Retail Update 2013

Town Centre Health Check & Retail Monitoring Report

Mansfield District Council
Creating a District where People can Succeed

www.mansfield.gov.uk/planningpolicy_info

Contents

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 any ways 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 42.1% of all occupied ground floor units. 46 businesses had come into, or moved within the town centre, of which 29 were shops.

The vacancy rate was 14% (76 properties), an decrease of 1.7% compared to 2012. The 76 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 the number of businesses showing interest in locating within the town has fell in 2012 after remaining fairly static for a number of years. No data has been obtained for 2013.

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 (2011).

The town is dominated by small units with 81% 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 a need for additional capacity of up to 20,300 sqm for comparison goods and approximately 1,000 sqm for convenience goods by 2026. The study also highlighted a need for approximately 3,500 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. There are also a number of current proposals in various stages of progress which will enhance Mansfield's status as a centre for retailing and leisure activities as well as improving the physical environment. These include the redevelopment of the Queen's head site (under construction) and a mixed use scheme on the site of the former Courtaulds factory.

The new bus station / transport interchange was completed during March 2013 and opened its doors to the public on 31 March.

The Council is in the early stages 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.

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At the time of the 2013 survey, the proportion of occupied properties within retail use was 45%. There were 10 vacant units within the centre which equated to a vacancy rate of 11%.

There was 1 edge of centre site remaining that was allocated in the 1998 Local Plan for optional land uses including retail development. This is located at Vale Road and is 0.2ha in area.

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 2013 survey was 53%. There were 13 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 2013 survey was 43%. There were no vacant units within the centre following occupation of the last 2 units adjacent to Tesco by Barnardo's.

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 (41%) whilst retail only made up 31%. 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.

Portland Sidings Retail Park continues to have 2 vacancies although they are different units from previous surveys. Dunelm Mill has moved onto the retail park, amalgamating 2 units in the process.

1: Introduction

This is the third 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 10 July 2013.

Monitoring Period & Data Sources

The monitoring period for all data within the report is the 12 months from 1 April 2012 to 31 March 2013, unless stated otherwise.

The information has been obtained from three main sources:

- In March 2013 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 F '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 Control Group (pbc@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/planningpolicy_info

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 '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 in the region.

The health check part of the report incorporates information gathered on the key indicators that the now superseded PPS4 “Planning for Sustainable Economic Growth” suggested should be used to help assess the “health” of town centres. These indicators are still considered relevant and more detail is provided in Appendix C 'Indicators of Vitality and Viability'. (PPS4 was superseded by the NPPF).

The data on occupiers and vacant units was obtained from site visits carried out in March 2013.

3: Retail Profile

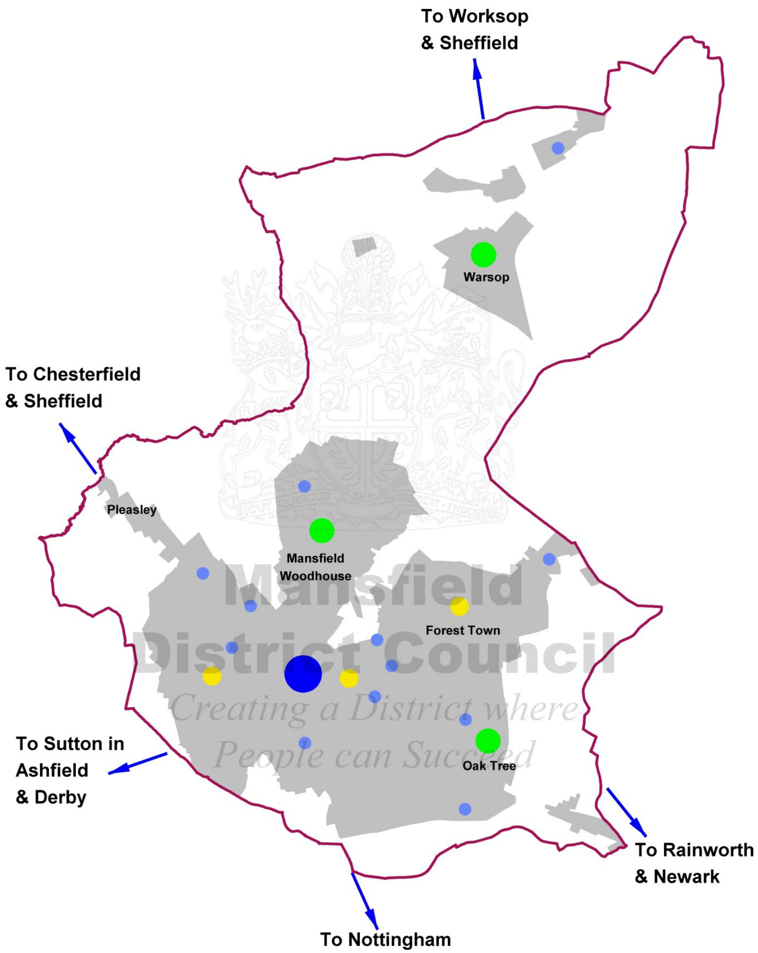
The District of Mansfield lies centrally within northern Nottinghamshire in the heart of Sherwood Forest and covers an area of approximately 77 sq kilometres. The District has a population of approximately 104,400 (ONS 2012) and is substantially urban in character although it does contain important tracts 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.

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 Chesterfield Road North Chesterfield Road South Cox’s Lane / Brown Avenue Egmanton Road Garibaldi Road	Harrop White Road Ling Forest Road Nottingham Road Ossington Close Pecks Hill 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 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 and can be accessed at http://www.mansfield.gov.uk/CHttpHandler.ashx?id=2579&p=0

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 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 in 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 Berry Hill Shopping Parade) 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
Nisa Extra	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:

- Blockbuster
- Burger King
- Carpet Right
- Dreams
- DW Fitness
- Harvey's / Benson Beds
- Jysk Sleeping & Living
- Maplin
- Pets at Home
- SCS

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

- Boots
- Carphone Warehouse
- Gregg's
- Home Bargains
- Laura Ashley
- Next
- Peacocks
- Poundland
- Sports Direct
- TK Maxx

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

Freestanding Retail Warehouses

Retailer	Location	Net Floor Area (sqm)
B&Q	Baums Lane, Mansfield	2,778
B&Q	Old Mill Lane, Mansfield Woodhouse	1,486
United Carpets & Beds	Old Mill Lane, Mansfield Woodhouse	1,122
Storey Carpets / The Wood & Laminate & Rug Co / Bensons for Beds	Old Mill Lane, Mansfield Woodhouse	743
Former Flexy Floor (vacant)	Lime Tree Place	680
Wickes	Chesterfield Road South, Mansfield	1,672
LND Exotics	Nursery Street, Mansfield	647
Floors to Go	Ratcliffe Gate, Mansfield	1,212
Halfords	Baums Lane, Mansfield	1,254
Magnet	Sutton Road, Mansfield	465
Bedrooms and Kitchens by Henshaws	Nottingham Road, Mansfield	560
Currys / PC World	Nottingham Road, Mansfield	4,762
Topps Tiles	Baums Lane, Mansfield	556

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.

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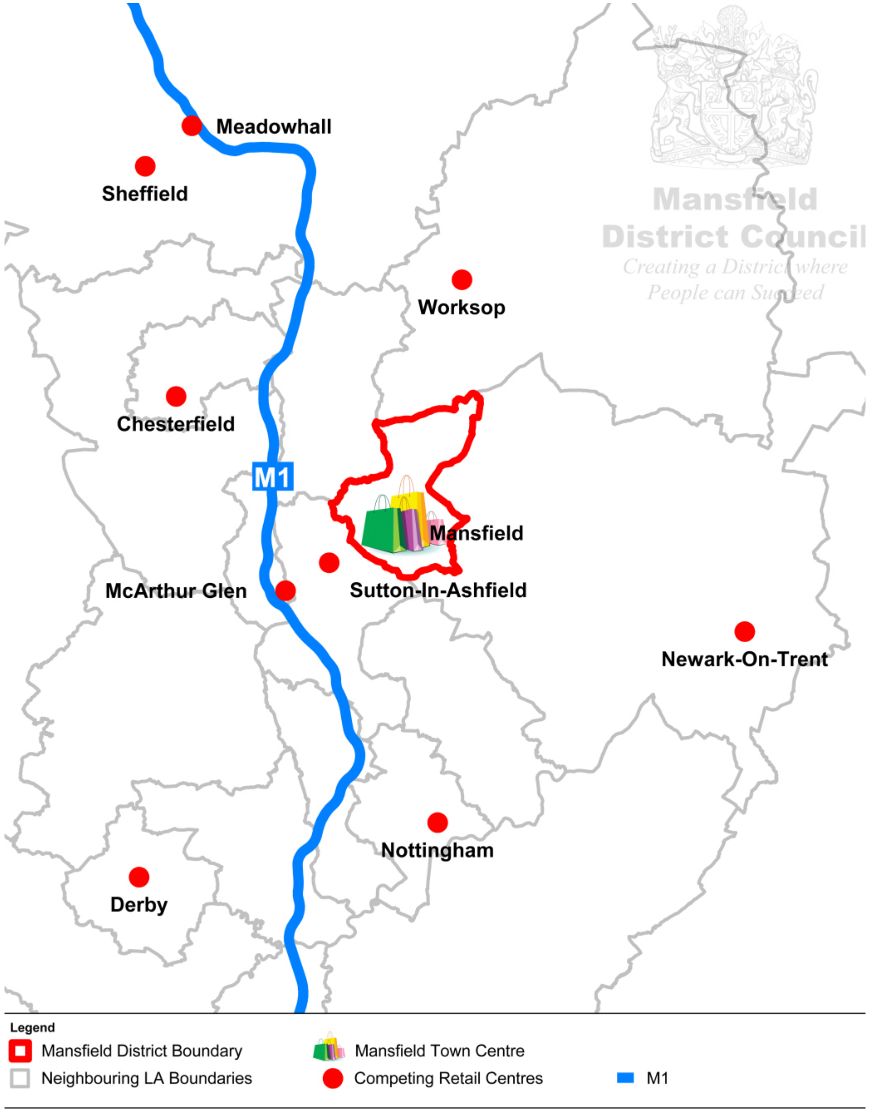
Competing Centres

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.



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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 Plans 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.

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 should the owner want to change it to a different use, such as a restaurant which is Class A3, then planning permission is required. Full 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/localplan

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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.

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.

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 Group at ldf@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/spd_whitehart

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/ipg.

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 – currently being built on land between Station Road and Quaker Way, it will see the relocation of the existing bus station.
- Stockwell Gate North – the site of the existing bus station, earmarked for a primarily retail development.
- Stockwell Gate South – the former Courtaulds factory site. A private sector development of mixed-use retail and leisure with outline planning permission already granted.
- Strategic Employment site – to be created near the junction of Belvedere Street and Victoria Street on 365 sqm site. This is at a feasibility stage.
- Old Town Hall – development of the former Indoor Market site at the rear of the site on Queen Street. A feasibility study underway.
- The Living Centre– an iconic gateway building on the site of the former Queen's Head pub.
- 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. Planning permission is in place.

- 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 Sustainable Community Strategy (SCS) emphasises that Mansfield Town Centre is the most important site in the district for retail, leisure and entertainment. It sets a number of targets for the town including:

- Improved access to jobs, homes and services through the creation of a high quality transport interchange;
- An improved business mix and variety of shopping through distinctive developments, with Interim Planning Guidance produced where necessary;
- Improved cleanliness in the town centre;

- Increased footfall, particularly amongst families, through well attended events and increased visits;
- A revitalised and multi functional market place for the 21st century with general and speciality markets;
- An improved range of leisure, culture and tourism activities based in the town centre; and
- A safer Town Centre both in the daytime and evening, via the Business Crime scheme to address shop theft, violence, and antisocial behaviour. (MASP 2010)

Furthermore, the District Council's Corporate Plan 2012/13, 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.

- Work with Mansfield Business Improvement District (BID) to support businesses in the town centre.
- Organise and run Olympic related events to increase participation in sport and culture.
- Support the delivery of the new bus station project, the Queen's Head redevelopment and the Mansfield Woodhouse Gateway project.
- Complete an options appraisal for the development of the General Hospital site.
- Develop an annual Cultural Festival, increasing the opportunities for the community to celebrate the cultural heritage of Mansfield.

An additional town centre action that would meet other a Council priority to reduce crime and disorder was to develop a plan to achieve Purple Flag accreditation in Mansfield town centre which will show that we are working towards reducing crime.

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

- Completed and opened new toilet facilities at the Four Seasons Shopping Centre;
- Secured £23,000 of funding to redevelop Mansfield Museum's arcade;
- Introduced an innovative pop up shop scheme to bring empty shop units back into use in the town centre in partnership with Mansfield BID;
- Obtained funding and appointed a developer for a £2.4m project to build a retail and office development on the former Queen's Head site;
- Supported a national campaign to find and nurture future market traders by offering five days free test trading and discounted rents in order to attract more entrepreneurs onto markets;
- Increased the visibility of our Neighbourhood and Town Centre Wardens by ensuring that they spent at least 80% of their shifts patrolling our streets and neighbourhoods; and
- Mansfield Museum won the Guardian Family Friendly Museum Award.

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).

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 previous planning guidance PPS4), therefore monitoring these can help to highlight any areas which could be improved in order to strengthen the town centre.

5.1 Retailing Trends

This section of the report sets out some of the key national trends in retailing. Information has come from Verdict Research (part of the Datamonitor Group), and from the Mansfield Retail and Leisure Study 2011. Where relevant, a short explanation of the extent to which these trends are being seen in Mansfield is given.

Comparison Retailing

Comparison goods are items which many retailers sell similar versions of (such as shoes, stereos, vacuum cleaners etc) and which customers tend to 'shop around' for and compare prior to purchasing. Comparison goods are mostly sold in town centres, which is the largest retail location in general terms, and one that is being squeezed by the transfer of spend to the supermarkets and online shopping. Verdict say that the role of the town centre is set to evolve into more of a community hub. A greater proportion of vacant units will be converted into leisure space and for community use with secondary locations being used more for residential properties. The town centre will support the e-retail channel more with click and collect points and drop boxes. Across the country coffee houses and restaurants are taking up a greater proportion of space in the town centre as they have the resources to continue growing. This has started to occur in Mansfield following the grant of planning permission for a 'Costa Coffee' and 'Time Café' within Primary Shopping Areas, which are normally protected for A1 uses only. Town centres are becoming less convenient and shrinking the fastest of any retail location. For the fifth consecutive year, town centres were the weakest performing retail channel, with sales falling by 1.4% in 2012 as the economy remains weak, and online and out-of-town continues to takes sales (Verdict 2012).

Different comparison sectors are also experiencing changes. Roger Tym and Partners (RTP) (2011) state that forecasts for the clothing and footwear sector over the next 15 years indicate that growth is likely to be directed towards 'value retailers' and 'premium players', rather than the middle market. In 2000, 28% of consumers shopped in 'value' retailers. By 2010,

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.

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this had increased to 57%. However, ‘premium players’ look set to play an increasingly important role in the sector – since the onset of the recession, the number of shoppers regularly buying at premium stores has increased by 6.2% (equivalent to an extra 3.2 million adults).

Despite the economic downturn, department stores continue to open new stores, typically in areas where there is a gap in the market. John Lewis have recently signed to open new stores in Birmingham and Leeds city centres, and Stratford (East London), whilst Debenhams have opened stores in Wakefield and Newbury. Within the District, Primark have fairly recently opened a store in the Four Seasons Shopping Centre, reflecting a nationwide continued programme of expansion for the company. In addition, major department store operators are providing smaller format stores. For example, John Lewis are trialling a number of ‘John Lewis At Home’ stores, which typically operate from retail park locations, and focus solely on the home furnishings element of a full-line John Lewis department store (RTP 2011).

Big ticket discretionary sectors, such as DIY, electricals and furniture & floorcoverings, continue to struggle on the high street as customers remain cautious and spend migrates to out-of-town and online. The larger out of town stores can offer deeper ranges while online offers greater convenience (Verdict 2012).The poor performance of the DIY sector in recent years has been well-documented and is set to continue in the short-term. New store openings by DIY store operators are relatively limited (RTP 2011).

In terms of the electrical sector, major specialists such as Curry's have been withdrawing from town centres as they concentrate on Internet operations and relocating out-of-centre, where they can be accommodated in larger-format stores. Town centre electrical stores are now smaller, and often have a greater focus on home entertainment goods, such as cameras, personal computers and audio and video equipment; and personal music players (RTP 2011).

Convenience Retailing

Convenience goods are those items which we buy every, or almost every day (such as newspapers, milk, bread etc). Convenience stores are found in many formats and locations, however most importantly within neighbourhood parades. Verdict state that the convenience sector has been impacted by the economic downturn, with consumers increasingly prepared to trade down to value ranges and reduce weekly shopping budgets. Verdict say that inflation is continuing to drive growth in the food & grocery sector, and will remain high throughout 2012 and 2013, before starting to decline. Increased global demand, and droughts during 2012 have meant that cost prices have continued to rise.

Volume growth is low, as shoppers continue along the route of waste minimisation and budgeting to counteract inflation not only in food, but in everyday living costs. While improvements in the economy will slowly begin to make things easier for shoppers, it will take a while before they revert to old habits, and we see significant volume growth (Verdict 2013).

In responding to emerging shopping habits such as online shopping, Verdict expect that smaller store formats will increasingly form the focus of the supermarkets expansion plans as they exploit growth potential in convenience store retailing, with larger stores used to enhance non-food sales.

As a result, neighbourhood retailing is becoming dominated by convenience stores and small grocers due to an increased demand for convenience, improved standards and the arrival of the smaller store formats of the supermarkets. Verdict state that this is beginning to force uncompetitive players out of the market as the comprehensive offers provided by the multiples and other convenience store operators are diminishing the need for traditional neighbourhood retailers. As the multiples all look to exploit the growth opportunities available, having a flexible format seems to be a key to success. We have seen evidence of an increased demand for development of convenience stores in Mansfield through the redevelopment of the Flamingo Inn site (now Farm Foods) and the new retail units on the former Ma Hubbard's site.

In terms of large foodstores, RTP (2011) state that the major operators are increasingly seeking to diversify into non–food markets. Out-of-centre space is cheaper than comparable space in town centres, and therefore makes it easier for out-of-centre superstores to compete on price, while adjacent parking makes them much more convenient for bulkier household goods. The expansion of foodstore operators' non-food offers via their out-of-centre superstores – thereby providing a convenient one-stop shop for most food and non-food needs - represents a significant threat to high street retailers.

Out of Centre Retailing

Verdict stated in 2010 that out-of-centre was starting to recover from the economic downturn, after growing by 1.6% that year. The locational benefits include lower rents and better synergies with online than town centres, however, Verdict state in 2012 that sales growth for food & grocery out-of-town is slowing (UK Out of Town Retailing, 2012). Increased competition and shoppers switching to top-up shopping is weakening demand out-of-town, leaving less profitable space opportunities.

