate	36769	136136	+270.2
Victoria Street	705	1018	+44.4
GRAND TOTAL	1142696	1186281	+3.8

The biggest increase in usage is at Stockwell Gate where the new car park has now been open for a full financial year; the usage can be expected to level out over the next monitoring period.

The biggest decrease in usage is at Water Meadows. This may be due to a large private car park opening between Water Meadows and the town centre. It appears that customers who previously used the fitness centre car park for town centre parking may now be going elsewhere.



Access by rail

Mansfield is situated on the Robin Hood Line that runs between Nottingham and Worksop. Facilities available at Mansfield railway station include ticket office 6am – 12.45pm, Mon – Sat), car parking, cycle lockers, toilets, seating area, pay phones and an accessible ticket counter. The station also has CCTV.

The line operates every day of the week. Mansfield has an hourly service to Worksop and a half hourly service to Nottingham on weekdays and Saturdays (between 9am and 6pm and hourly thereafter), and an (almost) hourly service to Nottingham on Sundays. It also has links into the Nottingham Express Transit (NET) light rail system at Hucknall, Bulwell and Nottingham.

Access by bus

The eye catching new state of the art bus station opened for business on Sunday 31 March 2013 and offers better bus, road and rail links. It is just a three minute walk from both the old bus station and Mansfield Market Place.

Mansfield Bus Station



The new bus station is part of a package of improvements that Nottinghamshire County Council and Mansfield District Council are delivering to encourage swifter, greener travel in Nottinghamshire.

The bus station building is open from:

- 5.30am to midnight Monday to Saturday
- 8.00am to 10.00pm Sundays and Bank Holidays

The new bus station is a fully enclosed building offering protection from the weather, with comfortable seating and 24 hour CCTV, providing a more relaxed and safer waiting environment.

It has 16 departure bays, and for customer safety and comfort, boarding will be controlled by automatic doors that only open when the bus has arrived.

The station also features:

- a café
- a travel information centre selling bus and coach tickets
- a shop
- free Wi-Fi
- electronic information displays
- fully accessible toilets and baby changing room.

The toilets are flushed using rainwater to help conserve water and there is sustainable under floor heating.

In addition to electronic information displays, printed timetable information and an online journey planning kiosk, the bus station staff will be on hand to answer questions and provide travel information.

To aid wheelchair users:

- all entrances are fully accessible
- there is a lift for access to the bridge leading to the railway station
- bays are designed for easy access to low floor buses
- there are two accessible toilets with RADAR key access. RADAR keys can be borrowed from the Travel Information Centre with a £5 deposit.

To aid those who are visually impaired, there is:

- tactile flooring on all bus station steps

- a clear concourse guide line through the bus station
- an audio point at each bay supplying next bus departure information.

If your onward journey doesn't involve the bus, the station has other transport connections including:

- a footbridge, taking you to the Robin Hood Line train services
- a taxi rank

Routes which pass through the bus station include inter-urban and suburban services, services from outlying villages, and regional services linking major centres e.g. Chesterfield, Derby, Doncaster, Leeds, Nottingham and Sheffield.

In August 2005 outline planning permission was granted for 8,050 sq metres (gross) of new retail development on the site of the former bus station. This was subject of a condition that stated that work on the development could not commence until the new bus station facilities were opened.

Access by taxi

The town's main taxi rank is at the new bus station (24 hrs) with additional Hackney Carriage stands on Queens Street (24 hrs) and Leeming Street (6pm and 6am) and Clumber Street (8pm – 6am). There is also a taxi rank at the former bus station site, which is now used as a car park.

Access by cycle

Cycling has a role to play in reducing the reliance on the private car, especially on journeys of less than 5 miles.



Whilst cycling is not permitted within the pedestrianised areas of the town centre there are a number of cycle routes which allow people to reach the town by bike. There are cycle lockers at the bus station, railway station and Walkden Street car park along with cycle stands on Leeming Street, Toothill Lane, West Gate and the railway station car park (next to Portland Retail Park).

In July 2005 Nottinghamshire County Council updated the county cycle map which shows all the cycle routes in Nottinghamshire. In addition they have produced a separate A5 sized booklet which contains detailed town centre inset maps including Mansfield. An online version of the map can be accessed at the following link:

<http://www.nottinghamshire.gov.uk/EasySiteWeb/GatewayLink.aspx?allid=122517>.

Pedestrian access

A majority of the town centre is pedestrianised with access from the main transport facilities to the town centre being relatively pedestrian friendly.

In recent years a number of schemes have been implemented which have helped improve the environment for pedestrians in the town:

- Regeneration of the Market Place;
- Environmental improvements at Bridge Street, Church Side and Midworth Street which included:
 - Enhanced safety for traffic, pedestrians and vulnerable users;
 - Pavement widening;
 - High quality paving surfaces with new street furniture;
 - Provision of parking bays;
 - New lighting columns;
 - New zebra crossing.

- New high-quality public toilets at Mansfield Old Town Hall and the Four Seasons Shopping Centre;
- New lifts installed in the Four Seasons Shopping Centre;
- Town Centre Heritage Trail launched in 2008, link to guide can be accessed at:

<http://www.mansfield.gov.uk/article/5772/Mansfield-heritage-trail>

Disabled access

The town centre is accessible to those with disabilities and in addition to the main car parks there are disabled parking spaces provided at various locations including Regent Street, Stockwell Gate and West Gate.

The Shopmobility scheme was introduced in September 1992 and is located near the bus station within the entrance of Walkden Street car park.

Operating between 10am and 3pm Tuesday to Saturday it allows those with mobility difficulties to access business, shopping and leisure facilities within the town centre through the hire of either a self-propelled or battery operated wheelchair / scooter for £3.50 a day. The service has recently been extended to Mansfield bus station. For more information please visit:

<http://www.mansfield.gov.uk/article/5756/Mansfield-town-centre>

Access to buildings

From October 2004 the Disability Discrimination Act (DDA) placed a legal duty on all those who provide services to the public to make reasonable adjustments to the physical environments of their premises to make sure that disabled people can access their goods, services and facilities.

5.11 Customer perceptions / marketing of the town centre

This section looks at the perception of Mansfield town centre. Over recent years a number of surveys have been carried out to obtain information about how Mansfield and its facilities are perceived.

The Sustainable Community Strategy (SCS) has a 'What You've Said' section in relation to the 'Our Town Centres' theme of the strategy. This states that:

- People want to see vibrant town centres with fewer vacant shops, cheaper parking and better markets;
- People like to see events in the centres, particularly those that bring in families;
- The cost and availability of public transport prevents some people from visiting the town centre;
- Bad behaviour puts off visitors, particularly families; and rowdy drinkers should not be tolerated;
- People think that more living accommodation and residents in the town centres would produce a better atmosphere.

A Town Centre Survey was carried out by the council during March 2014 and included questions on the perception of Mansfield town centre. The key findings of this research were:

- Most respondents visit the town centre at least once a week for shopping and mainly thought that the town centre had not improved in the last year and that shopping facilities had got worse;
- Of the respondents who visit the town centre at night, the majority (43%) felt safe. Of the people who felt unsafe (30%) the most popular reason people gave for this was fighting (22%);

- Respondents highlighted that they would like to see the shopping facilities improved, followed by safety and cleanliness. Comments included *"Relatviely poor choice of shops compared to other similarly sized towns such as Chesterfield. Numerous empty retail units within prominent shopping areas."* *"The provision of family-friendly eating establishments tends to be on the edge of town/out of town. We need more provision in the town centre if Mansfield is to improve its day and evening visit appeal."* *"The town's reputation for fights and trouble overshadows all that is good about the town."* *"The shops in town are poor. If I need something special I will travel to Nottingham, Manchester, Meadowhall or other as I know I will not find what I want in town. I would rather shop in Mansfield but it's not an option with the lack of choice and dirty streets."*
- Just under 70% of respondents thought that there are not enough leisure and entertainment facilities in the town centre. Some comments include: *"There can always be improvement."* *"We need to find things for the younger and older people to do and get involved in."* *"The facilities need to improve and more investment to bring people into town both during the day and evenings. Introducing free parking after 1800 would help. More Ads to promote what Mansfield currently has to offer."* *"Needs more places for live entertainment e.g. Music venues for live bands."*
- Most respondents (59%) said that they didn't know if there was enough office accommodation within the town centre, some comments include: *"There are plenty of offices to let signs dotted around."* *"Quantity of offices is about right as there isn't much demand for offices in Mansfield, however, the quality of what is offered needs to improve."*



- Not many of respondents were aware of all the events in the town centre. However the event that they were most aware of was the Christmas Big Lights Switch On event, followed by late night shopping at Christmas, and then Life's a Beach.
- Events that respondents wanted to see in the town centre included: *"More specialist marketse.g. Young people's markets and Craft and Food fairs. Regular entertainment – maybe a Brass Band concert. Activities to encourage people to spend more time in the town centre. Area where you can play games such as chess."* *"Live music - just for the joy of live music, no special event needed."* *"Outdoor film shows."* *"We need to push Mansfield as place to host events that covers all ages and tastes from music festival, bands touring, comedy artists etc."* *"Real ale festival."* *"Show sporting events on a big screen."* *"Maybe a market place battle of the bands type event. More summer things for pre school children."*
- 54% of respondents travel to the town centre by private car, which is a big change from 2011 when this was 65%. Those travelling by bus has increased from 7% to 11%, and the percentage of people who walk is 30%. The most popular reasons for this were because the car is more *"convenient"* and *"public transport is too expensive"*.
- Finally, people were asked what they liked MOST and LEAST about Mansfield town centre, overleaf is a sample of the typical responses received:

What do you like MOST about Mansfield town centre?	What do you like LEAST about Mansfield town centre?
"I like the friendly people and the accessibility of the shopping area."	"The empty boarded up shops that say to me that Mansfield is a doomed and unsupported town by the local residents."
"There are a good amount of independent shops which hopefully stands it out from towns close by."	"Lack of sporting facility."
"There are some great buildings when you look up!"	"Public drinking, yobs hanging around in groups, too many car parks and not enough shops."
"Flowers in summer. Christmas lights. Big switch on. When the home coming was on for Olympics. The Olympic torch. Fireworks on the big switch on :). I like the way the viaduct is lit up at night and St Peters Church. These are just a few things I like :)"	"It's out of date 60s buildings and boarded up shops and public Inns. We need a WOW factor to Mansfield to bring in customers etc."
"The close proximity of all the shops to each other, you don't have to walk far from one shop to the next."	"The decline in the past decade. It used to be good shopping and good night life, it's a sad depressed place these days."

5.12 Environmental quality

Environmental quality is an important factor if local loyalty is to be retained and visitors are to be attracted into the area. It can also be used to assess the health of town centres as it covers a variety of positive and negative factors including; the quality of building and streetscape, perceptions of crime and safety, cleanliness of streets and open space.

The Mansfield Business Improvement District (BID)

A BID is a clearly defined area within a town or city where businesses agree that additional activities are essential, on top of those services already provided by the local authority, to help improve their collective business performance. The cost of this is then calculated and apportioned across all businesses in the BID area (and spread over five years).

