

Retail Update 2014

Town Centre Health Check & Retail Monitoring Report



Mansfield District Council

Creating a District where People can Succeed





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Executive Summary

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

Mansfield Town Centre

The centre (including St Peter's Retail Park) was dominated by retail as shops made up 42.1% of all occupied ground floor units. 13 businesses had come into, or moved within the town centre.

The vacancy rate was 14% which equates to 76 properties. These vacancies seem to be fairly spread out around the town centre although many are located on Leeming Street, Regent Street, and also within the White Hart area of the town centre.

Mansfield is well represented by national retailers, however the data shows that the number of businesses showing interest in locating within the town fell in 2012 after remaining fairly static for a number of years.

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. The new bus station / transport interchange was completed during March 2013, opening its doors to the public on 31 March 2013, and Queen's Place was completed in November 2013.

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

Mansfield Woodhouse District Centre

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

At the time of the 2014 survey, the proportion of occupied properties within retail use was 43%. There were 11 vacant units within the centre which equated to a vacancy rate of 12%.



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 2014 survey was 47%. There were 15 vacant units within the centre which equated to a vacancy rate of 15%.

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 2014 survey was 43%. There were no vacant units within the centre.

Other Centres

All of the local centres continued to provide a good range of facilities for the local communities they serve. However it has been noted that the Newgate Lane / Ratcliffe Gate local centre was dominated by residential

uses. This situation needs monitoring closely to ensure that retail and other uses are not lost to the extent that the centre does not provide an adequate service to the community.

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

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

1: Introduction

This is the fourth 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 13 August 2014.

Monitoring Period & Data Sources

The monitoring period for all data within the report is the 12 months from 1 April 2013 to 31 March 2014, unless stated otherwise.

The information has been obtained from three main sources:

- In March 2014 an audit was carried out of the ground floor units within each centre of the Mansfield District Retail Hierarchy to inform this report. The audit is used to provide a “snapshot” of the various uses within the centres and the results can be compared to the surveys carried out each year.
- Internal property and planning application databases; and
- Mapping which is provided under licence from the Ordnance Survey.

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

Disclaimers

Although the information contained in this report is provided in good faith and is as accurate as records permit, no guarantee is given with regards to possible errors. The identification of a site does not imply that planning permission will be granted for a specific retail (or other development) proposal, as this would be dependent on detailed analysis at the time of a planning application submission. Potential developers are advised to contact the District Council early in the process of site identification. General planning policy enquiries should be directed to the Planning Policy Group (planningpolicy@mansfield.gov.uk); highway related issues to the Highways Department at Nottinghamshire County Council (North Area Office) (enquiries@nottscc.gov.uk) and enquiries about planning permission should be directed to the Development Control Group (pgc@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 'Existing Retail Hierarchy', along with the retail parks and food superstores, in order to highlight the quality of the district's retail offer, and any ways this can be, or needs to be, improved. It has a number of functions:

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

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

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

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

The data on occupiers and vacant units was obtained from site visits carried out in March 2014.

3: Retail Profile

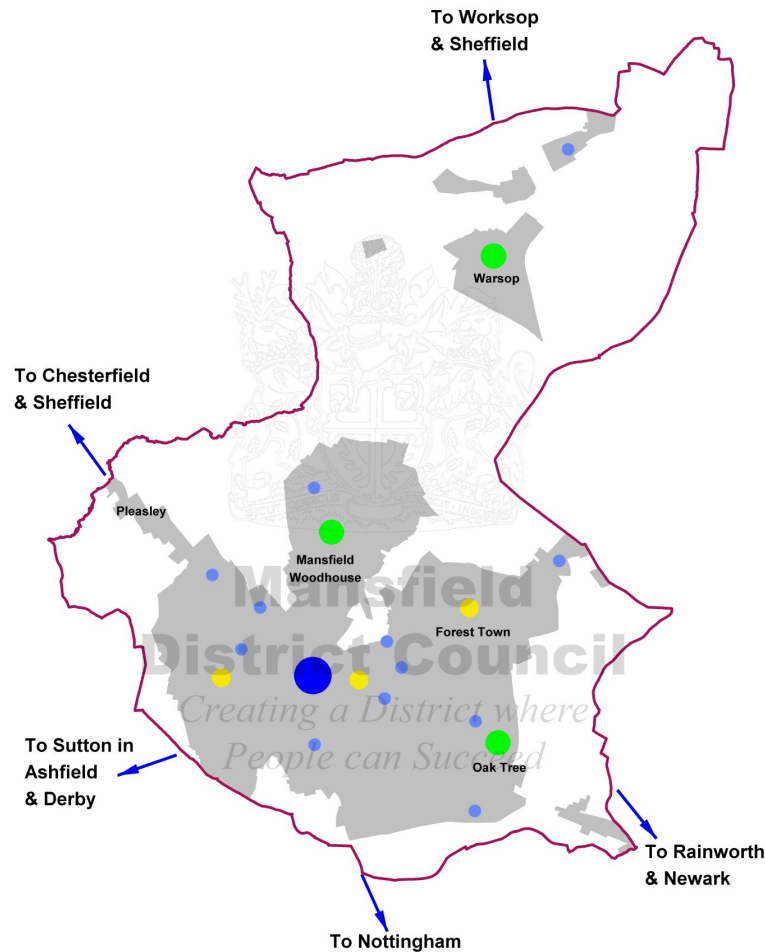
The District of Mansfield lies centrally within northern Nottinghamshire in the heart of Sherwood Forest and covers an area of approximately 77 sq kilometres. The District has a population of approximately 104,400 (ONS 2012) and is substantially urban in character although it does contain important tracts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

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

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

Existing Retail Hierarchy

| | | | |
|------------------------|---|---|--|
| Sub Regional Centre: | ● | Mansfield Town Centre | |
| District Centres: | ● | Mansfield Woodhouse Market Warsop Oak Tree | |
| Local Centres: | ● | Clipstone Road West Newgate Lane / Ratcliffe Gate Ladybrook Lane | |
| Neighbourhood Parades: | ● | Carter Lane 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 and leisure development. Further details of these can be found within the 'Creating a 'City' Centre for Mansfield' document which was published by the Council's Regeneration Department in 2009 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 the High

Street and Station Street. Most of the District Centre is also designated as a Conservation Area, and many shops are located in old stone buildings which were formerly houses and as a consequence have architectural or historic interest and townscape value.



/ 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.



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.

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

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

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

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

Food Retailers within the District

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

In Centre Stores

| Store | Location | Net Floor Area (sqm) |
|------------|----------------------------------|----------------------|
| Morrisons | High Street, Mansfield Woodhouse | 3,028 |
| 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:

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

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

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

- Gregg's
- Home Bargains

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

Freestanding Retail Warehouses

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

Trade Counters

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

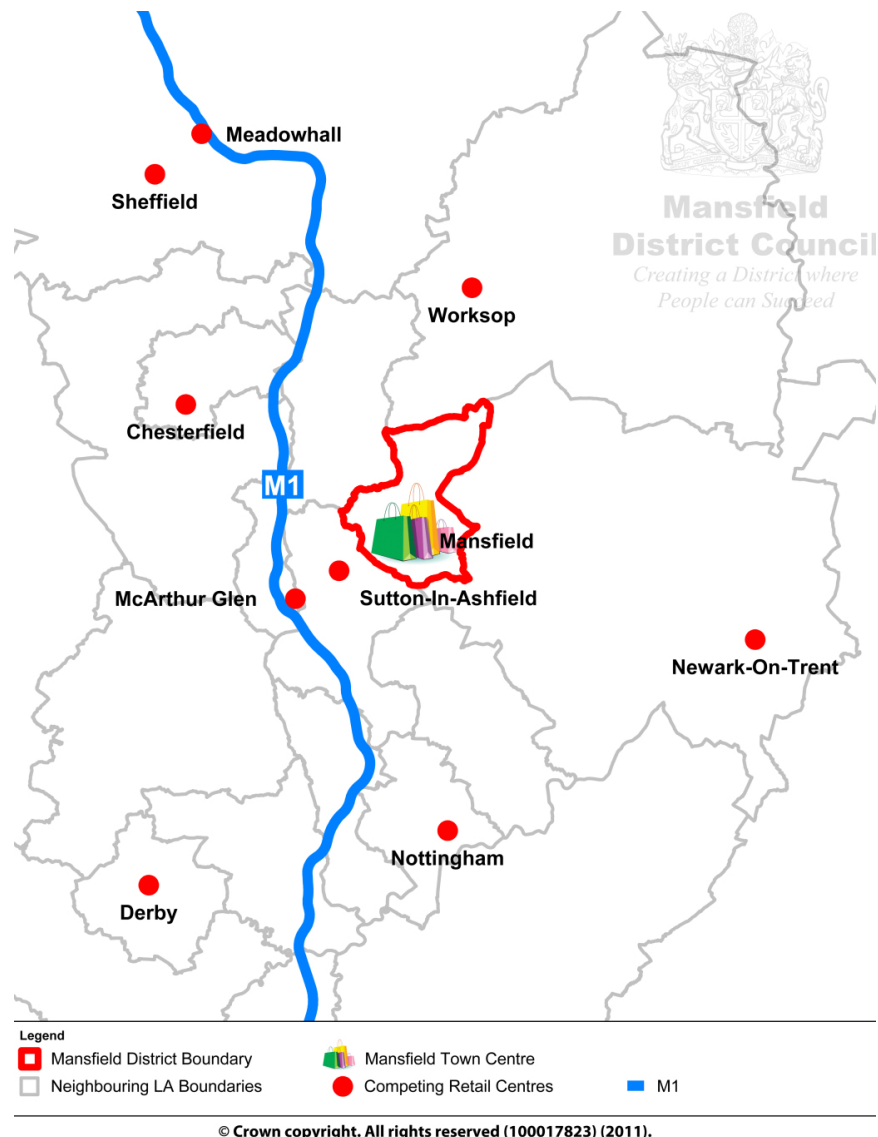
Competing Centres

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

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

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

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





4: Planning Policy, Guidance and Evidence Base Documents

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

National Planning Policy Framework (NPPF) (2012)

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

In terms of town centres, policies should promote competitive environments and set out the management and growth required over the plan period. The NPPF highlights that Local 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.

National Planning Practice Guidance (NPPG) (2014)

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

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

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

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

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

Mansfield District Local Plan (1998)

The Local Plan currently provides the local planning policies used to determine planning applications of a retail nature, and designates the current retail hierarchy and the primary and secondary frontages within the town centre. The retailing chapter can be viewed on the Council's website by using the following link: <http://www.mansfield.gov.uk/localplan>

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.

The Planning Policy team are in the process of preparing a Preferred Options Local Plan for consultation in 2015. Further information on the emerging Local Plan can be obtained from the Council's website <http://www.mansfield.gov.uk/planningpolicy>, by e-mailing the Planning Policy team at 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 – this has now been developed on land between Station Road and Quaker Way, and resulted in the relocation of the town's bus station.
- Stockwell Gate North – the site of the former bus station, earmarked for a primarily retail development, currently used as a temporary car park.
- Stockwell Gate South – the former Courtaulds factory site. A private sector development of mixed-use retail and leisure with outline planning permission already granted, currently used as a car park.
- Strategic Employment site – to be created near the junction of Belvedere Street and Victoria Street on 365 sqm site.
- Old Town Hall – development of the former Indoor Market site at the rear of the site on Queen Street. This site is currently used as a short stay car park.
- The Living Centre – an iconic gateway building has now been developed on the site of the former Queen's Head pub, and is named Queen's Place.
- White Hart development– a mixed use of retail, office space, leisure and residential development on land bounded by White Hart Street, Dame Flogan Street and Church Street, including the restoration of the Malting's building.
- Mansfield Brewery site – the site is currently being marketed and provides a superb regeneration opportunity. The site is expected to include primarily employment uses, with some residential development.
- The Riverside – an area next to the River Maun, bordering St Peter's Way identified as having great potential for mixed uses, mainly

employment but possibly including retail and residential – alongside an attractive area of public open space.

Mansfield Urban Design Compendium (2007)

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

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

Town Centre Economic Regeneration Framework (February 2007)

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



5: Mansfield Town Centre



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

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

Town centres have an important role to play in any District. They provide a wide range of facilities that are accessible to the community including retail,

employment, leisure, education and transport.

As was highlighted in Section 4: 'Planning Policy, Guidance and Evidence Base Documents', the National Planning Policy Framework (NPPF) emphasises the importance of ensuring the vitality of town centres in order to help deliver sustainable development.

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

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

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

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

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

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

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

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

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

Town Centre Ranking

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

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

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

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

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



5.1 Retailing Trends

This section of the report sets out some of the key national trends in retailing. Information has come from 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. As a result, Verdict predict that the role of the town centre will evolve into more of a community hub with a proportion of vacant units converted into leisure space and for community use, and with secondary locations being used more for residential properties. Town centre locations 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 (Verdict 2012). 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.

Verdict say that two ways shopping centres can drive footfall is through more leisure uses and offering free Wi-Fi. With a robust leisure offer, centres can attract shoppers during weaker periods like the summer. Free Wi-Fi is increasingly becoming an expectation among shoppers and can be used to collect data (Verdict 2014). In this respect Mansfield is a front runner as the first town in the UK to offer free Wi-Fi.

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.

In response to emerging shopping habits such as online shopping, Verdict expected in 2013 that smaller store formats would 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. 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 2014 neighbourhood and convenience retail remain fast growth markets, especially when compared to the rest of the physical retail sector. Over the next five years, the structure of the market will shift as multiple retailers continue to take advantage of growth and expand quickly (Verdict 2014).

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 2012 that sales growth for food & grocery out-of-town was 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 2014 Verdict state that sales through out of town are now set to increase by 2.4% in 2014, outperforming both town centre and neighbourhood for the first time in three years. However, while it starts out strong, this growth will plateau with both town centre and neighbourhood passing it, in terms of sales growth, by 2019.

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.

Verdict expect a continued shift towards sectors such as clothing and general merchandisers at out of town locations as well as more leisure options. Such a change will be beneficial to retail park owners as it widens the potential customer base, drives footfall and increases dwell time (2014).

Internet & Non-Store Trading

Verdict stated in 2013 that the value of online retail grew at a rapid pace from 2008 to 2012, and while growth will slow as the channel matures, it continues to represent a major opportunity for retailers. It is predicted to outpace growth in total retail every year during 2013–18, resulting in online expenditure increasing from £33.7bn to £50.2bn.

Despite tablet technology being relatively new, in 2012 it represented a higher proportion of online expenditure than mobile phones (11.7% versus 6.0%). 2012 saw a deluge of cheaper tablet devices come onto the market, which, along with the popularity of the iPad, resulted in a rapid increase in tablet use for online transactions.

The living room is becoming a key location for retailers to target shoppers, as 67.2% of all online shoppers who are making a purchase from their home are making the transaction from their living room. The living room is not only where most will watch TV, but also where most will engage with their laptop, tablet or mobile phone to shop (Verdict 2013).

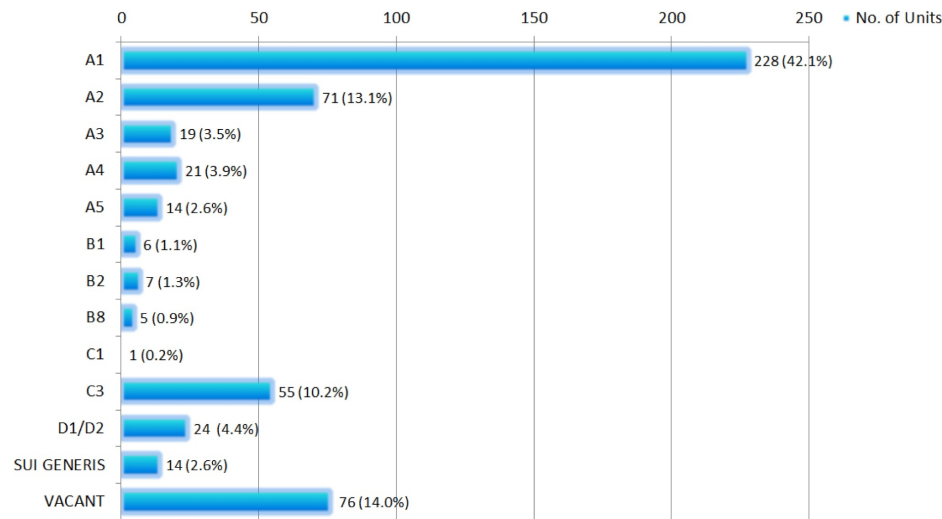
5.2 Diversity of Uses

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 2014. 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.



**Mansfield Town Centre (inc St Peters Retail Park) -
Ground Floor Uses (2014)**



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

Retail units (A1) continue to dominate the town centre with 42.1% of units (228), which is the same as the results from 2013. This is followed by professional and financial services (A2) with 13.1% of units (71), 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 (54).

The number of vacancies (discussed in detail in Section 5.3 'Vacancy Rates') is 76 (14.0%) (which has remained consistent with the 2013 figure).

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 each defined frontage is not permitted to fall below 50%. The frontages covered by these policies are shown later in the report, on the plan titled 'Locations for Future Retail Development in Mansfield Town Centre'.

It should be noted that these policies were written before the changes to the Use Classes Order were made, therefore uses within the A4 and A5 categories are considered to be associated uses as they were formerly

contained within the A3 use class. The following table illustrates the diversity of uses within each frontage category / area within the town centre (percentages have been rounded).