In addition, older shoppers are being neglected by out-of-town retailers as rising fuel prices and decreased mobility make travelling out-of-town more difficult. These older shoppers tend to be home-owners and therefore represent an important target market for home related retailers.

The growth in online retail is less of a threat to out-of-town than town centre, due to the nature of out-of-town products, but still cannot be ignored. Convenient click & collect or click & drive facilities will help out-of-town retailers to adapt to and benefit from increasingly multichannel shopping behaviour.

Internet & Non-Store Trading

Verdict stated in 2012 that growth in online spending was slowing, however it was still set to rise by 15.0% to £31.2m throughout 2012. The greater convenience of online shopping for increasingly time-poor shoppers and the advantages that online retailers have over physical stores will continue to make using this channel more appealing to customers who are becoming more comfortable shopping online and turning to it to seek out bargains.

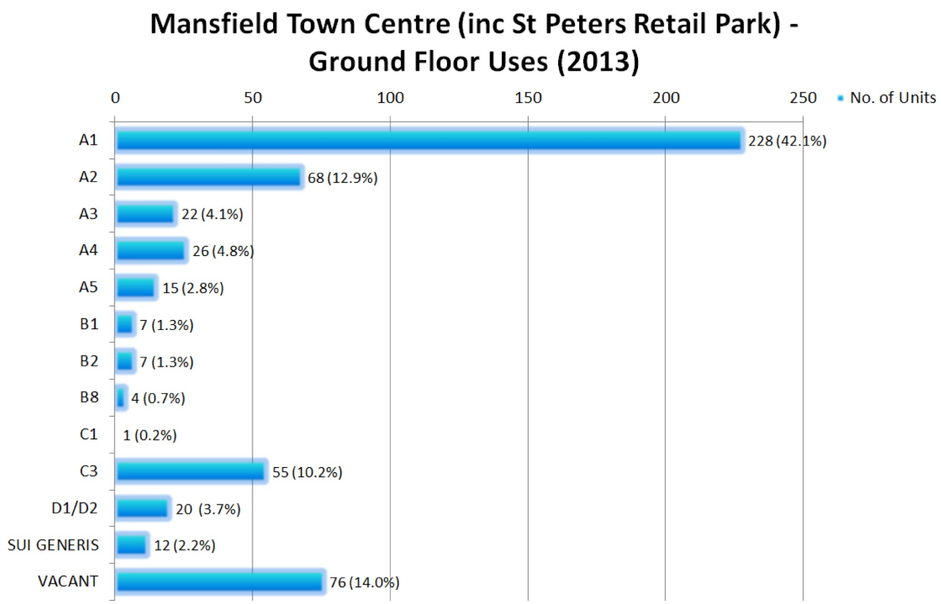
In 2010 Verdict predicted that there would be a period of subdued growth from 2014 driven by the internet user and shopper population saturating, a more considered era of consumption, fewer new entrants, and market consolidation. If growth opportunities are to be maximised, retailers need to begin selling in as many different formats as possible, targeting the right consumers and enhancing the online experience (Verdict 2010).

Forecasts from Experian (Retail Planner 9, September 2011) support this view and suggest that online shopping on convenience goods is likely to increase throughout the next 15 years, but in the case of comparison goods, peak at 17% between the years of 2016 and 2017, and then marginally decrease. In the period to 2017, Experian consider that non-store retailing will increase at a faster pace than total retail sales. Experian states that *'our assumption that after 2018 internet shopping grows in line with total retail sales reflects the maturing of the market as the number of computer-literate adults reaches saturation point'.* (RTP, 2011).

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 2013. 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) dominate the town centre with 42.1% of units (228), which has increased by 12 units since 2012 when there were 216. This is followed by professional and financial services (A2) with 12.9% of units (68), residential uses (C3) with 10.2% of units (55) and then restaurants and cafés, drinking establishments and hot food takeaways (A3, A4 and A5) with 10.0% of units (63).

The number of vacancies (discussed in detail in Section 5.3 'Vacancy Rates') is 14.0% (-1.7% on 2012) and 76 units (compared to 83 in 2012), which is extremely good news considering the ongoing economic conditions.

The diversity of uses to be found on each main street in the town centre is shown in Appendix B 'Mansfield Town Centre Uses (number and % per street)'. The Four Seasons Centre is dominated by retail premises as the permitted use of all the units is A1 (although permission was granted for a café (A3) which has now opened. At the time of the survey 2 units were vacant. Other streets with high retail representation include Walkden Street with 71%, Toothill Lane with 70%, and Handley Arcade with 67%.

There are other streets within the town centre, especially those on the fringes, which are less reliant on retailing and, due to less restrictive local plan policies, contain a wider mix of uses. Examples of this include Albert Street which is dominated by A2 uses (financial and professional services) (41%). Another example is St Johns Street where A2 uses have a 37% share, D1 uses (non residential institutions) take up 32%, whilst the retail share is only 5% and the remaining units are vacant.

Care should be taken when looking at percentages as they can give a false impression especially when there are only a small number of properties on a street. As stated above, retailing on Toothill Lane has a 70% share of ground floor units. This masks the fact that there are only 10 properties on the street of which 7 are within A1 use.

Occupied Retail Floorspace by Trade Group

Information from Experian (2012) shows the amount of occupied floorspace by trade group. The table below shows this information plus data from some previous years in order to show the direction of travel. Please note that the 2012 data was the most up-to-date information available at the time of print.

Occupied Retail Floorspace (sqm) by Trade Group

Retail Trade Group	2000	2005	2009	2011	2012
Convenience	7,810	9,200	4,106	3,837	4,051
Comparison	47,510	46,540	38,165	39,512	44,231
Service	14,210	14,860	15,580	15,292	15,320
Total	**69,530**	**70,600**	**57,851**	**58,641**	**63,602**

(Experian 2012)

The table illustrates that the town continues to be dominated by comparison goods. It is extremely positive that the amount of floorspace in this trade group appears to be slowly recovering from its decline over the last few years. The table shows that the total occupied floorspace (according to Experian) has increased by 4,961 square metres between 2011 and 2012, which is also good news for Mansfield Town Centre.

Compared to the national average Mansfield's fortunes are mixed; convenience goods are under represented with 5.35% of floorspace compared to 17.10% nationally, and comparison goods are over represented, accounting for 58.40% of floorspace compared to 46.28% nationally. However the service sector groups are more closely comparable to the national average, with 20.23%, compared to 23.45% nationally (Experian 2012).

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 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

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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 within the town centre (percentages have been rounded). In order to show the direction of travel, this year's figures (TY) and last year's figures (LY) are both given. Please note that the total number of units has changed slightly; this is as a result of improvements to our database / mapping which now correlates more accurately with records held for Business Rates purposes.

Diversity of Uses within the Primary, Secondary and Non-Defined Shopping Areas

Use Class	Primary Shopping Area		Secondary Shopping Area		Non-Defined Shopping Area	
	TY	*LY*	**TY**	*LY*	**TY**	*LY*
A1	**66 / 86%**	66 / 86%	**93 / 49%**	85 / 45%	**59 / 22%**	65 / 25%
A2	**1 / 1%**	1 / 1%	**35 / 18%**	36 / 19%	**32 / 12%**	31 / 12%
A3	**3 / 4%**	2 / 3%	**11 / 6%**	11 / 6%	**8 / 3%**	7 / 3%
A4	**-**	-	**11 / 6%**	10 / 5%	**15 / 6%**	16 / 6%
A5	**-**	-	**6 / 3%**	7 / 4%	**9 / 3%**	9 / 3%
B1	**-**	-	**-**	-	**7 / 3%**	8 / 3%
B2	**-**	-	**-**	-	**7 / 3%**	4 / 2%
B8	**-**	-	**-**	-	**4 / 2%**	4 / 2%
C1	**-**	-	**-**	-	**1 / <1%**	1 / <1%
C3	**-**	-	**-**	-	**55 / 21%**	54 / 21%
D1	**1 / 1%**	1 / 1%	**-**	-	**18 / 7%**	14 / 5%
D2	**-**	-	**-**	-	**1 / <1%**	3 / 1%
Sui Generis	**-**	-	**3 / 2%**	3 / 2%	**9 / 3%**	8 / 3%
Vacant	**6 / 8%**	7 / 9%	**32 / 17%**	38 / 20%	**38 / 14%**	38 / 15%
Total	**77**	77	**191**	190	**263**	262

(Mansfield District Council 2012)

As can be seen the primary area continues to be dominated by A1 uses, and the vacancy remains low, and has decreased by 1%.

The secondary shopping area has also seen the number of vacancies decrease (by 3%) as a result of 8 no. A1, and 1 no. A4 units opening, despite the loss of 1 no. A2 and 1 no. A5 units.

The amount of vacant units within the parts of the town which are not defined as either primary or secondary areas has remained at 38. The percentage of A1 uses has fallen, however there have been improvements within the A2, A3, C3, D1 and Sui Generis use classes.

The table overleaf illustrates the diversity of uses (ground floor) within each of the primary (grey) and secondary (pink) 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. 82.6% of units on the MTC5 (i) area of West Gate are in A1 use however 21.1% 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 and Market Street are also particularly vulnerable.

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)	**82.6%** (21.1%)	**4.3%** (0.0%)	**8.7%** (0.0%)	-	**4.3%** (100.0%)	-	-
MTC5 (ii) Four Seasons	**96.4%** (3.8%)	-	**1.8%** (0.0%)	-	-	**1.8%** (0.0%)	-
MTC6 (i) Upper West Gate (odds 37-71, evens 48-66)	**58.6%** (11.8%)	**24.1%** (14.3%)	**13.8%** (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%** (14.3%)	**25.9%** (28.6%)	**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%** (14.3%)	**25.0%** (40.0%)	**5.0%** (100.0%)	-	-	-	-
MTC6 (iv) Lower Leeming Street (odds 1-29, evens 2-42 and Clumber House)	**66.7%** (20.0%)	**16.7%** (40.0%)	**10%** (0.0%)	**6.7%** (0.0%)	-	-	-
MTC6 (v) Church Street (odds 1-39, evens 8-36 and Swan Hotel)	**56.7%** (11.8%)	**13.3%** (0.0%)	**6.7%** (50.0%)	**13.3%** (0.0%)	**6.7%** (0.0%)	-	**3.3%** (0.0%)
MTC6 (vi) Rosemary Centre	**83.3%** (0.0%)	-	-	-	**16.7%** (0.0%)	-	-
MTC6 (vii) Queen Street	**61.5%** (25.0%)	**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%)	-	-	-	-
MTC6 (ix) Market Street (1-4, 10-19)	**54.5%** (0.0%)	**27.3** (0.0%)	**9.1%** (0.0%)	**9.1%** (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			
	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 2011/12 being positive year, occupancy continued to decline in 2012/13.

Average Weekly Occupancy, Mansfield Market

	2003 /04	2004 /05	2005 /06	2006 /07	2007 /08	2008 /09	2009 /10	2010 /11	2011 /12	2012 /13
Average occupied each week	569	510	369	332	314	312	326	294	309	283

Farmers 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.

Further information about all the various markets can be obtained from the District Council’s Markets Office on 01623 463733.

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 ‘Summer in the Streets’ and the ‘Christmas Lights Switch On’ events each year.

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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 2013 to inform this report highlighted a vacancy rate of 14% (76 properties), an decrease of 1.7% compared to 2012 when the rate was 15.7%.

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. 48.6% of all units within the town centre are in A1 use however 13.3% 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 (within Town Centre)
A1	228	35	263	13.3%	48.6%
A2	68	15	83	18.1%	15.3%
A3	22	7	29	24.1%	5.4%
A4	26	3	29	10.3%	5.4%
A5	15	2	17	11.8%	3.1%
B1	7	2	9	22.2%	1.7%
B2	7	2	9	22.2%	1.7%
B8	4	1	5	20%	0.9%
C1	1	0	1	0%	0.2%
C3	55	2	57	3.5%	10.5%
D1	19	2	21	9.5%	3.9%
D2	1	2	3	66.7%	0.6%
SUI GENERIS	12	3	15	20%	2.8%
Total	**465**	**76**	**541**	**Total Vacancy Rate = 14%**	**100.%**

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	6	7.8%
Secondary (MTC6)	191	32	16.7%
Non-Defined	263	38	14.4%
WholeTown Centre (inc St Peter's Retail Park)	541	76	14.0%

(Mansfield District Council 2013)

Compared to 2012 the primary shopping area has seen a decrease in vacancies of 1.3%, and secondary areas have seen an even greater increase of 3.3%. As discussed above, the Town Centre and St Peters Retail Park as a whole have seen a decrease in vacancies of 1.7% since 2012.

Rates for individual streets (shown in Appendix B 'Mansfield Town Centre Uses (number and % per street)') continue to vary; those with the highest being West Gate (11) and Leeming Street (7) which made up 24% of all vacancies.

The table below gives details of the properties which were found vacant during the audit carried out in March 2013. The table shows that there was approximately 13,176 sqm of vacant floorspace within the town centre (3,430 sqm is vacant A1 floorspace). This total has reduced by 1,923 sqm since 2012 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-09	16 Albert Street	A2	44.88
AS-11	19 Albert Street	A1	46.79
AS-27	7a Albert Street	A2	89.68
BS-11	11 Bridge Street	A1	26.9
BS-16	Town Mill Bridge Street	A4	300.34
CHL-02	01 Church Lane	B2	48.3
CHS-02	04 Church Side	A1	82.13
CS-33	15a Church Street	A1	78.58
CS-32	22 Church Street	B1	228.01
CS-29	36 Church Street	A1	34.97
CS-30	37-39 Church Street	A3	232.53
CKS-03	Clerkson House	B1	412.1
CLS-01	01 Clumber Street	A2	54.06
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
DFS-03	Opposite 02 Dame Flogan Street	A3	307.83
EXR-01	01 Exchange Row	A4	98.81
FS-11	11 Four Seasons Shopping Centre	A1	126.31
FS-15	15 Four Seasons Shopping Centre	A1	122.9

Ref	Property Address	Former Use Class	Area (sqm)
HA-05	07-08 Handley Arcade	A3	79.49
HA-10	13 Handley Arcade	A1	105.17
LS-04	07-09 Leeming Street	A2	104.19
LS-05	08 Leeming Street	A1	60.21
LS-07	11 Leeming Street	A1	270.81
LS-17	23-27 Leeming Street	A1	297.1
LS-26	36 Leeming Street	A1	69.26
LS-31	43 Leeming Street	SUI GENERIS	453.59
LS-52	66 Leeming Street	D2	1121.92
MHP-01	Market House	A3	70.79
MP-03	02 Market Place	A1	31.73
MP-07	08 Market Place	A1	57.98
MP-16	23 Market Place	A2	171.06
MP-20	25 Market Place	A1	114.39
MP-08	9-11 Market Place	A1	112.36
MWS-07	Club Midworth	D2	1077.48
QS-10	14 Queen Street	A1	89.62
QS-11	15 Queen Street	A1	37.31
QW-01	01 Queens Walk	A3	61.74
QW-02	02 Queen Walk	A2	90.23
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

Ref	Property Address	Former Use Class	Area (sqm)
RS-20	30-32 Regent Street	A2	142.66
SS-08	20 St John Street	A2	67.09
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
SN-01	03 Station Street	A1	17.16
CKS-07	New Meeting House	A2	99.13
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-18	41-43 Stockwell Gate	A1	176.3
SG-28	57 Stockwell Gate	A5	53.15
SG27	59b Stockwell Gate	A1	24.91
TR-01	03 Toothill Road	B8	108.51
RMS-10	04 Walkden Street	A3	378.06
WG-05	06 West Gate	A5	62.98
WG-07	07 West Gate	A1	72.26
WG-18	36-38 West Gate	A1	411.33
WG-21	38a West Gate	A1	85.24
WG-28	44-46 West Gate	A1	208.99
WG-32	49 West Gate	A1	71.50
WG-33	50 West Gate	A1	83.92
WG-42	61 West Gate	SUI GENERIS	501.24

Ref	Property Address	Former Use Class	Area (sqm)
WG-46	65 West Gate	A2	94.93
WG-53	72-74 West Gate	A1	47.77
WG-68	76a West Gate	A1	43.01
WHS-05	14 White Hart Street	A1	86.36
WHS-06	18 White Hart Street	A1	56.33
WHS-08	34 White Hart Street	SUI GENERIS	39.79
WHS-09	36 White Hart Street	A1	51.62
WHS-12	42-44 White Hart Street	A1	114.15
Total Vacant Floorspace - Mansfield Town Centre (sqm)			**13177.55**

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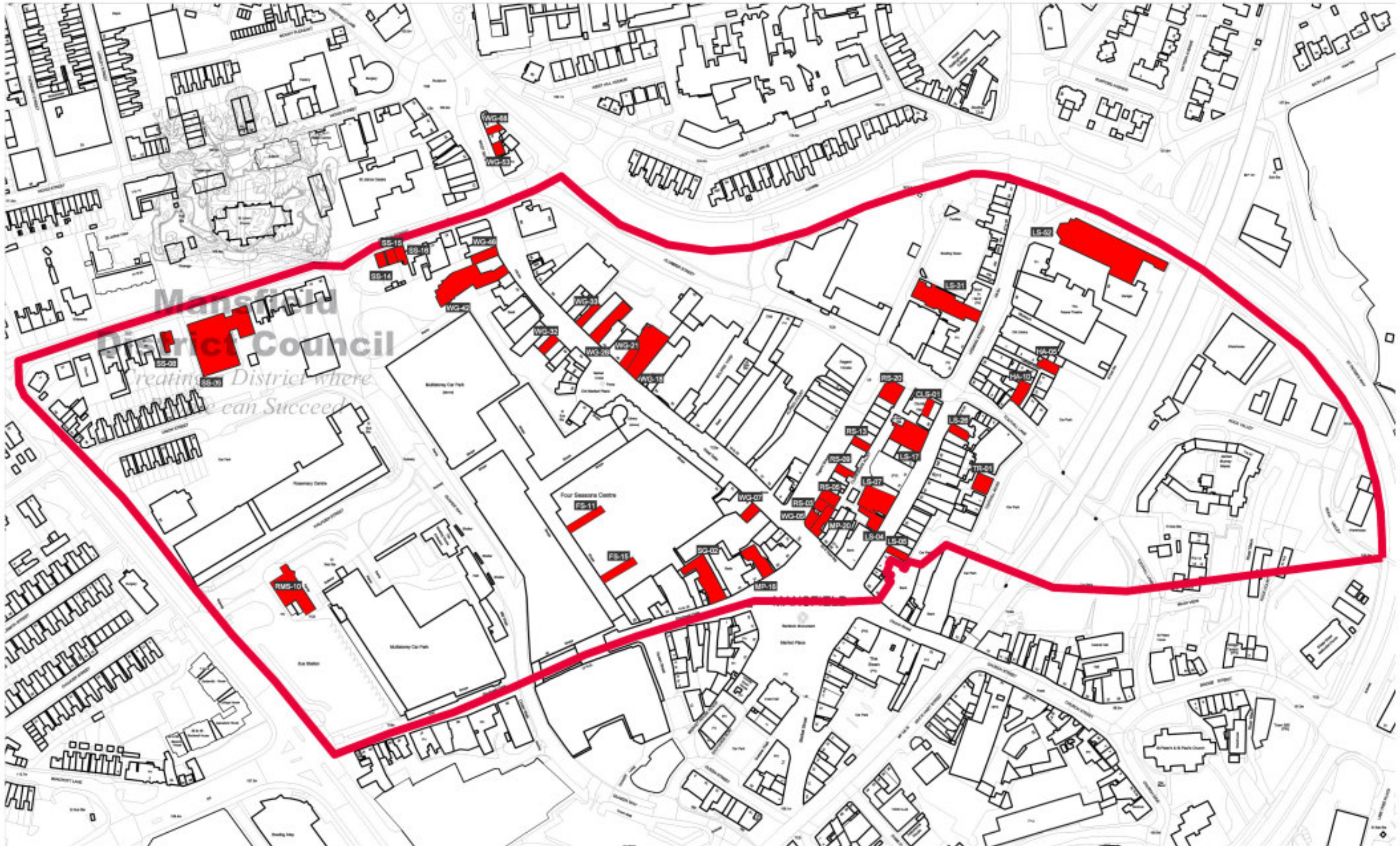
Mansfield Town Centre (North)