The Mansfield BID team have been in place since 2010 after receiving a majority vote by the businesses within the area boundary (the ring road). The ballot for renewal of the BID took place during 2014/15, and a further five year term was supported by businesses. The key achievements of the BID, under various headings, can be seen in the table overleaf:



Key BID Achievements

Cleansing:	Safe and Secure:
<ul style="list-style-type: none"> ● Dedicated cleansing team employed for all members ● 2500+ sqm of chewing gum removed; ● 1000+ sqm of graffiti removed; ● 20000+ rubbish and fly tipping removed; ● 5050+ sqm deep jet wash cleans completed; ● Snow removal and gritting / weeding; ● Waste disposal; ● Frontage improvements and maintenance; ● Runners up for Love Where You Live – Keep Britain Tidy award; ● Installation of more bins for the town; ● FREE Cardboard Collection; ● FREE Pat Testing for businesses; ● FREE maintenance and decorating for businesses; 	<ul style="list-style-type: none"> ● Assisted in partnership work for current reduction in crime; ● 4368 Ambassador patrol hours per year; ● 645 pieces of intelligence collected; ● 102 Members of the Business Crime Partnership Radio scheme; ● Management and part funding of Evening Street Marshals and Street pastors with over 17,000 patrol hours a year; ● Management of MALV and Shop exclusion scheme; ● Facilitation of 2 rapid deployable CCTV kits; ● Gating of Clerkson's Alleyway; ● Issuing of crime prevention advice / campaigns; ● Awarded the GOLD Certificate 2014 from the Midlands Regional Crime Initiative scheme.



<ul style="list-style-type: none"> ● Low cost confidential waste removal; ● Lengthsman contract granted from Nottinghamshire County Council 	
Access / Car Parks:	Investing:
<ul style="list-style-type: none"> ● Lobbying for re-introduction of 1 hour parking; ● Lobbying for introduction of reduced evening parking costs; ● Encouraged commitment from NCC to pedestrianise Clumber Street area for the night time economy; ● Contribution to car parking schemes – Free Late Night Shopping Parking 2011 and Half Price Parking Sept & Oct 2012; ● Launch of Mansfield Town App for smart phones; ● New Gateway signage installed; ● Commitment from NCC to improve all directional signage; ● Project managing a £47,000 wayfinding scheme; ● New town centre map and shopping guide developed listing all businesses – accompanying map placed in new bus station; ● 'Your Evening Out in Mansfield' brochure developed and 10,000 copies distributed. 	<ul style="list-style-type: none"> ● Investment for Street Pastors and Street Marshals; ● Management of Mansfield's first pop up shop; ● Facilitation of business workshops; ● Application for funding pots including Portas Pilot, Town Team, and High Street X Fund; ● Management of the Town Team and successful application for £10,000 funding; ● Selection by the Government to test pilot 'Crowdfunding' project; ● Funds raised and installation of FREE Wi-Fi for town – First to achieve this in the UK ● Successful business established from pop up shop ● Access for businesses to better rates for Gas and Electricity ● Free cardboard collection scheme in progress ● Runners up for the ATCM's Innovation in BID's award.
Appealing:	Marketing:
<ul style="list-style-type: none"> ● Contribution towards summer hanging baskets and planters – Achievement of Silver Award for Britain in Bloom; ● Contribution towards Christmas lights to allow improvement of the scheme year on year; ● Offer of low cost individual Christmas trees to businesses; ● Improvement of derelict billboards; ● Contribution to designing out crime project to remove overgrown foliage to prevent drug taking activities. 	<ul style="list-style-type: none"> ● Management of many town centre events; ● Management of the 'I Love Mansfield' scheme and events; ● Over 4000 members of the privilege cards- Card now joint with Mango card giving access to 50,000 extra members; ● Management of the Town Centre Website – 3900 hits per month – 98.2% increase of traffic from 2011 – 60% average are new visitors; ● Management of Facebook site – Average 3000 views per month; ● Extensive media promotions both locally and regionally via newspapers / radio / bus advertising / billboards/ Experience Nottinghamshire; ● Dedicated PR expert for all businesses; ● Contribution to seasonal 'What's on Guide'; ● Production of the 'Up Our Street' feature– 107 individual business took part; ● Networking / lobbying to raise Mansfield's profile – to date successful mentions outside of local press in The Guardian, Parliamentary speech, ATCM regional conference, E-Government bulletin, BBC regional East Midlands News, Nottingham BBC Radio, Computer Weekly, Nottingham Evening Post; ● New glossy Down Town Magazine produced ● Night Time Economy Brochure.

Built environment

Conservation areas

The town centre has a variety of building styles. There are many older buildings constructed of Mansfield Stone with clay pantile roofing. Other areas have a larger number of nineteenth and early twentieth century architecture. All of these add to the character of the town. Of the buildings within the town centre 119 are listed.

There are 3 conservation areas within the town centre. They recognise the special architectural and historical importance of the areas concerned. These conservation areas are in the following locations, and are shown on the town centre map:

- Bridge Street;
- Market Place; and
- West Gate.

Grants for historic buildings

Grants were available until April 2010 towards the cost of restoring buildings of architectural and historic interest that lie within specific conservation areas. During that time a number of grants were offered to owners of historic buildings in need of maintenance. Details of these can be found in the 2010 Town Centre Health Check.

Vacant shop and shop front improvement grants

The vacant shops grant scheme is run by Invest Ashfield and Mansfield. It is open to independent retailers taking occupation of a retail property that has been vacant for at least three months.

The funding can be used for a range of expenditure, including improvements to premises, fixtures and fittings, rental payments, insurance premiums, advertising and marketing costs.

The shop front improvement grant scheme is also run by Invest Ashfield and Mansfield and provides grants to independent retailers already occupying premises, who wish to make alterations or repairs to their shop front in order to enhance its appearance.

This includes new windows and doors, repairs to guttering and downpipes, painting shop fronts and the replacement of signage.

Both grants give retailers a grant of 50% towards the total cost of pre-agreed items or work. For more information, please contact the Ashfield and Mansfield Regeneration Service on 01623 463174

Natural environment

Air Quality Strategy

Good air quality is critical to the health and well being of communities and is a fundamental requirement of environmental sustainability. In July 2002 the district council launched its Air Quality Strategy entitled “Air Quality: The Way Forward”.

The strategy’s key aim is to achieve the best possible air quality within the district. To help achieve this, a number of objectives and actions have been identified. Those that affect the town centre include, for example, the development of integrated pedestrian, bus, rail and taxi routes and reviewing the scale and location of car parking within the district in relation to air quality criteria.



Improvement of air quality is an ongoing process with annual Air Quality Updating and Screening Reports produced to show if targets are being met. The results of the most recent review of air quality meant the district council was not required to declare any Air Quality Management Areas in the town centre.

Town centre trees

In general town centre trees are not in good condition, mainly because of the Christmas lights and the tree grills. It is likely that a number of trees will need to be removed in the next 10 years or so. Current policy requires highway trees to be replaced as they are removed.

Street environment

Public art

Three pieces of public art were erected at various locations throughout the town during 2007. They are called “A Spire for Mansfield” (which can be found at the junction of West Gate / Chesterfield Road), “Amphitheatre” (Bridge Street / Church Street) and “High Heels” (Albert Street / Quaker Way).

A Spire for Mansfield



Ampitheatre



High Heels



Litter

When asked 'How much of a problem is rubbish and litter lying around Mansfield town centre?' during the recent Town Centre Survey, the majority of respondents (42%) stated "not a big problem" and 4% said it was "not a problem at all". However 35% of respondents said that it was a "fairly big problem", and 18% said it was a "very big problem" and made comments such as "*Lots of fast food rubbish*", "*It is an issue but it is cleaned up regularly. More NICE bins wouldn't hurt though,*" and "*kids think its ok to litter...they should be made to do litter picking*".

Enviro Crime Wardens continue with their litter enforcement duties, issuing fixed penalty notices (FPN) to anyone seen dropping litter. The council have taken a zero tolerance attitude toward those found littering. Those who refuse to pay the FPN have been prosecuted under section 87 of the Environmental Protection Act 1990. Some fines have amounted to over £750.

5.13 Crime and safety

This section looks at crime and safety issues surrounding the town centre. The National Planning Practice Guidance (NPPG) and the former guidance within Planning Policy Statement 4 (PPS4) recommended that observations are made about the perception of safety and the occurrence of crime in order to help determine the health of the town centre.

As can be seen from the table below, the total number of crimes within the town centre had dropped slightly when compared to figures from last year. Antisocial behaviour makes up the majority of recorded crime within Mansfield Town Centre, and it is of note that this had fallen by 12.9%.

All Crime - Mansfield Town Centre 2014/15

	This Year	Last Year	Change	% Change
ALL CRIME	1915	1616	+299	+18.5%

Nottinghamshire Police (2015)

<http://www.police.uk/nottinghamshire/31-9/crime/>

Mansfield Partnership Against Crime (MPAC)

The Mansfield Partnership Against Crime (MPAC) highlight the following priorities which relate to the town centre in 2014/15 in their 2014 - 2017 Partnership Plan:

Reduce violent crime

- Provide a high visibility police presence during key times and on key dates
- Continue to support the Street Pastor project in Mansfield town centre

- Drinking Banning Orders and pub watch bans - Civil interventions against people who have behaved in a disorderly manner or who have committed a criminal offence while under the influence of alcohol. The orders may last from two months to two years
- Continue to deliver partnership nights of action and key messages about responsible drinking
- Continue to work towards purple flag status for our town centre
- Ensure relevant partners are involved in the planning of the night time economy in Mansfield and Ashfield and hotspot locations.
- Implement a best bar none scheme within Mansfield. A national award scheme aimed at promoting responsible management and operation of alcohol licensed premises in the night time economy. This is delivered at a local level by active partnerships between the industry, local authorities and police. The scheme works to reduce crime, reward excellence and raise standards of alcohol licensed premises.
- Work with the accident and emergency department at Kings Mill to identify the premises and places where patients who present at A&E for an alcohol related injury had their last alcoholic drink. The work aims to crack down on the problems we find from people getting injured.

Reduce incidents of anti social behaviour

- Increase range of opportunities and access to positive activities for young people through specific work with extended services, MDC sports development teams, YMCA and Catch 22.



- Compile brochure of activities available for young people and publicise through the schools to encourage greater involvement in positive activities.

Reducing hate crime incidents

- Increase the detection rate for hate crimes and bring more perpetrators to justice by making the best use of the legal system;
- Support for Victims through the Safer Mansfield group which is focused on the safety of the victim and any dependants suffering from ASB and Hate Crime. Robust individually tailored action plans are put in place to address the needs of victims;
- Victim and witness champion working with Hate Crime victims through one to one support, signposting, investigating possible criminal injuries compensation, attending court with the victim.
- Deliver lesbian, gay, bisexual and transgender (LGBT) awareness' training sessions to front line staff.

Reducing substance misuse (drugs and alcohol)

- Activity to reduce alcohol-related disorder and ASB through work with off license premises and trading standards
- Working with partner agencies around awareness of alcohol and drug use to ensure that people are aware of the dangers of excessive consumption through targeted campaigns in the town centre and by working with young people through schools and West Notts College to promote safe and sensible drinking.

- Support the work of the Local Recovery Partnership to deliver brief intervention training around substance misuse to front line staff such as MDC Wardens, Housing Teams etc.
- Deliver targeted publicity campaigns delivering key messages. Stage awareness raising campaigns during peak seasonal times to ensure local support for national campaigns, i.e. Drink Driving / Know Your Limits, Alcohol Awareness Week etc. The aim is to deliver a minimum of four action weekends per annum.
- Local radio campaign regarding current campaigns and forward planning.

Summary of 2013/14 MPAC performance

Over 2013/14 there were a number of achievements made by the partnership in tackling the issue of crime / security in the town centre. Some of these include:

- Operation Animism: a police operation on Friday and Saturday nights to target ASB and open space violence and disorder with an emphasis on young people street drinking.
- Pub Watch bans.
- Carr Bank and Mansfield town centre Designated Public Places Orders (DPPO) which give police officers discretionary powers to require a person to stop drinking and confiscate alcohol or containers of alcohol in public places.
- Street Marshalls for Mansfield town centre on Saturday evenings between 23:45 and 03:45.