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

| Use Class | Primary Shopping Frontage | Secondary Shopping Frontage | Non-Defined Shopping Area | St Peter's Retail Park |
|--------------|---------------------------|-----------------------------|---------------------------|------------------------|
| A1 | 65 / 84% | 91 / 48% | 62 / 24% | 10 / 100% |
| A2 | 1 / 1% | 37 / 19% | 33 / 13% | - |
| A3 | 3 / 4% | 9 / 5% | 7 / 3% | - |
| A4 | - | 9 / 5% | 12 / 5% | - |
| A5 | - | 5 / 3% | 9 / 3% | - |
| B1 | - | - | 6 / 2% | - |
| B2 | - | - | 7 / 3% | - |
| B8 | - | - | 5 / 2% | - |
| C1 | - | - | 1 / <1% | - |
| C3 | - | - | 55 / 21% | - |
| D1 | 1 / 1% | 1 / <1% | 19 / 7% | - |
| D2 | - | - | 3 / 1% | - |
| Sui Generis | - | 4 / 2% | 10 / 4% | - |
| Vacant | 7 / 9% | 35 / 18% | 34 / 13% | - |
| Total | 77 | 191 | 263 | 10 |

(Mansfield District Council 2014)

As can be seen the primary frontages continue to be dominated by A1 uses, and the vacancy remains low, although it has increased by 1%.

The secondary shopping area has also seen the number of vacancies increase (by 1%) as a result of the loss of 2 no. A1, 2 no. A3, 2 no. A4 and 1 no. A5 units (although there was a gain of 2 no. A2, 1 no D1 and 1 no. Sui Generis units).

The amount of vacant units within the parts of the town which are not defined as either primary or secondary areas has decreased to 34 which is positive. The percentage of A1 uses has also increased by 2%.

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 15.8% 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% (15.8%) | 4.3% (0.0%) | 8.7% (0.0%) | - | 4.3% (100.0%) | - | - |
| MTC5 (ii) Four Seasons | 96.4% (7.5%) | - | 1.8% (0.0%) | - | - | 1.8% (0.0%) | - |
| MTC6 (i) Upper West Gate (odds 37-71, evens 48-66) | 62.1% (11.1%) | 24.1% (0.0%) | 10.3% (0.0%) | - | - | - | 3.4% (100.0%) |
| MTC6 (ii) Stockwell Gate (odds 1-69, evens 2-26, and including former Tesco and Co-op stores) | 53.8% (14.3%) | 26.9% (42.9%) | 3.8% (0.0%) | 7.7% (50.0%) | 3.8% (0.0%) | - | 3.8% (0.0%) |
| MTC6 (iii) Regent Street (odds 3-21, evens 2-30 including Regent House) | 70.0% (21.4%) | 25.0% (40.0%) | 5.0% (100.0%) | - | - | - | - |
| MTC6 (iv) Lower Leeming Street (odds 1-29, evens 2-42 and Clumber House) | 60.0% (11.1%) | 16.7% (20.0%) | 10% (33.3%) | 6.7% (0.0%) | - | 3.3% (0.0%) | 3.3% (0.0%) |
| MTC6 (v) Church Street (odds 1-39, evens 8-36 and Swan Hotel) | 58.1% (33.3%) | 12.9% (0.0%) | 6.5% (50.0%) | 12.9% (25.0%) | 6.5% (50.0%) | - | 3.2% (0.0%) |
| MTC6 (vi) Rosemary Centre | 83.3% (0.0%) | - | - | - | 16.7% (0.0%) | - | - |
| MTC6 (vii) Queen Street | 61.5% (12.5%) | 23.1% (0.0%) | - | - | 7.7% (0.0%) | - | 7.7% (0.0%) |
| MTC6 (viii) Market Place (1-12, 15-24, 25-31) | 45.5% (30.0%) | 36.4% (0.0%) | 4.5% (0.0%) | 13.6% (33.3%) | - | - | - |
| MTC6 (ix) Market Street (1-4, 10-19) | 54.5% (16.7%) | 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 | | | |

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 has continued to decline since then. The Council will be implementing a new Market Strategy in 2014/15, which if successful will see these figures improve.

Average Weekly Occupancy, Mansfield Market

| | 2004 /05 | 2005 /06 | 2006 /07 | 2007 /08 | 2008 /09 | 2009 /10 | 2010 /11 | 2011 /12 | 2012 /13 | 2013 /14 |
|----------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average occupied each week | 510 | 369 | 332 | 314 | 312 | 326 | 294 | 309 | 283 | 275 |

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.

Charity Market

A charity market is held on the second Tuesday of every month in the Market Place.

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.



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 2014 to inform this report highlighted a vacancy rate of 14% (76 properties), which is the same as March 2013.

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. 48.8% of all units within the town centre are in A1 use however 13.6% of these are vacant.

Vacant Units within Mansfield Town Centre (including St Peters Retail Park) by Use Class

| Use Class | No. of Units | | | % of Units | |
|--------------|--------------|-----------|------------|-----------------------------------|--|
| | Occupied | Vacant | Total | Vacant (% within Use Class) | Total Mix of Uses (all units within the Town Centre) |
| A1 | 228 | 36 | 264 | 13.6% | 48.8% |
| A2 | 71 | 11 | 82 | 13.4% | 15.2% |
| A3 | 19 | 8 | 27 | 29.6% | 5.0% |
| A4 | 21 | 7 | 28 | 25.0% | 5.2% |
| A5 | 14 | 2 | 16 | 12.5% | 3.0% |
| B1 | 6 | 2 | 8 | 25.0% | 1.5% |
| B2 | 7 | 2 | 9 | 22.2% | 1.7% |
| B8 | 5 | 1 | 6 | 16.7% | 1.1% |
| C1 | 1 | 0 | 1 | 0.0% | 0.2% |
| C3 | 55 | 2 | 57 | 3.5% | 10.5% |
| D1 | 21 | 2 | 23 | 8.7% | 4.3% |
| D2 | 3 | 0 | 3 | 0.0% | 0.6% |
| SUI | 14 | 3 | 17 | 17.6% | 3.1% |
| GENERIC | | | | | |
| Total | 465 | 76 | 541 | Total Vacancy Rate = 14.0% | 100.0% |

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

Vacant Units by Frontage

| Frontage Type | Number of Units | Number of Vacant Units | Percentage of Vacant Units |
|---|-----------------|------------------------|----------------------------|
| Primary (MTC5) | 77 | 7 | 9.1% |
| Secondary (MTC6) | 191 | 35 | 18.3% |
| Non-Defined (excl. St Peter's Retail Park) | 263 | 34 | 12.9% |
| St Peter's Retail Park | 10 | 0 | 0% |
| WholeTown Centre (inc. St Peter's Retail Park) | 541 | 76 | 14.0% |

(Mansfield District Council 2014)

Compared to 2013 the primary shopping area has seen an increase in vacancies of 1 unit, and secondary areas have also seen vacant units go up by 3. Vacancies within the non-defined areas of the town centre have decreased by 4 units and St Peters Retail Park has complete occupancy. As a whole, the town centre vacancy rate has remained the same as 2013.

The table below gives details of the properties which were found vacant during the audit carried out in March 2014. The table shows that there was approximately 11,778 sqm of vacant floorspace within the town centre. This total has reduced by 1,398 sqm since 2013 (and 3,321 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-11 | 19 Albert Street | A1 | 46.79 |
| AS-13 | 21 Albert Street | A4 | 134.89 |
| AS-22 | 35 Albert Street | A4 | 200.69 |
| BS-11 | 11 Bridge Street | A1 | 26.9 |
| BS-16 | Town Mill, Bridge Street | A4 | 300.34 |
| CKS-03 | Clerkson House Clerkson Street | B1 | 412.1 |
| CHL-02 | 01 Church Lane | B2 | 48.3 |
| CS-07 | 10 Church Street | A4 | 341.56 |
| CS-10 | 13 Church Street | A1 | 82.89 |
| CS-33 | 15a Church Street | A1 | 78.58 |
| CS-32 | 22 Church Street | B1 | 228.01 |
| CS-16 | 23 Church Street | A5 | 93.76 |
| CS-19 | 27 Church Street | A1 | 154.62 |
| CS-20a | 29a Church Street | A1 | 46.54 |
| CS-23 | 32 Church Street | A1 | 163.14 |
| CS-29 | 36 Church Street | A1 | 34.97 |
| CS-30 | 37-39 Church Street | A3 | 232.53 |
| 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 |
| EXR-02 | 02 Exchange Row | A4 | 174.15 |
| FS-11 | 11 Four Seasons Shopping Centre | A1 | 126.31 |
| FS-17 | 17 Four Seasons Shopping Centre | A1 | 155.44 |



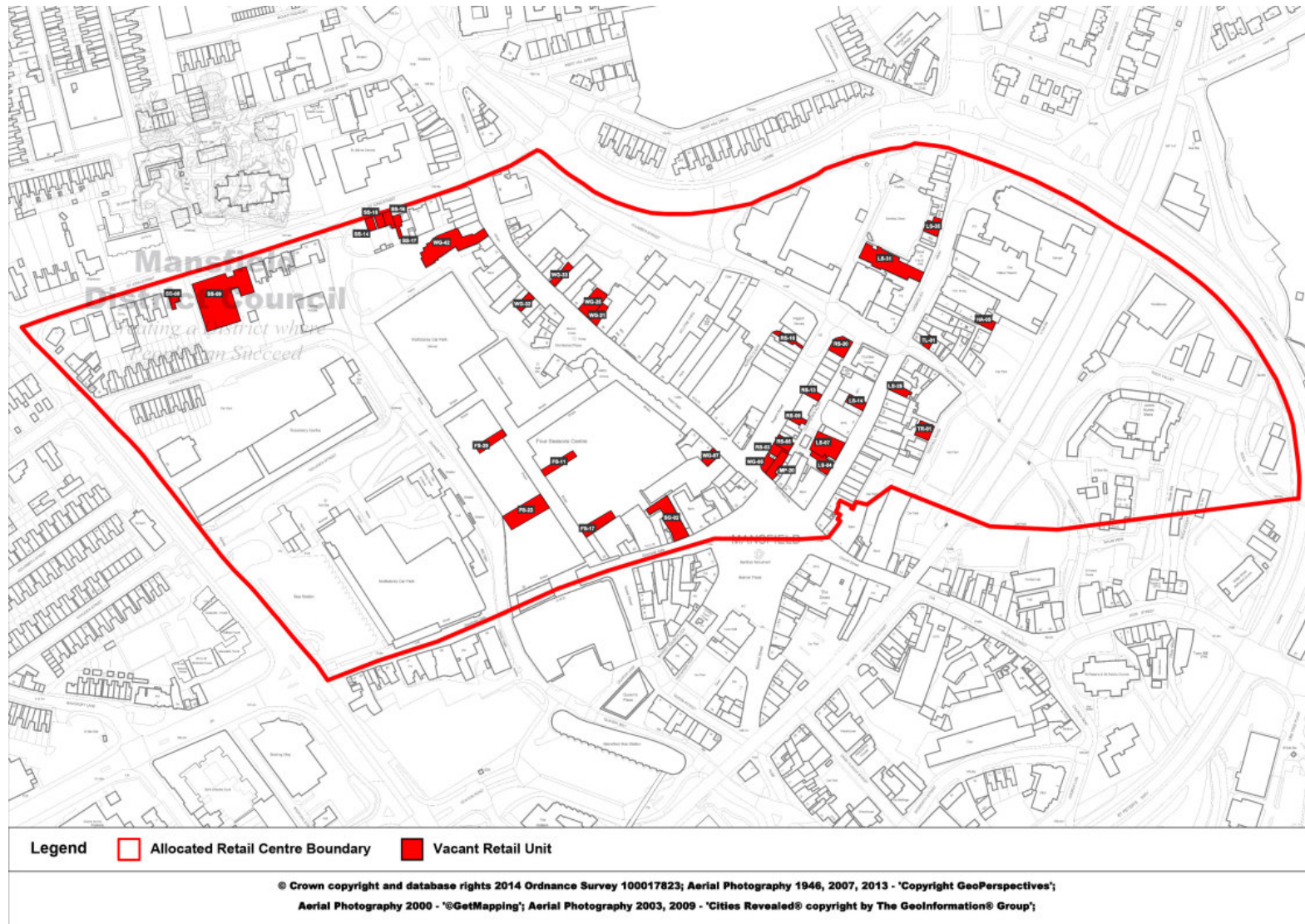
| Ref | Property Address | Former Use Class | Area (sqm) |
|--------|-----------------------------------|------------------|------------|
| FS-22 | 22 Four Seasons Shopping Centre | A1 | 336.31 |
| FS-29 | 30 Four Seasons Shopping Centre | A1 | 118.48 |
| HA-05 | 07-08 Handley Arcade | A3 | 79.49 |
| LS-04 | 07-09 Leeming Street | A2 | 104.19 |
| LS-07 | 11 Leeming Street | A1 | 270.81 |
| LS-14 | 19 Leeming Street | A1 | 77.77 |
| LS-25 | 34 Leeming Street | A3 | 76.17 |
| LS-31 | 43 Leeming Street | SUI GENERIS | 453.59 |
| LS-35 | 45b-45c Leeming Street | A3 | 100.76 |
| MHP-01 | Market House Place | A3 | 70.79 |
| MP-02 | 01 Market Place | A4 | 257.37 |
| MP-03 | 02 Market Place | A1 | 31.73 |
| MP-08 | 9-11 Market Place | A1 | 112.36 |
| MP-20 | 25 Market Place | A1 | 114.39 |
| MS-07 | 14 Market Street | A1 | 84.52 |
| MWS-05 | 16 Midworth Street | A3 | 180.21 |
| QS-14 | 19 Queen Street | A1 | 97.2 |
| QS-16 | Queen's Place Unit 1 Queen Street | A1 | 274.18 |
| QS-17 | Queen's Place Unit 2 Queen Street | A1 | 264.63 |
| QW-01 | 01 Queens Walk | A3 | 61.74 |
| RS-03 | 04 Regent Street | A1 | 56.44 |
| RS-05 | 06 Regent Street | A3 | 81.69 |
| RS-09 | 14 Regent Street | A2 | 55.07 |
| RS-13 | 18 Regent Street | A1 | 58.65 |

| Ref | Property Address | Former Use Class | Area (sqm) |
|--------|---|------------------|------------|
| RS-16 | 21 Regent Street | A1 | 59.61 |
| RS-20 | 30-32 Regent Street | A2 | 142.66 |
| CKS-07 | New Meeting House Station Street, Mansfield | 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-21 | 49-51 Stockwell Gate | A2 | 88.6 |
| SG-27 | 59b Stockwell Gate | A1 | 24.91 |
| 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 |
| SS-17 | 40 St John Street | A2 | 58.77 |
| TL-01 | 03 Toothill Lane | A1 | 42.63 |
| TR-01 | 03 Toothill Road | B8 | 108.51 |
| WG-05 | 06 West Gate | A5 | 62.98 |
| WG-07 | 07 West Gate | A1 | 72.26 |
| WG-21 | 38 West Gate | A1 | 85.24 |
| WG-25 | 40 West Gate | A1 | 198.07 |
| WG-32 | 49 West Gate | A1 | 71.5 |
| WG-33 | 50 West Gate | A1 | 83.92 |

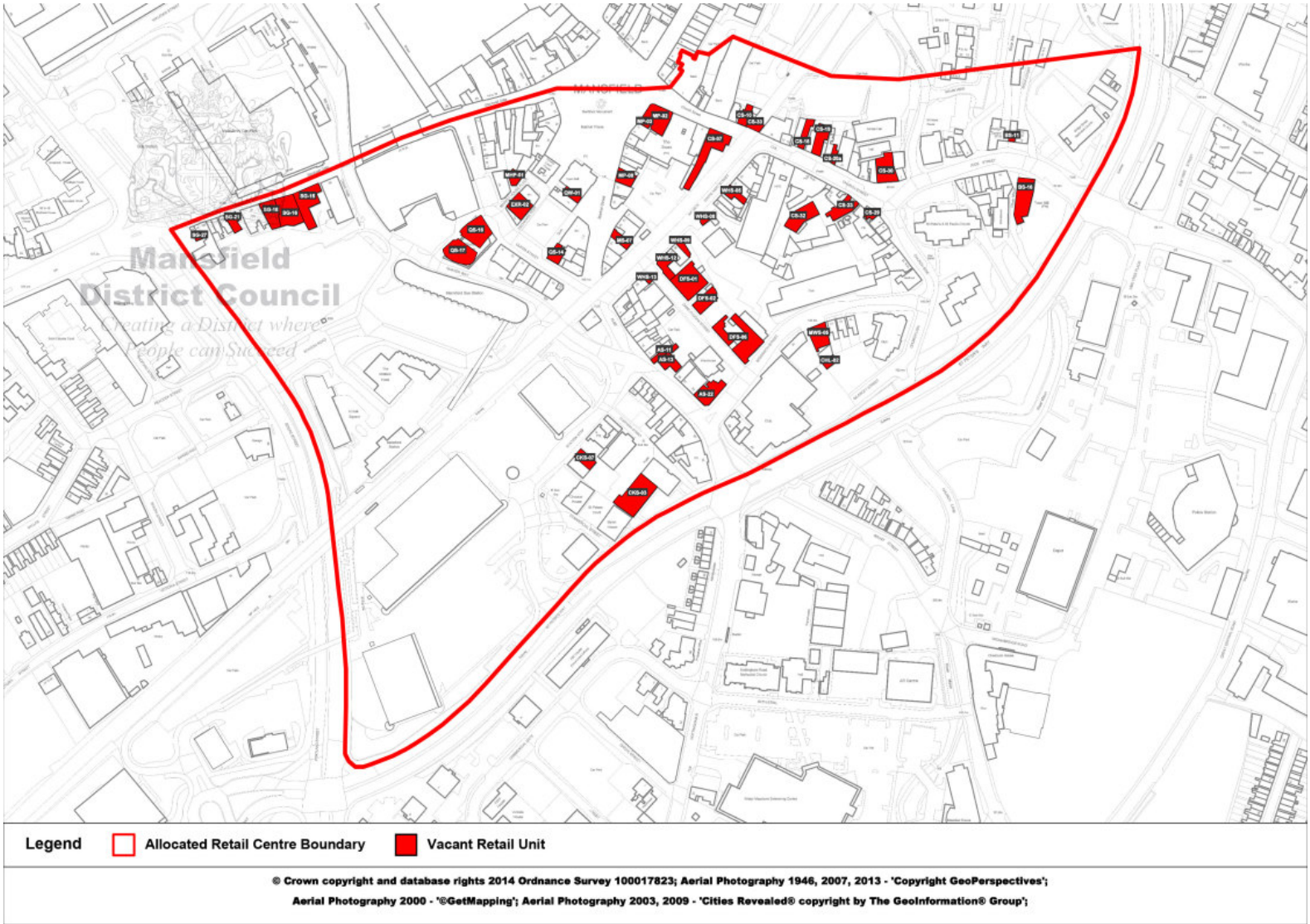
| Ref | Property Address | Former Use Class | Area (sqm) |
|---|-------------------------|------------------|------------|
| WG-42 | 61 West Gate | SUI GENERIS | 501.24 |
| WHS-05 | 14 White Hart Street | A1 | 86.36 |
| WHS-08 | 34 White Hart Street | SUI GENERIS | 39.79 |
| WHS-09 | 36 White Hart Street | A1 | 51.62 |
| WHS-12 | 42-44 White Hart Street | A1 | 114.15 |
| WHS-13 | 46 White Hart Street | A1 | 25.63 |
| Total Vacant Floorspace - Mansfield Town Centre (sqm) | | | 11777.78 |