Legend — Allocated Retail Centre Boundary — Vacant Retail Unit

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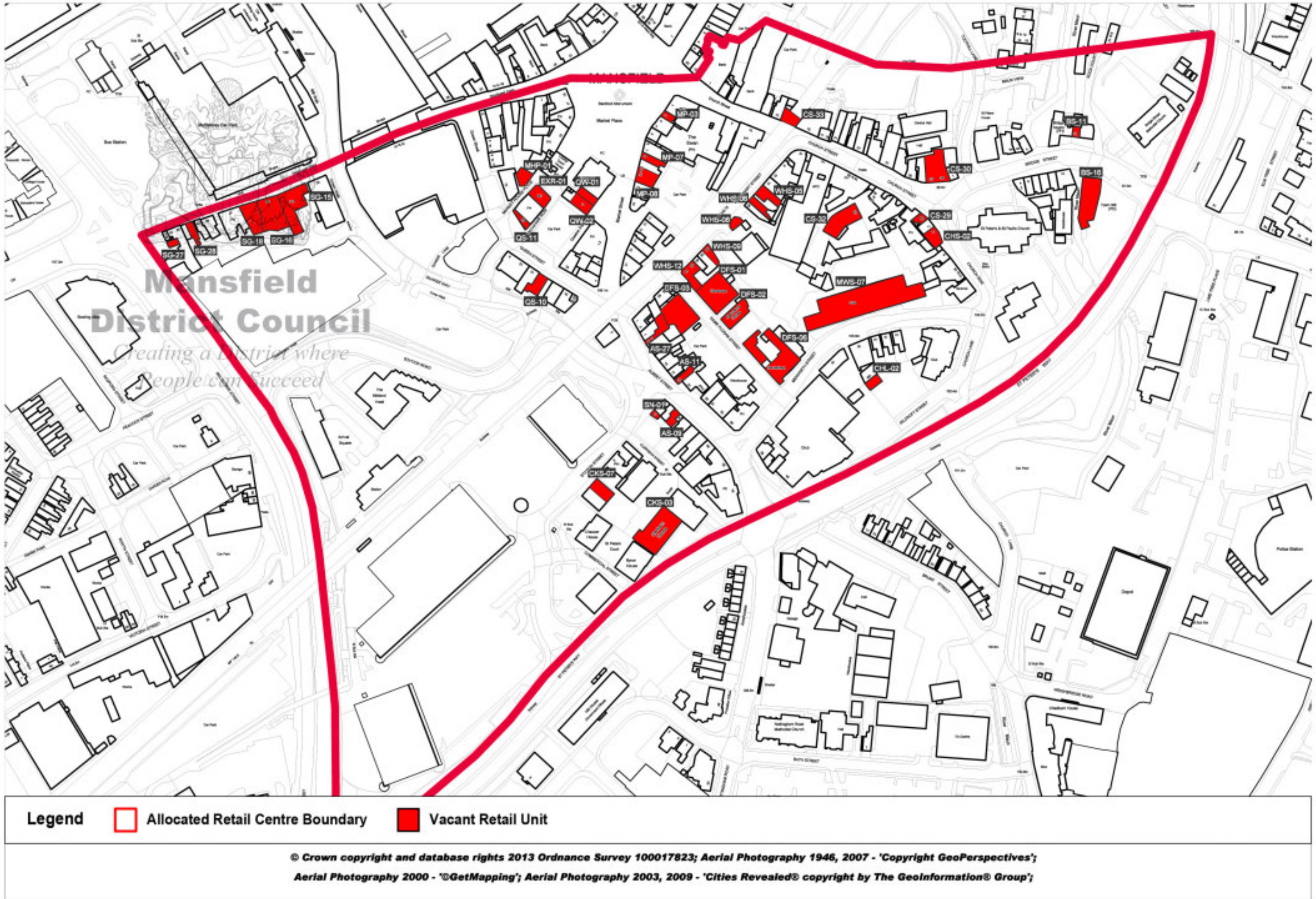
Mansfield Town Centre (South)



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 D '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. Different but 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. The table overleaf illustrates the companies and their new location.

New Occupiers in Mansfield Town Centre

Property Address	Occupier	Use Class
20 Albert Street	It's My Party	A1
24 Albert Street	Pinewood Property Lettings	A2
15 Church Street	X Direct Furniture	A1
23 Church Street	Sunrise Takeaway	A5
35a Church Street	SunStar Mini Market	A1
25 Four Seasons Shopping Centre	Game	A1
38 Four Seasons Shopping Centre	Time Cafe Bar	A3
45 Four Seasons Shopping Centre	Bags 4 U	A1
10 Handley Arcade	Charmingly Yours	A1
11 Handley Arcade	Fancy Gifts & Treats	A1
17 Leeming Street	Harmony	A1
20 Leeming Street	Migotka	A1
24-26 Leeming Street	Cash Converters	A1
29 Leeming Street	Just 4 Mortgages	A2
39 Leeming Street	After Dark	A4
45b-45c Leeming Street	Music & Art Cafe	A3/A4
53 Leeming Street	Complete Curtains	A1
3-4 Market Place	Hair & Body	A1
31 Market Place	Albemarle Bond	A2
14 Market Street	Amadore	A1
Midworth Street	Ghost Academy of Performing Arts	SUI GENERIS
19 Queen Street	Majestic Hair & Beauty	A1
16 Regent Street	Advice Hub	A2
21 Regent Street	Vintage Chic	A1
22 Regent Street	American Nails	A1
Rock Valley	R.J. Cars	B2
Rock Valley	Rock Valley Tyres	B2
11 St John Street	Lister Group	A2
42 St John Street	TLZ (The Learning Zone)	D1
3 St Peter's Way	Chow Oriental	A3
27a Stockwell Gate	Pound Stretcher	A1
27b Stockwell Gate	British Heart Foundation - Furniture & Electrical	A1
55 Stockwell Gate	Mansfield Fish & Chip Shop	A5
07 Toothill Lane	Barlow Barbers	A1
43-43a West Gate	Yeomans	A1
47 West Gate	National Hereditory Breast Cancer Helpline	A1
63 West Gate	European Foodstore	A1
64 West Gate	beau-ti-ful gifts	A1
66 West Gate	Joanna Foods	A3
69 West Gate	Mansfield Vapours Lounge	A1
76 West Gate	Vamp'd Hair & Beauty	A1
78 West Gate	Funky Chicken Groovey Gifts with a Retro Twist	A1
83 West Gate	TAM Signs	A2
20 White Hart Street	TIS Local Electronics	A1
38 White Hart Street	Zabka Delikatesy	A1
46 White Hart Street	Wardrobe 10	A1

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Floorspace Requirements

Retailers can use measures such as the CoStar Retail Focus website to register their interest in moving to a certain town or city. 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. The search carried out in 2012 showed that the town had 9 specific retailer requirements, and that there were 21 further requirements which related to Nottinghamshire or the East Midlands of which Mansfield could be suitable.

Of these requirements, 17 fell within the A1 use class and include clothes / shoes retailing, sandwich shops, and jewellery retailers . There were 7 A3 uses (restaurants and cafés) and the remaining 6 requirements fell within the A2 (financial services), A4 (drinking establishments) and A5 (hot food takeaways) use classes (CoStar Retail Focus 2012). The table below illustrates the number of requirements in Mansfield over the last 10 years. As can be seen the number of requirements has dropped after remaining fairly static for a number of years. No data has been obtained for 2013.

Number of Requirements in Mansfield Town Centre 2002 - 2012

Date	Number of Requirements
April 2003	40
April 2004	40
April 2005	40
April 2006	41
April 2007	34
April 2008	?
April 2009	26
January 2010	17
March 2011	13
2012	9 (+21)

In terms of the minimum unit size required in 2012, this varied between 9 sqm and 465 sqm. The table below shows the breakdown by minimum floorspace requirement.

Minimum Floorspace Requirements, Mansfield Town Centre

Minimum Floor Space (sqm)	Number of Requirements
Unknown	-
0 – 99	18
100 – 199	3
200 – 299	3
300 – 399	4
400 – 499	2
500+	-

(CoStar Retail Focus 2012)

Data on the vacant units, as of March 2013, shows that it would have been possible to accommodate the following minimum requirements. This looks at the size of the requirement only and does not take into account other considerations such as location and access.

- 0 – 99 sqm – All 18 requirements;
- 100 – 199 sqm – All 3 requirements;

- 200 - 299 sqm - All 3 requirements;
- 300 – 399 sqm – All 4 requirements;
- 400 - 499 sqm - All 2 requirements.

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	275
100 – 249 sqm	155
250 – 499 sqm	64
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 re-development at Stockwell Gate North and 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 Roger Tym and Partners completed a district wide Retail and Leisure Study in 2011. 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 Appendix E 'Remaining Floorspace Capacity'.

- Mansfield town centre should seek to accommodate between 15,900 and 20,300 sq.m net by 2026. 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).
- Under the scenario where the town centre's market share is increased, there would be a requirement for a small foodstore (up to approximately 1,000 sq.m net convenience floorspace) between 2021 and 2026, based on the assumption that a small foodstore will also come forward as part of the Stockwell Gate South development.
- There is a total requirement of approximately 3,500 sq.m (gross) A3, A4 and A5 leisure floorspace in the District to 2026. It is expected that this requirement would be satisfied through the development of a mixed-use, retail-led scheme which incorporates an element of leisure floorspace provision.

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Committed Town Centre Development

The table below shows all current (unimplemented) planning permissions for development within the Town Centre, as of 31st March 2013.

Current Planning Permissions - Mansfield Town Centre

Property Address	Application No	Proposal	Decision Date
Granted 2012/13:			
Land off White Hart Street	2012/0057/NT	Temporary Car Park	Granted 05/12/12
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
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
5 West Gate	2012/0142/ST	Installation of new shop front	22/05/12
The Charter Arms, Exchange Row	2012/0178/ST	Change of use from a public house to a dental centre incorporating 5 dental surgeries	Granted 01/06/12
19 Albert Street	2012/0195/ST	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
Town Mill, Bridge Street	2012/0242/ST	Change of use from public house (A4) to offices, refurbishment and single storey extension to the rear of the building	Granted 02/07/12
11 St Johns Street	2012/0435/ST	Change of use from contact and family assessment centre / office to residential (C3)	Granted 30/10/12
Former Bus Station, Rosemary Street	2013/0037/ST	Regulation 3 application for change of use from bus station to public car park - resubmission	Granted 19/03/13
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
61 West Gate	2013/0074ST	Change of use from a nightclub (Sui Generis) to a church hall (D1)	Granted 27/03/13
Granted 2011/12:			
61 West Gate	2011/0166/ST	Demolition of rear extension and use rear of site as surface car park. Internal alterations and new shopfront to form commercial unit (class A1 retail/A2 financial and professional services) with 2 no. 1 bed apartments formed at upper floors (class A3 dwelling houses)	Granted 09/05/11
45B-45C Leeming Street	2011/0678/NT	Change of use from restaurant and café with ancillary takeaway (use class A3) to hot food takeaway (use class A5)	Granted 10/01/12

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Property Address	Application No	Proposal	Decision Date
Town Mill, Bridge Street	2011/0736/NT	Change of use from public house(A4) to a catering training facility with public café and restaurant at ground floor. Refurbishment of existing building, external alterations including photovoltaic panels and single storey extension to the rear	Granted 21/02/12
Granted 2010/11:			
Land at Belvedere Street / Stockwell Gate / Quaker Way	2010/0132/ST	Application to extend the time limit for implementing outline planning permission 2007/0630/ST for development for use classes A1, A2, A3, A4, A5, B1a, D1, D2, C1 including reserved matter application 2008/0714/ST for access/egress. (Now superseded by 2012/0462/ST).	Granted 10/05/10
24-26 Leeming Street	2009/0547/NT	Conversion of retail premises to restaurant, four residential units and erection of fire escape to rear	Granted 19/04/10
Handley Arcade car park Toothill Lane	2010/0192/NT	71 new apartments, 3-4 retail units and car parking - application to replace an extant planning permission (2007/0126/NT) in order to extend the time limit for implementation.	Granted 28/04/11
Railway Arch 11 White Hart Street	2010/0249/NT	Change of use from A1 retail to A3/A5 restaurant and takeaway	Granted 14/06/10

Recent Town Centre Development

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

Implemented Planning Permissions - Mansfield Town Centre (2012/13)

Property Address	Application No	Proposal	Decision Date
Post Office, 14 Church Street	2012/0546/ST	Installation of a new cash machine (ATM) on the right hand side of the shop front	Granted 16/01/13
12 Leeming Street	2012/0349/NT	Change of use from class A3 restaurant to class A3 with A5 takeaway	Granted 03/09/12
29 Leeming Street	2012/0335/NT	Change of use of sun tan centre to A2 (professional and financial services, A3 (restaurant / cafe), A5 (hot food takeaway)	Granted 04/09/12
3 West Gate	2012/0151/ST	Installation of a new shop front with awning. Change of use of highway land in front of the shop to a seating area with movable tables, chairs, low level screens and a refrigerated display unit (resubmission 2010/0355/ST)	Granted 15/05/12
38 Four Seasons Centre	2012/0065/ST	Change of use from A1 (retail) to A3 (restaurants and cafés)	Granted 20/03/12
Site Of The Former Queens Head Public House Queen Street	2010/0280/ST	Erection of a mixed use retail and office building including shops (A1), professional/financial services (A2), restaurant/cafés (A3) and business (B1)	Granted 14/07/10

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).

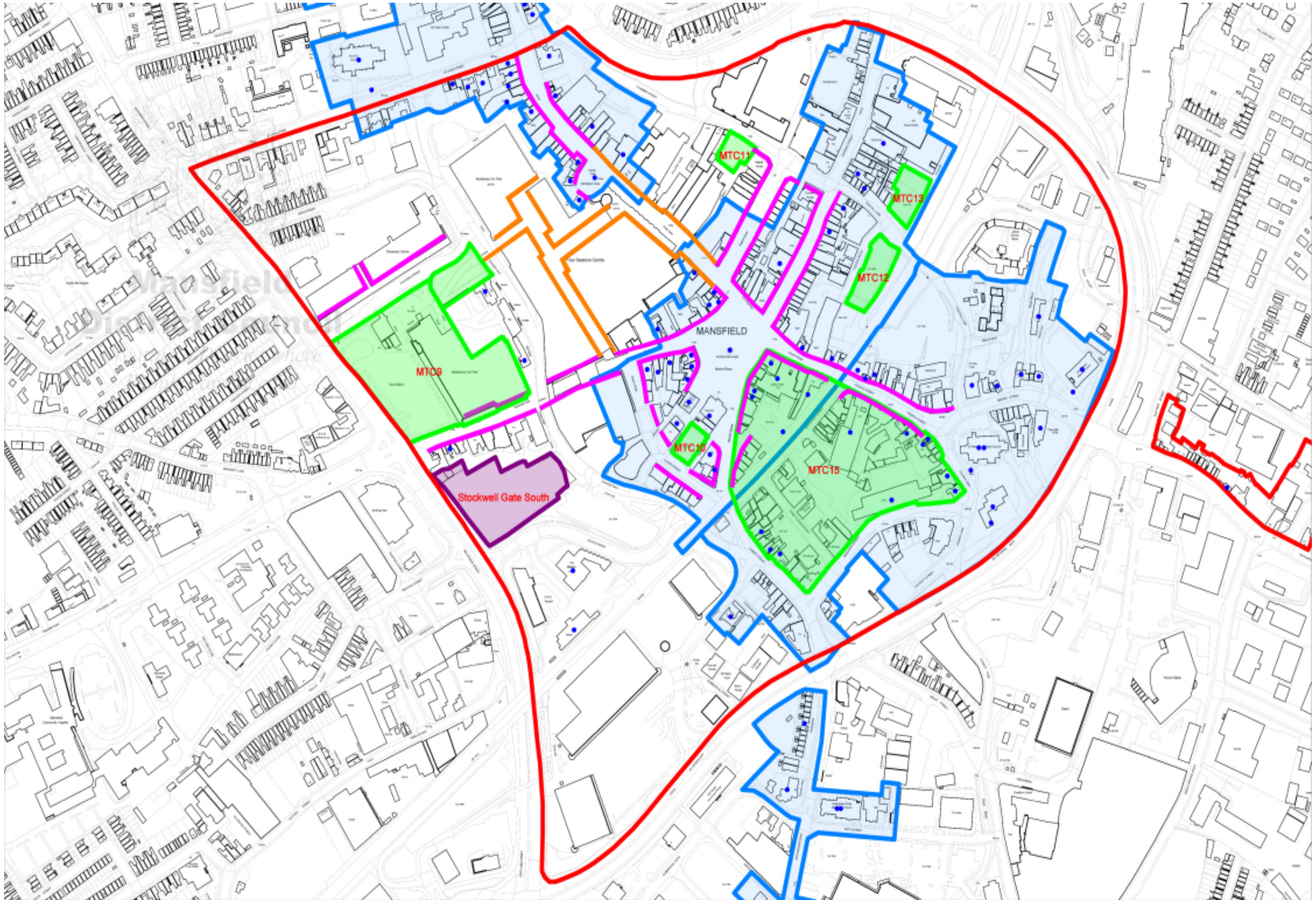
Sites with Mansfield Town Centre with Potential For Retail Development

Location	Land Value	Vacant Since	Site Information	
Clumber Street	Not known	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.	Not known	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	Not known	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	Land Value	Vacant Since	Site Information	
			Other Information	Located within a conservation area and Grade II* Listed
Stockwell Gate / Walkden Street	Not known	Still in operation as the bus station	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.	Not known	Used as a car park	Local Plan Status	Optional land use area (MTC13)
			Sequential Test Status	In centre
			Application Information	Application for 3-4 retail units and 71 apartments (2010/0192/NT) granted
			Area of Site	0.1ha
			Area dev'd at 31/03	N/A
			Other Information	N/A
Toothill Road	Not known	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	Not known	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	Land Value	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



Legend: Allocated Retail Centre Boundary; Stockwell Gate South; Land Allocated for Retail Development; Conservation Area Boundary; Listed Building; Primary Shopping Area; Secondary Frontages

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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.