- Mobile Police Station deployed every Friday night into the town centre as a safe haven / base for town centre partnership agencies to utilise.
- Drinking Banning Orders for offenders who commit alcohol-related criminal offences.
- Continuation of Mansfield Street Pastors in Mansfield town centre on Saturday evenings. Street pastors are Christian adults with a concern for their community, who undergo 12 days of training in order to voluntarily patrol the streets of Mansfield town centre at night, helping and caring for people in practical ways.
- MPAC purchased a drug testing machine which enables the police to identify if an individual has taken a wide range of drugs by wiping a Teflon strip over the hand. Testing is undertaken on entry to pubs and nightclubs and licensees were fully supportive of the initiative. The machine is used in the town centre at least twice per month, and tests approx 200 people per night.
- Mansfield Safer Business Partnership, working with Mansfield Association of Licensed Victual's (MALV) has purchased biometric readers to enable licensees to better monitor problematic and under-age drinkers in targeted locations and monitor bans on individuals and licensed venues that fail to meet the criteria.
- Partnership nights of action to promote responsible drinking messages. This year we have delivered three nights of action, each with a different theme. We have handed out large quantities of bottles of water and lollipops to revellers on a night out in a bid to engage in conversation and send out safe drinking messages.

(Mansfield Partnership Against Crime, 2014)

Furthermore, results from the 2014 Town Centre Survey carried out by Planning Policy highlighted that 20% of respondents felt safer from theft and assault when visiting the town centre than they did a year ago. This however presents the partnership with a challenge to try and change the perceptions of the 79% who did not feel safer.

It is of note that 38% of respondents said they visit the town centre in the evening. Of these, the majority (43%) said they felt safe during the evening, 26% said they didn't know, and 30% said unsafe.

Terrorism in Mansfield

The perception of crime/occurrence of crime in relation to terrorism does not seem to be a major problem in Mansfield as the police don't really get a lot of feedback from the local public in relation to terrorism. However all police officers have had some form of training in relation to dealing with terrorist related incidents.

CCTV in Mansfield

Since its introduction in 1996 CCTV has provided an invaluable tool for the police in their fight against crime and there are now over 70 cameras within Mansfield town centre. In addition they provide an extra pair of eyes which can assist the town centre street rangers if, for example they are trying to find a lost person.

The cameras are designed to create a "net" over the centres in which they operate. The idea is that a person cannot enter or leave the main shopping areas without passing at least one camera. They record and are monitored 24 hours a day, 365 days a year.

The cameras play a vital role in the battle against crime by addressing specific problems such as alcohol related violence in the town centre, acting as a deterrent to potential offenders and by reducing the fear of



crime amongst the local community. In addition all of the car parks in Mansfield town centre are covered by CCTV and this helps reduce the risk of car related crime in the town centre.

6: District centres

As discussed in Section 3: 'Retail profile' there are three district centres within Mansfield district. These, and the relevant Local Plan (1998) policy references are:

- Mansfield Woodhouse - R2 (A);
- Market Warsop - R2 (B); and
- Oak Tree - R2 (C).

Mansfield Woodhouse district centre



Market Warsop district centre



Oak Tree district centre



This section looks at the vitality and viability of these centres, as well as providing details of any opportunities for further retail development. It provides the information formerly found in the annual Retail Monitoring Report.

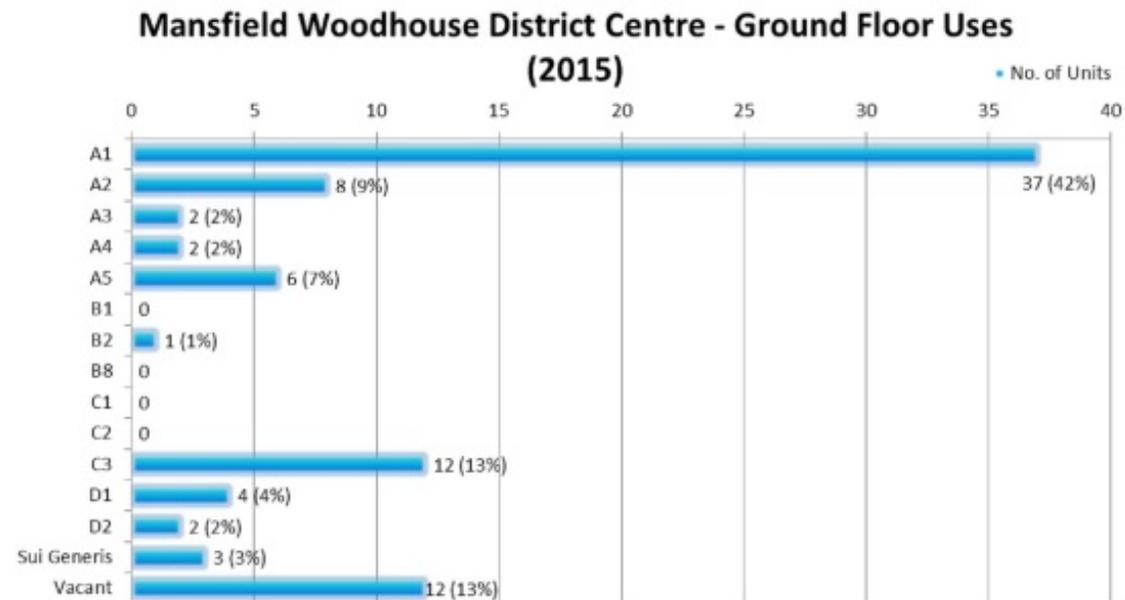


6.1 Mansfield Woodhouse

Mansfield Woodhouse is located north of Mansfield town centre directly linked via the A60. It is primarily a residential area of around 20,000 people, and although now absorbed into the Mansfield urban area, the settlement has retained a special character of its own. The district centre comprises an elongated shopping street stretching for nearly half a mile along High Street and Station Street. Most of the district centre is also designated as a conservation area (which is shown in blue on the following map), and many shops are located in old stone buildings which were formerly houses and as a consequence have architectural or historic interest and townscape value. Those buildings which are listed are shown on the map with a small blue dot.

Diversity of uses

The bar graph below shows the diversity of uses to be found within the Mansfield Woodhouse district centre, and has been informed by the audit of retail centres which was undertaken in March 2015. Empty premises were classified as vacant rather than their most recent use, although this has also been recorded (see the vacant units section).



Vacant units

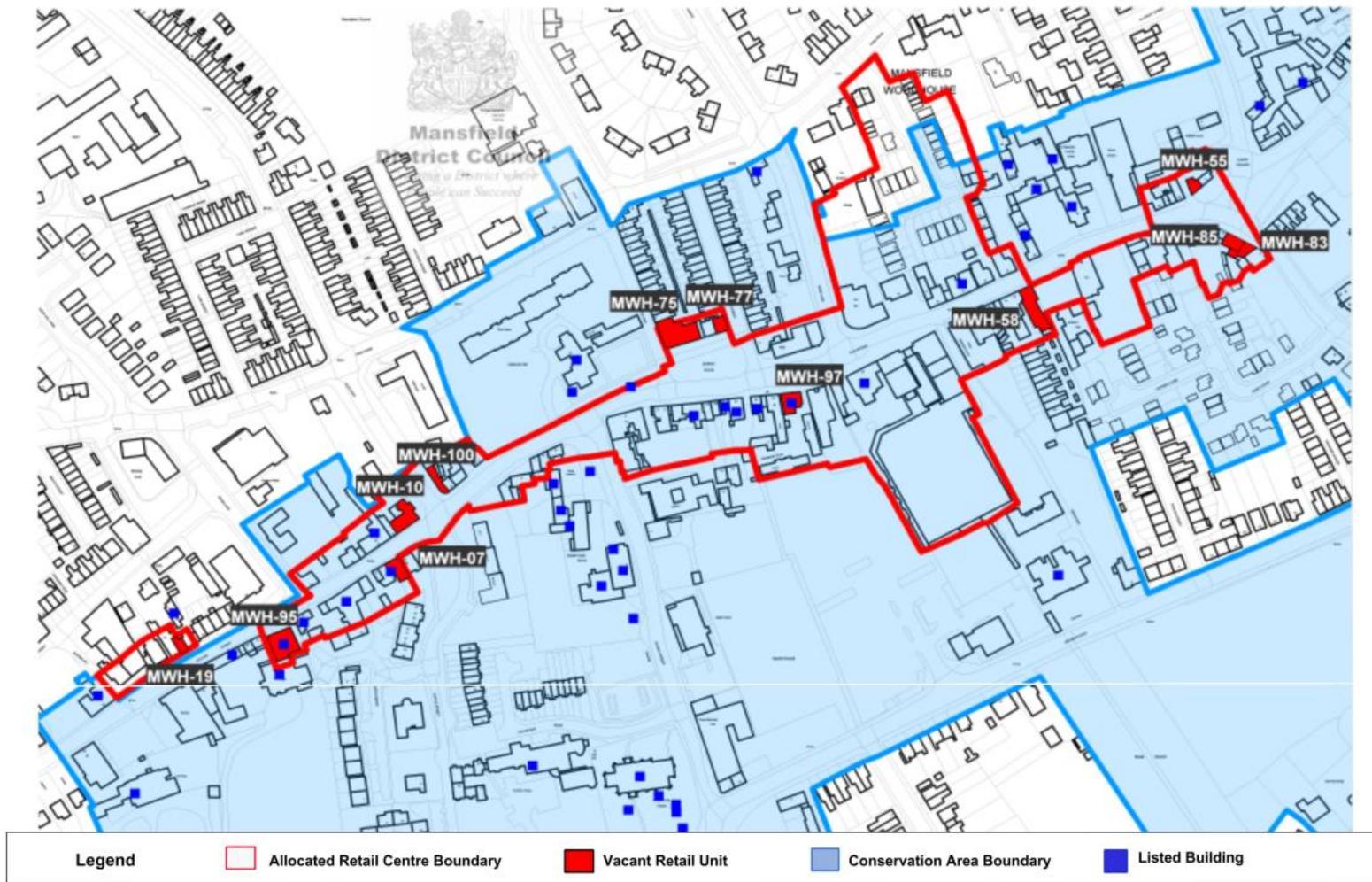
This section provides details of the vacant ground floor units in the centres covered by the monitoring report. Since the survey was carried out some of these may have been occupied, but this will be reflected in the 2016 report. The location of these sites is shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant Units in Mansfield Woodhouse district centre

Ref	Property address	Former use class	Area (sqm)
MWH-97	32 & 34 High Street	C3	98.14
MWH-55	75 High Street	A1	40.34
MWH-58	78 High Street	A2	169.45
MWH-75	01-02 Market Place	B1	243.99
MWH-77	04 Market Place	A1	52.38
MWH-85	Crosby Hall Portland Street	A3	67.8
MWH-07	09 Station Street	A1	86.2
MWH-95	23-25 Station Street	B1	183.49
MWH-19	50 Station Street	A1	41.04
MWH-100	2 & 4 Vale Road		59.08
MWH-10	14-18 Station Street	D1	135.63
MWH-83	1 Portland Street	A1	61.49
Total vacant floorspace - Mansfield Woodhouse district centre (sqm)			1239.03



Mansfield Woodhouse district centre



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New occupiers

Over the last year the following new occupiers have moved into the district centre.

New occupiers in Mansfield Woodhouse district centre

Property address	Occupier	Use class
11 Station Street	Dwelling	C3
52 High Street	Lisa's Laundrette	A1
76 High Street	The Peaceful.uhuru.Trust	A1
2 Portland Street	The Salon @ MC	A1

Committed development

The table below shows there is one current (unimplemented) planning permission for development within the district centre, as of 31 March 2015.

Current planning permissions - Mansfield Woodhouse district centre

Property address	Application no	Proposal	Decision
Granted 2014/15:			
2-6 Vale Road	2014/0288/NT	New shop front (part retrospective)	Granted 25/06/2014
Granted 2013/14:			
None			
Granted 2012/13:			
All implemented			



Recent development

The following table shows that there was one permission implemented over the monitoring period, although this was retrospective.