Mansfield Town Centre (North)



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 C 'Key Retailers within Mansfield Town Centre'. Of the shops listed, 22 (71%) can be found in Mansfield town centre, mainly within the primary shopping frontages, and there appears to be a good representation of mainstream mid-market retailers. The percentage of key retailers in Mansfield has increased from 69% in 2005. There is also a further three key retailers (TK Maxx, Next and Boots) present within St Peter's Retail Park on the edge of the town centre, which were not counted by Experian. However, there are a number of retailers not present which you would expect to find in a sub-regional centre e.g. H&M and Waterstones.

Complementary Facilities

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

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

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

New Occupiers

A number of new occupiers have come into the town in the last year and are mostly new independent businesses. The table overleaf illustrates the companies and their new location. Heron Foods relocated from a smaller store within the town centre. That fact that units are listed here does not mean that a relevant planning permission has been gained in all cases.

New Occupiers in Mansfield Town Centre

| Property Address | Occupier |
|---------------------------------|---|
| 14 Four Seasons Shopping Centre | EE (Mobile phone store) |
| 54 Four Seasons Shopping Centre | EE (Mobile phone store) |
| 04-06 Handley Arcade | Mammoth |
| 09 Handley Arcade | Kelly's Scentsations (Candles and Incense etc.) |
| 11 Handley Arcade | Bella Boutique (Hairdressers) |
| 23-27 Leeming Street | Pasikonik (Finest European Products) |
| 08 Market Place | Faststitch (High Speed Clothing Alterations) |
| 11 Market Street | Newton Fallowell (Estate Agents) |
| 12 Queen Street | The Beauty Room (Beauty Salon) |
| 14 Queen Street | I Do Bridal (Wedding Shop) |
| Rock Valley | Bryan Radford Motor Sales (Car Sales) |
| 36 West Gate | Heron Foods (Discount Food Store) |
| 83 West Gate | Flare (Design and Print Studio) |

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 or 2014.

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 overleaf 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 2014, 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 (choice of 39 units);
- 100 – 199 sqm – All 3 requirements (choice of 18 units);
- 200 - 299 sqm - All 3 requirements (choice of 8 units);
- 300 – 399 sqm – All 4 requirements (choice of 6 units);
- 400 - 499 sqm - All 2 requirements (choice of 3 units).

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 | 277 |
| 100 – 249 sqm | 151 |
| 250 – 499 sqm | 66 |
| 500 – 999 sqm | 17 |
| 1,000 – 1,499 sqm | 12 |
| 1,500 – 1,999 sqm | 1 |
| 2,000 – 2,999 sqm | 5 |
| 3,000+ sqm | 2 |

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

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

5.6 Capacity for Growth

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

As stated in Section 4: 'Planning Policy, Guidance and Evidence Base Documents' consultants 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 D '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.

Committed Town Centre Development

The table below shows all current (unimplemented) planning permissions for development within the Town Centre, as of 31st March 2014.

Current Planning Permissions - Mansfield Town Centre

| Property Address | Application No | Proposal | Decision Date |
|-------------------------|----------------|---|------------------|
| Granted 2013/14: | | | |
| 46 White Hart Street | 2014/0031/NT | Change of use from A1 (retail) to A4 (drinking establishment) | Granted 07/03/14 |
| 38a West Gate | 2013/0522/ST | Change of use from A1 (retail) to A2 (estate/letting agents) | Granted 05/12/13 |
| 61 West Gate | 2013/0466/ST | Partial demolition of modern rear extension, internal alterations, new shopfront and change of use to A1 (retail), A2 (professional and financial services) and D1 (non residential institutions) | Granted 12/11/13 |
| 18 Leeming Street | 2013/0411/NT | Change of use of first floor area from retail to 2 no. self contained flats | Granted 27/09/13 |
| 8 Leeming Street | 2013/0404/NT | Change of use of first and second floor area only from vacant retail unit to 2 no. self contained flats | Granted 27/09/13 |



| Property Address | Application No | Proposal | Decision Date |
|---|----------------|--|------------------|
| 19 Queen Street | 2013/0424/ST | Change of use of the first and second floors from offices to 2 no. self contained flats accessed from a new door to side elevation | Granted 19/09/13 |
| 8-10 Queen Street | 2013/0154/ST | External refurbishment and extension to existing retail and office building. extension to be used for uses falling within use classes A1, A2, A3 or D1 | Granted 03/07/13 |
| 24 Market Place | 2013/0131/ST | Proposed outdoor seating area | Granted 13/05/13 |
| Granted 2012/13: | | | |
| 61 West Gate | 2013/0074/ST | Change of use from a nightclub (Sui Generis) to a church hall (D1) | Granted 27/03/13 |
| St Johns Centre, St Johns Street | 2013/0062/ST | Demolition of existing building and erection of new medical centre with associated car parking and landscaping | Granted 26/03/13 |
| Land at Belvedere Street / Stockwell Gate | 2012/0462/ST | Application to extend the time limit for implementing outline planning permission 2010/0132/ST for use classes A1, A2, A3, A4, A5, B1a, D1, D2, C1 including reserved matter of access/egress | Granted 20/11/12 |
| 11 St Johns Street | 2012/0435/ST | Change of use from contact and family assessment centre / office to residential (C3) | Granted 30/10/12 |
| Town Mill, Bridge Street | 2012/0242/NT | Change of use from public house (A4) to offices, refurbishment and single storey extension to the rear of the building | Granted 02/07/12 |
| 18 Leeming Street | 2012/0173/NT | Change of use of second floor from storage to 2 no. self contained apartments and replacement external steel staircase to rear | Granted 25/06/12 |
| 19 Albert Street | 2012/0195/NT | Change of use from A1 (shops) to A2 (professional services) and B1 (offices). Removal of derelict extensions and ground floor extension | Granted 19/06/12 |
| Granted 2011/12: | | | |
| 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 |
| 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 |
| 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 |
| 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 |

Recent Town Centre Development

The following permissions were all implemented over the monitoring period.

Implemented Planning Permissions - Mansfield Town Centre (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|---------------------------------------|----------------|---|------------------|
| Land at Belvedere Street / Quaker Way | 2013/0511/ST | Temporary car park | Granted 09/12/13 |
| Romans Inns Ltd | 2013/0352/NT | New shop front to Leeming Street entrance, roof extension over internal stairs to rear elevation, second floor fire escape stairs to rear elevation and new ventilation openings to existing wall elevations of the rear building adjacent Toothill Lane car park to create smoking room - resubmission of planning permission 2013/0075/NT | Granted 09/09/13 |
| Wheatsheaf Inn, 47 Stockwell Gate | 2013/0320/ST | External seating area on highway (pavement café) | Granted 23/08/13 |
| 7a Albert Street | 2013/0326/NT | Change of use of the ground floor from an office (use class B1) to a nail bar (use class sui generis) | Granted 21/08/13 |
| The Maltings, Midworth Street | 2013/0296/NT | Change of use from offices (use class B1) to leisure, gaming and family entertainment centre (use class D2) and café (use class A3) | Granted 12/08/13 |
| 20 - 22 Leeming Street (first floor) | 2013/0163/NT | Change of use from hairdressers training centre (use class D1) to a martial arts club (use class D2) | Granted 28/05/13 |
| 36-38 West Gate, Mansfield | 2013/0110/ST | New shopfront and additional/replacement plant to the rear | Granted 30/04/13 |
| 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 |
| 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 |
| Land off White Hart Street | 2012/0057/NT | Temporary Car Park | Granted 05/04/12 |



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

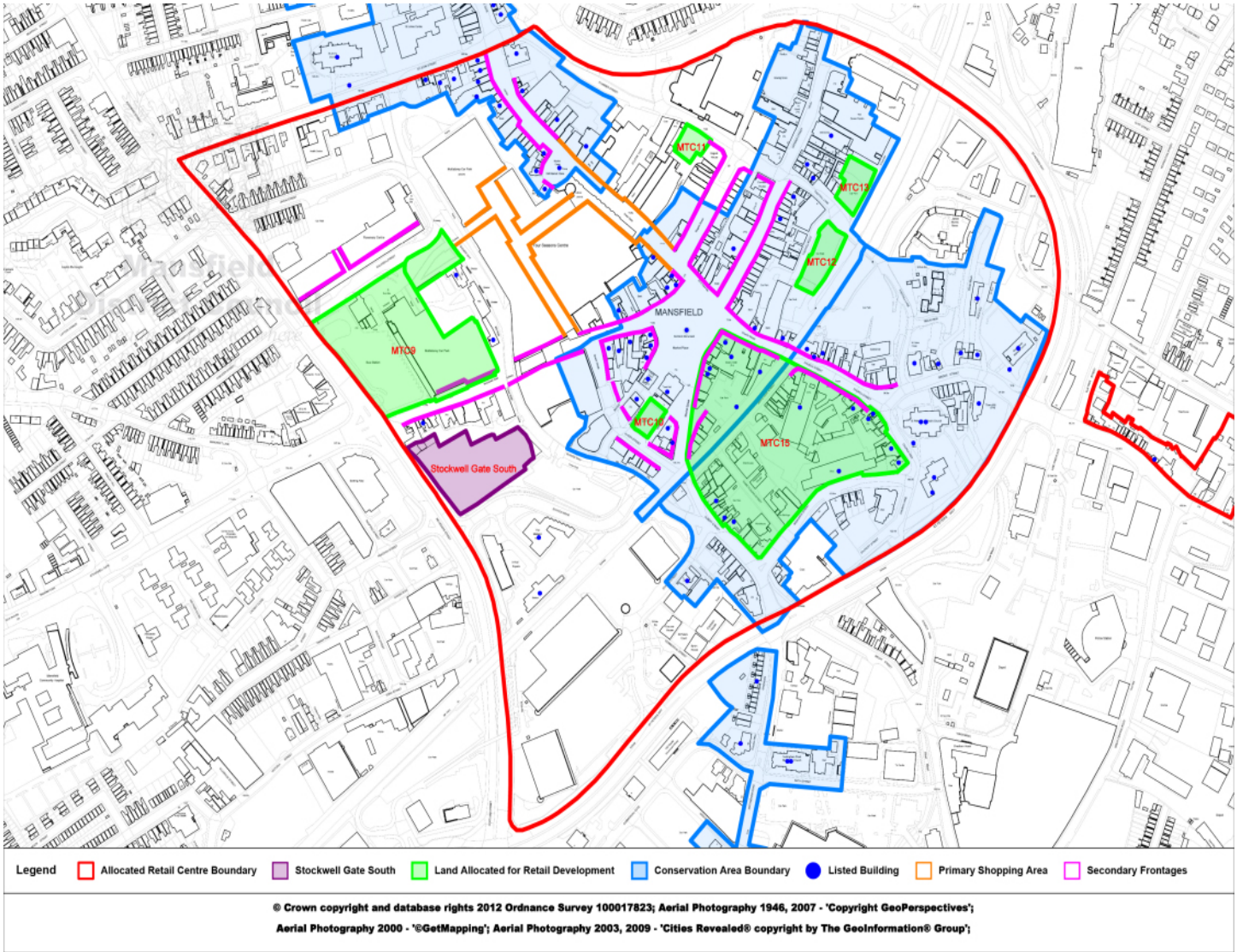
| Location | Vacant Since | Site Information | |
|---|--|-------------------------|---|
| Clumber Street | At least 2000 – in use as a private car park | Local Plan Status | Optional land use area (MTC11) |
| | | Sequential Test Status | In centre |
| | | Application Information | No current application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

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



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

Locations for Future Retail Development in Mansfield Town Centre





5.7 Rents and Yields

Rents

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

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.

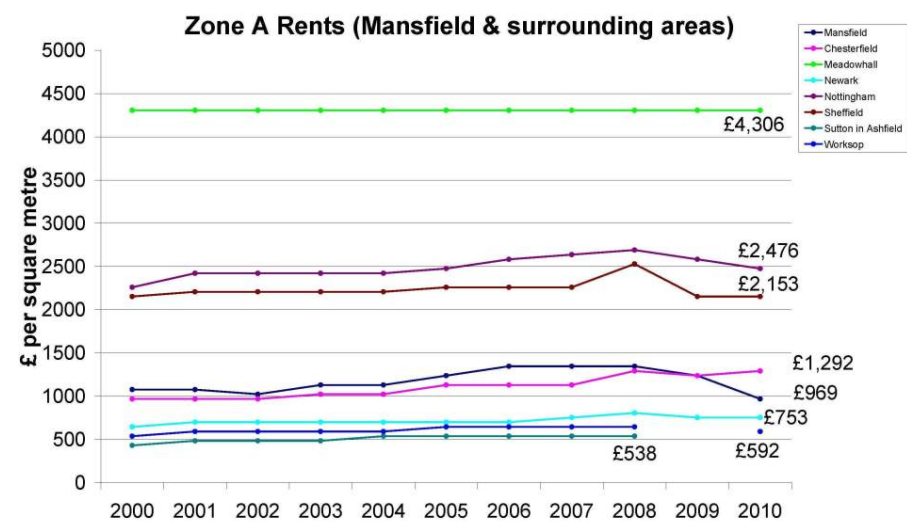
Retail rents will vary within a centre, however by using Zone A values it is possible to compare Mansfield town centre with other centres in the area. Widely used in the property sector, Zone A rents are worked out using the first 6 metres of a shops depth. The table below illustrates Zone A rental values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

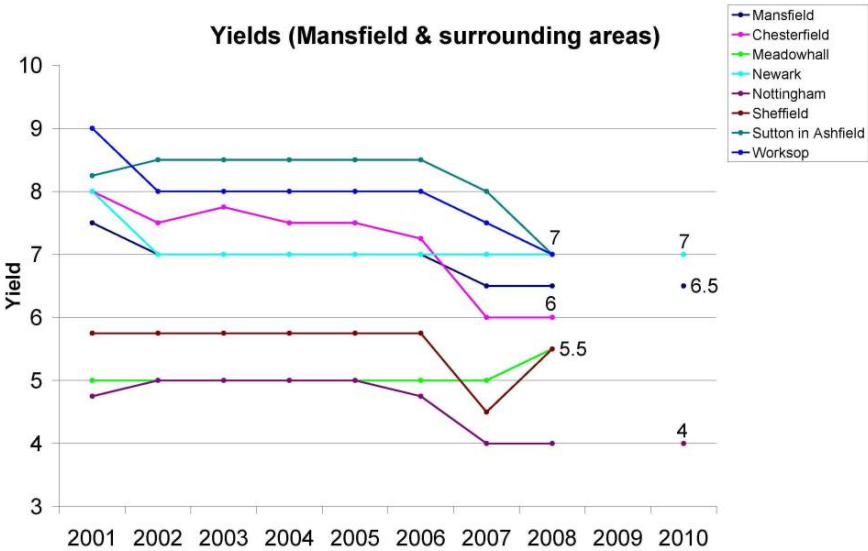
Commercial yields on non-domestic property is a useful indicator for measuring the vitality and viability of a town centre. The commercial yield on non-domestic property can highlight the confidence of investors in the long-term profitability of the town centre. The yield on property investment represents 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.

Yields in Mansfield and surrounding areas (%)

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

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



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

5.8 Pedestrian Flows

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

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



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

Data from these counters shows that in 2013/14 the footfall in Mansfield was down 0.8% from 2012/13. Total footfall in 2013/14 was 9,306,888. Please see the table below for more information, where 'TY' means this year's figures and 'LY' means last year's figures.