Colliers CRE state (within their Autumn 2012 Great Britain Retail report) that prime retail rents have continued to fall in 2012 (by an average of -1.2% year on year across Great Britain). This follows the -0.9% fall experienced in 2011. However, whilst this is evidence of a double dip recession hampering growth, it is not the drastic contraction seen during the financial crisis in 2009. Colliers CRE go on to state that the average prime retail rent in Great Britain now stands at £110 per square foot (psf) Zone A, down 14.5% from the peak of £128 psf recorded in 2008.

London was the only region to achieve rental growth over the 12 months to June 2012, with Central London rents increasing by 9.4%. Central London has widened its lead in terms of average prime rent of all Great Britain regions, now at £341 psf, with London the only retail market that is providing rental growth in excess of inflation. Between the two Midlands regions, only one location in the West Midlands saw rental growth while nearly 50% of the Midlands locations saw rents decline over the 12 months to June 2012, with Spalding falling the most (20%). Overall, West Midlands region rents contracted 3.7%, while the East Midlands was worse, with rents 5.7% lower than in summer 2011.

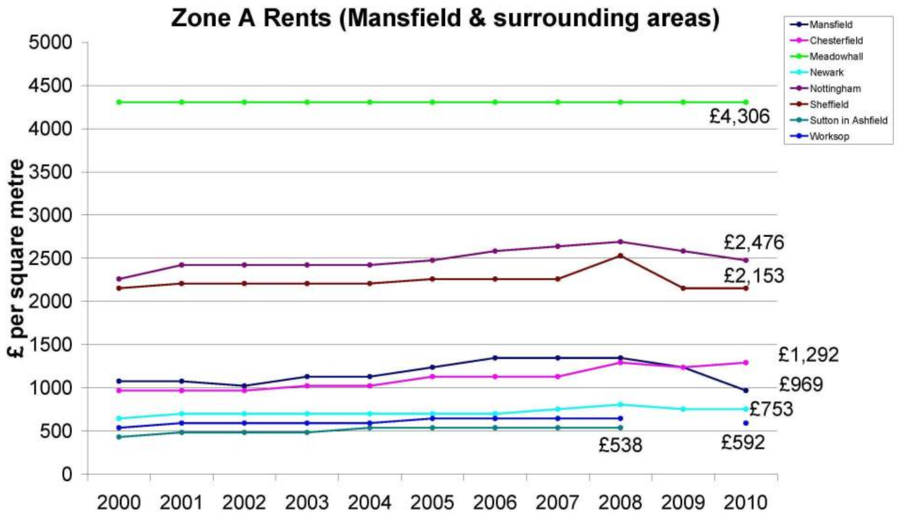
Retail rents will vary within a centre, however by using Zone A values it is possible to compare Mansfield town centre with other centres in the area. Widely used in the property sector, Zone A rents are worked out using the first 6 metres of a shops depth. The table below illustrates Zone A rental values (£ 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
Mansfield	*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

Town	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Sheffield	2153	2207	2207	2207	2207	2260	2260	2260	2530	2153	2153
Sutton in Ashfield	431	484	484	484	538	538	538	538	538	-	-
Worksop	538	592	592	592	592	646	646	646	646	-	592

(Colliers CRE)

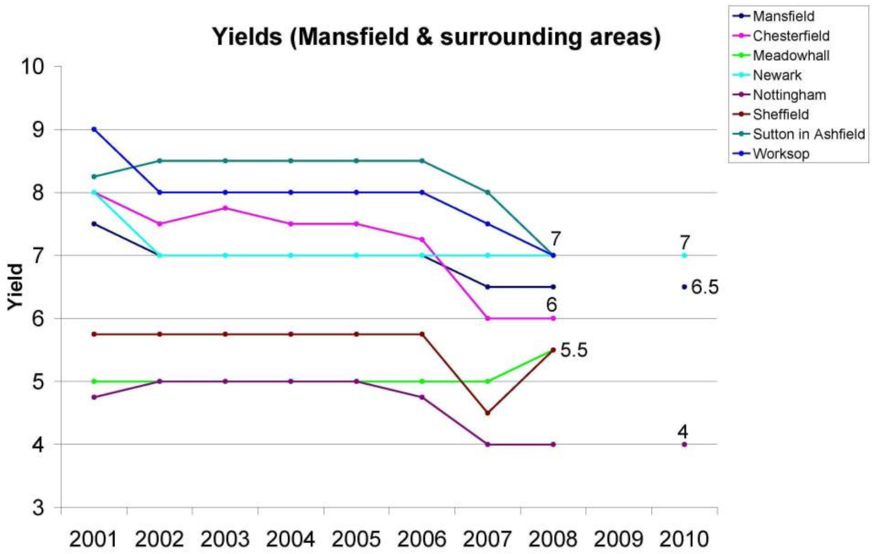


As can be seen, in 2010 Nottingham, Sheffield and Meadowhall continued to have the highest rental values which reflects their position as Regional Centres. Of the centres lower down the hierarchy, Mansfield had the second highest value; however this had fallen by £269 in the last year and meant that 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.

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.



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.

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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)

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 March 2013 the average footfall in Mansfield (year to date) was down 2.7% from March 2012; which, although footfall has dropped, is much less of a drop than the average for all towns and cities over the same time period, which fell by 7.0% (ATCM - Springboard High Street Index, 2013). July 2012 was a particularly strong month for Mansfield (up 9.8% on 2011, compared to a -7.3% fall nationally).

Secondly, flows within the Four Seasons Centre are monitored on a daily, weekly and quarterly basis. Figures for 2012/13 show that each quarter saw a fall in footfall compared to the previous year, and the year before that (Four Seasons Centre 2011). This is not unexpected in the current economic climate. More details are shown in the table below.

Four Season Centre – Footfall 2008/09 - 2012/13

Quarter	2008/09	2009/10	2010/11	2011/12 (LY)	2012/13 (TY)	% Change (TY & LY)
Q1 – April – June	2,011,074	1,996,296	1,885,671	1,746,618	1,995,637	+14.3%
Q2 – July – Sept	2,030,851	1,945,772	1,907,702	1,757,771	1,993,917	+13.4%
Q3 – Oct – Dec	2,847,288	2,728,826	2,691,875	2,779,740	2,742,890	-1.3%
Q4 – Jan – Mar	2,298,563	2,284,230	2,101,185	1,844,421	1,844,926	+0.03%
Financial Year Total	9,187,776	8,955,139	8,586,433	8,128,550	8,577,370	+5.5%

(Four Seasons Centre 2013)

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 the 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 Fitness First 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.

Town Centre Events

Queen's Diamond Jubilee and Birthday Celebrations:

Mansfield celebrated the Queen's Diamond Jubilee and her Majesty's official birthday at Mansfield Market Place on Saturday 21 April 2012, with music, dancing and children's entertainment.

The free event took place between 10am and 4pm and was organised by MDC Tenant's Forum with support from Mansfield District Council.

Entertainment on the day included:

- Mansfield Male Voice Choir
- Pleasley Brass Band
- Irish dancers
- Balloon Modellers
- Stalls and kids entertainment throughout the day

Olympic Torch Relay:

Thousands of people lined the route of the Olympic Torch relay in Mansfield on 28 June despite heavy rain and thunder storms.

The Torch began its journey through the Mansfield District on Peafield Lane, Mansfield Woodhouse, where large crowds stood to welcome the flame to Mansfield. The flame then visited the Rebecca Adlington Swimming Centre, where it was welcomed by the Executive Mayor, local dignitaries and school children from Forest Town Primary and Samuel Barlow Primary, before heading towards the town centre. The Market Place was packed by thousands of people eagerly waiting for their opportunity to see the Torch. Street performers kept the crowds entertained in the run up to its arrival.

After travelling along Ratcliffe Gate, the Torch completed its journey through the Mansfield District shortly after 1.30pm.

Olympic and Paralympic Homecoming Celebrations:

A homecoming event was held in the Market Place for local Olympic and Paralympic stars Rebecca Adlington, Chris Adcock, Charlotte Henshaw and Ollie Hynd to celebrate their successes at the London 2012 games and their combined total of six medals. Paralympic bronze medallist Sam Hynd was unable to attend the event but was represented by proud mum Helen, who was also a torchbearer for the Paralympics.

There was a carnival atmosphere throughout the evening, as people enjoyed a range of events including a performance by streetdance duo Twist and Pulse, who were runners-up in 2010 Britain's Got Talent. There were also interviews with Olympic torchbearers and winners of the Inspiring Mansfield school sports event.

Giant screens showed highlights of the athletes' medal winning performances at the London games and there was a guest appearance by Glenn Smith, Team GB Paralympic coach and Swimming Development Officer for Mansfield District Council.

The event, which was organised by Mansfield District Council and hosted by Stuart Nicholson from Mansfield 103.2, closed with a spectacular explosion of confetti amidst the cheering crowds.

Mansfield Arts Festival:

A nine day festival celebrating the best of Mansfield through a range of performances, music and art was held between 7 and 15 July.

Inspired by the London 2012 Cultural Olympiad, the Festival saw Mansfield District Council, including its Palace Theatre and Museum, Mansfield Library, The Old Library, Vision West Notts, schools and community groups come together to create an exciting programme of activities and events. From photography to poetry, script writing to theatre, jazz and bluegrass to bell ringing, acrobatics and even an Italian food market, there was something for all tastes.

The Palace Theatre contributed to the overall Festival with a play in parts called 'Not Much Matches Mansfield' by Kevin Fegan, which was part-funded by Arts Council England / National Lottery grant and local businesses and community sponsorship (see below).

Not Much Matches Mansfield:

This free play about Mansfield was performed by volunteer actors from the area in a series of 20 minute segments at various venues in the town centre on Saturday 14 July and Sunday 15 July 2012. For more information on the performance areas, play summaries and times, please visit http://www.mansfield.gov.uk/NMMM.

Summer in the Streets 2012:

Mansfield's free annual festival Summer in the Streets was held between 21 July to 30 August 2012. There were a range of entertainment and activities including:

- Circus Skills Workshop;
- Beach Party;
- On Yer Bike! (A comical display with giant stilt walker bikes, unicycles, a penny farthing and even an un-rideable wobbly bike);
- Summer Fun (Face painting, balloon modelling and a Hula Hoop competition);
- Punch and Judy;
- Design Olympic Rings (Capture the Olympic spirit by designing your own Olympic rings);
- Climbing Wall Fun;
- Hat Decorating and Mask Making;
- Balancing Circus Workshop;Festival of Fun with a Steel Band

Christmas Lights Switch On 2012:

The Big Switch On took place on a Sunday for the first time in order to make it easier for families to attend. Festivities started at 10am with a Christmas Market on Westgate selling everything for homemade gifts to festive food, followed by children's craft activities at Mansfield Library and in the Four Seasons Shopping Centre, where children could make Christmas cards and lanterns.

From 12pm there was a selection of festive films shown on the big screens in the Market Place, and local carol singers and brass bands entertaining shoppers on Stockwell Gate before Santa and his reindeer arrived at 2.30pm.

The Big Switch On Stage Show, hosted by Mansfield 103.2, took place between 3.30pm and 5.15pm in the Market Place starting with a performance from Mansfield's Rock Choir. More live music was also provided by The Hot Shots, who performed a selection of well known rock and pop covers and Christmas classics.

CBeebies' favourite Driver Dan and characters from the Palace Theatre's Snow White and the Seven Dwarfs pantomime all appeared on stage, as did local Paralympic heroes Charlotte Henshaw and Ollie Hynd who joined the countdown and switching on of the Christmas lights. This was followed by a fireworks display and flurries of snow.

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Mansfield Museum

The East Midlands Region of the Embroiderers' Guild held an exhibition at the Museum in celebration of the London 2012 Olympics from 5 May to 2 June 2012.

'Movement, Muscle and Metabolism - An Investigation into All Things Sporty' is the culmination of work done as part of the Kickstart educational programme, which offered member of the Guild a series of workshops to help them increase their skills in textile art. Members attended workshops held by four local artists: Graeme Reed, Ashbourne-based artist and printmaker, Jo Owen, Sheffield-based textile artist, Andy Gilbert, Derby-based cartoonist and humorous illustrator and Janine Pope, artist and printmaker.

'Kimono and All Things Japanese' was chosen as another topic because the Japanese Olympic team were to train in Loughborough ahead of the Olympics. Members created a range of work from kimonos to cushions and all things Japanese.

The Museum's 'Our Queen' exhibition was officially opened by Mansfield's own Queen look-a-like, Mrs Joan Wragg on 2 June 2012. In celebration of Her Majesty's Diamond Jubilee, the Museum held an exhibition which featured stories of local people's encounters with Queen Elizabeth II from when she visited Mansfield during her Silver Jubilee in 1977. The free exhibition ran until 30 June 2012.

The Museum also had a Jubilee street party on Friday 8 June at which Mrs Wragg also made an appearance. The free party included lots of royal-themed activities including making flags and bunting for people to take home and trim up their houses.

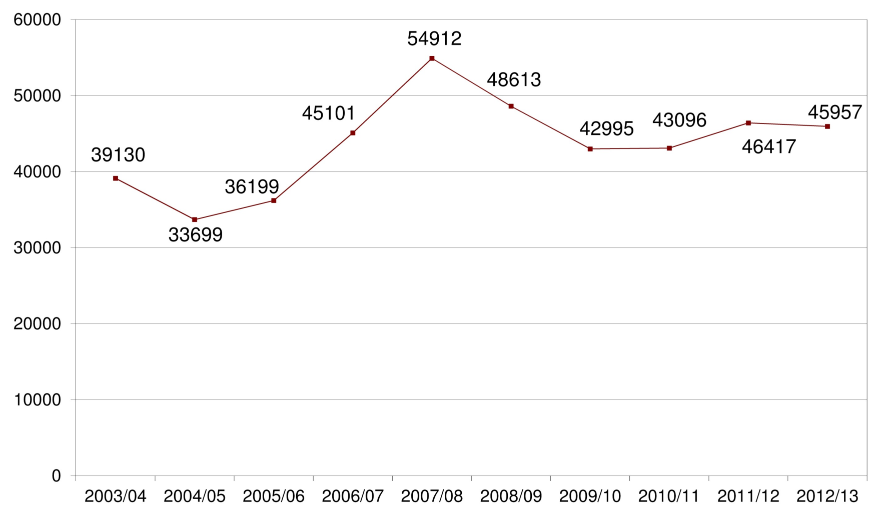
A 'Global Grime' exhibition was on display at the Museum in support of 'International Clean Up Mansfield Day' on 17 April 2013. Families were invited to come along and see all the work that has been done and take part in the activities on offer including arts and crafts.

The permanent 'XplorActive' exhibition opened in 2004 and takes visitors on a journey of discovery examining topics such as:

- Recycling;
- Heritage of Mansfield;
- Countryside Creature; and
- How Green are you?

The chart below shows that the number of Museum visitors have decreased slightly (-1%) since rising over the last two financial years.

Museum Visitor Numbers 2003/04 - 2012/13

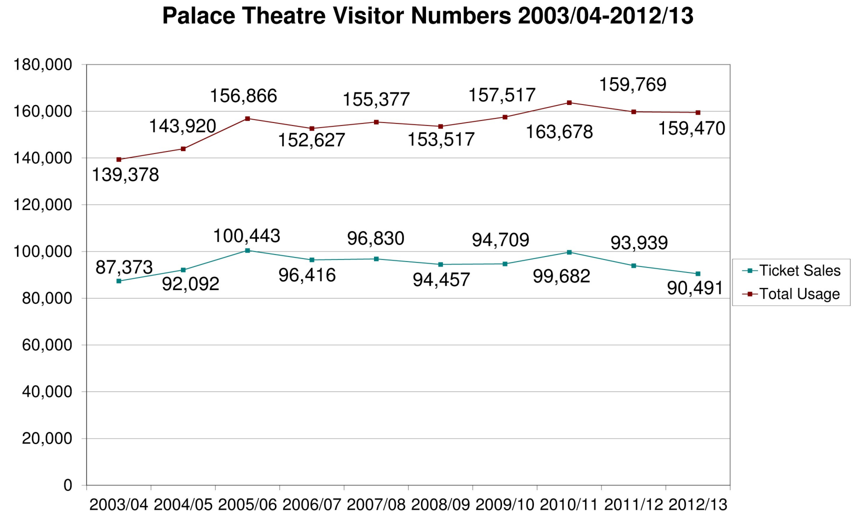


Palace Theatre

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 decreased by 3.7% 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 decreased, by 0.2%. This is not surprising news, in the light of current economic circumstances, and is a trend that is being seen across the country. It is encouraging however that a large number of people are still visiting the theatre for entertainment, but it appears that they are becoming more selective in their choice of show, as well as tending to leave booking tickets until the last minute.



Water Meadows

Since opening in 1990, Water Meadows has been a major attraction. The centre was refurbished in 2002 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;

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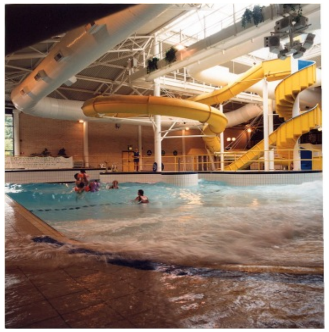
- 50m twister flume;
- Falling rapids ride;
- Fast drop flume;
- Geysers and water cannons;
- Catering facilities;
- Sauna, steam room, and spa; and
- A body drier.

The following new facilities were added in summer 2012:

- Pirates ship
- Tipping buckets and spray showers
- New toddler slides
- Interactive water play boards

Water Meadows Leisure Pool



A brochure was launched during 2011/12 by Mansfield's Paralympic swimmers Charlotte Henshaw and Ollie Hynd. The brochure gives information about all the current swimming lessons available at all three of the Council's swimming facilities, Water Meadows Swimming and Fitness Complex, Rebecca Adlington Swimming Centre, and Meden Sports Centre.

It also explains the structure of each swimming lesson and the different levels of progression. The Council's swimming scheme follows the Amateur Swimming Association's National Teaching Plan and the new booklet explains to prospective new swimmers and parents the ASA Plan and provides guidance on which lessons are suitable for different swimming abilities.

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 3,600 spaces, the District Council operates 16 (2 of which are multi-storey) and 6 are privately operated.

Improvement work carried out to a number of car parks has resulted in the Council achieving the “Park Mark” Standard (an initiative of the Association of Chief Police Officers (ACPOs), aimed at reducing crime and the fear of crime in parking areas) at 11 of it’s 16 pay and display car parks within the town, equating to 69% (Mansfield District Council 2013).