Implemented planning permissions - Mansfield Woodhouse district centre (2014/15)

Property address	Application no	Proposal	Decision date
1A Vale Road	2014/0369/NT	Retrospective application for the change of use of vacant land to the manufacture of fencing and sheds and the sale of fencing, sheds and concrete products, and for the retention of a workshop and sales office on site	16/09/2014

Sites with potential for retail development

Following the development of a fencing business off Vale Road (previous allocation MW6 in the 1998 Local Plan) there are no longer any sites remaining within the district centre that were identified in the Local Plan as being suitable for retail development.

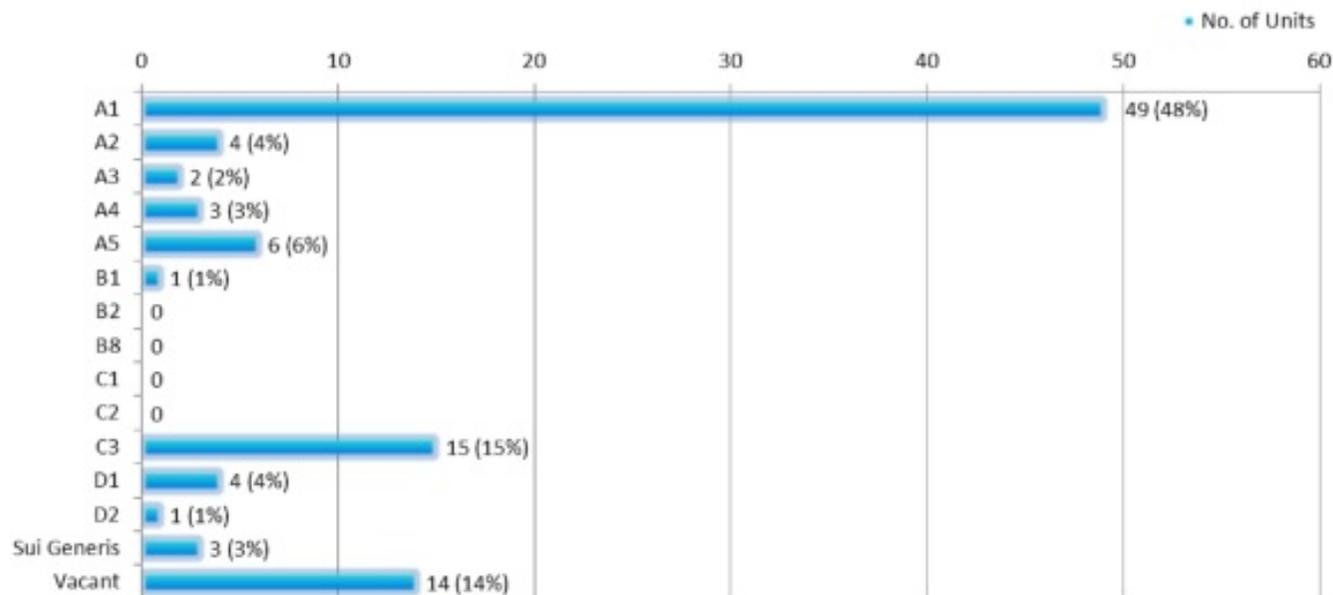
6.2 Market Warsop

Market Warsop is located to the north of Mansfield town centre and Mansfield Woodhouse, in the northern part of the district, approximately 2.5 miles from the main urban area. Market Warsop district centre is a traditional and historic town centre located within a conservation area (shown in blue on the following map). The retail core is centred around the Sherwood Street / High Street / Burns Lane / Church Street junction where a range of shops and services provide most of the daily and weekly requirements for the resident population and the surrounding area.

Diversity of uses

The bar graph below shows the diversity of uses to be found within the Market Warsop district centre, and has been informed by the audit of retail centres which was undertaken in March 2015. For information, empty premises were classified as vacant rather than their most recent use, although this has also been recorded (see the vacant units section below).

Market Warsop District Centre - Ground Floor Uses (2015)





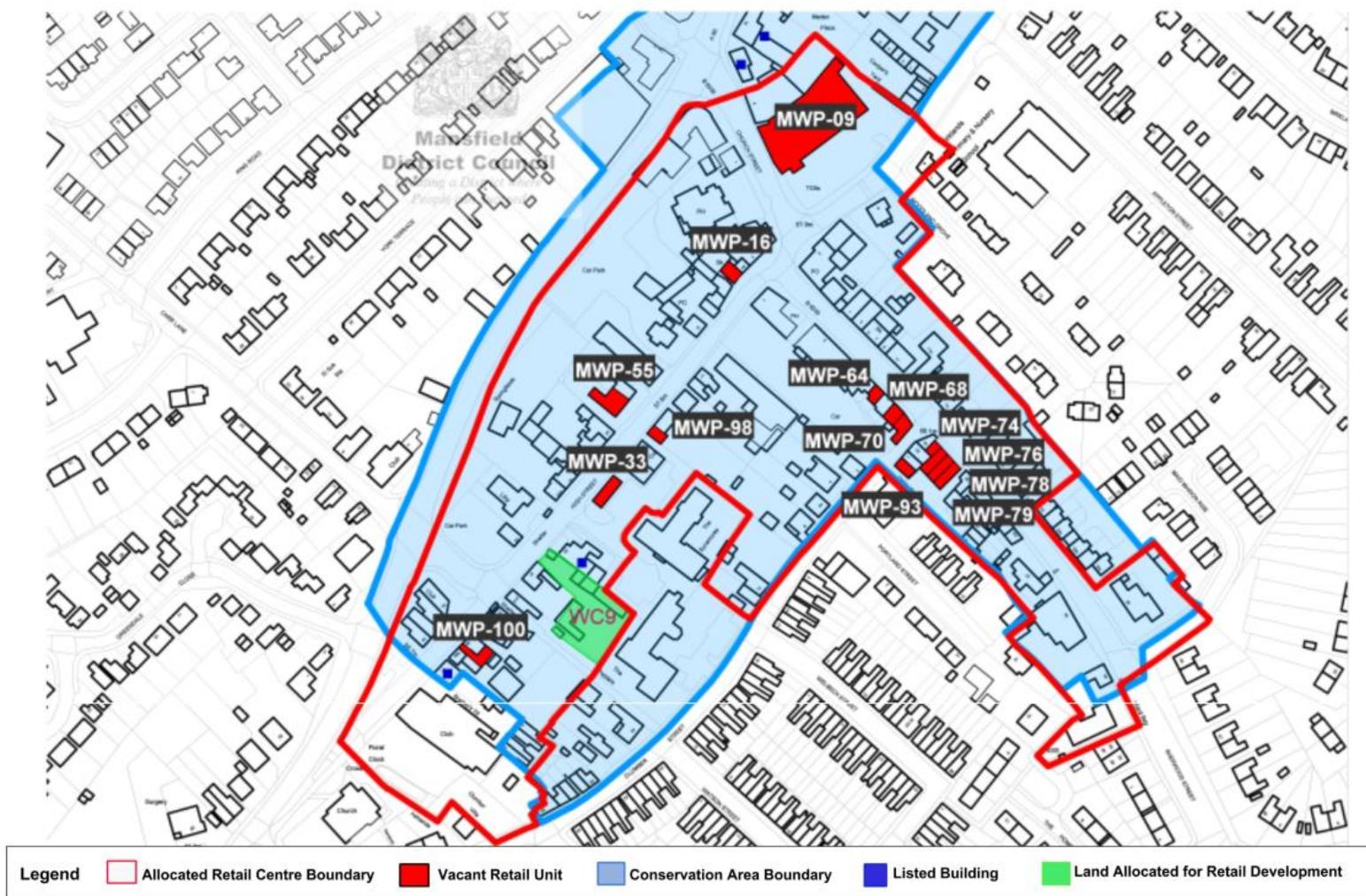
Vacant units

This table below provides details of the vacant ground floor units in the district centre. Since the survey was carried out some of these may have been occupied, but this will be reflected in the 2016 report. The location of these sites is shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant units in Market Warsop district centre

Ref	Property address	Former use class	Area (sqm)
MWP-93	03 Clumber Street, Market Warsop	A1	36.5
MWP-98	23a High Street, Market Warsop	A1	34.01
MWP-33	27 High Street, Market Warsop	A5	65.91
MWP-55	Police Station High Street, Market Warsop	SUI GENERIS	107.25
MWP-64	10 Sherwood Street	A1	33.13
MWP-67	12 Sherwood Street	A1	46.42
MWP-74	22 Sherwood Street	A1	23.44
MWP-78	26 Sherwood Street	A1	53.13
MWP-100	39b High Street	SUI GENERIS	62.27
MWP-16	14 Sherwood Street	A1	44.56
MWP-09	2 Church Street	A1	1033.70
MWP-70	16 Sherwood Street	A1	57.33
MWP-68	14 Sherwood Street	A1	44.56
Total vacant floorspace - Market Warsop district centre (sqm)			1642.21

Market Warsop district centre



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New occupiers

In the last year the following new occupiers have moved into the district centre.

New occupiers within Market Warsop district centre

Property address	Occupier	Use class
4 Church Street	Shebang	A1
9 Sherwood Street	Carpet Bargain Centre	A1
15 Sherwood Street	Accounting Solutions	A2
28a Sherwood Street	National Delivery Chemist	A1
30a - 30b Sherwood Street	The Studio	A1
30c Sherwood Street	Elizabeth Orridge	A1

Committed development

The table below shows all current (unimplemented) planning permissions for development within the district centre, as of 31 March 2015.

Current planning permissions - Market Warsop district centre

Property address	Application no	Proposal	Decision date
Granted 2014/15:			
None.			
Granted 2013/14:			
Old Garage Workshop, Rear of 24-26 High Street	2013/0355/NT	Extension of existing garage/workshop and change of use to 1 no. dwelling	Granted 09/09/13
Granted 2012/13:			
28A Sherwood Street	2013/0024/NT	Change of use from retail (A1) to hot food takeaway (A5)	Granted 11/03/13

Recent development

The following table shows that no permissions were implemented over the monitoring period.

Implemented planning permissions - Market Warsop district centre (2014/15)

Property Address	Application No	Proposal	Decision Date
None.			

Sites with potential for retail development

The following table gives information about a site within the district centre that is considered as having potential for retail use (based on status at 31 March 2015). The site is shown in green on the previous map.