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

| 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 (LY) | 2013/14 (TY) | % Change (TY & LY) |
|-----------|-----------|-----------|-----------|--------------|--------------|--------------------|
| 9,350,453 | 9,380,754 | 9,186,462 | 9,575,120 | 9,383,276 | 9,306,888 | -0.8% |

Secondly, flows within the Four Seasons Shopping Centre are monitored on a daily, weekly and quarterly basis. Total figures for 2013/14 also show a decrease in footfall over the last year. This is more of a change than the town centre as a whole and is likely to be due to the relocation of Mansfield's bus station. More details are shown in the table below.

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

| 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 (LY) | 2013/14 (TY) | % Change (TY & LY) |
|-----------|-----------|-----------|-----------|--------------|--------------|--------------------|
| 9,187,776 | 8,955,139 | 8,586,433 | 8,128,550 | 8,577,370 | 7,902,131 | -7.9% |

(Four Seasons Shopping Centre 2014)

5.9 Leisure Profile

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

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

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

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

Town Centre Events

Love Your Local Market:

Mansfield District Council and Mansfield BID organised two weeks of activities to run alongside Mansfield's traditional market as part of the Love Your Local Market campaign between 15th and 29th May.

The national initiative aimed to recruit new market traders and demonstrate the importance of the market as a community asset.

Activities included:

- Cooking demonstrations by the Council's nutrition officers;
- Horticultural advice at a gardening surgery run by the Council's Parks team;
- How to make a bird nesting box demonstration by members of the Maun Conservation Group;
- Over 10 different stalls selling a variety of arts and crafts.

As part of the campaign, the Council and Mansfield BID also provided incentives and offers for existing traders and new traders.

Mansfield Arts Festival:

The arts festival took place between the 6th and 21st July and included a variety of free and low-cost events, exhibitions and performances across the genres including theatre, art, dance, music and comedy. Events included:

- **'A Dickens Of A Time'** at the Performance Area, Market Place
- **'Brassed off'** at Mansfield Palace Theatre, Leeming Street
- **'James Maude Camera Club'** exhibition at Mansfield Museum, Leeming Street

- **'Mansfield Society of Artists'** exhibition at Mansfield Museum, Leeming Street
- **'Paintings by Kay'** exhibition at The Old Library, Leeming Street
- **Live acoustic session** by singer and songwriter James Clark at Andwhynot, Leeming Street
- **'It's Roughly Art'** (exhibition of artwork including plaster sculptures, paintings, calligraphy and embroidery) at St Peter's Church, Church Side

The Mansfield Arts Festival was created in 2012 and inspired by the London 2012 Cultural Olympiad. The event saw a range of community events from storytelling to acrobatics, big band jazz performances to guided tours of Mansfield town centre. The festival was brought to a close with a series of seven mini plays on five outdoor stages across Mansfield, called Not Much Matches Mansfield by Kevin Fegan.

Summer Events 2013:

There was a range of summer entertainment and activities including:

- **Furry Friends and Creepy Critter Farm** (Buttercross, Westgate) - Families could come and meet a variety of animals from meerkats, rabbits, chicks and chinchillas to geckos, snakes and beaded dragons.
- **Football Madness** (Mansfield Market Place) - Unique family table football event including knockouts, prizes, trophies, music and quiz.
- **Evening Market** (14 August, Mansfield Market Place) - Mansfield's first summer evening market with a family, summer evening atmosphere. Many craft, food and drink stalls with entertainment and family activities.
- **Water Zorbing** (Mansfield Market Place) - All were welcome to come along and experience zorbing on water.
- **Life's a Beach** (Mansfield Market Place) - Mansfield market place was transformed into a beach with sand, traditional deck chairs,



buckets and spades, souvenir rock, seagull and beach music, and a seaside peep through photograph board.

Free Town Centre Wi-Fi Launch:

Free Wi-Fi for all visitors to Mansfield Town Centre was officially turned on on Saturday 29th June. The launch was the culmination of months of planning and co-ordination and saw the largest area covered by free Wi-Fi of any UK town.

Led by the team at Mansfield Business Improvement District (BID), the project was made possible through crowdfunding and the close working partnership of a number of key partners. The Wi-Fi equipment has been installed by UK Mobile Media Limited, who erected and connected 42 different hotspots across the town centre.

People are able to register and use the Internet for free, with speeds of up to 40 megabytes per second (mps). The average household with wireless Internet has around 3mps.

Night of Action - September:

Mansfield town centre was the scene of a road traffic accident on Saturday 14th September as fire officers worked to free casualties who were then treated by East Midlands Ambulance Service paramedics. Police officers surrounded the scene and council wardens helped clean up the area.

No-one was actually hurt in the incident - it was planned and staged by members of Mansfield Partnership Against Crime (MPAC) to help drive home the message about the dangers of drink-driving.

The Mansfield Fire Station Manager gave a running commentary of what was being done, explaining that one of the cars had been driven by a drunk-driver who had run from the scene, leaving his passenger trapped in the car.

Police and Mansfield District Council officers chatted with members of the crowd watching the action, which was funded by MPAC and Mansfield BID. The feedback was that it was a good idea, had attracted a lot of attention and got people talking about drink-driving.

Safeguards were in place on the night. Street pastors, who themselves benefit from significant funding from MPAC, were in the area to help anyone affected by the exercise. Other work organised as part of the night of action included bar and door staff at town centre premises handing out water and lollies and checks by council and police licensing officers.

National Family Arts Festival:

Mansfield Palace Theatre took part in this new national festival aimed at bringing more families into Theatre's by playing host to Postman Pat for the younger audiences on Wednesday 23th October, and iMagician Jamie Allen on Saturday 26th October.

Christmas Lights Switch On 2013:

The Big Switch On took place on Sunday 17th November after the successful move of the event from a Thursday evening to a Sunday afternoon in 2012, to make it easier for families to attend. More than 8,000 people enjoyed a day of festive activities culminating in the town's Christmas lights switch on.

During the day families enjoyed arts and crafts workshops provided by Four Seasons Shopping Centre and a Cinderella treasure hunt organised by Mansfield BID. They also saw Santa and stars from the Palace Theatre's

Cinderella pantomime as they paraded along Westgate in a fairytale carriage pulled by white unicorns followed by Postman Pat and Jess the Cat, and the Four Season's B:Club mascot Buzz the Bee.

There was music from the Pleasley Colliery Welfare Band, the Cantamus girls' choir and Mansfield's Ghost Academy.

The event is organised by the Mansfield Christmas Lights Committee, which includes Mansfield District Council, Mansfield BID, Four Seasons Shopping Centre, Mansfield 103.2 and the Chad, and our supporting partners 6 five 2s Taxis and Bowring Transport.

Mansfield Museum Christmas Market:

Held over four days (27th - 30th November) this market provided Christmas shoppers with a wide range of gifts to choose from including handcrafted wooden items, costume jewellery and delicate glass items.

Night of Action - November:

People out in Mansfield on Saturday 30th November 2013 were approached in town centre bars and on Leeming Street by Fagin, the Artful Dodger and a pickpocket performer who has worked with the world-renowned Cirque du Soleil. But the trio were not out to take anything from anyone; they were working to provide advice and give away purse bells and mobile phone security leaflets.

The characters were part of the Mansfield Partnership Against Crime (MPAC) Night of Action, which saw the police, council, partnership team and BID deliver a range of activities additional to their routine work.

The professional pickpocket spent time in four licensed premises, attracting the attention of groups by performing card tricks and then pointing out how this and other distractions could make them vulnerable to thieves.

Police officers accompanying him carried out checks in the premises and gave advice to individuals and groups about purses and bags left unattended; they continued their sweeps in town centre premises into the early hours.

Managers, door staff and bar workers in licensed premises were visited as part of the night of action by police licensing officers who reminded them about security and the need to keep an eye out for anyone who appears to be selling items that have been stolen.

The licensing officers also used cocaine wipes in the presence of a door supervisor or the manager at the majority of premises and handed over breathalysers funded by MPAC for use at the entry to premises to back up refusal of entry for being drunk.



Mansfield Museum

Work is underway on a major refurbishment of the Arcade Gallery thanks to £304,000 worth of funding from the Heritage Lottery Fund (HLF). This will see a new permanent exhibition about the industrial legacy of Mansfield and the surrounding area.

This will feature sections on Metal Box, Mansfield Brewery, Shoe Co. as well as mining and smaller scale activities. Text, objects, photographs, audio and visual material will come together to create a picture of how these industries were integral to the lives of those who worked in them and the prosperity of the town.

A number of 'Industrial Mansfield Memory Days' were held in September where local people were invited to share their experience and knowledge of the town's industrial heritage. These included: Shoe Co, Quarrying, Sand & Foundries, Coal Mining, Hosiery and Textiles, Mansfield Brewery, and Engineering.

Other exhibitions / events this year included:

- **Global Grime** - An exhibition by local primary school children to coincide with International Clean Up Mansfield Day which took place on Wednesday 17 April 2013. This is an International day where Mansfield's around the world are encouraged to sign up to participate in activities that will help to clean up the areas in which they live and improve their environment.
- **Local Artists Exhibition** - Five talented local artists exhibited their work in this biannual exhibition.
- **Major Hayman Rooke: Mansfield's Extraordinary 18th Century Antiquarian** - An exhibition by the Sherwood Archaeological Society

www.sherwood-archaeology.co.uk to celebrate 'The Festival of Archaeology 2013'

- **Tree Tops** - All about the role that woodlands play in our lives. Although there was an informative aspect to the displays, the Museum focused on the more playful side of forest life – such as the 'fairy tale' dimension. To capture the feel of an imaginary wood there were bark-covered walkways, artificial evergreens, lighting and sound effects and a host of other family-friendly features.

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

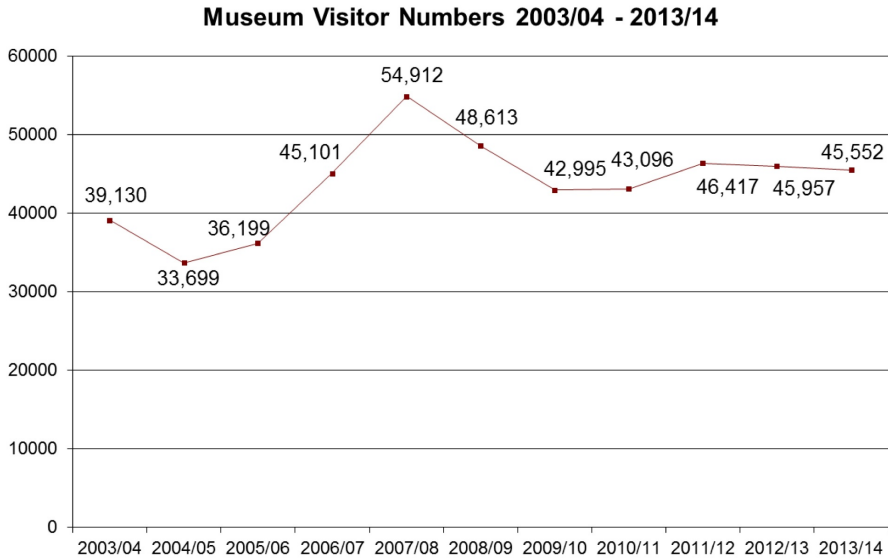
- Recycling;
- Heritage of Mansfield;
- Countryside Creature; and
- How Green are you?

It also provides opportunities for pupils across the Key Stages and beyond to learn about their local environment, its history, its people, its natural features - and how they can do their bit to preserve it.

The Museum offers structured education workshops featuring:

- Hands-on activities
- Coverage of a wide choice of topic areas
- Costumes, masks, puppets, stories and games
- Handling of artefacts and models
- Support materials - for your visit and for the classroom
- A dedicated education room and gallery trail

The chart below shows that the number of Museum visitors have decreased slightly for the last two financial years.

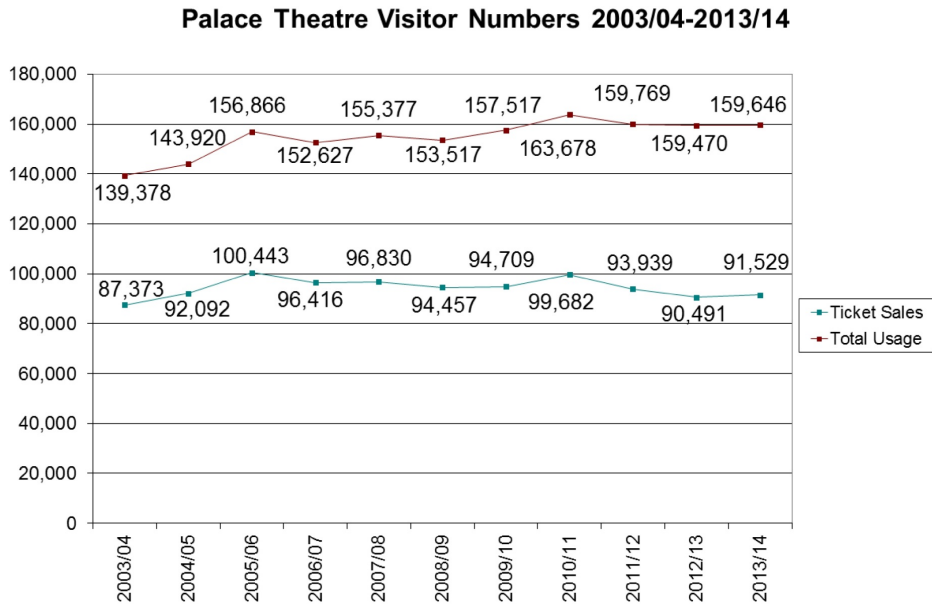


Palace Theatre

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

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

The table below shows that the number of ticket sales increased by 1.15% in the last year. Total usage (which includes the number of ticket sales, but also includes the number of local community members participating in the arts) also increased, by 0.11%. This is positive news, following two years of slight decrease in numbers and in the light of current economic circumstances. It is encouraging that a large number of people are still visiting the theatre for entertainment.





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;
- 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.

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

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 26 car parks that provide approximately 3,600 spaces, the District Council operates 17 (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⁽²⁾ at 11 of its 17 pay and display car parks within the town, equating to 65% (Mansfield District Council 2014).

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 railway station include ticket office 6am – 12.45pm, Mon – Sat), car parking, cycle lockers, toilets, seating area, pay phones and an accessible ticket counter. The station also has CCTV.

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

Access by Bus

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

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



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 there is sustainable under floor heating.

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

To aid wheelchair users:

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

To aid those who are visually impaired, there is:

- tactile flooring on all bus station steps

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

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

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

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

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

‘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). There is also a taxi rank at the former bus station site, which is now used as a car park.

Access by Cycle

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

Whilst cycling is not permitted within the pedestrianised areas of the town centre there are a number 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?allId=122517>.

Pedestrian Access

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

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

- Regeneration of the Market Place;
- Environmental improvements at Bridge Street, Church Side and Midworth Street which included:

- Enhanced safety for traffic, pedestrians and vulnerable users;
- Pavement widening;
- High quality paving surfaces with new street furniture;



- Provision of parking bays;
- New lighting columns;
- New zebra crossing.
- New high-quality public toilets at Mansfield Old Town Hall and the Four Seasons Shopping Centre;
- New lifts installed in the Four 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 10am and 3pm Tuesday to Saturday it allows those with mobility difficulties to access business, shopping and leisure facilities within the town centre through the hire of either a self-propelled or battery operated wheelchair / scooter for £3.50 a day. There is also a scooter available to hire from the bus station.