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

Access by Rail

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

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;
- and fully accessible toilets and baby changing room.

The toilets are flushed using rainwater to help conserve water and we have 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.

'Nite Rider'

In August 2004 the Mansfield Nite Rider service was launched in association with Stagecoach, Mansfield District Council, Nottinghamshire Police and Mansfield Association of Late Night Venues (MALV). Serving the night time economy it runs hourly from midnight to 3am every Friday and Saturday night, covering five different routes from Leeming Street.

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).

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 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 access at the following link: http://www.nottinghamshire.gov.uk/EasySiteWeb/GatewayLink.aspx?alId=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;
- Refurbishment of bus station facilities;
- New lifts installed in the Four Season’s Shopping Centre;
- Town Centre Heritage Trail launched in 2008, link to guide can be accessed at: http://www.mansfield.gov.uk/index.aspx?articleid=3652

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 9am and 2pm 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.

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.

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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 (2010) has a ‘What you told us’ section in relation to the ‘Our Town Centre’ theme of the strategy. This states that:

- People thought that the current bus station creates a very poor first impression of Mansfield;
- Most people who use the town centre do so for shopping, but this is also the thing that they think most needs improving in the town centre;
- People did not think rubbish and litter was a big problem in the town centre, but thought there was room for improvement;
- People are aware of major events such as the Christmas Lights Switch-on and Party in the Park, and think the market place is a great venue for events;
- People think the market needs improving with more stalls and variety;
- Most people feel safe in the town centre during the day but only half of them feel safe in the evening.

A Town Centre Survey was carried out by the Council during March 2011 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;
- 40% of respondents felt safe from theft and assault when visiting the town centre, which is higher than the results from previous surveys;
- Respondents highlighted that they would like to see the shopping facilities improved, followed by car parking and cleanliness. Comments included “*Poor selection of shops in the town centre with too many empty or junk/catalogue shops"; "I find the number of empty properties in the town centre is disheartening"; "Higher level of retail outlets needed such as more high street brands instead of pound shops"; "Later shop opening so that there is a mixed economy into the earlier evening. Absence of family entertainment in the town centre. Lack of major employer in town centre eg MDC”.*
- Just over 50% of respondents thought that there are enough leisure and entertainment facilities in the town centre. Some comments include: *"Mansfield has a lot to offer with the theatre and parks they just need to be promoted better"; "There seems to be a fair range of facilities, I particularly like the museum"; "There is no cinema in the town centre, all the pubs / bars get too busy and there is no wine bar option where you can sit and chill out. Its all busy bars and night clubs"; "Can there ever be enough? Surely the more the town has to offer then more people will decide to visit".*
- Most respondents (56%) said that they didn't know if there was enough office accommodation within the town centre, some comments include: *"Lots of vacancy boards - should fill what we have rather than developing new"; "The economy would benefit greatly if the Council offices and other office-based businesses were more central to*

Mansfield, with obvious spin offs for retailers. The same could definitely be said for the main West Notts College site at Derby Road"; "A lot of office accommodation is not obvious to me when I walk into town every lunchtime, I think perhaps some of it is above retail units so from ground level is not obvious".

- Not many of respondents were aware of all the events in the town centre. The event that they were most aware of was the Christmas Lights Switch On event, followed by late night shopping at Christmas, and then Party in the Park.

- Events that respondents wanted to see in the town centre included *"big screen sporting events within the Market Place or surrounding parks"; "new music bands, ice-skating and comedy nights"; "more live music events encouraging local bands, street dance teams, martial artists, local colleges working with media and music to do shows in the market place, to gain experience and exposure, this would bring more people into town to watch shows"; "Feed into Robin Hood festival in August"; "More continental / farmers markets on a larger scale"*.

- 65% of respondents travel to the town centre by private car with just 7% travelling by bus. 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, below 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 market square area - it looks nice and open. The Four Seasons Centre is good for shopping in colder weather. The market provides a nice area to walk around and shop".	"Boarded up shops. Limited to no restaurant (fine dining/bistro) options. Lack of green and seating areas. The look of the Four Seasons (detracts from historical market town feel). Limited parking".
"It is very compact and there is a choice of indoor and outdoor shopping - I like the individual shops and the market".	"The market place itself has hardly any stalls now - used to be such a good and varied market".
"It looks interesting and feels safe - historic buildings and not lots of traffic".	"Some aggressive / ill-mannered / loud people (not all young) give it a bad, sometimes threatening atmosphere".
"The Palace Theatre, they have some great acts".	"Noisy music and loutish behaviour from some public houses".
"Can get most things you need without having to travel to Nottingham or Meadowhall. Reasonable parking cost. Easy to access. Friendly people".	"The best shops are on the retail parks, there needs to be more in the town centre. There is also a lack of supermarket in the centre since Tesco moved".

Awards

Mansfield Town Centre and its local businesses have achieved the following national and regional awards or nominations in 2012/13:

- Whitegates Estate Agents in Mansfield has won an award at the group's annual conference for the way in which the agent uses new media to enhance business and service to clients. They won the 'Social Network Award' by exploring every avenue in working with their clients, local traders as well as publishing interesting, relevant and amusing articles and photographs.
- Toni & Guy, located within the Four Seasons Centre, was named as a finalist in the L'Oreal Colour Trophy 2013. The salon chosen from over 1000 entries to be one of the 65 competing at the event held at Lanchashire County Cricket in Manchester in April 2013.

- Bairstow Eves on West Gate were shortlisted in the top 10 estate agents in the East Midlands region.
- Local restaurant 'Lambs At The Market' included in Michelin Guide for 2013;
- Titchfield Park and Carr Bank Park retained their Green Flag Award status;
- The town centre was awared the Silver Award in 'Best Small City' - East Midlands in Bloom; and
- Eleven of the Mansfield District Council Car Parks are accredited with the Park Mark® Safer Parking Award.

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). Their key achievements for 2012/13, under various headings, include:

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Key BID Achievements 2012/13

Cleansing:	Safe and Secure:
• 1000+ sqm of chewing gum removed; • 60+ sqm of graffiti removed; • Rubbish and fly tipping removed; • 2000+ sqm deep jet wash cleans completed; • Snow removal and gritting / weeding; • Frontage improvements and maintenance; • Runners up for Love Where You Live – Keep Britain Tidy award; • Installation of more bins for the town.	• 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; • Management of MALV and Shop exclusion scheme; • Facilitation of 2 rapid deployable CCTV kits; • Major assistance for Clerkson's Alleyway to be signed off for gating in spring 2013; • Issuing of crime prevention advice / campaigns.
Access / Car Parks:	**Investing:**
• Lobbying for re-introduction of 1 hour parking; • Lobbying for introduction of reduced evening parking costs; • Encouraged commitment from NCC for gateway signage installation; • Encouraged commitment from NCC to pedestrianise Clumber Street area for the night time economy; • Contribution to car parking schemes – Half Price Parking Sept & Oct 2012; • Launch of Mansfield Town App for smart phones.	• 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; • Project management and successful raising of funding to install free Wi-Fi.

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Appealing:	Marketing:
• 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.	• Management of many town centre events – Jubilee Food Fair, Easter events, Summer events, Olympic Torch, St George's Day, Christmas Farm, Snow Globe and Horse and Carriages, Town Centre Treasure Hunts; • Management of the 'I Love Mansfield' scheme and events; • Over 3500 privilege card holders; • 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; • 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.

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.

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. Three trees had to be removed in 2011 and it is likely that more 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 (53%) stated "not a big problem". However 43%

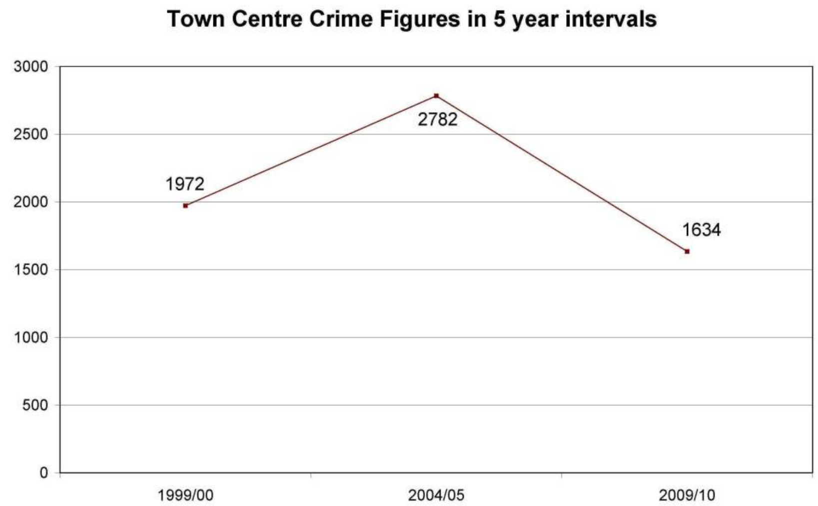
Retail Update 2013

of respondents said that it was a problem and made comments such as *"Sets poor impression of the town, particularly for new visitors"; "People do not respect the area and drop litter"*; and *"Not the cleaners fault. Just some elements of the community who have no respect for people and property, dropping litter etc"*.

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. Previous planning guidance in Planning Policy Statement 4 (which was superseded by the National Planning Policy Framework) 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. The chart below illustrates the changes in the total crime figures for the town centre beat over five year intervals since 2000.



(Nottinghamshire Police 2005, Association of Business Crime Partnerships 2010)

As can be seen the total number of crimes within the town centre had dropped dramatically when compared to figures from 2005. According to the Association of Business Crime Partnerships in 2010, retail theft was the lowest since the statistics started and there was a 40% reduction and over 1000 less crimes per year than when the Mansfield Safer Business Partnership (MSBP) started in July 2006. In addition, statistics provided by Nottinghamshire Police in 2011 highlighted that the figure for All Crimes had fallen even further to 1329 for the 2010/11 financial year.

There was a change in reporting methods in 2011/12 which means that the violence figures are split to show injury and non injury. The figures aren't comparable to previous years, but are positive in that crime on the whole continues to fall (see below for 2012/13 figures).

All Crime - Mansfield Town Centre 2012/13

	This Year	Last Year	Change	% Change
ALL CRIME	974	10784	-104	-9.6%

Nottinghamshire Police (2013)

Mansfield Partnership Against Crime (MPAC)

The Mansfield Partnership Against Crime (MPAC) highlight the following priorities which relate to the town centre in 2012/13 in their 2012 - 2015 Partnership Plan:

Reduce Violent Crime

- Provide a high visibility police presence during key times and on key dates;
- Continue to support the Street pastors 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 2 months to two years;

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 Leisure and Youth Services targeted support team;
- Compile brochure of activities available for young people and publicise through the schools to encourage greater involvement in positive activities;

Reduce Acquisitive Crime

- Reduce rewards of committing offences. Through robust work with local cash traders and gold sellers to reduce the market for stolen goods by ensuring they adhere to codes of good practise;
- Work with Mansfield District Council to design out crime in such a way that the opportunity for crime is reduced. For example through removal of low level seating in ASB hot spot areas, increased lighting in an unlit crime hot spot, removal of shrubbery in order to provide natural surveillance;
- Target offenders that cause the most harm through robust policing and work with MDC Wardens on problematic dates and at key times. Intervention plans will be put for those offenders that are causing the most harm through robust work with Nottinghamshire Probation. This will be a cross cutting theme for all crime types;
- Deployment of capture van during key times and at key locations;

Reducing Drug and Alcohol Misuse

- Develop, deliver and performance manage a new local Alcohol implementation plan addressing alcohol related disorder and the wider harms;
- Activity to reduce alcohol related disorder and ASB through work with off licenses;
- Working with partner agencies around awareness of alcohol and drug use to ensure that people are aware of the dangers of excessive consumption thorough targeted campaigns in the town centre and by working with young people through schools and West Notts College to promote safe and sensible drinking. The aim is to deliver a minimum of three action weekends per annum;
- 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;
- Local Radio Campaign regarding current campaigns and forward planning;

Reduce 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.

Summary of 2011/12 MPAC Performance

Over 2011/12 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 Friday and 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; three have been given so far this year.
- Trading Standards Operations targeting off licenses to prevent sales of alcohol to underage young people.
- Launch of Stop Hate UK - a new 24 hour helpline to provide advice, support and guidance to victims and witnesses of hate crime.
- Implementation of Mansfield Street Pastors in Mansfield Town centre on Saturdays evening. 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.
- Relocation of taxi rank on Clumber Street in Mansfield Town centre to reduce violent crime flash points.
- White Ribbon Media campaign in Mansfield to support ending violence of men against women
- Crime prevention signage deployed in hotspot areas.
- Legal notifications to second hand good traders regarding responsibilities when receiving second hand goods.
- Capture Car / Van
- Car Park Initiative
- Park Mark Scheme
- Targeting second hand good retailers
- Advertising campaign on car park tickets in hot spot areas
- A young person's alcohol arrest referral project developed across Mansfield and Ashfield to reduce alcohol re-offending among young people
- 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.
- Police & Trading standards have worked with licensed premises to implement a systematic approach to reduce opportunities for young people to purchase alcohol and reduce alcohol misuse.
- Mess around' brochure for Mansfield extended schools service to promote positive activities for young people across the District.
- Operation Animism targeted Police patrol supported by MDC Neighbourhood Wardens in ASB hotspot areas on Friday and Saturday evening.
- Infill underside of Four Seasons down ramp to minimise rough sleepers and ASB.

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(Mansfield Partnership Against Crime, 2013)

Furthermore, results from the 2011 Town Centre Survey carried out by Planning Policy highlighted that over 40% of respondents felt safe from theft and assault when visiting the town centre, which was an improvement of over 20% since 2009.

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 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 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

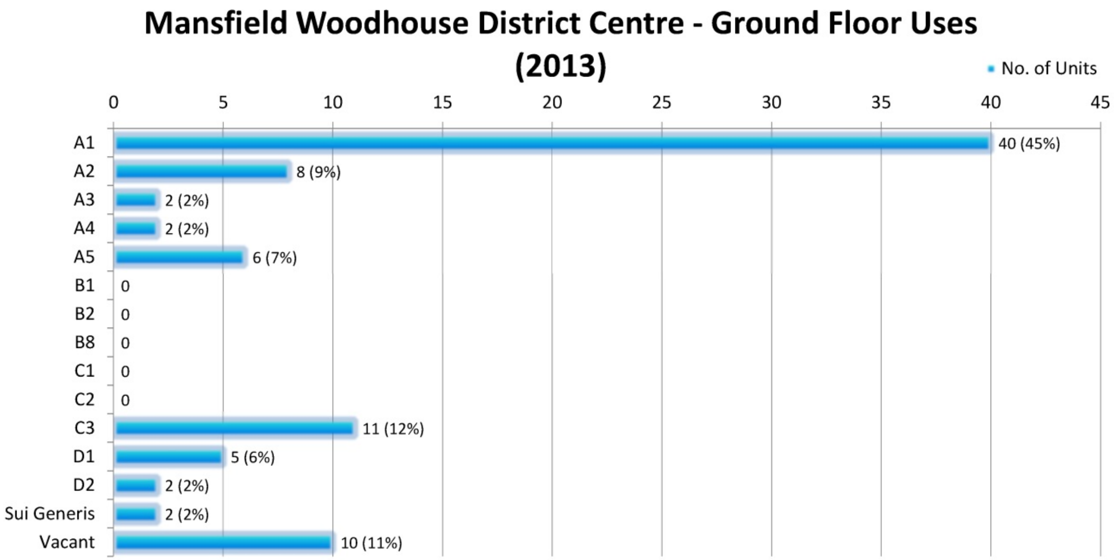
This section looks at the vitality and viability of these centres, as well as providing details of any opportunities for further retail development. It provides the information formerly found in the annual Retail Monitoring Report.

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 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 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 2013. For information, empty premises where classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section).



Vacant Units

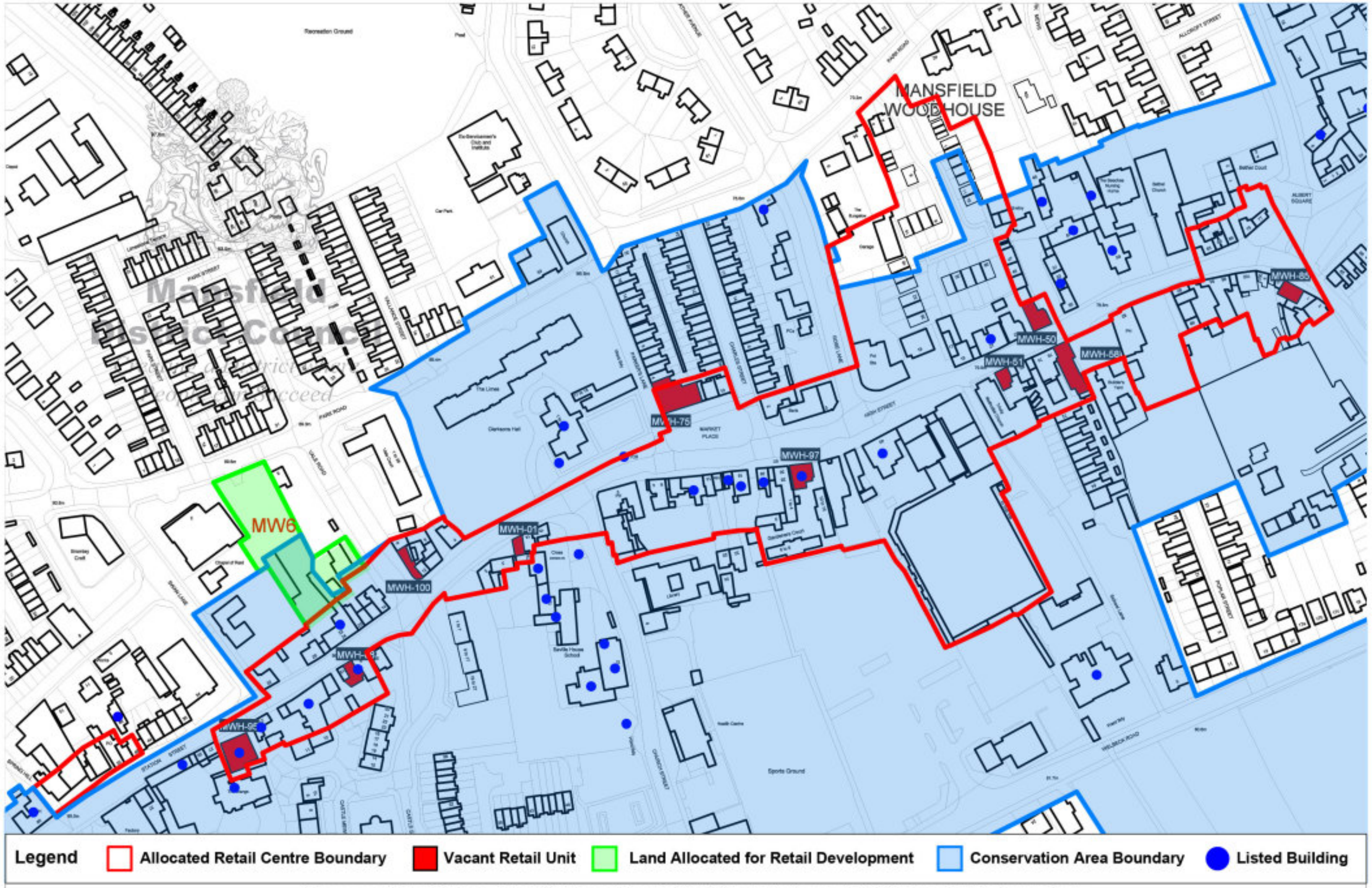
This section provides details of the vacant ground floor units in the centres covered by the monitoring report. Since the survey was carried out some of these may have been occupied, but this will be reflected in the 2014 report. The location of these sites is shown on the following map. It should be 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-01	1 Station Street, Mansfield Woodhouse	A1	37.77
MWH-08	11 Station Street, Mansfield Woodhouse	C3	60.61
MWH-50	41 High Street, Mansfield Woodhouse	A2	103.89
MWH-51	50 High Street, Mansfield Woodhouse	A1	50.53
MWH-58	78 High Street, Mansfield Woodhouse	A2	169.45
MWH-75	01-02 Market Place, Mansfield Woodhouse	B1	243.99
MWH-85	Crosby Hall Portland Street, Mansfield Woodhouse	A3	67.8
MWH-95	23-25 Station Street, Mansfield Woodhouse	B1	183.49
MWH-97	32 & 34 High Street, Mansfield Woodhouse	C3	98.14
MWH-100	2 & 4 Vale Road, Mansfield Woodhouse	Under investigation	59.08
		Total Vacant Floorspace - Mansfield Woodhouse District Centre (sqm)	**1074.75**

Retail Update 2013

Mansfield Woodhouse District Centre



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New Occupiers

Over the last year the following new occupiers have moved into the District Centre. The fact that units are listed here does not mean that a relevant planning permission has been gained in all cases.