Sites within Market Warsop district centre with potential for retail development

Location	Site Information	
Rear 31 High Street	Local Plan Status	Optional Land Use Area (WC9)
	Sequential Test Status	In Centre
	Application Information	No current application / permission
	Area of Site	0.1ha
	Area dev'd at 31/03	N/A
	Other Information	N/A

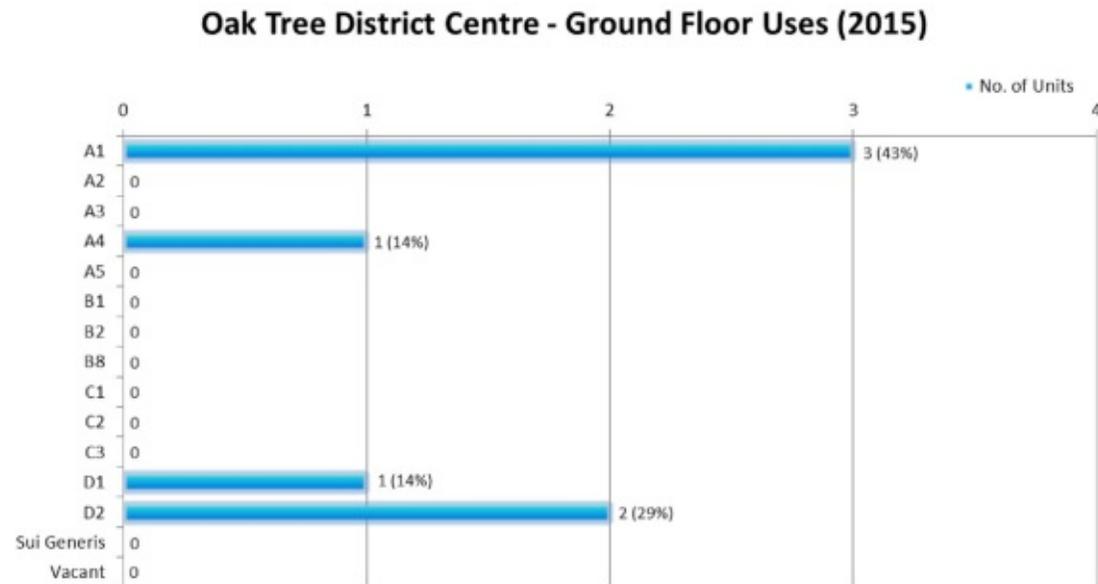


6.3 Oak Tree

Oak Tree is located to the south east of Mansfield town centre within a residential area. The centre offers a large food superstore and petrol filling station, a catalogue store, a leisure centre and a tanning studio which together provide most of the daily and weekly requirements for the resident population and the surrounding areas. The recent extension to the superstore and the introduction of the catalogue store have changed the role of the centre somewhat, and it now serves a wider catchment area, acting more like a retail park.

Diversity of uses

The bar graph below shows the diversity of uses to be found within the Oak Tree district centre, and has been informed by the audit of retail centres which was undertaken in March 2015.



Vacant units

There were no vacant units when the centre was surveyed during March 2015.

New occupiers

There were no new occupiers during the monitoring period.

Committed development

The table below shows there are no current (unimplemented) planning permissions for development within the district centre, as of 31 March 2015.

Current planning permissions - Oak Tree district centre

Property address	Application no	Proposal	Decision
Granted 2014/15:			
None			
Granted 2013/14:			
None			
Granted 2012/13:			
All implemented			

Recent development

The no permissions were implemented during the monitoring period.

Sites with potential for retail development

Following the extension of the Tesco Store, there are no sites with potential for development within the Oak Tree district centre.



7: Local centres

There are currently three local centres within the Mansfield district. These, and the relevant Local Plan policy references are:

- Clipstone Road West - R3 (A);
- Newgate Lane / Ratcliffe Gate - R3 (B); and
- Ladybrook Lane - R3 (C).

Clipstone Road West local centre



Newgate Lane / Ratcliffe Gate local centre



Ladybrook Lane local centre



This section looks at the general vitality and viability of these centres. It provides the information formerly found in the annual Retail Monitoring Report.

Vacant units

Since the survey was carried out some of the units listed as vacant may have been occupied, but this will be reflected in the 2016 report. The location of these sites were all within the Newgate Lane / Ratcliffe Gate local centre and are shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant units within the local centres

Ref	Property address	Former use class	Area (sqm)
NL-53A	123 Newgate Lane	A1	21.16
NL-70	149 Newgate Lane	C3	46.41
NL-86	180a Newgate Lane	B1	43.22
NL-92	01 Redcliffe Road	B8	821.17
Total vacant floorspace - local centres (sqm)			931.96



Newgate Lane local centre



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New occupiers

In the last year the following new occupiers moved into one of the local centres.

New occupiers within the local centres

Property address	Occupier	Use class
85 Clipstone Road West	Forest Town Funeral Services	A1
10 Ladybrook Place	Lynsey's Hair Salon	A1
1 Newgate Lane	Joyeux Equilibre	D2
116 Newgate Lane	A Woodland and Son Flooring	A1
133-135 Newgate Lane	Andras Convenience Store	A1
157 Newgate Lane	Mansfield Appliance Repairs	A1
27 Ratcliffe Gate	Vapors	A5
29 Ratcliffe Gate	Who's Toys	A1

Committed development

The table below shows all current (unimplemented) planning permissions for development within the local centres, as of 31 March 2015. There were no permissions implemented over the monitoring period.

Current planning permissions - local centres

Property Address	Application No	Proposal	Decision
Granted 2014/15:			
None			
Granted 2013/14:			
None			
Granted 2012/13:			
145 Newgate Lane	2012/0431/ST	Change of use from hairdressers (A1) to hot food takeaway (A5)	Granted 21/11/12



8: Neighbourhood centres

There are twelve neighbourhood parades within Mansfield district. These, and the relevant Local Plan policy references are:

- Carter Lane - R4 (A);
- Chesterfield Road North - R4 (B);
- Chesterfield Road South - R4 (C);
- Cox's Lane / Brown Avenue - R4 (D);
- Egmanton Road - R4 (E)
- Garibaldi Road - R4 (F);
- Harrop White Road - R4 (G);
- Ling Forest Road - R4 (H);
- Pecks Hill - R4 (I);
- Ravensdale Road - R4 (J);
- Ossington Close - R4 (K);
- Nottingham Road - R4 (L)

This section looks at the general vitality and viability of these centres and provides information formerly found in the Retail Monitoring Report.

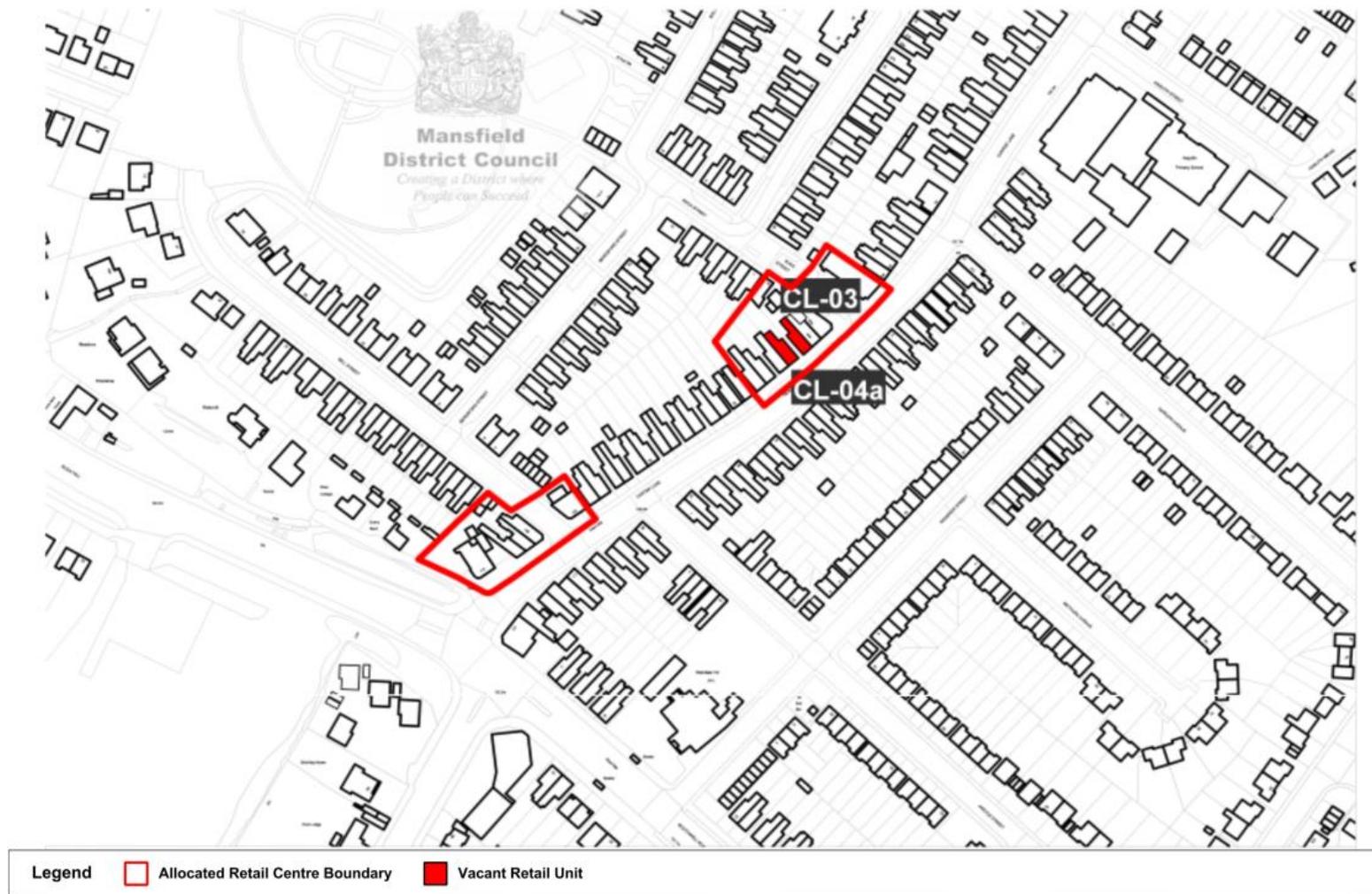
Vacant units

Some of the vacant units may have been occupied since the survey, but this will be reflected in the 2016 report. The location of these units are shown on the following maps. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant units within the neighbourhood parades

Ref	Property address	Former use class	Area (sqm)
CL-03	66 Carter Lane	A1	57.06
CL-04a	70 Carter Lane	A1	61.2
ER-04	09 Egmanton Road	A5	114.6
GR-02	23 Garibaldi Road	A1	68.26
GR-06	31 Garibaldi Road	A5	70.9
Total vacant floorspace - neighbourhood parades (sqm)			372.02