Access to Buildings

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

5.11 Customer Perceptions / Marketing of the Town Centre

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

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

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

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

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

- Respondents highlighted that they would like to see the shopping facilities improved, followed by safety and cleanliness. Comments included *"Relatviely poor choice of shops compared to other similarly sized towns such as Chesterfield. Numerous empty retail units within prominent shopping areas."* *"The provision of family-friendly eating establishments tends to be on the edge of town/out of town. We need more provision in the town centre if Mansfield is to improve its day and evening visit appeal."* *"The town's reputation for fights and trouble overshadows all that is good about the town."* *"The shops in town are poor. If I need something special I will travel to Nottingham, Manchester, Meadowhall or other as I know I will not find what I want in town. I would rather shop in Mansfield but it's not an option with the lack of choice and dirty streets."*
- Just under 70% of respondents thought that there are not enough leisure and entertainment facilities in the town centre. Some comments include: *"There can always be improvement."* *"We need to find things for the younger and older people to do and get involved in."* *"The facilities need to improve and more investment to bring people into town both during the day and evenings. Introducing free parking after 1800 would help. More Ads to promote what Mansfield currently has to offer."* *"Needs more places for live entertainment e.g. Music venues for live bands."*
- Most respondents (59%) said that they didn't know if there was enough office accommodation within the town centre, some comments include: *"There are plenty of offices to let signs dotted around."* *"Quantity of offices is about right as there isn't much demand for offices in Mansfield, however, the quality of what is offered needs to improve."*
- Not many of respondents were aware of all the events in the town centre. However the event that they were most aware of was the Christmas Big Lights Switch On event, followed by late night shopping at Christmas, and then Life's a Beach.
- Events that respondents wanted to see in the town centre included: *"More specialist marketse.g. Young people's markets and Craft and Food fairs. Regular entertainment – maybe a Brass Band concert. Activities to encourage people to spend more time in the town centre. Area where you can play games such as chess."* *"Live music - just for the joy of live music, no special event needed."* *"Outdoor film shows."* *"We need to push Mansfield as place to host events that covers all ages and tastes from music festival, bands touring, comedy artists etc."* *"Real ale festival."* *"Show sporting events on a big screen."* *"Maybe a market place battle of the bands type event. More summer things for pre school children."*
- 54% of respondents travel to the town centre by private car, which is a big change from 2011 when this was 65%. Those travelling by bus has increased from 7% to 11%, and the percentage of people who walk is 30%. The most popular reasons for this were because the car is more *"convenient"* and *"public transport is too expensive"*.
- Finally, people were asked what they liked MOST and LEAST about Mansfield Town Centre, overleaf is a sample of the typical responses received:



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

5.12 Environmental Quality

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

The Mansfield Business Improvement District (BID)



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

The Mansfield BID team have been in place since 2010 after receiving a majority vote by the businesses within the area boundary (the ring road). The ballot for renewal of the BID will take place during this monitoring period. The key achievements of the BID, under various headings, can be seen in the table overleaf:

Key BID Achievements

| Cleansing: | Safe and Secure: |
|--|---|
| <ul style="list-style-type: none"> • Dedicated cleansing team employed for all members • 2500+ sqm of chewing gum removed; • 1000+ sqm of graffiti removed; • 20000+ rubbish and fly tipping removed; • 5050+ sqm deep jet wash cleans completed; • Snow removal and gritting / weeding; • Waste disposal; • Frontage improvements and maintenance; • Runners up for Love Where You Live – Keep Britain Tidy award; • Installation of more bins for the town; • FREE Cardboard Collection; • FREE Pat Testing for businesses; • FREE maintenance and decorating for businesses; • Low cost confidential waste removal; • Lengthsman contract granted from Nottinghamshire County Council | <ul style="list-style-type: none"> • Assisted in partnership work for current reduction in crime; • 4368 Ambassador patrol hours per year; • 645 pieces of intelligence collected; • 102 Members of the Business Crime Partnership Radio scheme; • Management and part funding of Evening Street Marshals and Street pastors with over 17,000 patrol hours a year; • Management of MALV and Shop exclusion scheme; • Facilitation of 2 rapid deployable CCTV kits; • Gating of Clerkson's Alleyway; • Issuing of crime prevention advice / campaigns; • Awarded the GOLD Certificate 2014 from the Midlands Regional Crime Initiative scheme. |
| Access / Car Parks: | Investing: |
| <ul style="list-style-type: none"> • Lobbying for re-introduction of 1 hour parking; • Lobbying for introduction of reduced evening parking costs; • Encouraged commitment from NCC to pedestrianise Clumber Street area for the night time economy; • Contribution to car parking schemes – Free Late Night Shopping Parking 2011 and Half Price Parking Sept & Oct 2012; • Launch of Mansfield Town App for smart phones; • New Gateway signage installed; • Commitment from NCC to improve all directional signage; • Project managing a £47,000 wayfinding scheme; • New town centre map and shopping guide developed listing all businesses – accompanying map placed in new bus station; • 'Your Evening Out in Mansfield' brochure developed and 10,000 copies distributed. | <ul style="list-style-type: none"> • Investment for Street Pastors and Street Marshals; • Management of Mansfield's first pop up shop; • Facilitation of business workshops; • Application for funding pots including Portas Pilot, Town Team, and High Street X Fund; • Management of the Town Team and successful application for £10,000 funding; • Selection by the Government to test pilot 'Crowdfunding' project; • Funds raised and installation of FREE Wi-Fi for town – First to achieve this in the UK • Successful business established from pop up shop • Access for businesses to better rates for Gas and Electricity • Free cardboard collection scheme in progress • Runners up for the ATCM's Innovation in BID's awardProject management and successful raising of funding to install free Wi-Fi. |
| Appealing: | Marketing: |
| <ul style="list-style-type: none"> • Contribution towards summer hanging baskets and planters – Achievement of Silver Award for Britain in Bloom; • Contribution towards Christmas lights to allow improvement of the scheme year on year; | <ul style="list-style-type: none"> • Management of many town centre events; • Management of the 'I Love Mansfield' scheme and events; • Over 4000 members of the privilege cards- Card now joint with Mango card giving access to 50,000 extra members; |



- 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 the Town Centre Website – 3900 hits per month – 98.2% increase of traffic from 2011 – 60% average are new visitors;
- Management of Facebook site – Average 3000 views per month;
- Extensive media promotions both locally and regionally via newspapers / radio / bus advertising / billboards/ Experience Nottinghamshire;
- Dedicated PR expert for all businesses;
- Contribution to seasonal 'What's on Guide';
- Production of the 'Up Our Street' feature– 107 individual business took part;
- Networking / lobbying to raise Mansfield's profile – to date successful mentions outside of local press in The Guardian, Parliamentary speech, ATCM regional conference, E-Government bulletin, BBC regional East Midlands News, Nottingham BBC Radio, Computer Weekly, Nottingham Evening Post;
- New glossy Down Town Magazine produced
- Night Time Economy Brochure.

Built Environment

Conservation Areas

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

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

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

Grants for Historic Buildings

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

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).

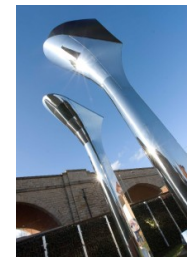
A Spire for Mansfield



Amphitheatre



High Heels



Litter

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

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



5.13 Crime and Safety

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

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

All Crime - Mansfield Town Centre 2013/14

| | This Year | Last Year | Change | % Change |
|-----------|-----------|-----------|--------|----------|
| ALL CRIME | 1638 | 1643 | -5 | -0.3% |

Nottinghamshire Police (2014)

Mansfield Partnership Against Crime (MPAC)

The Mansfield Partnership Against Crime (MPAC) highlight the following priorities which relate to the town centre in 2013/14 in their 2013 - 2016 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;
- Continue to deliver partnership nights of action and key messages about responsible drinking;
- Continue to work towards purple flag status for our town centre;
- Ensure relevant partners are involved in the planning of the night time economy in Mansfield and Ashfield and hotspot locations;
- Implement a best bar none scheme within Mansfield. A national award scheme aimed at promoting responsible management and operation of alcohol licensed premises in the night time economy. This is delivered at a local level by active partnerships between the industry, local authorities and police. The scheme works to reduce crime, reward excellence and raise standards of alcohol licensed premises.
- Work with the accident and emergency department at Kings Mill to identify the premises and places where patients who present at A&E for an alcohol related injury had their last alcoholic drink. The work aims to crack down on the problems we find from people getting injured.

Reduce Incidents of Anti Social Behaviour

- Increase range of opportunities and access to positive activities for young people through specific work with extended services, MDC sports development teams, Nottinghamshire Police School liaison officers 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.

Reducing Hate Crime Incidents

- Increase the detection rate for Hate Crimes and bring more perpetrators to justice by making the best use of the legal system;
- Support for Victims through the Safer Mansfield group which is focused on the safety of the victim and any dependants suffering from ASB and Hate Crime. Robust individually tailored action plans are put in place to address the needs of victims;
- Victim and witness champion working with Hate Crime victims through one to one support, signposting, investigating possible criminal injuries compensation, attending court with the victim.

Reducing Substance Abuse (drugs and alcohol)

- Develop, deliver and performance manage a new local Substance Misuse Plan addressing alcohol-related disorder and the wider harms;
- Activity to reduce alcohol-related disorder and ASB through work with off license premises;
- Working with partner agencies around awareness of alcohol and drug use to ensure that people are aware of the dangers of excessive consumption through targeted campaigns in the town centre and by working with young people through schools and West Notts College to promote safe and sensible drinking;

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

Summary of 2012/13 MPAC Performance

Over 2012/13 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
- Continuation of Mansfield Street Pastors in Mansfield town centre on Saturday evenings. Street pastors are Christian adults with a concern for their community, who undergo 12 days of training in order to voluntarily patrol the streets of Mansfield town centre at night, helping and caring for people in practical ways.
- Relocation of taxi rank on Clumber Street in Mansfield town centre to reduce violent crime flash points.
- 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 Venues (MALV) has purchased biometric readers to enable licensees to better monitor problematic and under-age drinkers in targeted locations and monitor bans on individuals and licensed venues that fail to meet the criteria;
- Partnership nights of action to promote responsible drinking messages. This year MPAC delivered three nights of action, each with a different theme. Large quantities of bottles of water and lollipops were handed out to revellers on a night out in a bid to engage in conversation and send out safe drinking messages;
- Police & Trading standards have worked with licensed premises to implement a systematic approach to reduce opportunities for young people to purchase alcohol and thereby reduce alcohol misuse.
- Mess around' brochure for Mansfield extended schools service to promote positive activities for young people across the District;
- Deployment of Council Neighbourhood Wardens and Police to hotspot areas, to prevent drinking alcohol in public places;
- Operation Animism targeted Police patrol supported by MDC Neighbourhood Wardens in ASB hotspot areas on Friday and Saturday evenings.

(Mansfield Partnership Against Crime, 2013)

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

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

Terrorism in Mansfield

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

CCTV in Mansfield

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

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

The cameras play a vital role in the battle against crime by addressing specific problems such as alcohol related violence in the town centre, acting as a deterrent to potential offenders and by reducing the fear of crime amongst the local community. In addition all of the car parks in Mansfield town centre are covered by CCTV and this helps reduce the risk of car related crime in the town centre.



6: District Centres

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

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

Mansfield Woodhouse District Centre



Market Warsop District Centre



Oak Tree District Centre



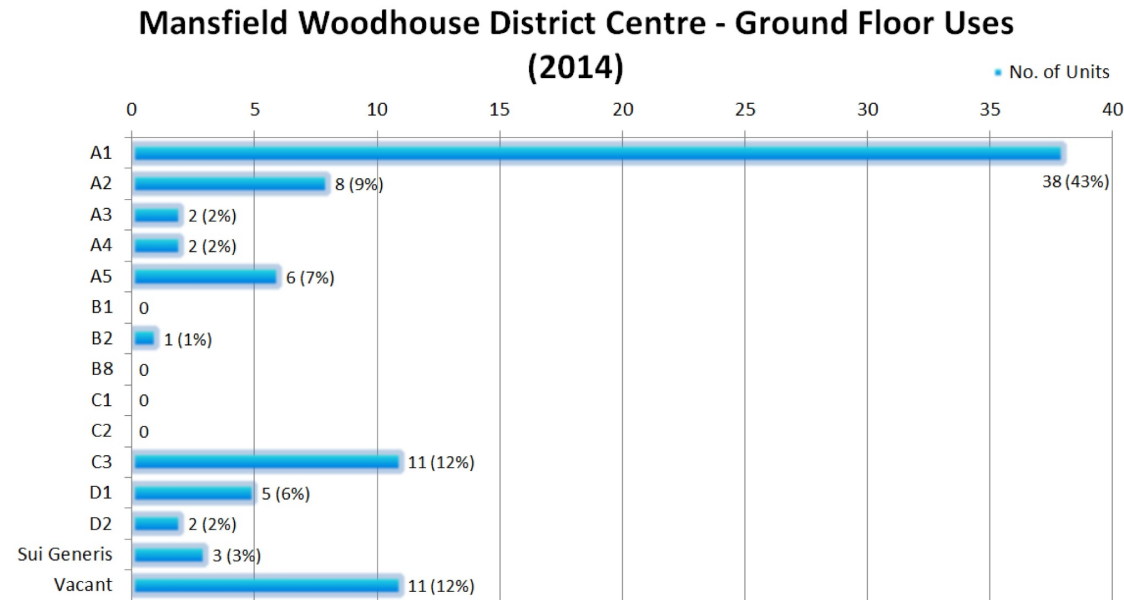
This section looks at the vitality and viability of these centres, as well as providing details of any opportunities for further retail development. It provides the information formerly found in the annual Retail Monitoring Report.

6.1 Mansfield Woodhouse

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

Diversity of Uses

The bar graph below shows the diversity of uses to be found within the Mansfield Woodhouse District Centre, and has been informed by the audit of retail centres which was undertaken in March 2014. Empty premises were classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section).





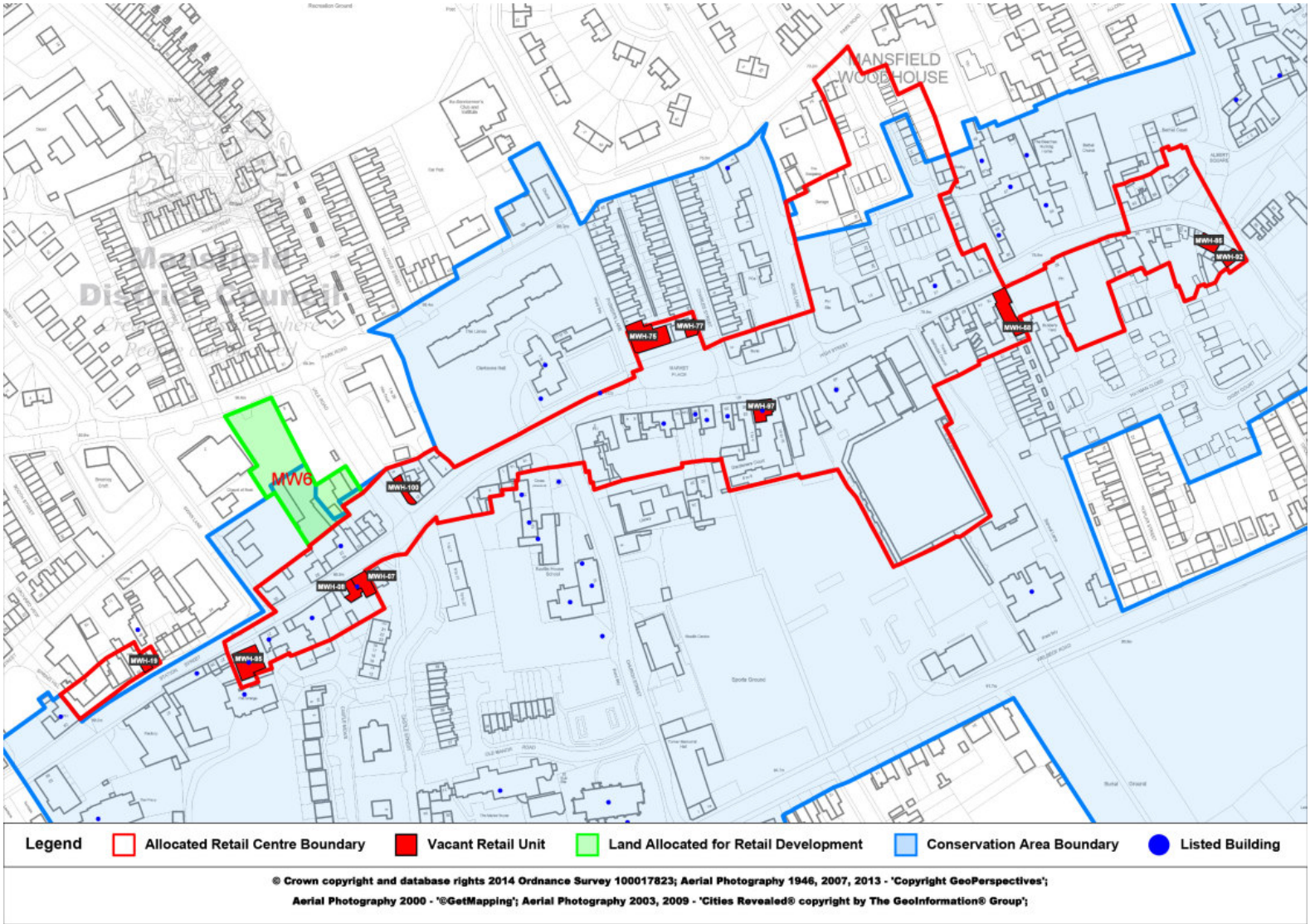
Vacant Units

This section provides details of the vacant ground floor units in the centres covered by the monitoring report. Since the survey was carried out some of these may have been occupied, but this will be reflected in the 2015 report. The location of these sites is shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant Units in Mansfield Woodhouse District Centre

| Ref | Property Address | Former Use Class | Area (sqm) |
|---|-----------------------------|------------------|------------|
| MWH-97 | 32 & 34 High Street | C3 | 98.14 |
| MWH-58 | 78 High Street | A2 | 169.45 |
| MWH-75 | 01-02 Market Place | B1 | 243.99 |
| MWH-77 | 04 Market Place | A1 | 52.38 |
| MWH-92 | 02 Portland Street | A1 | 54.88 |
| MWH-85 | Crosby Hall Portland Street | A3 | 67.8 |
| MWH-07 | 09 Station Street | A1 | 86.2 |
| MWH-08 | 11 Station Street | C3 | 60.61 |
| MWH-95 | 23-25 Station Street | B1 | 183.49 |
| MWH-19 | 50 Station Street | A1 | 41.04 |
| MWH-100 | 2 & 4 Vale Road | | 59.08 |
| Total Vacant Floorspace - Mansfield Woodhouse District Centre (sqm) | | | 1117.06 |

Mansfield Woodhouse District Centre





New Occupiers

Over the last year the following new occupiers have moved into the District Centre.

New Occupiers in Mansfield Woodhouse District Centre

| Property Address | Occupier | Use Class |
|--------------------|---|-----------|
| 01 Station Street | Angela's Wools (Knitting, sewing shop.) | A1 |
| 03a Station Street | The Two Knits (Knitting/craft shop) | A1 |
| 20 Station Street | Time in a Book (Discount Bookshop) | A1 |
| 14a High Street | Completely Canine (Dog toys, food etc.) | A1 |
| 41 High Street | The Hair Boutique (Hairdressers) | A1 |
| 50 High Street | Premier E-Cigs (Electronic Cigs) | A1 |
| 01 Portland Street | Computer Lab (Repairs/upgrades etc) | A1 |
| 02 Portland Street | Second Time Around (Quality used furniture) | A1 |

Committed Development

The table below shows there are no current (unimplemented) planning permissions for development within the District Centre, as of 31st March 2014.