New Occupiers in Mansfield Woodhouse District Centre

Property Address	Occupier	Use Class
14a High Street	Jentz2	A1
15 High Street	We-fix-fones	A1
01 Portland Street	D & Js Toys	A1
02 Portland Street	Serene Hair & Beauty	A1
15 Station Street	Serenity Beauty	A1

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the District Centre, as of 31st March 2013.

Retail-related Planning Applications received within Mansfield Woodhouse District Centre

Property Address	Application No	Proposal	Decision
Granted 2012/13: All implemented			
Granted 2011/12: None			
Granted 2010/11: None			

Retail Update 2013

Recent Development

The following application was implemented over the monitoring period.

Implemented Planning Permissions - Mansfield Woodhouse (2012/13)

Property Address	Application No	Proposal	Decision Date
63 High Street	2012/0314/NT	Change of use from offices to children's day nursery (D1)	16/08/12

Sites for Potential Retail Development

The following table gives information about sites within the District Centre which are considered as having potential for, or are being developed for retail use. This includes Local Plan designation, sequential status, planning application details (based on status at 31 March 2013) and the amount of development that has been completed over the monitoring period. The sites are shown in green on the previous map and further information is available on request.

Sites within Mansfield Woodhouse District Centre with Potential for Retail Development

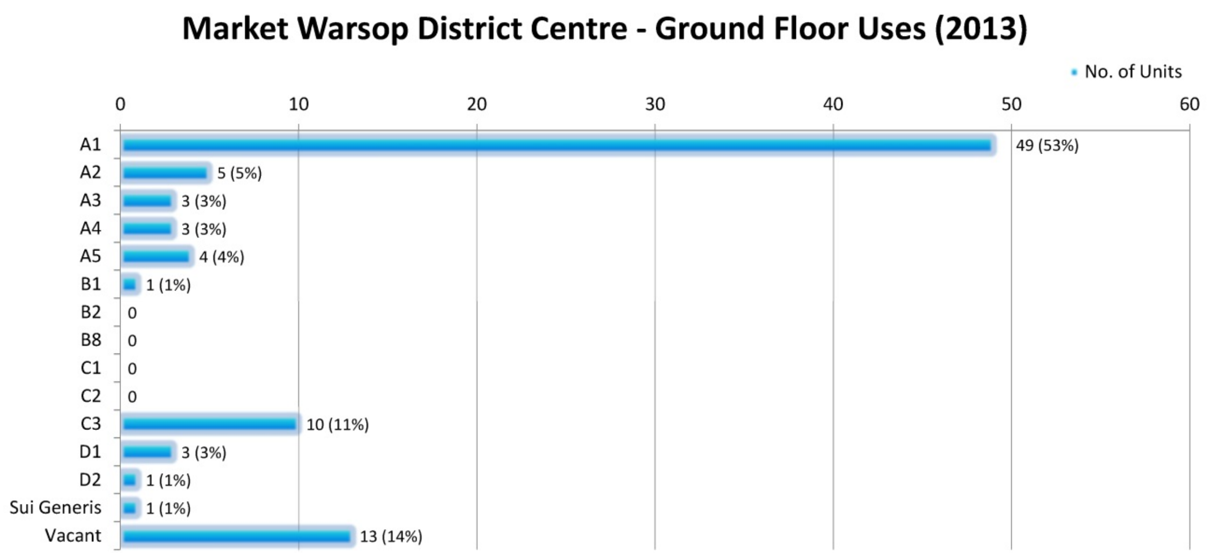
Location	Site Information	
Vale Road	Local Plan Status	Optional Land Use area (MW6)
	Sequential Test Status	Edge of Centre
	Application Information	No current application / permission for retail development
	Area of Site	0.2ha
	Area dev'd at 31/03	N/A
	Other Information	N/A

6.2 Market Warsop

Market Warsop is located to the north of Mansfield town centre and Mansfield Woodhouse, in the northern sector 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 2013. For information, empty premises where classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section below).



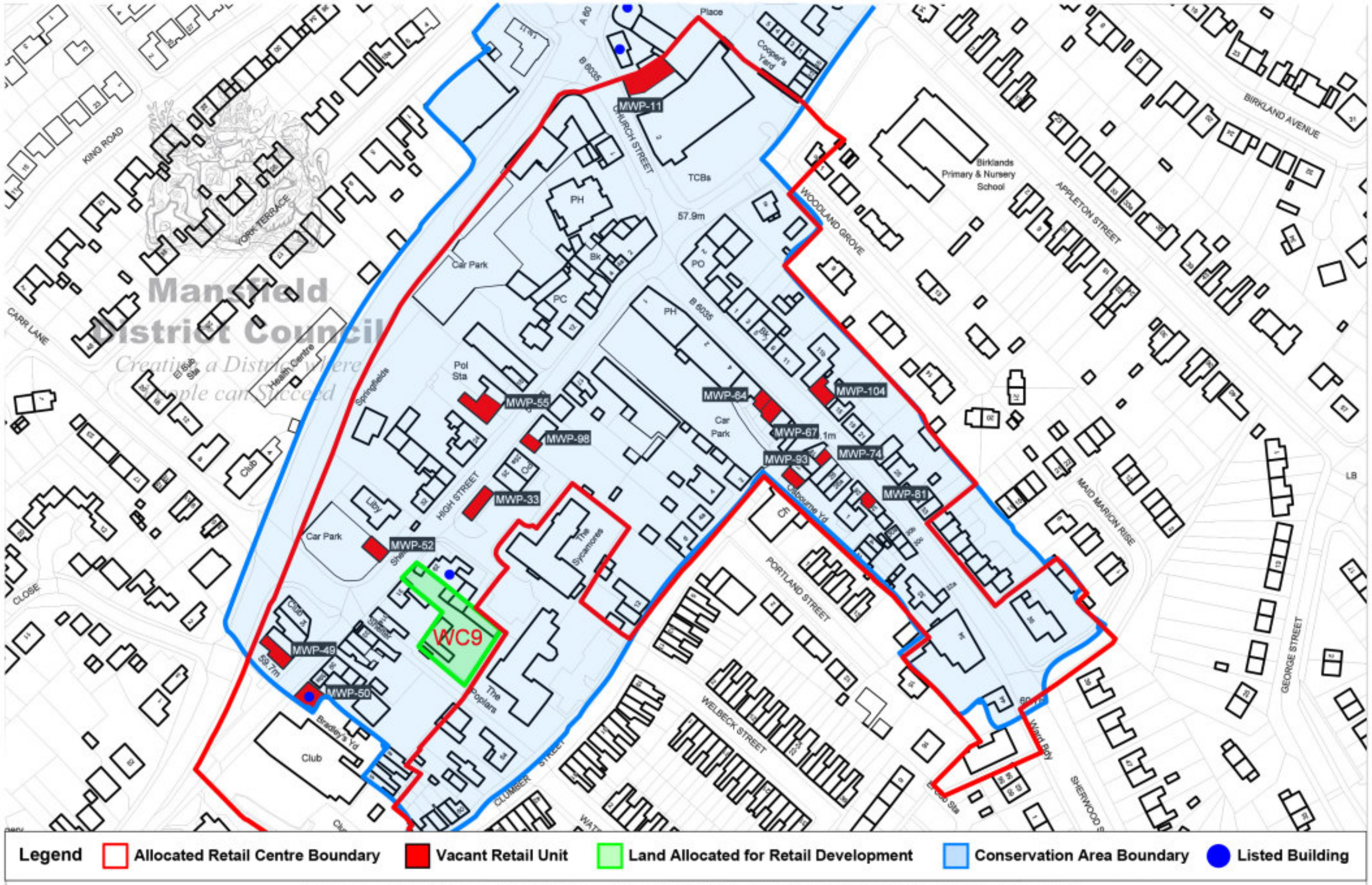
Vacant Units

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 2014 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-11	04 Church Street, Market Warsop	A1	153.76
MWP-33	27 High Street, Market Warsop	A5	65.91
MWP-49	40 High Street, Market Warsop	A5	67.92
MWP-50	41 High Street, Market Warsop	B1	79.20
MWP-52	Adj Library, High Street, Market Warsop	A1	51.54
MWP-55	Police Station, Market Warsop	SUI GENERIS	107.25
MWP-64	10 Sherwood Street, Market Warsop	A1	33.13
MWP-67	12 Sherwood Street, Market Warsop	A1	46.42
MWP-74	22 Sherwood Street, Market Warsop	A1	23.44
MWP-81	28a Sherwood Street, Market Warsop	A1	26.82
MWP-93	03 Clumber Street, Market Warsop	A1	36.50
MWP-98	23a High Street, Market Warsop	A1	34.01
MWP-104	13 Sherwood Street, Market Warsop	C3	59.29
		Total Vacant Floorspace - Market Warsop District Centre (sqm)	**785.19**

Market Warsop District Centre



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Retail Update 2013

New Occupiers

In the last year the following new occupiers have moved into the District Centre. That fact that units are listed here does not mean that a relevant planning permission has been gained in all cases.

New Occupiers within Market Warsop District Centre

Property Address	Occupier	Use Class
02a Burns Lane	Cafe Monique	A3
04 Church Street	Shebang the Mobile	A1
39b High Street	Mc Gurk's Amusements	SUI GENERIS
Adj 06-08 High Street	Veg Shop	A1
09 Sherwood Street	Crumbs Bakery	A1
30c Sherwood Street	Bows & Tails	A1
34 Sherwood Street	Shaping Futures Nursery	D1

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the District Centre, as of 31st March 2013.

Retail-related Planning Applications received within Market Warsop District Centre

Property Address	Application No	Proposal	Decision
Granted 2012/13:			
4A - 4C Burns Lane	2012/0159/ST	First floor rear extension	Granted 21/05/12
28A Sherwood Street	2013/0024/NT	Change of use from retail (A1) to hot food takeaway (A5)	Granted 11/03/13
Granted 2011/12:			
6-8 High Street	2011/0398/NT	Change of use from hairdressing salon (use class A1) to estate agents and solicitors offices (use class B2)	Granted 10/08/11
(Please note that the Tesco proposal is 'edge-of-centre' and therefore included within Section 9)			
Granted 2010/11:			
19 - 21 Sherwood Street, Market Warsop	2010/0708/NT	Change of use from 1st floor flat to extension of existing retail premises	Granted 23/11/10

Recent Development

No applications were implemented over the monitoring period.

Sites for Potential 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 2013). 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

Retail Update 2013

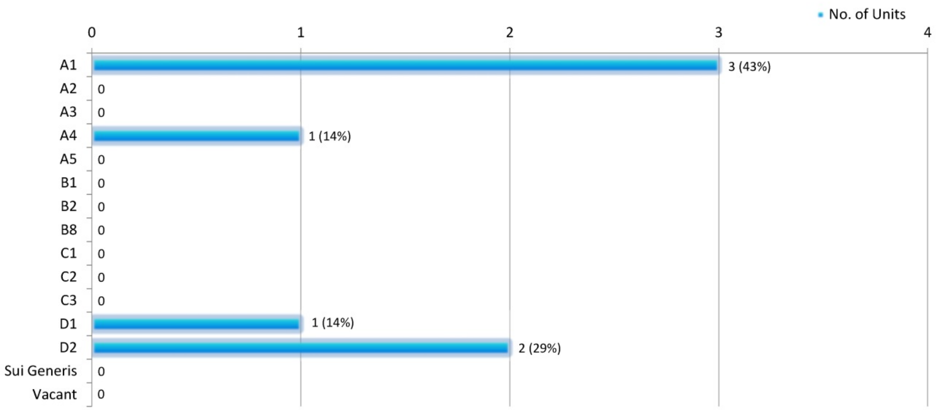
6.3 Oak Tree

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 2013.

Oak Tree District Centre - Ground Floor Uses (2013)



Vacant Units

There were no vacant units when the centre was surveyed during March 2013.

New Occupiers

New Occupiers within Oak Tree District Centre

Property Address	Occupier	Use Class
3-4 Oak Tree Parade	Barnardo's Donation Centre	A1

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the District Centre, as of 31st March 2013.

Retail-related Planning Applications received within Oak Tree District Centre

Property Address	Application No	Proposal	Decision
Granted 2012/13:			
Oak Tree Lane Health Centre, Jubilee Way South	2012/0490/ST	Extension to health centre	Granted 28/11/12
Granted 2011/12: None.			
Granted 2010/11: None.			

Recent Development

No applications were implemented over the monitoring period.

Sites for Potential 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 three Local Centres within 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).

Retail Update 2013

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

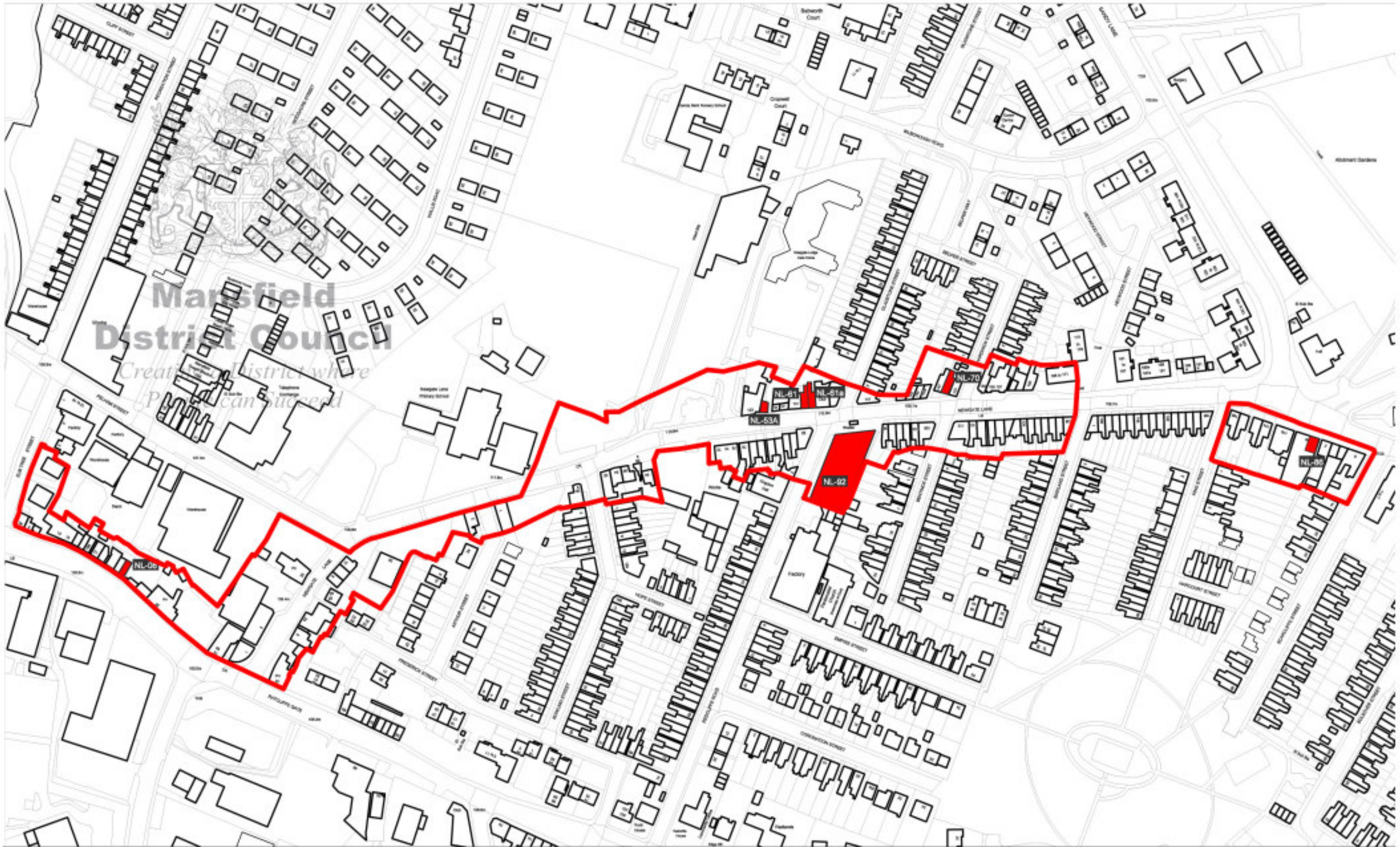
Since the survey was carried out some of the units listed as vacant may have been occupied, but this will be reflected in the 2014 report. The location of these sites, were all within the Clipstone Road West and Newgate Lane areas and are shown on the following maps. It should be noted that total floor 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 Local Centres

Ref	Property Address	Former Use Class	Area (sqm)
NL-53A	123 Newgate Lane	A1	21.16
NL-61	133 Newgate Lane	A1	39.99
NL-61a	135 Newgate Lane	A2	43.22
NL-70	149 Newgate Lane	C3	46.41
NL-86	180 Newgate Lane	B1	43.22
NL-08	29 Ratcliffe Gate	A1	26.10
NL-92	01 Redcliffe Road	B8	821.17
		Total Vacant Floorspace - Local Centres (sqm)	**1041.27**

Retail Update 2013

Newgate Lane / Ratcliffe Gate Local Centre



Legend ☐ Allocated Retail Centre Boundary ■ Vacant Retail Unit

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New Occupiers

In the last year the following new occupiers moved into one of the local centres. That fact that units are listed here does not mean that a relevant planning permission has been gained in all cases.