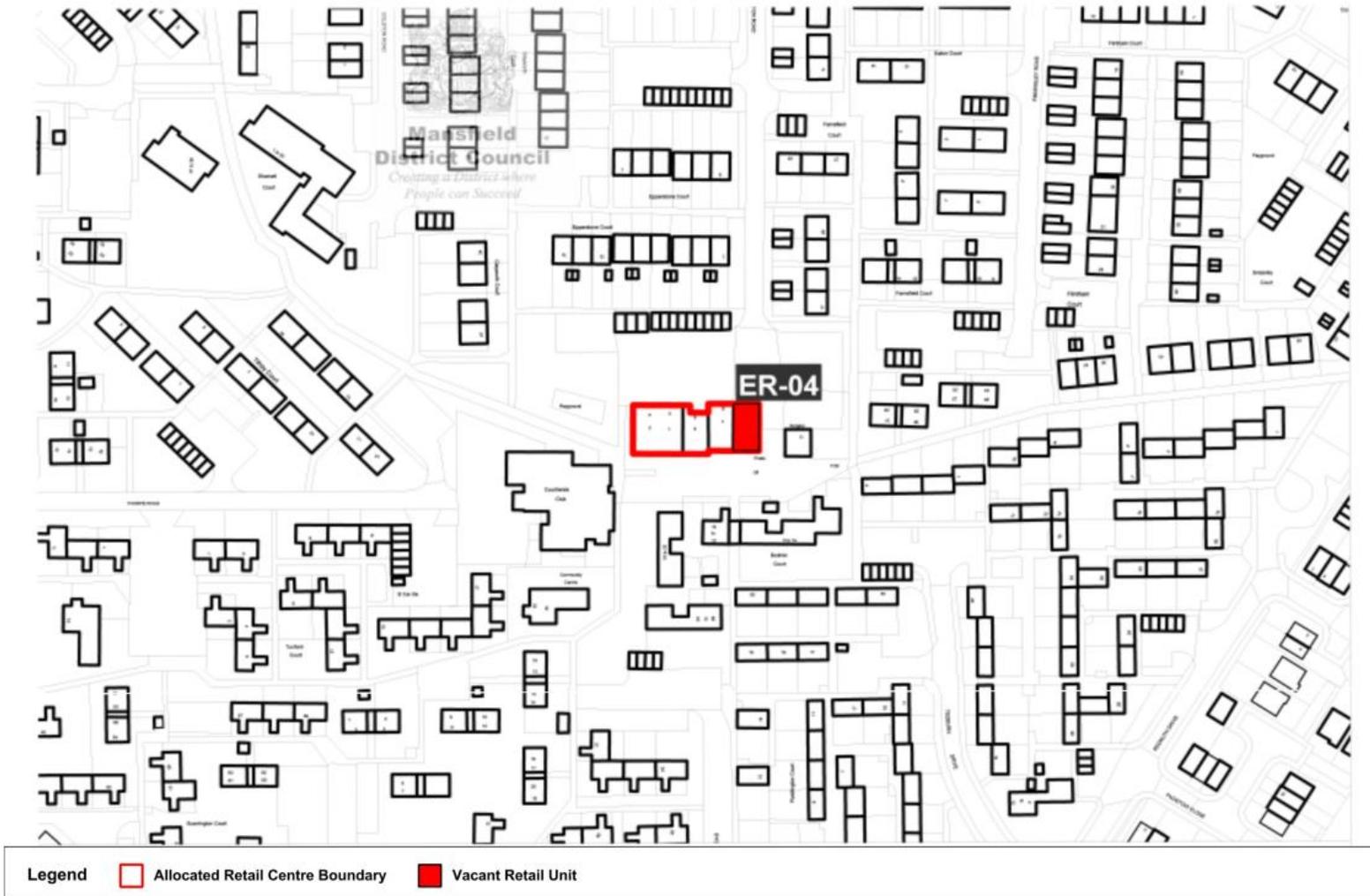
Carter Lane neighbourhood centre



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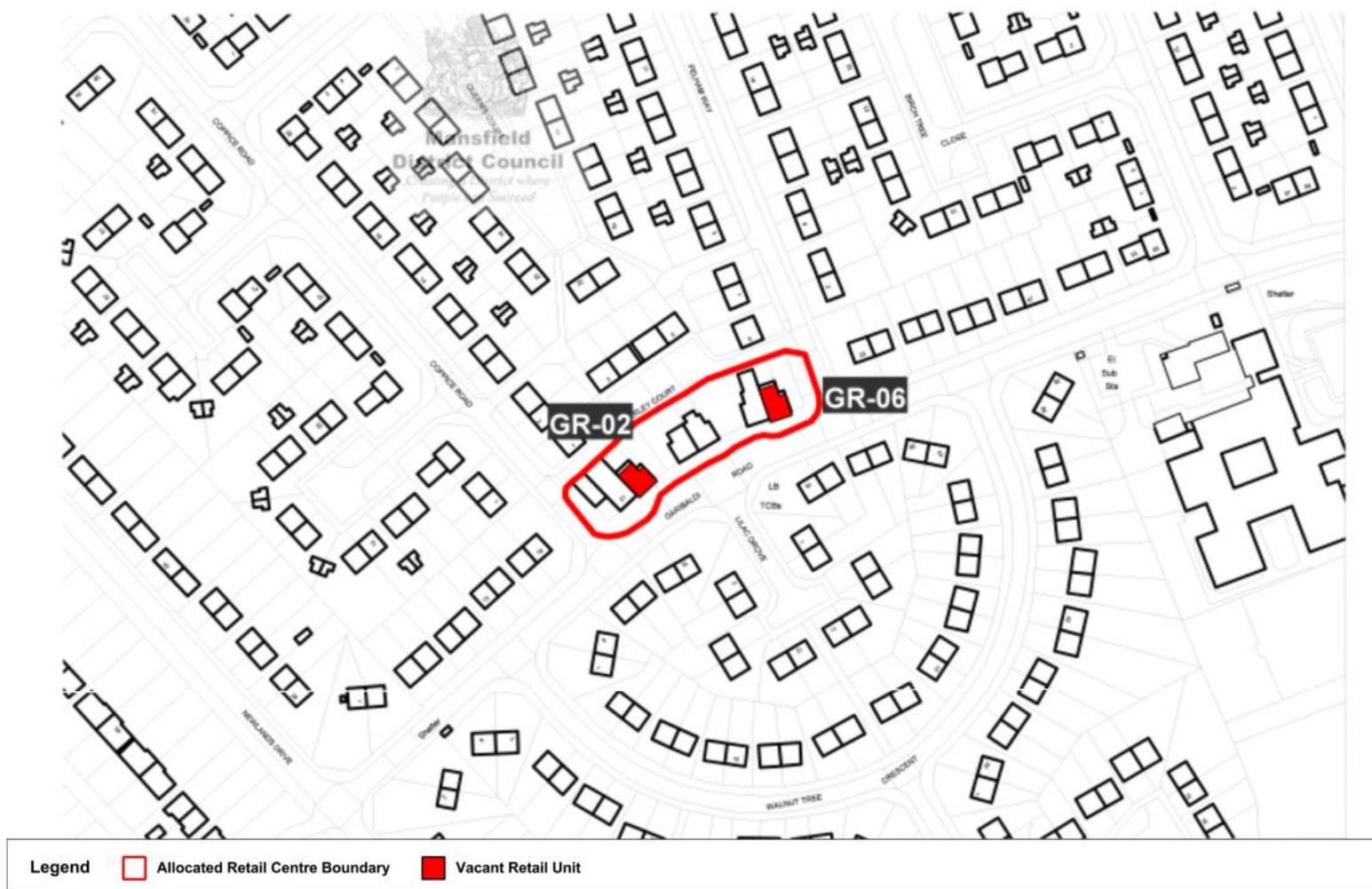


Egmonton Road neighbourhood centre



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Garibaldi Road neighbourhood centre



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New occupiers

In the last year the following new occupiers moved into one of the neighbourhood parades.

New occupiers within the neighbourhood parades

Property address	Occupier	Use class
110 Chesterfield Road North	Little Sugar Shack Bakers	A1
3 Lingforest Court	Lingforest News	A1
149 Nottingham Road	Oracle Window Solutions Ltd	A1
5 Pecks Hill	Cost Cutter	A1

Committed development

The table below shows all current (unimplemented) planning permissions within the neighbourhood centres, as of 31 March 2015.

Current planning permissions - neighbourhood centres

Property address	Application no	Proposal	Decision
Granted 2014/15:			
None			
Granted 2013/14:			
68-70 Carter Lane	2013/0170/ST	Change of use of no. 68 Carter Lane to a hot food takeaway (use class A5) and amalgamation with no.70 Carter Lane to form a single hot food takeaway unit (use class A5) new shop front and extract ductwork to the side	Granted 21/05/13
Granted 2012/13:			
66 Carter Lane	2012/0176/ST	Change of use to fish and chip shop	Granted 29/05/12

Recent development

The following permissions were all implemented over the monitoring period.

Implemented planning permissions - neighbourhood centres (2014/15)

Property address	Application no	Proposal	Decision date
Post Office, 12 Brown Avenue	2013/0553/NT	Installation of cash machine (atm) through glazing to the right of main entrance door	Granted 06/01/14
The Talbot Inn, 151 Nottingham Road	2013/0332/ST	Increase size of existing seating area to rear and provide new covered area	Granted 07/08/13
127 Nottingham Road	2014/0543/ST	Replacement shopfront, roller shutter and canopy (retrospective)	Granted 18/11/14



9: Retail parks, edge and out-of-centre retail development

Mansfield district has a number of retail parks, free-standing retail units and out-of-centre foodstores. This section provides details on any vacancies and new occupiers within the retail parks, as well as any proposed edge and out-of-centre developments.

Vacant units

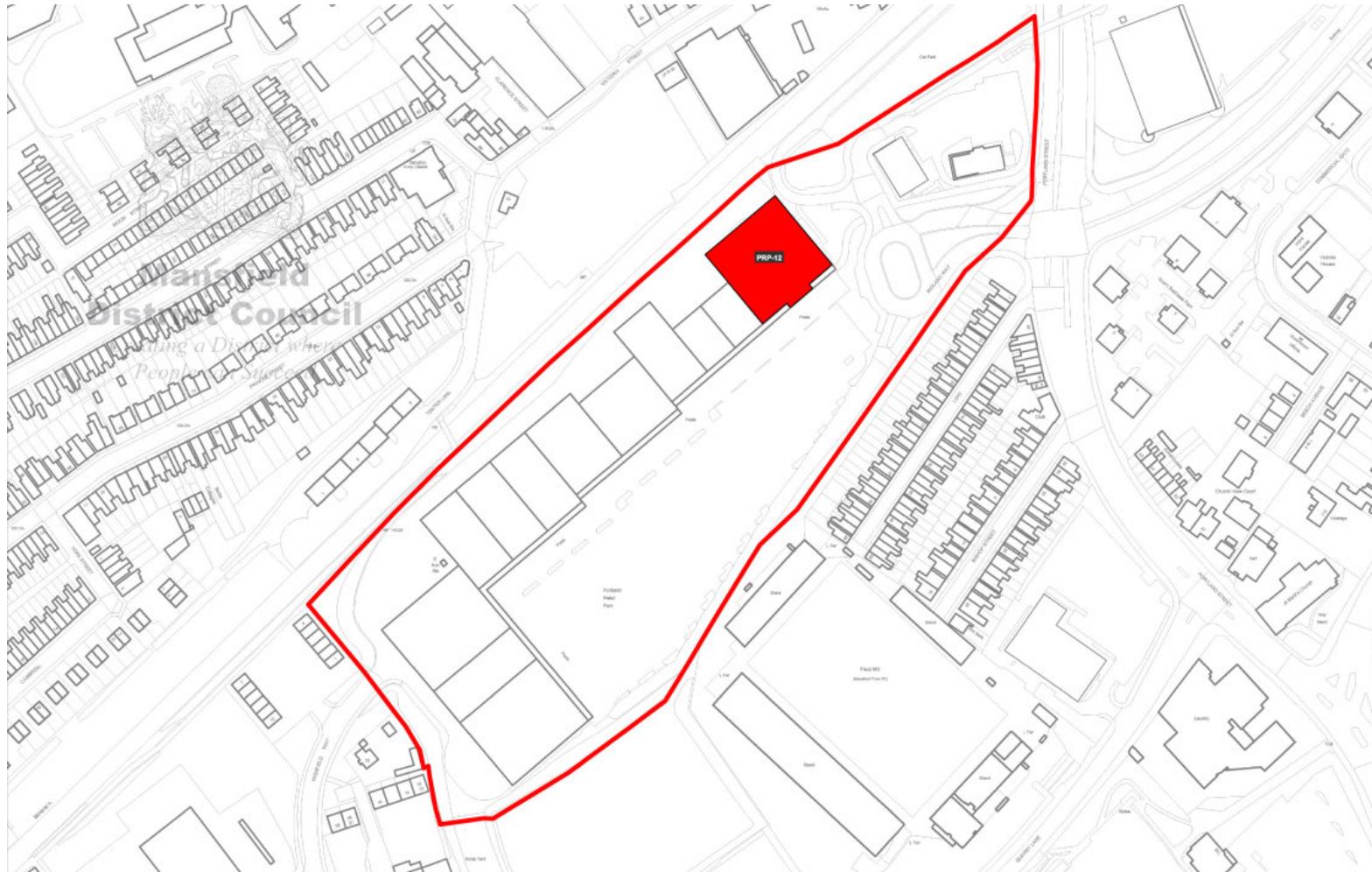
Since the survey was carried out some of the units stated as being vacant may have been occupied, but this will be reflected in the 2016 report. The location of these sites is shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Please note that units at St Peters Retail Park are currently within the town centre boundary and therefore included within the town centre maps and vacancy rate calculation, however any vacancies would be identified in the table below.