Current Planning Permissions - Mansfield Woodhouse District Centre

| Property Address | Application No | Proposal | Decision |
|-------------------------|----------------|----------|----------|
| Granted 2013/14: | | | |
| None | | | |
| Granted 2012/13: | | | |
| All implemented | | | |
| Granted 2011/12: | | | |
| None | | | |

Recent Development

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

Implemented Planning Permissions - Mansfield Woodhouse District Centre (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|------------------|----------------|----------|---------------|
| None | | | |

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 |

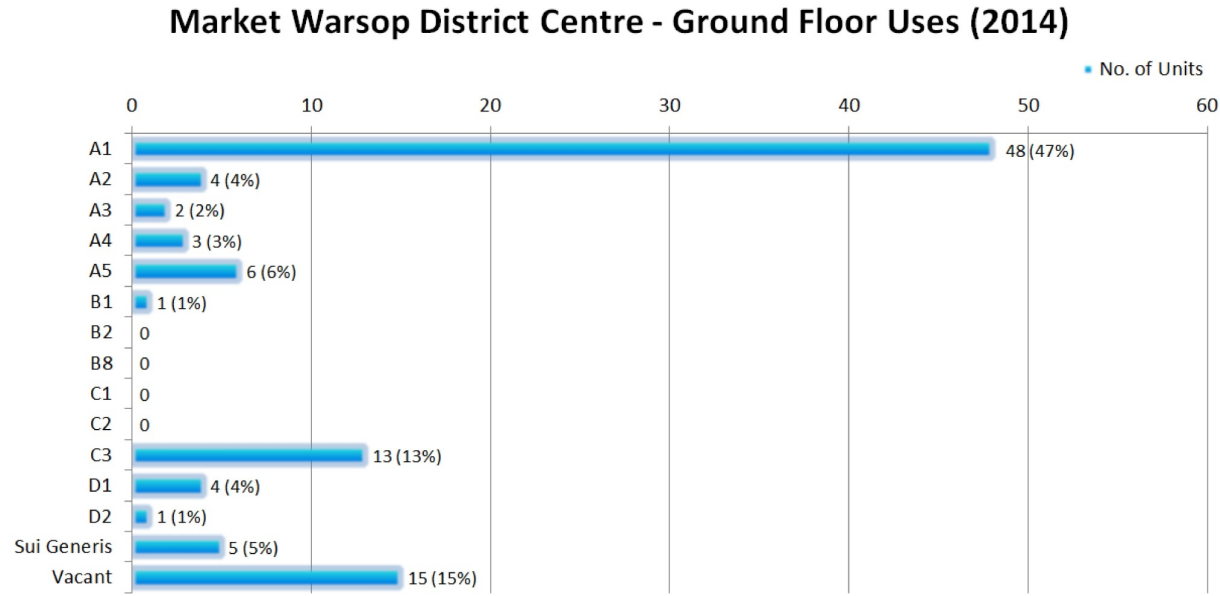


6.2 Market Warsop

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

Diversity of Uses

The bar graph below shows the diversity of uses to be found within the Market Warsop District Centre, and has been informed by the audit of retail centres which was undertaken in March 2014. For information, empty premises were classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section below).



Vacant Units

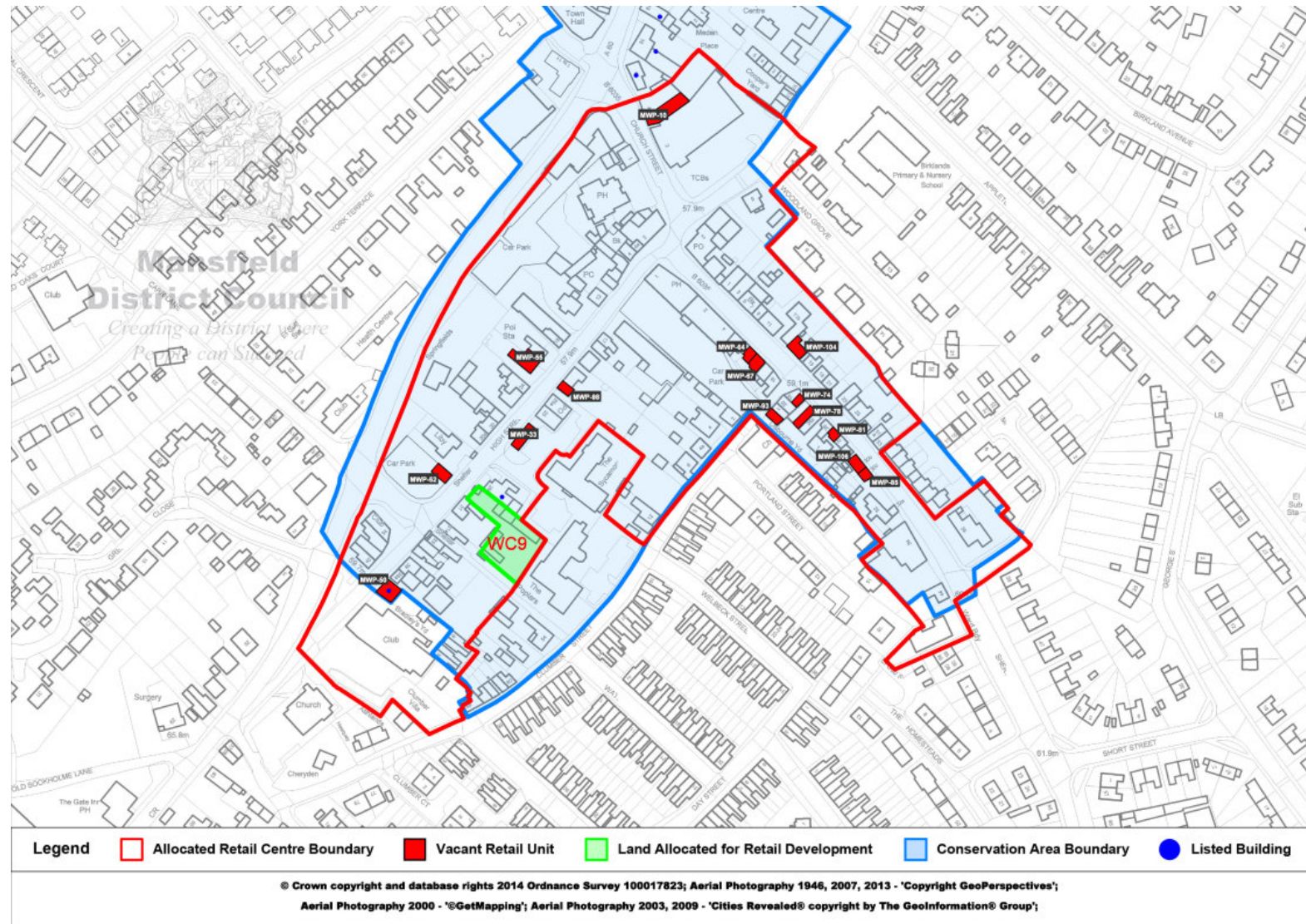
This table below provides details of the vacant ground floor units in the District Centre. Since the survey was carried out some of these may have been occupied, but this will be reflected in the 2015 report. The location of these sites is shown on the following map. It should be noted that total floor 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-10 | 04 Church Street, Market Warsop | A1 | 151.2 |
| MWP-93 | 03 Clumber Street, Market Warsop | A1 | 36.5 |
| MWP-98 | 23a High Street, Market Warsop | A1 | 34.01 |
| MWP-33 | 27 High Street, Market Warsop | A5 | 65.91 |
| MWP-50 | 41 High Street, Market Warsop | B1 | 79.2 |
| MWP-52 | Adj Library High Street, Market Warsop | A1 | 51.54 |
| MWP-55 | Police Station High Street, Market Warsop | SUI GENERIS | 107.25 |
| MWP-64 | 10 Sherwood Street | A1 | 33.13 |
| MWP-67 | 12 Sherwood Street | A1 | 46.42 |
| MWP-104 | 13 Sherwood Street | C3 | 59.29 |
| MWP-74 | 22 Sherwood Street | A1 | 23.44 |
| MWP-78 | 26 Sherwood Street | A1 | 53.13 |
| MWP-81 | 28a Sherwood Street | A1 | 26.82 |
| MWP-106 | 30a-30b Sherwood Street | A1 | 45.75 |
| MWP-85 | 30c Sherwood Street | A1 | 29.61 |
| Total Vacant Floorspace - Market Warsop District Centre (sqm) | | | 843.2 |



Market Warsop District Centre



New Occupiers

In the last year the following new occupiers have moved into the District Centre.

New Occupiers within Market Warsop District Centre

| Property Address | Occupier | Use Class |
|---------------------------------|--|-----------|
| 02a Burns Lane | Premier E-Cigs (Electronic Cigarettes) | A1 |
| 04 Church Street, Market Warsop | Price Freeze & Save (Cheap food) | A1 |
| 40 High Street, Market Warsop | Warsop Fish Bar (Fish & Chip Shop) | A5 |
| 09 Sherwood Street | The Shu Box (Discount Shoes & Fashion) | A1 |

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the District Centre, as of 31st March 2014.

Current Planning Permissions - Market Warsop District Centre

| Property Address | Application No | Proposal | Decision Date |
|--|----------------|---|------------------|
| Granted 2013/14: | | | |
| Old Garage Workshop, Rear of 24-26 High Street | 2013/0355/NT | Extension of existing garage/workshop and change of use to 1 no. Dwelling | Granted 09/09/13 |
| Granted 2012/13: | | | |
| 28A Sherwood Street | 2013/0024/NT | Change of use from retail (A1) to hot food takeaway (A5) | Granted 11/03/13 |
| 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 |
| <i>(Please note that the Tesco proposal is 'edge-of-centre' and therefore included within Section 9)</i> | | | |



Recent Development

The following permissions were implemented over the monitoring period.

Implemented Planning Permissions - Market Warsop District Centre (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|--------------------|----------------|----------------------------|------------------|
| 4A - 4C Burns Lane | 2012/0159/NT | First floor rear extension | Granted 21/05/12 |

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 2014). The site is shown in green on the previous map.

Sites within Market Warsop District Centre with Potential for Retail Development

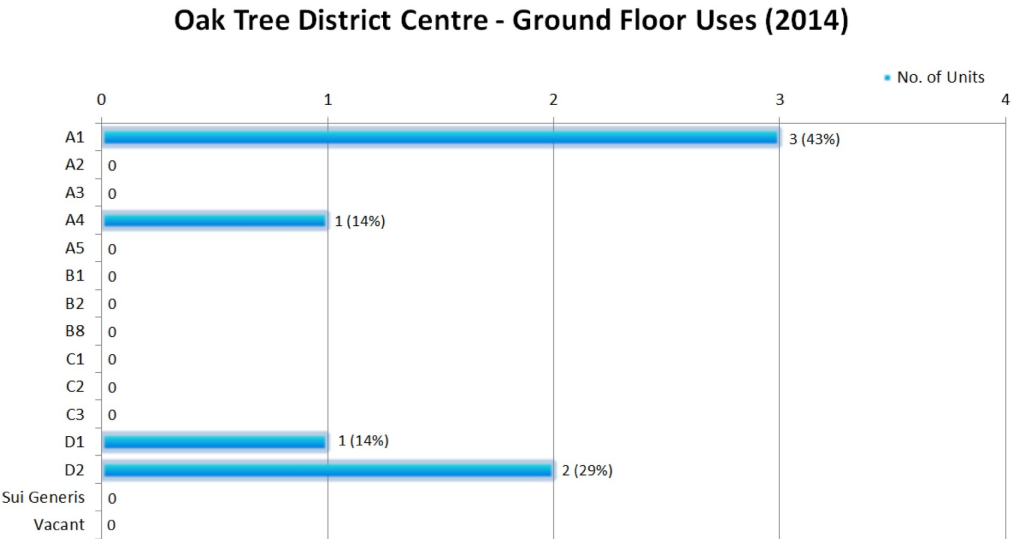
| Location | Site Information | |
|---------------------|-------------------------|-------------------------------------|
| Rear 31 High Street | Local Plan Status | Optional Land Use Area (WC9) |
| | Sequential Test Status | In Centre |
| | Application Information | No current application / permission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

6.3 Oak Tree

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

Diversity of Uses

The bar graph below shows the diversity of uses to be found within the Oak Tree District Centre, and has been informed by the audit of retail centres which was undertaken in March 2014.



Vacant Units

There were no vacant units when the centre was surveyed during March 2014.



New Occupiers

There were no new occupiers during the monitoring period.

Committed Development

The table below shows there are no current (unimplemented) planning permissions for development within the District Centre, as of 31st March 2014.

Current Planning Permissions - Oak Tree District Centre

| Property Address | Application No | Proposal | Decision |
|------------------|----------------|----------|----------|
| Granted 2013/14: | | | |
| None | | | |
| Granted 2012/13: | | | |
| All implemented | | | |
| Granted 2011/12: | | | |
| None | | | |

Recent Development

The following permission was implemented during the monitoring period.

Implemented Planning Permissions - Oak Tree District Centre (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|--|----------------|----------------------------|------------------|
| Oak Tree Lane Health Centre, Jubilee Way South | 2012/0490/ST | Extension to health centre | Granted 28/11/12 |

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 currently three Local Centres within the Mansfield District. These, and the relevant Local Plan policy references are:

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

Clipstone Road West Local Centre



Newgate Lane / Ratcliffe Gate Local Centre



Ladybrook Lane Local Centre



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



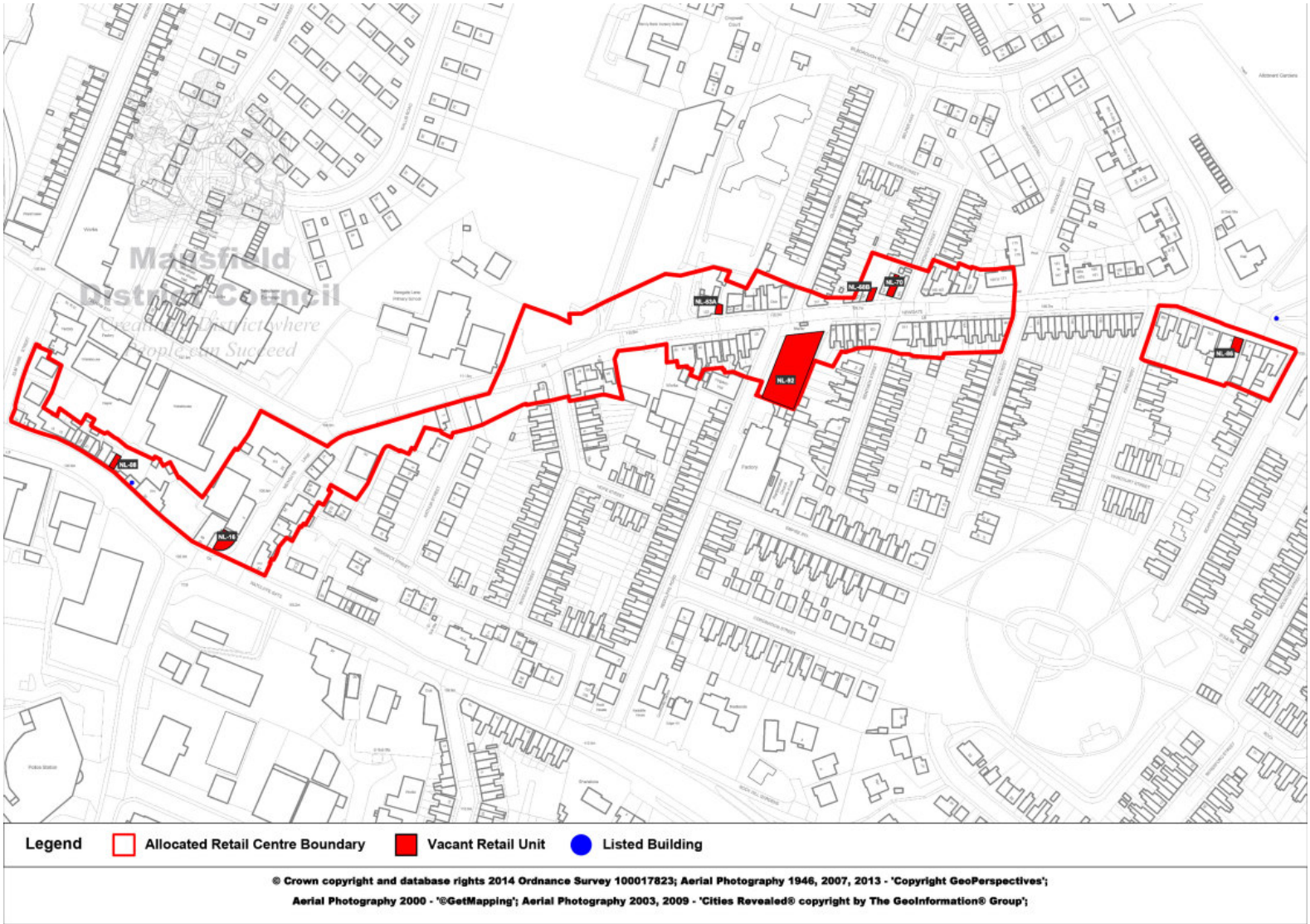
Vacant Units

Since the survey was carried out some of the units listed as vacant may have been occupied, but this will be reflected in the 2015 report. The location of these sites were all within the Newgate Lane / Ratcliffe Gate Local Centre and are shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant Units within the Local Centres

| Ref | Property Address | Former Use Class | Area (sqm) |
|---|-------------------|------------------|------------|
| NL-16 | 01 Newgate Lane | D2 | 91.03 |
| NL-53A | 123 Newgate Lane | A1 | 21.16 |
| NL-68B | 145 Newgate Lane | A1 | 25.97 |
| NL-70 | 149 Newgate Lane | C3 | 46.41 |
| NL-86 | 180a Newgate Lane | B1 | 43.22 |
| NL-08 | 29 Ratcliffe Gate | A1 | 26.1 |
| NL-92 | 01 Redcliffe Road | B8 | 821.17 |
| Total Vacant Floorspace - Local Centres (sqm) | | | 1075.06 |

Newgate Lane / Ratcliffe Gate Local Centre





New Occupiers

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

New Occupiers within the Local Centres

| Property Address | Occupier | Use Class |
|------------------------|---|-----------|
| 133 - 135 Newgate Lane | Polish Bakery & Shop | A1 |
| 172 Newgate Lane | A+Z Accounting Services Ltd (Sales, Lettings, Financial Services) | A2 |
| 27 Ratcliffe Gate | Rattleshake (Hot food take-away (Shakes & Sandwiches) | A5 |

Committed Development

The table below shows all current (unimplemented) planning permissions for development within the Local Centres, as of 31st March 2014.