New Occupiers within the Local Centres

Property Address	Occupier	Use Class
71 Clipstone Road West	League of Hospital Friends	A1
145 Newgate Lane	GAF Fruit & Veg Shop	A1
163 Newgate Lane	Jentz Barber Shop	A1
21 Ratcliffe Gate	Sweets & Treats	A1

Retail Update 2013

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the Local Centres, as of 31st March 2012.

Retail-related Planning Applications received within the Local Centres

Property Address	Application No	Proposal	Decision
Granted 2012/13:			
145 Newgate Lane	2012/0431/ST	Change of use from hairdressers (A1) to hot food takeaway (A5)	Granted 21/11/12
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
Granted 2011/12: None.			
Granted 2010/11: All implemented.			

Recent Development

The following application was implemented over the monitoring period.

Implemented Planning Permissions - Local Centres (2012/13)

Property Address	Application No	Proposal	Decision Date
176 Newgate Lane	2010/0507/ST	Change of use from retail to two dwellings including external alterations to windows and doors	Granted 23/09/10

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

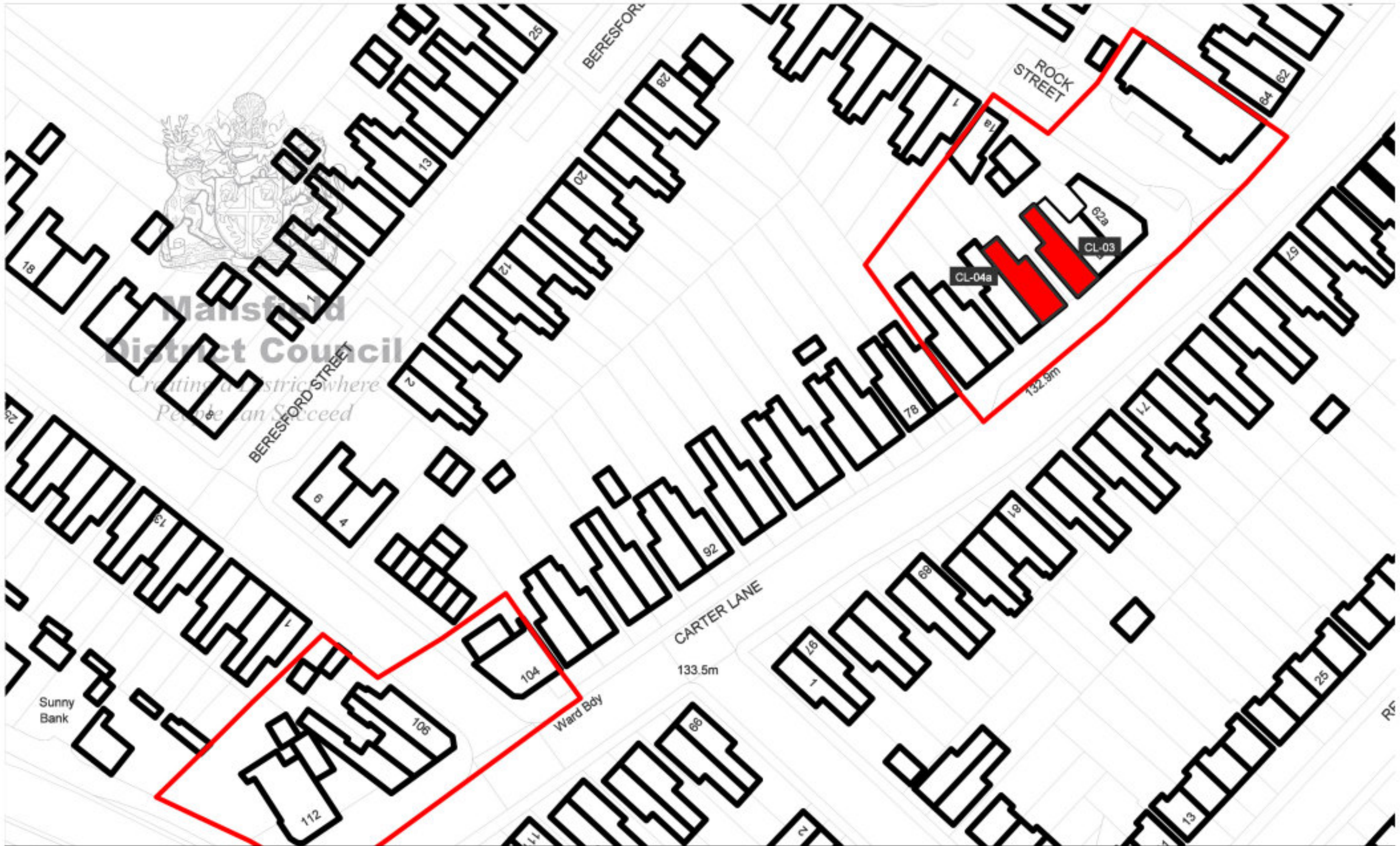
Some of the vacant units may have been occupied since the survey, but this will be reflected in the 2014 report. The location of these units are shown on the following maps. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known 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	61.20
CRN-01	104 Chesterfield Road North	A1	62.57
CRN-02	106 Chesterfield Road North	C3	69.94
CRN-10	112a Chesterfield Road North	D1	116.37
GR-02	23 Garibaldi Road	A1	68.26
GR-06	31 Garibaldi Road	A5	70.90
PH-07	01 Peck's Hill	A1	45.31
		Total Vacant Floorspace - Neighbourhood Parades (sqm)	**551.61**

Retail Update 2013

Carter Lane Neighbourhood Parade



Legend Allocated Retail Centre Boundary Vacant Retail Unit

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Chesterfield Road North Neighbourhood Parade

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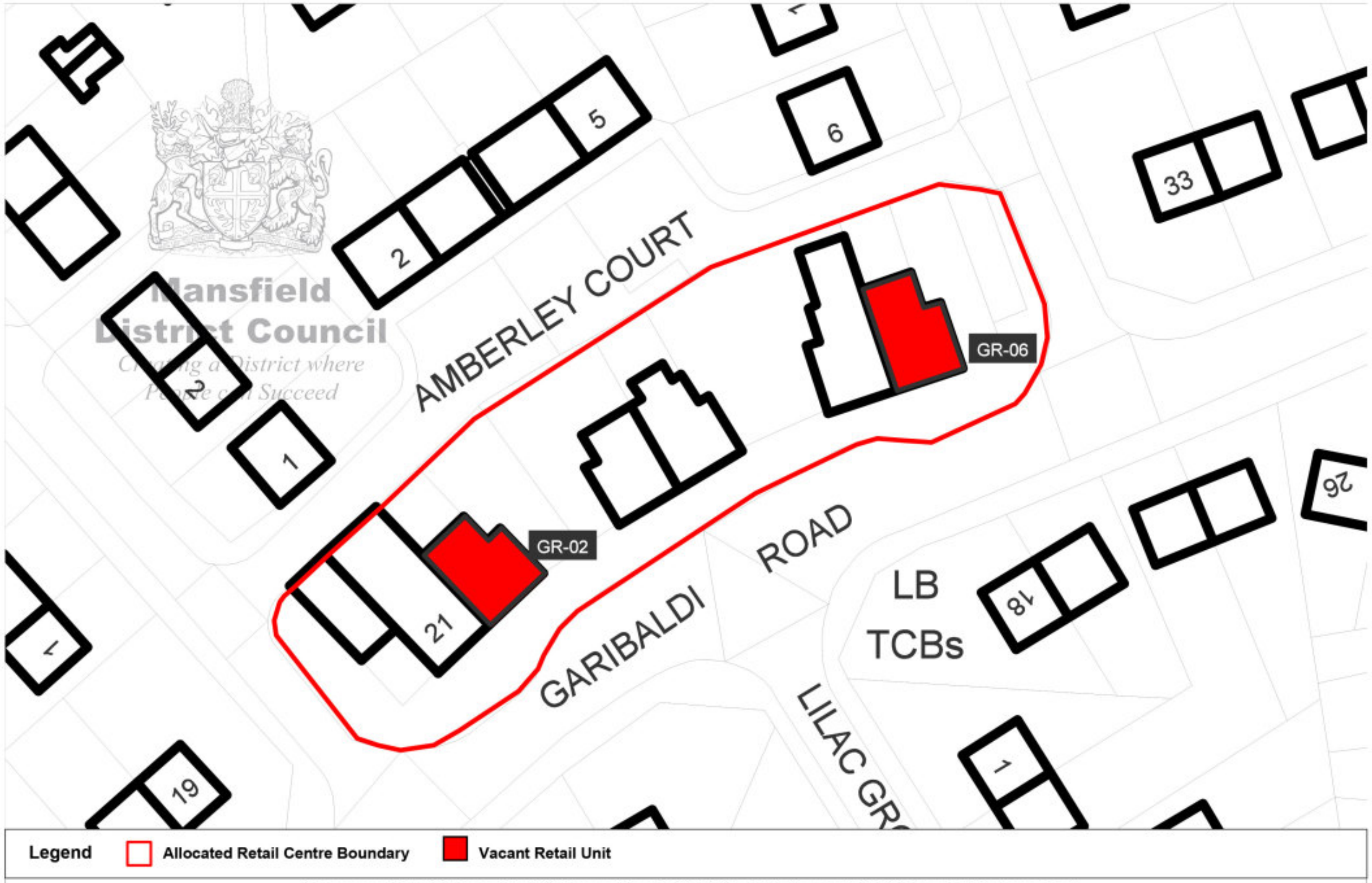
Garibaldi Road Neighbourhood Parade



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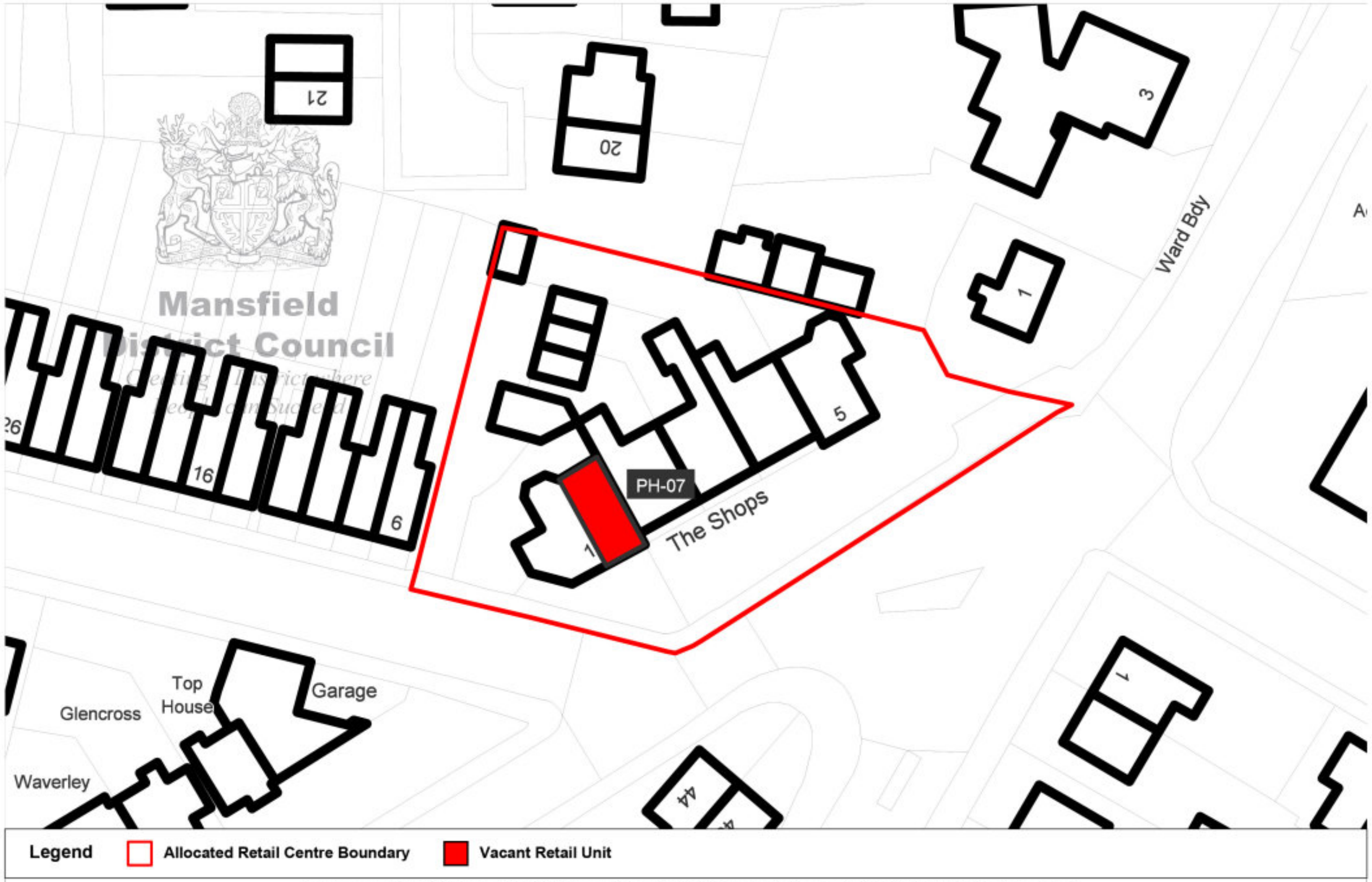
Pecks Hill Neighbourhood Parade



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Retail Update 2013

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
03 Pecks Hill	Rico Sandwich Bar	A1

Committed Development

The table below shows all current (unimplemented) planning permissions within the Neighbourhood Centres, as of 31st March 2013.

Retail-related Planning Applications received within the Neighbourhood Parades

Property Address	Application No	Proposal	Decision
Granted 2012/13:			
66 Carter Lane	2012/0176/ST	Change of use to fish and chip shop	Granted 29/05/12
Granted 2011/12:			
112a Chesterfield Road North	2011/0698/NT	Change of use of vacant former doctors surgery to 2 no. Hot food takeaway units (A5)	Granted 12/03/12
Granted 2010/11: All implemented.			

Recent Development

The following applications were all implemented over the monitoring period.

Implemented Planning Permissions - Neighbourhood Centres (2012/13)

Property Address	Application No	Proposal	Decision Date
114 Chesterfield Road North	2012/0264/NT	Extension to side including the demolition of a single storey drive through structure, internal alterations and alterations to the building frontage	Granted 29/08/12
106 Chesterfield Road North	2012/0325/NT	Change of use from shop to dwelling and 2 no. self contained flats, including external alterations	Granted 05/09/12

9: Retail Parks 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

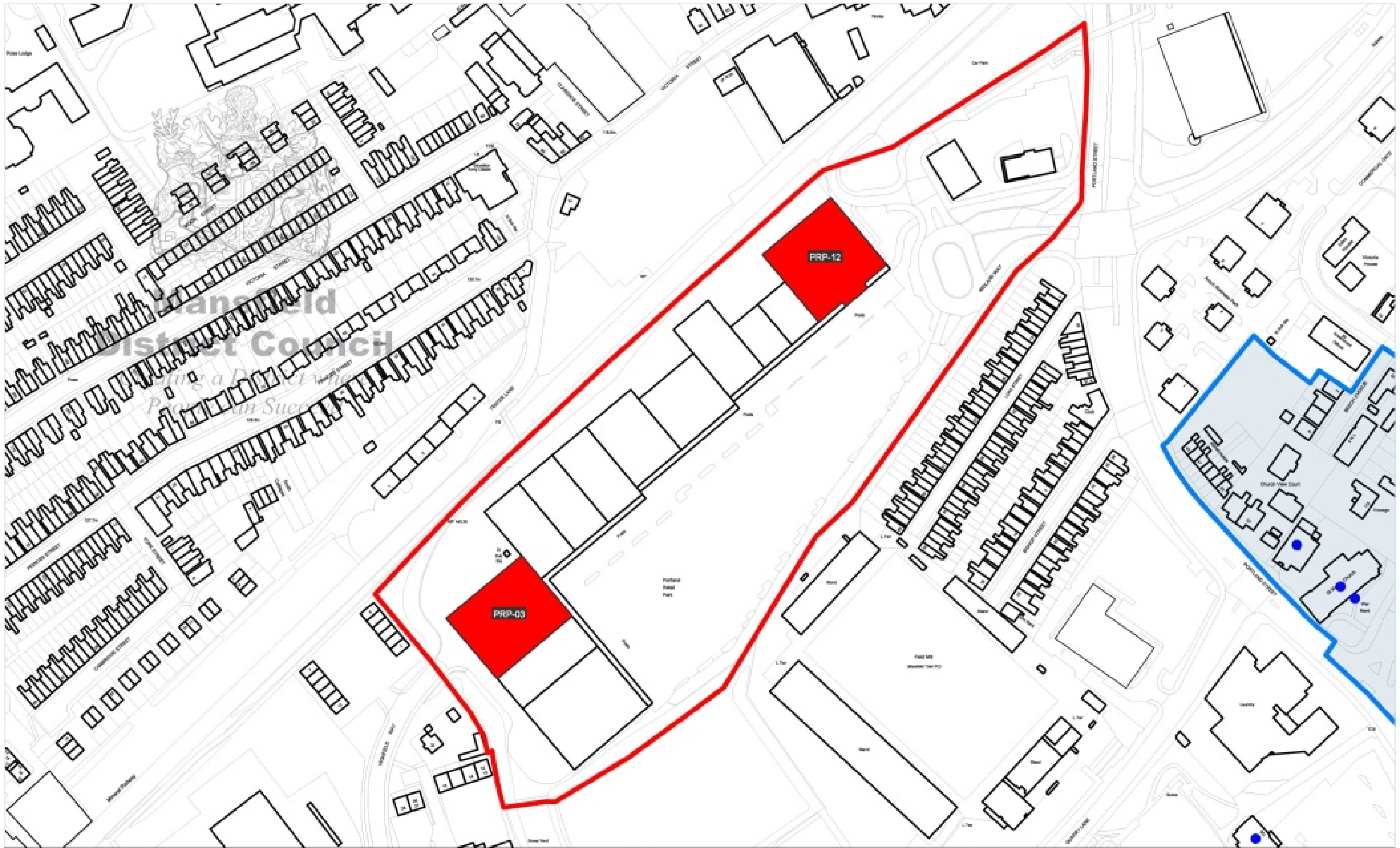
Since the survey was carried out some of the units stated as being vacant may have been occupied, but this will be reflected in the 2014 report. The location of these sites is shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes 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-03	3 Portland Retail Park	A1	1907.67
PRP-12	12 Portland Retail Park	A1	1961.34
		Total Vacant Floorspace - Retail Parks (sqm)	**3869.01**

Portland Retail Park



Legend: Allocated Retail Centre Boundary | Vacant Retail Unit | Land Allocated for Retail Development | Conservation Area Boundary | Listed Building

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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 Retail Parks

Property Address	Occupier	Use Class
5 Portland Retail Park	Harvey's & Benson for Beds	A1
7-8 Portland Retail Park	Dunelm Mill	A1
6 St Peters Retail Park	Peacocks	A1

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the Retail Parks, as of 31st March 2013.