Vacant Units in the Retail Parks

Ref	Property Address	Use Class	Area (sqm)
PRP-12	12 Portland Retail Park	A1	1961.34
Total Vacant Floorspace - Retail Parks (sqm)			1961.34

Portland Retail Park



Legend Allocated Retail Centre Boundary Vacant Retail Unit

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New occupiers

No new occupiers moved into the retail parks in the last year.

Committed development

The table below shows there are no current (unimplemented) planning permissions for development within the retail parks, as of 31 March 2015.

Current planning permissions - within retail parks

Property address	Application no	Proposal	Decision
Granted 2014/15:			
None			
Granted 2013/14:			
All implemented			
Granted 2012/13:			
All implemented			

The table overleaf shows all current (unimplemented) planning permissions for development in locations that are outside of defined centres of the retail hierarchy, as of 31 March 2015.

Current planning permissions - within other edge and out-of-centre locations

Property address	Application no	Proposal	Decision
Granted 2014/15:			
Land at Mansfield Leisure Park	2012/0540/ST	Hybrid planning application: part full application for the erection of three restaurant units (use class A3), with associated service yard and car parking. Part outline application for the erection of a hotel (use class C1) and associated works.	Granted 20/08/14
557 Chesterfield Road North	2014/0164/NT	Change of use from retail (A1) to hot food takeaway (A5)	Granted 06/05/14
Nottingham Road Methodist Church, Bath Street	2014/0169/ST	Change of use of church to restaurant (use class A3)	Granted 13/05/14
190 Ladybrook Lane	2014/0587/ST	Erection of local needs food retail store and associated works	Granted 06/02/15
Granted 2013/14:			
Matlock Mill, Hamilton Way, Mansfield	2013/0512/ST	Change of use from use class D2 (assembly and leisure) to offices within use class B1 (first floor) and restaurant/café (ground floor)	Granted 06/12/13
Clipstone Convenience Store, 15 Clipstone Road West, Forest Town	2013/0386/NT	Single storey extension to the side and rear	Granted 26/09/13
Land At Sandlands Court, Off Fulmar Close, Forest Town	2013/0273/NT	Application for outline planning permission with all matters reserved for a mixed use development including A1 (retail) and D1 (non residential institution) uses	Granted 31/07/13
6 & 7 St John Street, Mansfield	2013/0277/ST	Demolition of existing ground floor extensions and erection of a two storey rear extension	Granted 09/07/13
Nottingham Road Retail Park, Nottingham Road, Mansfield	2013/0206/ST	Erection of a class A1/A3 drive through retail unit and associated works (resubmission 2013/0063/ST)	Granted 19/06/13
55-57 Littleworth, Mansfield	2013/0102/ST	Change of use of the ground floor from a café (use class A3) to a café (use class A3) and a hot food takeaway (use class A5)	Granted 03/06/13
4 Moor Lane, Mansfield	2013/0164/ST	Two storey and single storey extensions to the rear of existing shop and flat	Granted 28/05/13
Granted 2012/13:			
Mansfield Town Football Club, Quarry Lane	2013/0029/ST	Sports hall / training centre, new access road and additional car parking	Granted 11/03/13
15 Clipstone Road West	2013/0064/NT	Two storey side extension, single storey side/rear extension and first floor rear extension	Granted 08/03/13
Land off Abbott Road	2010/0805/ST	Outline planning application (including the reserved matter of access) for mixed use development comprising housing (maximum 430 units) & employment (use classes B1, B2 and B8 - up to 39,216 sq m) retail (use class A1 - up to 84 sq m), open space, landscaping, access and infrastructure works	Granted 12/12/12



Recent development

The following permissions were all implemented over the monitoring period.

Implemented planning permissions - edge and out-of-centre locations (2014/15)

Property address	Application no	Proposal	Decision date
Land At Clipstone Road East/Crown Farm Way, Forest Town	2013/0576/NT	Medical centre with onsite pharmacy and related ancillary facilities (D1)	Granted 10/03/14
Mcdonalds Restaurants Ltd, Park Lane, Mansfield	2013/0601/ST	Refurbishment of restaurant and patio area including associated works to the site, alterations to the roof and additional cladding. Full bay extension totalling 47.7 square metres and alterations to the car park and drive thru lane to provide a side by side ordering point	Granted 23/01/14
The Fourways Public House, Leeming Lane South, Mansfield Woodhouse	2013/0325/NT	Change of use from public house (use class A4) to dental surgery practice (use class D1)	Granted 21/08/13
4-5 Madeline Court	2014/0376/ST	Single storey side extension and raised terrace area	Granted 20/02/15

10: Conclusions

This section of the report summarises the key findings of this years report which has provided a useful snapshot of how the town centre is performing in terms of economic, transport, leisure and environmental issues. It will then go on to summarise the findings in relation to the other centres within the retail hierarchy.

Mansfield town centre

The centre (including St Peter's Retail Park) was dominated by retail with A1 uses making up 41.1% of all occupied ground floor units followed by A2 (financial & professional services) 12.9% and C3 (residential) 10.1%. 44 occupiers had come into, or moved within the town centre, which is 31 more than during 2013/14.

The primary shopping frontages within the town centre were dominated by a high proportion of A1 units and national multiple retailers. At the time of the survey the proportion of occupied retail (A1) units was 83%. The number of A1 units becoming vacant decreased by 2.8% since 2013/14. On lower West Gate 21.7% of units (5 units) were in other uses, contrary to Policy MTC5 (which seeks to ensure that primary shopping areas are occupied by retail uses), however, in general, this is not a failure of the policy, as 3 of these uses were already established when the Local Plan was adopted and the area designated. Costa Coffee (A1/A3) and Time Café (A3) have both been permitted recently and were considered appropriate in the context of new planning guidance. The proposals also helped secure the occupation of two long term vacant units.

The secondary shopping frontages have seen a 3% gain in the number of units which are vacant. A1 is the predominant use with 47%; this has fallen by 1% from last year. Policy MTC6 (which seeks to ensure that 50% of properties in the secondary shopping frontages remain in retail use)

when looked at as an overall figure was unsuccessful (by 3%). However when all frontages are looked at individually most are above the threshold. Despite this it needs to be recognised that (in terms of this policy) the centre is becoming increasingly vulnerable. Market Place has an A1 level of 45.5% (and 40% of those units are also vacant) and there are other frontages with low levels of units in A1 use, such as Stockwell Gate (51.9%) and Church Street (54.8%).

At the time of the town centre survey the vacancy rate was 14.4% (78 properties), which is 0.4% worse than 2014. The primary shopping frontages had vacancy rate of 9.0% (compared to 9.1% in 2014) and in the secondary shopping frontages the rate increased by 18.3% to 21.0%. In the non defined shopping area the vacancy rate was 11.0% which has reduced by 1.9% since 2014. The 78 vacancies seem to be fairly spread out around the town centre although many are located around Leeming Street and Regent Street, and also within the White Hart area of the town centre which is covered by a Supplementary Planning Document (SPD). The area had a full planning permission for a mixed-use redevelopment of 0.62 hectares of the area, and which includes 1,735 sqm of retail floorspace granted in 2008, however this has now lapsed. A new application has been submitted but had not been determined during the monitoring period.

Mansfield is well represented by national retailers (with 71% of the 'key retailers' identified by Experian present within the town centre), and the number of requirements for floorspace has recently risen after generally remaining static for a number of years.

Convenience goods provision is limited and was worsened when Tesco relocated from Stockwell Gate to the new Tesco Extra at Chesterfield Road South. This re-emphasises the need to provide new development



opportunities and retail space. The need for a convenience store within the town centre was highlighted within the recent Mansfield Retail and Leisure Study addendum (2014).

The town is dominated by small units with approximately 430 units being less than 250 square metres in size. As a result it can be difficult for retailers to supply the number and range of goods that they would supply in larger stores elsewhere.

The 2011 Retail and Leisure Study 2011 (Roger Tym & Partners) showed there is likely to be additional capacity of between 24,000 sq.m net and 31,000 sqm net for comparison goods, and between 2,200 sqm net and 3,700 sqm net for convenience goods by 2031. The study also highlighted a need for approximately 3,100 sqm of leisure floorspace within the district, which should be directed to the town centre.

The amount of rent which retailers are prepared to pay for retail space within a centre is an indication of the perceived strength of the centre. Data from 2010 shows that locally, Nottingham, Sheffield and Meadowhall continue to have the highest rental values which reflect their position as Regional Centres. Of the centres lower down the hierarchy, Mansfield has the second highest value; however this had fallen by £269 in 2010.

There were no new major developments permitted during the monitoring period and there were 4 sites remaining that were allocated for a variety of uses including retail development. There are a range of current proposals in various stages of progress which, over a period of time, will enhance Mansfield's status as a centre for retailing, leisure and tourism activities as well as improving the physical environment. This includes a mixed use scheme on the site of the former Courtaulds factory (granted outline planning permission).

The Council is in the process of producing its new Local Plan which will replace the existing 1998 Mansfield District Local Plan. The new plan will incorporate policies to ensure that the town remains a healthy and vibrant centre for retail, leisure, residential and employment activities and which enables it to consolidate its role as a major sub-regional centre.

Summary of vitality and viability of Mansfield town centre

It is considered that Mansfield generally exhibits positive signs of vitality and viability, and is performing its role and function as a sub-regional shopping centre. The retail mix of the centre is strong, and the presence of key retailers in the town centre appears to be attracting high levels of footfall. As mentioned above, a number of new retailers have been attracted to the town. This suggests that Mansfield remains a viable trading destination for retailers which is a positive reflection on the overall 'health' of the town centre.

In terms of comparison goods shopping, Mansfield is generally strong and there is good representation from the majority of comparison goods sectors in the town centre. There is a need for more middle to higher-order clothing retailers to be represented in order to balance the current leaning towards the lower-middle end of the market, although there is a small area of niche independent, middle-upmarket retailers on Church Street and White Hart Street.

As highlighted above, the town centre would benefit from the provision of a 'metro' style supermarket to replace the Tesco store at Stockwell Gate as there is currently no supermarket serving the needs of those who live and work in the town centre. The service sector is generally strongly represented, although the centre would benefit from more cafés and restaurants. The latter is seen as particularly important, as Mansfield's 'evening economy' is currently heavily orientated towards drinking establishments. The presence of more restaurants in the centre would

encourage 'dwell time' in the centre outside of retail hours. This is something that the council and its partners are trying to address in order to increase the vitality of the town centre.

The British Retail Consortium (BRC) announced an average national vacancy rate figure of 10.2% at the end of the monitoring period (April 2015) so the rate identified for Mansfield at March 2015 (14.4%) is above this average. Positively, vacancy rates in the main retailing areas are low.

The environmental quality of the centre is reasonable in the most part, although Stockwell Gate and White Hart Street are a cause for concern - mostly due to the number of vacant units. These areas benefit from either planning consent for their redevelopment, or adopted planning guidance to steer their future development. Environmental quality is particularly strong in the conservation areas, and the improvements to the pedestrian environment which have taken place throughout much of the centre greatly enhance its vitality and viability.

Mansfield Woodhouse district centre

At the time of the 2015 survey, the proportion of occupied properties within retail (A1) use was 42%. This has decreased by 1% since 2014.

There were 12 vacant units (all uses) within the centre which equated to a vacancy rate of 13%. The vacancy rate was 12% in 2014.

There were no edge of centre sites remaining from the 1998 Local Plan following the development of a fencing business at Vale Road.

Summary of vitality and viability of Mansfield Woodhouse district centre

Mansfield Woodhouse is an attractive district centre, and exhibits positive signs of vitality and viability. The retail mix reflects that of many district and local centres, with an emphasis on food shopping and meeting the day-to-day services needs of local residents. There are some gaps in the retail offer – for example there is no greengrocer's – but generally the centre has sufficient diversity of uses to meet most local residents' day-to-day needs.