Current Planning Permissions - Local Centres

| Property Address | Application No | Proposal | Decision |
|-------------------------|----------------|--|------------------|
| Granted 2013/14: | | | |
| None | | | |
| Granted 2012/13: | | | |
| 145 Newgate Lane | 2012/0431/ST | Change of use from hairdressers (A1) to hot food takeaway (A5) | Granted 21/11/12 |
| Granted 2011/12: | | | |
| None | | | |

Recent Development

There were no permissions implemented over the monitoring period.

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

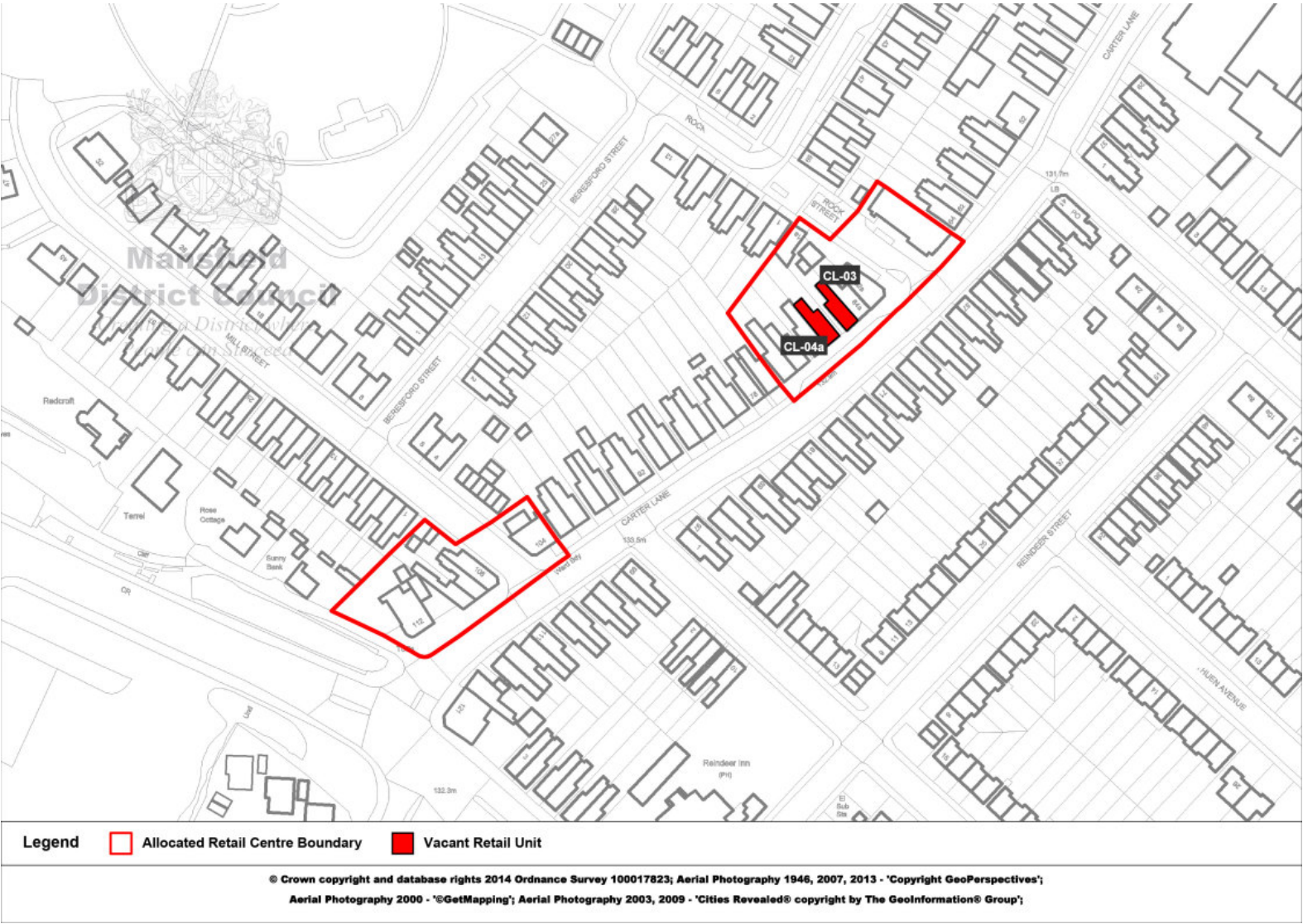
Some of the vacant units may have been occupied since the survey, but this will be reflected in the 2015 report. The location of these units are shown on the following maps. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

Vacant Units within the Neighbourhood Parades

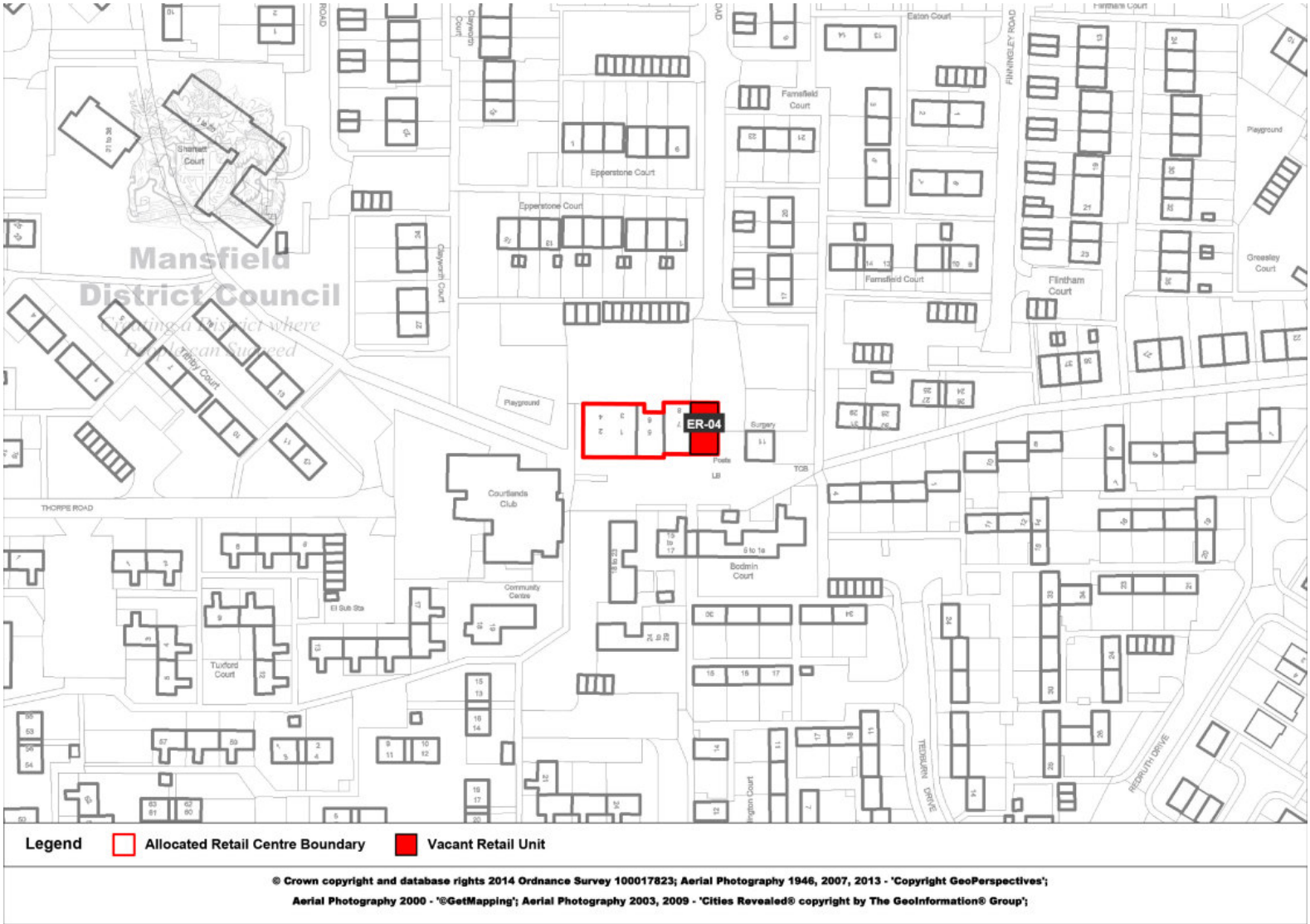
| Ref | Property Address | Former Use Class | Area (sqm) |
|---|-------------------|------------------|------------|
| CL-03 | 66 Carter Lane | A1 | 57.06 |
| CL-04a | 70 Carter Lane | A1 | 61.2 |
| ER-04 | 09 Egmanton Road | A5 | 114.6 |
| GR-02 | 23 Garibaldi Road | A1 | 68.26 |
| GR-06 | 31 Garibaldi Road | A5 | 70.9 |
| Total Vacant Floorspace - Neighbourhood Parades (sqm) | | | 372.02 |



Carter Lane Neighbourhood Parade

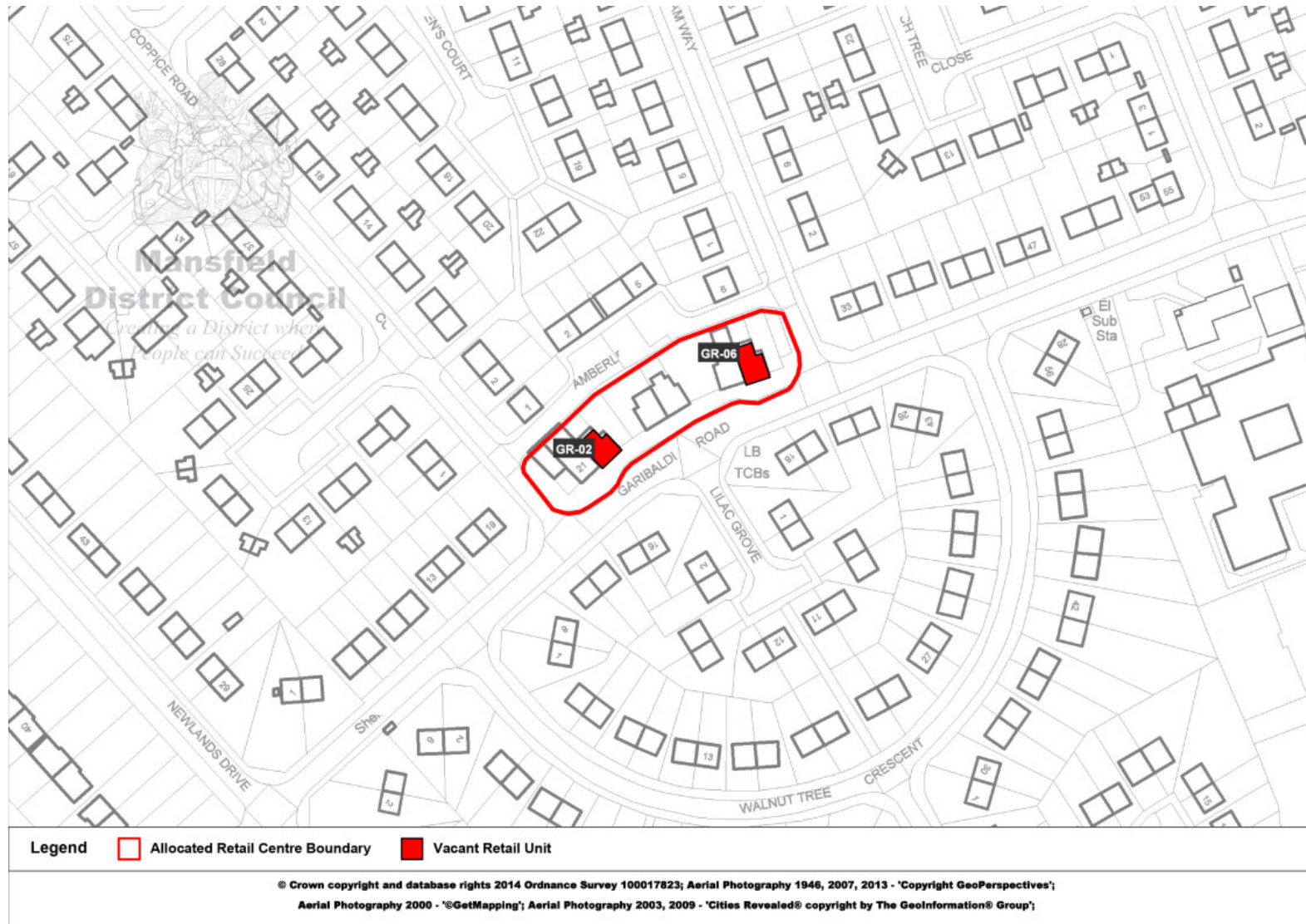


Egmanton Road Neighbourhood Parade





Garibaldi Road Neighbourhood Parade



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 Coxs Lane | Chatty's (Ladies hairdressers) | A1 |
| 05b Coxs Lane | Go Local Extra (Convenience store) | A1 |
| 112a Chesterfield Road North | Tandoori Nights | A5 |
| 112b Chesterfield Road North | Pizza Box | A5 |
| 114 Chesterfield Road North | Post Office & Nisa Local (Post office and convenience store) | A1 |
| 05 Egmanton Road | Y5 Internet Café (Internet café) | A1 |
| 01-02 Ossington Close | Premier Meden Vale Convenience Store (Newsagents, confectionary and general store) | A1 |
| 01 Pecks Hill | Chadwells Estate Agent (Estate Agent) | A2 |
| 04a Ravensdale Road | Attitude Barbers (Barbers) | A1 |

Committed Development

The table below shows all current (unimplemented) planning permissions within the Neighbourhood Centres, as of 31st March 2014.

Current Planning Permissions - Neighbourhood Centres

| Property Address | Application No | Proposal | Decision |
|-------------------------------------|----------------|---|------------------|
| Granted 2013/14: | | | |
| Post Office, 12 Brown Avenue | 2013/0553/NT | Installation of cash machine (atm) through glazing to right of main entrance door | Granted 06/01/14 |
| The Talbot Inn, 151 Nottingham Road | 2013/0332/ST | Increase size of existing seating area to rear and provide new covered area | Granted 07/08/13 |
| 68-70 Carter Lane | 2013/0170/ST | Change of use of no. 68 Carter Lane to a hot food takeaway (use class A5) and amalgamation with no.70 Carter Lane to form a single hot food takeaway unit (use class A5) new shop front and extract ductwork to the side | Granted 21/05/13 |



| 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: | | | |
| All implemented | | | |

Recent Development

The following permissions were all implemented over the monitoring period.

Implemented Planning Permissions - Neighbourhood Centres (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|--------------------------------|----------------|---|------------------|
| Koxs Supermarket, 5c Coks Lane | 2013/0228/NT | New shop frontage and single storey rear extension | Granted 03/07/13 |
| 104 Chesterfield Road North | 2013/0073/NT | Change of use of shop and dwelling to a single 3 bedroom dwelling, including ground floor extension to front. | Granted 05/04/13 |
| 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 |

9: Retail Parks, Edge and Out-of-Centre Retail Development

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

Vacant Units

Since the survey was carried out some of the units stated as being vacant may have been occupied, but this will be reflected in the 2015 report. The location of these sites is shown on the following map. It should be noted that total floor space figures may not add up due to rounding. The Use Classes Order reference is the last known use of the property.