Retail-related Planning Permissions within the Retail Parks

Property Address	Application No	Proposal	Decision
Granted 2012/13:			
Next, St Peters Retail Park	2012/0586/ST	External alterations including works to shopfront	Granted 24/01/13
Granted 2011/12: All implemented			
Granted 2010/11: None.			

The table below shows all current (unimplemented) planning permissions for development in locations that are outside of defined centres of the retail hierarchy, as of 31st March 2013 to the best of our knowledge.

Retail / Leisure-related Planning Permissions within other Edge and Out-of-centre Locations

Property Address	Application No	Proposal	Decision
Granted 2012/13:			
9-11 Laurel Avenue	2012/0086/NT	Amalgamation of existing retail units, extension to the rear to increase the retail and storage floor area, alterations to the existing shop frontages and change of use to ancillary offices at first floor level	Granted 18/04/12

Property Address	Application No	Proposal	Decision
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
140 West Street, Warsop Vale	2012/0430/NT	Change of use of ground floor from retail to a self contained flat, including external alterations	Granted 30/10/12
Unit 5 Fox Covert Way	2012/0585/ST	Change of use from light industry (B1) to a gym (D2)	Granted 05/02/13
Oakleaf Close. Sherwood Oaks Business Park	2012/0081/ST	Erection of a building for use as a builders merchants	Granted 14/03/13
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
Granted 2011/12:			
Former Eastwoods Depot, Wood Street/Church Street, Warsop	2011/0171/NT	Change of use of building and land from former builders depot (Sui Generis) to multi function community facility (D1 and D2)	Granted 05/05/11
Land Off Burns Lane, Warsop	2011/0487/NT	Erection of new foodstore (following partial demolition of The Strand bingo hall and building to the north of 30a Church Street, and demolition of 19 and 19a Burns Lane and other industrial buildings) with ATM pod, car parking, public realm, landscaping and associated works including the reconfiguration of the rear amenity area of 30 and 30a Church Street, and change of use to the retained section of The Strand to office use with dedicated cycle parking area.	Granted 21/12/11
Mansfield Community Hospital, Stockwell Gate	2012/0001/ST	Change of use of part of hospital ward (D1) to pharmacy - 76 sqm (A1) and construction of an additional car park (59 new car parking spaces)	Granted 29/02/12
Sherwood Oaks Business Park	2012/0018/ST	Erection of a building for use as a builders merchants	Granted 12/03/12
300 Westfield Lane Mansfield	2011/0695/ST	Change of use of part of ground floor from hairdressers (A1) to fish and chip shop (A5)	Granted 28/02/12
Granted 2010/11:			
231 Southwell Road East, Rainworth	2010/0461/ST	Change of use of shop and living accommodation to domestic dwelling	Granted 08/09/10
11 Egmanton Road, Mansfield	2010/0789/ST	Change of use from information centre (use class B1) to charity shop (use class A1)	Granted 05/01/11

Retail Update 2013

Recent Development

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

Implemented Planning Permissions - Retail Parks (2012/13)

Property Address	Application No	Proposal	Decision Date
Units 6, 8 & 9 Midland Way, Portland Retail Park	2011/0421/ST	Mezzanine floor in Unit 6 and a partial replacement and extension of the mezzanine floor across Units 8 & 9. Minor access changes to front and rear elevations of Units 8 & 9	Granted 26/09/12

Implemented Planning Permissions - other Edge and Out-of-Centre Locations (2012/13)

Property Address	Application No	Proposal	Decision Date
301a Berry Hill Lane	2012/0370/ST	Change of use of attached garage to a beauty salon	Granted 22/10/12
St Charles Borromeo Court, Priory Road	2012/0310/NT	Change of use from offices to a children's day nursery (D1)	Granted 21/08/12
'Woodcroft', Crow Hill Drive	2012/0236/NT	Change of use from offices (B1) to private day nursery (D1)	Granted 19/06/12
Former Cartridge Road, Chesterfield Road South	2012/199/NT	Change of use from the recycling and remanufacture of printer cartridges to financial services (A2 use) with associated car parking	Granted 19/06/12
Nursery Street	2012/0119/NT	Change of use from the wholesale and retail of carpets to the sale of pets	Granted 18/04/12
Ma Hubbards, Birding Street	2011/0646/NT	Erection of 418.6m^2 of local retail within 3 units comprising one use class A1 local convenience retail unit (232.3m^2) and two units within use classes A1 (retail), A2 (financial and professional services), A3 (restaurants and cafes) and A5 (hot food takeaways) (186.3m^2) together with all associated works (resubmission 2011/0433/NT)	Granted 19/12/11
Land Adjacent Kentucky Fried Chicken Fulmar Close, Forest Town.	2011/0405/NT	Erection of a single storey building incorporating a Costa Coffee outlet (class A3/A5)	Granted 06/09/11
11 Nottingham Road, Mansfield	2010/0377/ST	Change of use from motor vehicle sales, repairs and snooker hall to surface public car park including demolition of all existing buildings and all associated works	Granted 13/10/10
52 Eakring Road, Mansfield	2010/0531/ST	Change of use from betting office (A2) to living accommodation (C3)	Granted 18/11/10
5 Elm Tree Street, Mansfield	2009/0473/ST	Change of use from betting office to dental laboratory	Granted 09/09/09

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 42.1% of all occupied ground floor units followed by A2 (financial & professional services) 12.9%, C3 (residential) 10.2% and A4 (drinking establishments) 4.8%. 46 occupiers had come into, or moved within the town centre, of which 29 were A1 uses.

The primary shopping area of the town centre is dominated by a high proportion of A1 units and a high proportion of national multiple retailers. At the time of the survey the proportion of occupied retail (A1) units was 86%. The number of A1 units becoming vacant decreased by 1% since 2011/12. On lower West Gate 17.3% of units (4 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) was permitted during 2010/11 however the application was considered appropriate in the context of new planning guidance. The proposal also helped secure the occupation of the former Woolworths store which had been vacant for sometime.

The secondary shopping area has seen a 4% gain in the number of units occupied by retail (A1) uses from 45% in 2012 to 49% in 2013. In addition the proportion of vacant units fell from 20% to 17%. Policy MTC6 (which seeks to ensure that 50% of properties in the secondary shopping areas remain in retail use) when looked at as an overall figure was unsuccessful (by 1%). However when all frontages are looked at individually (see 'Diversity of Uses within each of the Primary and Secondary Shopping Frontages') most streets 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 Market Street (54.5%).

It is hoped that the redevelopment of the bus station and adjacent sites will allow Mansfield to remain competitive by creating additional retail space and improve the representation of key retailers, variety stores and department stores.

At the time of the town centre survey the vacancy rate was 14% (76 properties), a decrease of 1.7% compared to 2012. The primary shopping area had vacancy rate of 7.8% (compared to 9.1% in 2012) and in the secondary shopping area the rate fell by 3% to 17%. In the non defined shopping area the vacancy rate was 14.4% which has reduced by 0.1% since 2012. The 76 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.

Mansfield is well represented by national retailers (with 71% of the ‘key retailers’ identified by Experian present within the town centre), however the number of requirements for floorspace has recently fallen after remaining fairly static for a number of years.

Convenience goods provision is limited and was worsened by the relocation of Tesco 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 (2011).

The town is dominated by small units with 430 units (81%) 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 up to 20,300 sqm for comparison goods and 1,000 sqm for convenience goods by 2026. The study also highlighted a need for approximately 3,500 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. 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 proposed 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. These include:

- Redevelopment of the Queen's Head site (under construction);
- Mixed use scheme on the site of the former Courtaulds factory (granted outline planning permission).

The new bus station / transport interchange was completed during March 2013 and opened its doors to the public on 31 March.

The Council is in the early stages 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 in the context of the current economic downturn, 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 too heavily orientated towards drinking establishments. The presence of more restaurants in the centre would encourage ‘dwell time’ in the centre outside of retail hours.

The vacancy rate identified above is above average at present and this needs to be monitored carefully in future years. Positively, vacancy rates in the prime retail 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 2013 survey, the proportion of occupied properties within retail (A1) use was 45%. This has increased by 4% since 2012.

There were 10 vacant units (all uses) within the centre which equated to a vacancy rate of 11%. This has improved since 2012 when the vacancy rate was 16%.

There was 1 edge of centre site remaining that was allocated in the 1998 Local Plan for optional land uses including retail development. This is located at Vale Road and is 0.2ha in area.

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.

Retail Update 2013

Market Warsop District Centre

The proportion of occupied properties within retail (A1) use at the time of the 2013 survey was 53%. This has fallen by 2% since the 2012 survey.

The vacancy rate has remained at 14% as there was no change in the number of vacant units within the centre (13).

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 2013 survey was 43%.

There were no vacant units within the centre following the occupation of the last 2 units adjacent to Tesco by Barnardo's.

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 was dominated by residential uses (41%) whilst retail only made up 31%. 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 when it has been redeveloped. This should be monitored closely in the future.

Portland Sidings Retail Park continues to have two vacancies although they are different units from last year. Dunelm Mill has moved onto the retail park, amalgamating two units in the process.

Retail Update 2013

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 Mansfield Town Centre Uses (number and % per street)

Street	A1	A2	A3	A4	A5	B1	B2	B8	C1	C3	D1	D2	SG	Vacant	Total
Albert Street	6 / 22%	11 / 41%	-	3 / 11%	2 / 7%	-	-	-	-	-	-	1 / 4%	1 / 4%	3 / 11%	**27**
Bridge Street	10 / 59%	1 / 6%	1 / 6%	1 / 6%	1 / 6%	-	-	-	-	-	1 / 6%	-	-	2 / 12%	**17**
Church Lane	-	-	-	-	-	-	-	-	-	-	1 / 50%	-	-	1 / 50%	**2**
Church Side	2 / 33%	1 / 17%	-	-	-	-	-	-	-	1 / 17%	1 / 17%	-	-	1 / 17%	**6**
Church Street	15 / 48%	4 / 13%	1 / 3%	4 / 13%	2 / 6%	-	-	-	-	-	-	-	1 / 3%	4 / 13%	**31**
Clerkson Street	-	-	1 / 50%	-	-	-	-	-	-	-	-	-	-	1 / 50%	**2**
Clumber Street	3 / 33%	1 / 11%	-	2 / 22%	-	1 / 11%	-	-	-	-	-	-	1 / 11%	1 / 11%	**9**
Commercial Street	-	1 / 50%	-	-	-	1 / 50%	-	-	-	-	-	-	-	-	**2**
Dame Flogan Street	-	-	-	-	-	-	-	-	-	1 / 20%	-	-	-	4 / 80%	**5**
Exchange Row	-	-	-	1 / 33%	-	-	-	-	-	-	-	-	1 / 33%	1 / 33%	**3**
Four Seasons Centre	51 / 93%	-	1 / 2%	-	-	-	-	-	-	-	1 / 2%	-	-	2 / 4%	**55**
Handley Arcade	8 / 67%	-	1 / 8%	1 / 8%	-	-	-	-	-	-	-	-	-	2 / 17%	**12**
James Murray Mews	-	-	-	-	-	-	-	-	-	16 / 100%	-	-	-	-	**16**
Leeming Street	17 / 33%	6 / 12%	4 / 8%	6 / 12%	6 / 12%	-	2 / 4%	-	-	-	2 / 4%	-	2 / 4%	7 / 13%	**52**
Market House Place	-	-	-	-	-	-	-	-	-	-	-	-	-	1 / 100%	**1**
Market Place	6 / 25%	7 / 29%	1 / 4%	4 / 17%	-	1 / 4%	-	-	-	-	-	-	-	5 / 21%	**24**
Market Street	6 / 54%	3 / 27%	1 / 9%	1 / 9%	-	-	-	-	-	-	-	-	-	-	**11**
Midworth Street	-	-	1 / 12%	-	-	-	1 / 12%	1 / 12%	-	3 / 38%	-	-	1 / 12%	1 / 12%	**8**

Retail Update 2013

Street	A1	A2	A3	A4	A5	B1	B2	B8	C1	C3	D1	D2	SG	Vacant	Total
Mill Walk	-	1 / 33%	-	-	-	-	-	-	-	-	2 / 67%	-	-	-	**3**
Queens Street	6 / 43%	4 / 29%	-	-	1 / 7%	-	-	-	-	-	-	-	1 / 7%	2 / 14%	**14**
Queens Walk	-	-	-	-	-	-	-	-	-	-	-	-	-	2 / 100%	**2**
Regent Street	13 / 65%	2 / 10%	-	-	-	-	-	-	-	-	-	-	-	5 / 25%	**20**
Rock Court	-	-	-	-	-	-	-	-	-	2 / 100%	-	-	-	-	**2**
Rock Valley	1 / 10%	-	-	-	-	1 / 10%	4 / 40%	3 / 30%	-	-	1 / 10%	-	-	-	**10**
Rosemary Street	3 / 50%	-	-	-	-	1 / 17%	-	-	-	1 / 17%	-	-	1 /17%	-	**6**
St John Street	1 / 5%	7 / 37%	-	-	-	-	-	-	-	-	6 / 32%	-	-	5 / 26%	**19**
St Peters Way	-	-	1 / 100%	-	-	-	-	-	-	-	-	-	-	-	**1**
Station Road	1 / 25%	-	-	-	-	1 / 25%	-	-	1 / 25%	-	-	-	1 / 25%	-	**4**
Station Street	-	1 / 20%	-	1 / 20%	-	-	-	-	-	-	1 / 20%	-	-	2 / 40%	**5**
Stockwell Gate	13 / 46%	5 / 18%	1 / 4%	1 / 4%	1 / 4%	-	-	-	-	-	-	-	1 / 4%	6 / 21%	**28**
Toothill Lane	7 / 70%	-	-	-	-	1 / 10%	-	-	-	-	1 / 10%	-	1 / 10%	-	**10**
Toothill Road	-	-	1 / 25%	-	-	-	-	-	-	2 / 50%	-	-	-	1 / 25%	**4**
Union Street	1 / 3%	1 / 3%	-	-	-	-	-	-	-	28 / 93%	-	-	-	-	**30**
Walkden Street	5 / 71%	-	-	-	1 / 14%	-	-	-	-	-	-	-	-	1 / 14%	**7**
West Gate	36 / 52%	11 / 16%	6 / 9%	1 / 1%	1 / 1%	-	-	-	-	1 /1%	2 / 3%	-	-	11 / 16%	**69**
White Hart Street	7 / 50%	1 / 7%	1 / 7%	-	-	-	-	-	-	-	-	-	-	5 / 36%	**14**
Total	**218 / 41%**	**68 / 13%**	**22 / 4%**	**26 / 5%**	**15 / 3%**	**7 / 1%**	**7 / 1%**	**4 / <1%**	**1 / <1%**	**55 / 10%**	**19 / 4%**	**1 / <1%**	**12 / 2%**	**76 / 14%**	**531 / 100%**

(Percentages may not sum due to rounding)

Appendix C Indicators of Vitality and Viability

Indicator	Method of Assessment
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
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
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
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
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
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
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
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 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
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
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)

Source: Planning Policy Statement 4 (which has now been superseded by the National Planning Policy Framework)

Appendix D 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
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

Retail Update 2013

Appendix E Remaining Floorspace Capacity

The tables below show the floorspace capacity figures that were recommended to the Council through the Mansfield Retail and Leisure Study 2011. 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.

Overall Requirement for A1 Comparison Floorspace

Mansfield town centre should seek to accommodate between 15,900 and 20,300 sqm net by 2026. 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 committed developments at Stockwell Gate South, and the Queen's Head site redevelopment (under construction).

Developed A1 Comparison Floorspace vs Requirement (sqm)

Centre	By 2016	By 2021	By 2026
Mansfield Town Centre	**2,300 - 4,000**	**9,700 - 12,400**	**15,900 - 20,300**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	0	N/A	N/A
Balance remaining:	2,300	N/A	N/A
Mansfield Woodhouse District Centre	**Up to 500**	**1,200 - 1,500**	**2,000 - 2,500**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	0	N/A	N/A
Balance remaining:	500	N/A	N/A
Market Warsop District Centre	**Up to 500**	**1,200 - 1,500**	**2,000 - 2,500**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	0	N/A	N/A
Balance remaining:	500	N/A	N/A
Other	**0**	**0**	**0**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	1,110 (2011/0421/ST)	N/A	N/A
Total amount developed (district-wide):	1,110	-	-
Overall balance remaining:	2,200	N/A	N/A

Overall Requirement for A1 Convenience Floorspace

Under the scenario where the town centre's market share is increased, there would be a requirement for a small foodstore (up to approximately 1,000 sq.m net convenience floorspace) between 2021 and 2026, based on the assumption that a small foodstore will also come forward as part of the Stockwell Gate South development.

Developed A1 Convenience Floorspace vs Requirement (sqm)

Centre	By 2016	By 2021	By 2026
Mansfield Town Centre	**0**	**0**	**1,000**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	0	N/A	N/A
Balance remaining:	0	N/A	N/A
Mansfield Woodhouse District Centre	**0**	**0**	**0**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	0	N/A	N/A
Balance remaining:	0	N/A	N/A
Market Warsop District Centre	**0**	**0**	**0**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	0	N/A	N/A
Balance remaining:	0	N/A	N/A
Other	**0**	**0**	**0**
Amount developed 2011/12:	0	N/A	N/A
Amount developed 2012/13:	232 (2011/0646/NT) 53 (2012/0264/NT)	N/A	N/A
Total amount developed (district-wide):	285	-	-
Overall balance remaining:	-285	N/A	N/A

Overall Requirement for Leisure Floorspace (A3, A4, A5, D2)

There is a total requirement of approximately 3,500 sq.m (gross) A3, A4 and A5 leisure floorspace in the District to 2026. It is expected that this requirement would be satisfied through the development of a mixed-use, retail-led scheme which incorporates an element of leisure floorspace provision.

Developed Leisure Floorspace vs Requirement (sqm)

Centre	By 2026
Mansfield Town Centre	**Up to 2,800**
Amount developed 2011/12:	0
Amount developed 2012/13:	0
Balance remaining:	2,800
Mansfield Woodhouse District Centre	**Up to 350**
Amount developed 2011/12:	0
Amount developed 2012/13:	0
Balance remaining:	350
Market Warsop District Centre	**Up to 350**
Amount developed 2011/12:	0
Amount developed 2012/13:	0
Balance remaining:	350
Other	**0**
Amount developed 2011/12:	0

Centre	By 2026
Amount developed 2012/13:	123 (A3/A5) (2011/0405/NT) 186 (A5) (2011/0646/NT)
Total amount developed (district-wide):	309
Overall balance remaining:	3,191

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