The presence of the Morrisons foodstore adds to the vitality and viability of the centre, particularly given the strong links the store has with the rest of the retail offer. This store appears well supported but does have a tired appearance, particularly internally, and there is only limited product choice available compared to many of Morrisons' more modern stores.

There have been a number of new retailers who have commenced trading in the centre over the last year, suggesting Mansfield Woodhouse represents a viable trading destination.



Market Warsop district centre

The proportion of occupied properties within retail (A1) use at the time of the 2015 survey was 48%. This has increased by 1% since the 2014 survey.

The vacancy rate decreased by 1% to 14%.

There was 1 site that was allocated for optional land uses including retail development. This is located to the rear of 31 High Street (0.1ha).

Summary of vitality and viability of Market Warsop district centre

Market Warsop appears to be adequately performing the role and function of a district centre, and exhibits positive signs of vitality and viability. There is a strong retail mix in the centre, with a range of convenience, comparison and services goods, and it is considered that most residents' day-to-day shopping needs are likely to be met by the current offer.

There have been a number of examples of recent investment by retailers in the centre which represents further investor confidence.

Oak Tree district centre

The proportion of occupied properties within retail (A1) use at the time of the 2014 survey was 43% and there were no vacant units within the centre.

Summary of Oak Tree district centre

Oak Tree district centre functions differently to the district centres of Mansfield Woodhouse and Market Warsop in that it is not a historic centre, rather one which was purpose-built in the 1990s, providing a large foodstore to meet shopping needs of the surrounding residential area. Many of the functions of a typical district centre are provided solely by the Tesco store.

The store offers a wide range of convenience goods, and has a pharmacy, photo processing facilities, a cash machine and in-store café. There are also a wide range of non-food goods including clothing, electrical goods, CDs, DVDs and books.

Other centres

All of the local centres continued to provide a good range of facilities for the local communities they serve. However it has been noted that the Newgate Lane / Ratcliffe Gate local centre has a number of vacancies. It is also dominated by residential uses (43%) whilst retail only made up 33%. This situation will need looking at as part of the new Local Plan process, and monitoring closely to ensure that retail and other uses are not lost to the extent that the centre does not provide an adequate service to the community.

Neighbourhood parades continue to play their role in the hierarchy providing valuable day to day facilities for the community, however the parade at Chesterfield Road South is an area of concern. Currently the centre is made up of 50% residential uses, and just 37.5% retail. It is noted that this centre is close to the Brownlow Road regeneration area, therefore it is likely that this could encourage more retail into the area when it has been redeveloped. This should be monitored closely in the future.

The two retail parks are well occupied with just one vacancy overall (the former Comet unit at Portland Sidings Retail Park).

Appendix A Use Classes Order

Use Class	Use / Description of development
A1	The sale of goods to the public includes: shops, post offices, travel agencies & ticket agencies, hairdressers, dry cleaners, internet cafés and sandwich bars (where sandwiches or other cold food is to be consumed off the premises)
A2	Financial Services including: banks, building societies & bureau de change. Professional Services (other than health or medical services): estate agents & employment agencies. Other services which it is appropriate to provide in a shopping area: betting shops (where the services are provided principally to visiting members of the public)
A3	Restaurants & Cafés i.e. places where the primary purpose is the sale and consumption of food and light refreshments on the premises
A4	Public houses, wine bars or other drinking establishments where the primary purpose is the sale and consumption of alcoholic drinks on the premises
A5	Takeaway outlets where the primary purpose is the sale of hot food to takeaway
B1	a) Offices, other than those within Class A2; b) Research and development of products or processes; c) light industry
B2	General industry: Use for the carrying out of an industrial process other than that falling in Class B1
B8	Use for storage or distribution centre
C1	Use as a hotel, boarding house or guest house where no significant element of care is provided
C2	Hospital, nursing home or residential school, college or training centre where they provide residential accommodation and care to people in need of care (other than those within Class C3 Dwelling Houses)
C3	Use as a dwelling house a) by a single person or people living together as a family or b) by not more than 6 people living together as a single household (including a household where care is provided for residents)
D1	Includes: Clinics & health centres, crèches, day nurseries & day centres (not attached to the consultant's or doctor's house), museums, public libraries, art galleries & exhibition halls, non residential education & training centres, places of worship
D2	Assembly and Leisure which includes: cinema, concert hall, bingo hall, dance hall, swimming bath, staking rink, gymnasium, or area for indoor or outdoor sports or recreation, not involving motor vehicles or firearms
Sui Generis	A use on its own includes: theatres, nightclubs, retail warehouse clubs, amusement arcades, petrol filling stations and car show rooms, casino



Appendix B Indicators of vitality and viability

This table shows the indicators that should be monitored in order to assess the health of town centres. It also shows where the relevant information can be found for Mansfield town centre within this report.

NPPG Indicators	Where is the data in this monitoring report?	Previous Indicators - from superseded PPS4	Method of Assessment - from superseded PPS4
Diversity of uses	Pages 20-24	A1: Diversity of main town centre uses (by number, type, and amount of floorspace)	The amount of space in use for different functions - such as offices, shopping, leisure, cultural, and entertainment activities, pubs, cafes and restaurants, and hotels
-		A2: The amount of retail, leisure and office floorspace	Amount of floorspace in edge-of-centre and out-of-centre locations
-		A3: The potential capacity for growth or change of centres in the network	Opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development
Retailer representation and intentions to change representation	Pages 8-9, 32-34	A4: Retailer representation and intentions to change representation	Existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation
Commercial rents	Pages 43-44	A5: Shopping rents	Pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6m depth of floorspace in retail units from the shop window)
Proportion of vacant street level property	Pages 25-31	A6: Proportion of vacant street level property	Vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators
Commercial yields on non-domestic property	Pages 45-46	A7: Commercial yields on non-domestic property	Demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care
-		A8: Land values and the length of time key sites have remained undeveloped	Data on changes in land value and how long key town centre and edge-of-centre sites have remained undeveloped provide important indicators for how flexible policies should be framed and can help inform planning decisions
Pedestrian flows	Pages 47	A9: Pedestrian flows (footfall)	A key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of day and evening, who are available for businesses to attract into shops, restaurants and other facilities
Accessibility	Pages 51-55	A10: Accessibility	Ease and convenience of access by a choice of means of travel, including - the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; the quality of provision for pedestrians, cyclists and disabled people; and the ease of access from main arrival points to the main attractions
Customers' views and behaviour	Pages 56-57	A11: Customer and residents views and behaviour	Regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to

NPPG Indicators	Where is the data in this monitoring report?	Previous Indicators - from superseded PPS4	Method of Assessment - from superseded PPS4
			establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips
Perception of safety and occurrence of crime	Pages 62-65	A12: Perception of safety and occurrence of crime	Should include views and information on safety and security, including from the threat of terrorism, and where appropriate, information monitoring the evening and night-time economy
State of town centre environmental quality	Pages 58-61	A13: State of the town centre environmental quality	Should include information on problems (air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces)

Sources: National Planning Practice Guidance (2014) Reference ID: 2b-005-20140306 and Planning Policy Statement 4 (which has now been superseded). Strikethrough text relates to old PPS4 indicators that have not been carried forward by the NPPG.



Appendix C Key retailers within Mansfield town centre

Key Retailer	No. in MansfieldTown Centre (excl Retail Parks)
Argos	1
Bhs	1
Boots The Chemist	1
Burton	1
Carphone Warehouse	1
Clarks	1
Clintons	1
Debenhams	1
Dorothy Perkins	1
H&M	0
HMV	1
House of Fraser	0
John Lewis	0
Marks & Spencer	1
New Look	1
Next	0
O2	1
Phones 4 U	1
Primark	1

Key Retailer	No. in MansfieldTown Centre (excl Retail Parks)
RiverIsland	1
Sainsbury's	0
Superdrug	1
TK Maxx	0
Tesco	0
Topman	1
Topshop	1
Vodafone	1
Waitrose	0
Waterstones	0
W H Smith	1
Wilkinsons	1

Source: Experian 2012 (There has been no change in any of these retailers since 2012).

Appendix D Remaining floorspace capacity

The tables below show the floorspace capacity figures that were recommended to the council through the Mansfield Retail and Leisure Study Addendum 2014. Whilst the majority of this new floorspace shall be allocated through the Local Plan process, it is important that we monitor any new retail and leisure floorspace that comes forward in the meantime so that we do not allocate more than can be supported by the district's catchment area. Please note that this does not include floorspace gained through changes of use.

Overall requirement for A1 comparison floorspace

Mansfield town centre should seek to accommodate between 24,000 and 31,000 sqm net by 2031. The lower figure is the amount of floorspace required to maintain the town centre's market share, the higher figure would increase it (to within an achievable level).

It should be noted that the floorspace requirement already accounts for development which was committed at the time, such as development at Stockwell Gate South.

Committed A1 comparison floorspace vs requirement (sqm)

Centre	By 2031	Developed?
Mansfield town centre	24,000	
Amount committed 2014/15:	0	-
Balance remaining:	24,000	
Mansfield Woodhouse district centre	600	
Amount committed 2014/15:	0	-

Centre	By 2031	Developed?
Balance remaining:	600	
Market Warsop district centre	600	
Amount committed 2014/15:	0	-
Balance remaining:	600	
Other	0	
Amount committed 2014/15:	0	-
Total amount committed / developed (district-wide):	0	
Overall balance remaining:	25,200	



Overall requirement for A1 convenience floorspace

Under the scenario where the town centre's market share is increased, there would be a requirement for up to 3,900 sq.m net convenience floorspace across the town and district centres between by 2031, based on the assumption that a small foodstore will also come forward as part of the Stockwell Gate South development.

Committed A1 convenience floorspace vs requirement (sqm)

Centre	By 2031	Developed?
Mansfield town centre	3,700	
Amount committed 2014/15:	0	-
Balance remaining:	3,700	
Mansfield Woodhouse district centre	100	
Amount committed 2014/15:	0	-
Balance remaining:	100	
Market Warsop district centre	100	
Amount committed 2014/15:	0	-
Balance remaining:	100	
Other	0	
Amount committed 2014/15:	500 (2010/0089/ST)*	No
	400 (2014/0587/ST)	No
Total amount committed / developed (district-wide):	900	-
+ Lapsed permission (which had been taken into account when the figures were calculated)	891 (2011/0487/NT)	-

Centre	By 2031	Developed?
Overall balance remaining:	3,891 (3,900)	
* Please note that this application was granted on 17/04/13, however due to an undetermined judicial review was not included as a commitment in the 2014 Addendum The permission allow for a neighbourhood parade of up to 1,000 sqm. 500 sqm has been counted in the table below as a leisure commitment.		

Overall requirement for food and leisure floorspace (A3, A4, A5)

There is a total requirement of approximately 3,100 sq.m A3, A4 and A5 new leisure floorspace in the district to 2031. It is expected that this requirement would be satisfied through the development of a mixed-use scheme which incorporates an element of leisure floorspace provision.

Committed leisure floorspace vs requirement (sqm)

Centre	By 2031	Developed?
Mansfield town centre	2,900	
Amount committed 2014/15:	182 (2014/0452/ST)	No
Balance remaining:	2,718	
Mansfield Woodhouse district centre	80	
Amount committed 2014/15:	0	-
Balance remaining:	80	
Market Warsop district centre	80	
Amount committed 2014/15:	0	-
Balance remaining:	80	
Other	0	
Amount committed 2014/15:	62 (2014/0294/ST)	Yes
	23 (2014/0376/ST)	Yes
	500 (2010/0089/ST)*	No
Total amount committed / developed (district-wide):	767	-
Overall balance remaining:	2,293 (2,300)	



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