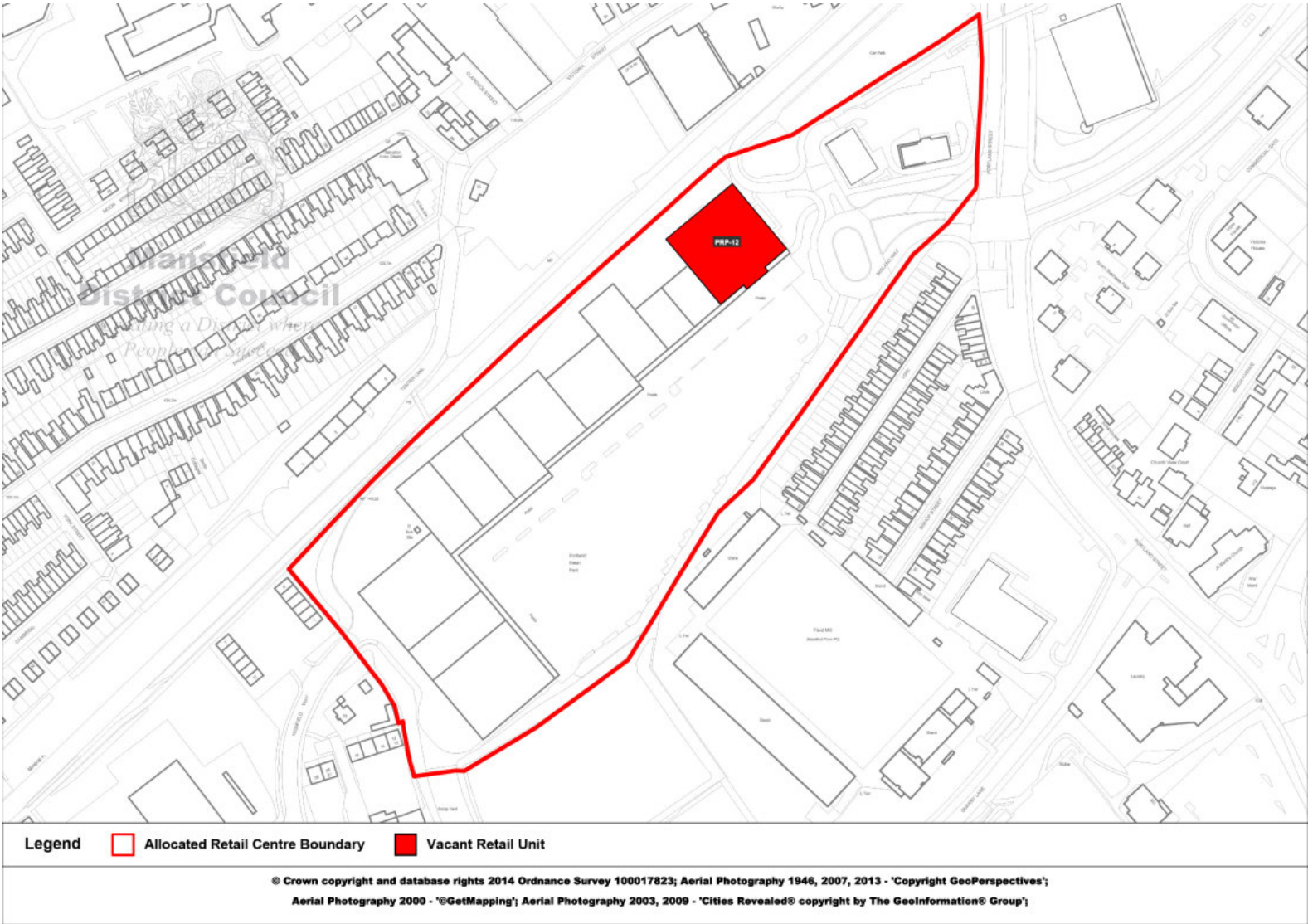
Please note that units at St Peters Retail Park are currently within the town centre boundary and therefore included within the town centre maps and vacancy rate calculation, however any vacancies would be identified in the table below.

Vacant Units in the Retail Parks

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



Portland Retail Park



New Occupiers

In the last year the following new occupiers moved into Retail Parks.

New Occupiers within the Retail Parks

| Property Address | Occupier | Use Class |
|-------------------------|--------------------------------|-----------|
| 03 Portland Retail Park | Poundstretcher (Pound shop) | A1 |
| 13 Portland Retail Park | Frankie & Benny's (Restaurant) | A3 |

Committed Development

The table below shows there are no current (unimplemented) planning permissions for development within the Retail Parks, as of 31st March 2014.

Current Planning Permissions - within Retail Parks

| Property Address | Application No | Proposal | Decision |
|-------------------------|----------------|----------|----------|
| Granted 2013/14: | | | |
| All implemented | | | |
| Granted 2012/13: | | | |
| All implemented | | | |
| Granted 2011/12: | | | |
| All implemented | | | |

The table overleaf shows all current (unimplemented) planning permissions for development in locations that are outside of defined centres of the retail hierarchy, as of 31st March 2014.



Current Planning Permissions - within other Edge and Out-of-centre locations

| Property Address | Application No | Proposal | Decision |
|--|----------------|--|------------------|
| Granted 2013/14: | | | |
| Land At Clipstone Road East/Crown Farm Way, Forest Town | 2013/0576/NT | Medical centre with onsite pharmacy and related ancillary facilities (D1) | Granted 10/03/14 |
| Mcdonalds Restaurants Ltd, Park Lane, Mansfield | 2013/0601/ST | Refurbishment of restaurant and patio area including associated works to the site, alterations to the roof and additional cladding. Full bay extension totalling 47.7 square metres and alterations to the car park and drive thru lane to provide a side by side ordering point | Granted 23/01/14 |
| Matlock Mill, Hamilton Way, Mansfield | 2013/0512/ST | Change of use from use class D2 (assembly and leisure) to offices within use class B1 (first floor) and restaurant/café (ground floor) | Granted 06/12/13 |
| Clipstone Convenience Store, 15 Clipstone Road West, Forest Town | 2013/0386/NT | Single storey extension to the side and rear | Granted 26/09/13 |
| The Fourways Public House, Leeming Lane South, Mansfield Woodhouse | 2013/0325/NT | Change of use from public house (use class A4) to dental surgery practice (use class D1) | Granted 21/08/13 |
| Land At Sandlands Court, Off Fulmar Close, Forest Town | 2013/0273/NT | Application for outline planning permission with all matters reserved for a mixed use development including A1 (retail) and D1 (non residential institution) uses | Granted 31/07/13 |
| 6 & 7 St John Street, Mansfield | 2013/0277/ST | Demolition of existing ground floor extensions and erection of a two storey rear extension | Granted 09/07/13 |
| Nottingham Road Retail Park, Nottingham Road, Mansfield | 2013/0206/ST | Erection of a class A1/A3 drive through retail unit and associated works (resubmission 2013/0063/ST) | Granted 19/06/13 |
| 55-57 Littleworth, Mansfield | 2013/0102/ST | Change of use of the ground floor from a café (use class A3) to a café (use class A3) and a hot food takeaway (use class A5) | Granted 03/06/13 |
| 4 Moor Lane, Mansfield | 2013/0164/ST | Two storey and single storey extensions to the rear of existing shop and flat | Granted 28/05/13 |
| Granted 2012/13: | | | |
| Mansfield Town Football Club, Quarry Lane | 2013/0029/ST | Sports hall / training centre, new access road and additional car parking | Granted 11/03/13 |
| 15 Clipstone Road West | 2013/0064/NT | Two storey side extension, single storey side/rear extension and first floor rear extension | Granted 08/03/13 |
| Land off Abbott Road | 2010/0805/ST | Outline planning application (including the reserved matter of access) for mixed use development comprising housing (maximum 430 units) & employment (use classes B1, B2 and B8 - up to 39,216 sq m) retail (use class A1 - up to 84 sq m), open space, landscaping, access and infrastructure works | Granted 12/12/12 |
| Granted 2011/12: | | | |

| Property Address | Application No | Proposal | Decision |
|---|----------------|---|------------------|
| 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 |
| 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 |
| Granted 2010/11: All implemented | | | |

Recent Development

The following permissions were all implemented over the monitoring period.

Implemented Planning Permissions - Retail Parks (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|---|----------------|---|------------------|
| Unit 13 Blockbuster, Portland Retail Park | 2013/0190/ST | Change of use from use class A1(etail) to use class A3 (restaurant) | Granted 04/06/13 |
| Next, St Peters Retail Park | 2012/0586/ST | External alterations including works to shopfront | Granted 24/01/13 |

Implemented Planning Permissions - other Edge and Out-of-Centre locations (2013/14)

| Property Address | Application No | Proposal | Decision Date |
|--|----------------|--|------------------|
| 275 Eakring Road, Mansfield | 2013/0534/NT | Change of use of first floor from 1 no. Apartment (residential) to offices within use class A2 (financial and professional services) | Granted 23/12/13 |
| Black Bull, Woodhouse Road, Mansfield | 2013/0392/NT | Single storey extension to the rear | Granted 02/10/13 |
| Mansfield Caravan and Storage, Oxclose Lane, Mansfield Woodhouse | 2013/0229/NT | Use of 1.09 acres of land for car boot sale - twice weekly | Granted 23/07/13 |
| 343 Nottingham Road, Mansfield | 2013/0155/ST | Single storey extension to front of takeaway | Granted 07/05/13 |
| Unit 5 Fox Covert Way | 2012/0585/ST | Change of use from light industry (B1) to a gym (D2) | Granted 05/02/13 |
| 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 |



| Property Address | Application No | Proposal | Decision Date |
|--|----------------|--|------------------|
| 9-11 Laurel Avenue, Church Warsop | 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 |
| 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 |
| 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 |
| 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 |
| 231 Southwell Road East, Rainworth | 2010/0461/ST | Change of use of shop and living accommodation to domestic dwelling | Granted 08/09/10 |

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) 13.1% and C3 (residential) 10.2%. 13 occupiers had come into, or moved within the town centre, which is 33 less than during 2012/13.

The primary shopping frontages within the town centre were 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 84%. The number of A1 units becoming vacant increased by 1% since 2012/13. 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 frontages have also seen a 1% gain in the number of units which are vacant. A1 is the predominant use with 48%; this has fallen by 1% from last year. Policy MTC6 (which seeks to ensure that 50%

of properties in the secondary shopping frontages remain in retail use) when looked at as an overall figure was unsuccessful (by 2%). However when all frontages are looked at individually most are above the threshold. Despite this it needs to be recognised that (in terms of this policy) the centre is becoming increasingly vulnerable. Market Place has an A1 level of 45.5% (and 30% of those units are also vacant; a figure which has improved by 10% in the last year) and there are other frontages with low levels of units in A1 use, such as Stockwell Gate (53.8%) and Market Street (54.5%).

At the time of the town centre survey the vacancy rate was 14% (76 properties), which is the same as 2013. The primary shopping frontages had vacancy rate of 9.1% (compared to 7.8% in 2013) and in the secondary shopping frontages the rate increased by 1.3% to 18.3%. In the non defined shopping area the vacancy rate was 12.9% which has reduced by 1.5% since 2013. 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 when Tesco relocated from Stockwell Gate to the new Tesco Extra at Chesterfield Road South. This re-emphasises the need to provide new development



opportunities and retail space. The need for a convenience store within the town centre was highlighted within the recent Mansfield Retail and Leisure Study (2011).

The town is dominated by small units with 428 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. Data from 2010 shows that locally, Nottingham, Sheffield and Meadowhall continue to have the highest rental values which reflect their position as Regional Centres. Of the centres lower down the hierarchy, Mansfield has the second highest value; however this had fallen by £269 in 2010.

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

The new bus station / transport interchange was completed during March 2013 and opened its doors to the public on 31 March which was the last day of the last monitoring period. A year on it seems to be very popular, and has seen in excess of 5 million visitors.

Across the road (Quaker Way) from the new bus station is the Queen's Place building which was completed in November 2013.

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

Summary of vitality and viability of Mansfield town centre

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

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

As highlighted above, the town centre would benefit from the provision of a 'metro' style supermarket to replace the Tesco store at Stockwell Gate as there is currently no supermarket serving the needs of those who live and work in the town centre. The service sector is generally strongly represented, although the centre would benefit from more cafés and restaurants. The latter is seen as particularly important, as Mansfield's 'evening economy' is currently heavily orientated towards drinking establishments. The presence of more restaurants in the centre would encourage 'dwell time' in the centre outside of retail hours. This is something that the Council and its partners are trying to address in order to increase the vitality of the town centre.

The Local Data Company announced an average national vacancy rate of 13.9% at the end of 2013, so the rate identified for Mansfield at March 2014 (14%) is very marginally above this average. Positively, vacancy rates in the main retailing areas are low.

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

Mansfield Woodhouse District Centre

At the time of the 2014 survey, the proportion of occupied properties within retail (A1) use was 43%. This has decreased by 2% since 2013.

There were 11 vacant units (all uses) within the centre which equated to a vacancy rate of 12%. The vacancy rate was 11% in 2013.

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.



Market Warsop District Centre

The proportion of occupied properties within retail (A1) use at the time of the 2014 survey was 47%. This has fallen by 6% since the 2013 survey.

The vacancy rate increased by 1% to 15%.

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

Summary of vitality and viability of Market Warsop district centre

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

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

Oak Tree District Centre

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

Summary of Oak Tree district centre

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

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

Other Centres

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

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

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

Appendix A Use Classes Order

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



Appendix B Indicators of Vitality and Viability

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

| NPPG Indicators | Where is the data in this monitoring report? | Previous Indicators - from superseded PPS4 | Method of Assessment - from superseded PPS4 |
|--|--|--|--|
| Diversity of uses | Pages 18-22 | A1: Diversity of main town centre uses (by number, type, and amount of floorspace) | The amount of space in use for different functions - such as offices, shopping, leisure, cultural, and entertainment activities, pubs, cafes and restaurants, and hotels |
| - | | A2: The amount of retail, leisure and office floorspace | Amount of floorspace in edge-of-centre and out-of-centre locations |
| - | | A3: The potential capacity for growth or change of centres in the network | Opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development |
| Retailer representation and intentions to change representation | Pages 8-9, 29-31 | A4: Retailer representation and intentions to change representation | Existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation |
| Commercial rents | Pages 40-41 | A5: Shopping rents | Pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6m depth of floorspace in retail units from the shop window) |
| Proportion of vacant street level property | Pages 23-28 | A6: Proportion of vacant street level property | Vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators |
| Commercial yields on non-domestic property | Pages 42-43 | A7: Commercial yields on non-domestic property | Demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care |
| - | | A8: Land values and the length of time key sites have remained undeveloped | Data on changes in land value and how long key town centre and edge-of-centre sites have remained undeveloped provide important indicators for how flexible policies should be framed and can help inform planning decisions |
| Pedestrian flows | Pages 43-44 | A9: Pedestrian flows (footfall) | A key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of day and evening, who are available for businesses to attract into shops, restaurants and other facilities |
| Accessibility | Pages 51-54 | A10: Accessibility | Ease and convenience of access by a choice of means of travel, including - the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; the quality of provision for pedestrians, cyclists and disabled people; and the ease of access from main arrival points to the main attractions |
| Customers' views and behaviour | Pages 54-56 | A11: Customer and residents views and behaviour | Regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to |

| NPPG Indicators | Where is the data in this monitoring report? | Previous Indicators - from superseded PPS4 | Method of Assessment - from superseded PPS4 |
|---|--|---|--|
| | | | establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips |
| Perception of safety and occurrence of crime | Pages 60-63 | A12: Perception of safety and occurrence of crime | Should include views and information on safety and security, including from the threat of terrorism, and where appropriate, information monitoring the evening and night-time economy |
| State of town centre environmental quality | Pages 56-59 | A13: State of the town centre environmental quality | Should include information on problems (air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces) |

Sources: National Planning Practice Guidance (2014) Reference ID: 2b-005-20140306 and Planning Policy Statement 4 (which has now been superseded).



Appendix C Key Retailers within Mansfield Town Centre

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

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

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

Appendix D Remaining Floorspace Capacity

The tables below show the floorspace capacity figures that were recommended to the Council through the Mansfield Retail and Leisure Study 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. Please note that this does not include floorspace gained through changes of use.

Overall Requirement for A1 Comparison Floorspace

Mansfield town centre should seek to accommodate between 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 development which was committed at the time, such as developments at Stockwell Gate South, and the Queen's Head site.

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 |
| Amount developed 2013/14: | 0 | N/A | N/A |
| Balance remaining: | 2,300 | N/A | N/A |

| Centre | By 2016 | By 2021 | By 2026 |
|--|-------------------------|----------------------|----------------------|
| 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 |
| Amount developed 2013/14: | 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 |
| Amount developed 2013/14: | 0 | | |
| 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 |
| Amount developed 2013/14: | 0 | 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 |
| Amount developed 2013/14: | 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 |
| Amount developed 2013/14: | 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 |
| Amount developed 2013/14: | 0 | N/A | N/A |

| Centre | By 2016 | By 2021 | By 2026 |
|--|---|------------|------------|
| 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 |
| Amount developed 2013/14: | 43 (2012/0086/NT) | N/A | N/A |
| Total amount developed (district-wide): | 328 | - | - |
| Overall balance remaining: | -328 | 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 new 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 |
| Amount developed 2013/14: | 0 |
| Balance remaining: | 2,800 |
| Mansfield Woodhouse District Centre | Up to 350 |
| Amount developed 2011/12: | 0 |
| Amount developed 2012/13: | 0 |
| Amount developed 2013/14: | 0 |
| Balance remaining: | 350 |
| Market Warsop District Centre | Up to 350 |
| Amount developed 2011/12: | 0 |
| Amount developed 2012/13: | 0 |
| Amount developed 2013/14: | 0 |
| Balance remaining: | 350 |

| Centre | By 2026 |
|--|---|
| Other | 0 |
| Amount developed 2011/12: | 0 |
| Amount developed 2012/13: | 123 (A3/A5) (2011/0405/NT) 186 (A5) (2011/0646/NT) |
| Amount developed 2013/14: | 28 (A5) (2013/0155/ST) |
| Total amount developed (district-wide): | 337 |
| Overall balance remaining: | 3,163 |



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