MANSFIELD DISTRICT RETAIL & LEISURE STUDY — 2011 UPDATE

APPENDIX 2 — Retail Update 2011

Town Centre Health Check & Retail Monitoring Report

Retail Update 2011

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1: Introduction

This is the first 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.

The report will continue to be produced annually by Mansfield District Council's Planning Policy Group, with input from the Town Centre Management Team and other partners. It will be published as close to the end of the financial year (31 March) as possible. This year the publication date was 4 May 2011.

Monitoring Period & Data Sources

The monitoring period for all data within the report is the 12 months from 1 April 2010 to 31 March 2011, unless stated otherwise.

The information has been obtained from three main sources:

- In March 2011 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; highway related issues to Engineering Services and enquiries about planning permission should be directed to the Development Control Group.

Copyright

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Boundaries

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

Use Classes Order

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

Further Information

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

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

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

The report can also be viewed on the District Council's website
http://www.mansfield.gov.uk/planningpolicy_info

2: The Purpose of this Report

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

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

- It helps assess the success of retail policies within the adopted Mansfield District Local Plan;
- It will be used to assist in the development of town centre and retail policies within the Council's Local Development Framework;
- It is in accordance with national guidance in PPS4 that supports the monitoring of town centres;
- It provides information to agents, developers and other agencies about the availability of retail units;
- It assists with the completion of the Annual Monitoring Report.

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

- It provides an update on previous health checks and monitoring reports and allows changes to be identified;

- It allows positive and negative aspects of the town centre to be identified; and
- It provides data that can be used to make sure that the centre remains competitive with neighbouring centres in the region.

The health check part of the report incorporates information gathered on the key indicators that PPS4 “Planning for Sustainable Economic Growth” suggests should be used to help assess the “health” of town centres. More detail about these measures is provided in Appendix C 'Indicators of Vitality and Viability'.

The data on occupiers and vacant units was obtained from site visits carried out in March 2011.

3: Retail Profile

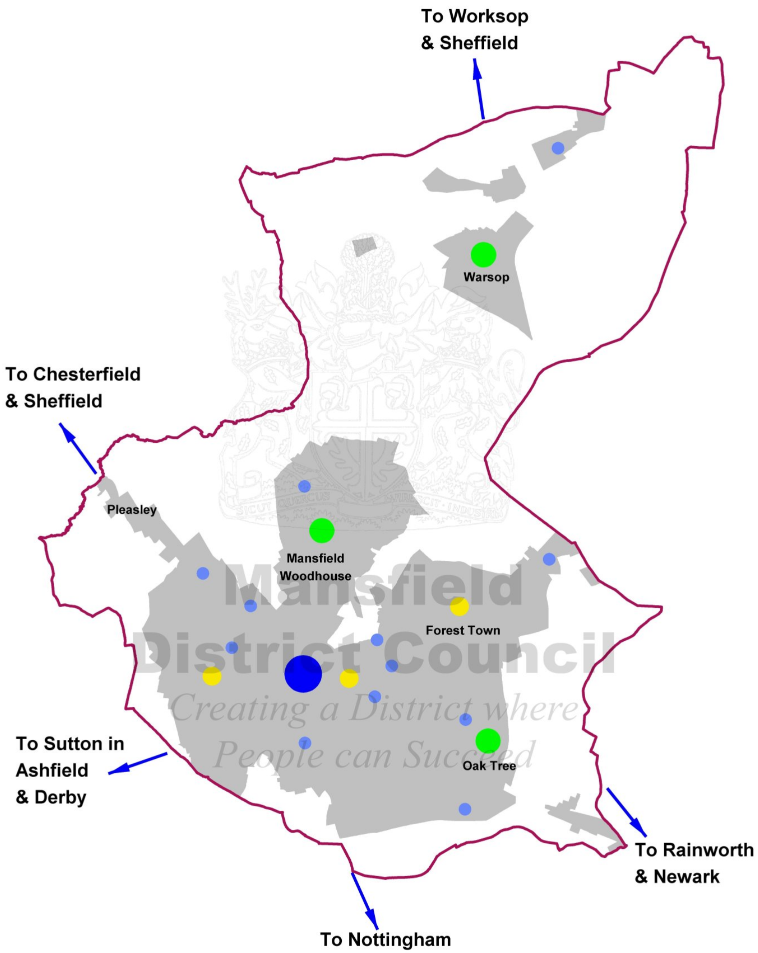
The District of Mansfield lies centrally within northern Nottinghamshire in the heart of Sherwood Forest and covers an area of approximately 77 sq kilometres. The District has a population of approximately 99,700 (ONS 2010) and is substantially urban in character although it does contain important tracts of open countryside. There are two main urban areas, Mansfield (including Mansfield Woodhouse) where 88% 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 a small cluster of shops have been developed to serve the new community at Berry Hill Quarry. Also, the existing hierarchy does not include the retail parks or the retail units around the Sainsburys store on Nottingham Road.

Retail Hierarchy

Sub Regional Centre:	• Mansfield Town Centre	
District Centres:	• Mansfield Woodhouse Market Warsop Oak Tree	
Local Centres:	• Clipstone Road West Newgate Lane / Ratcliffe Gate Ladybrook Lane	
Neighbourhood Parades:	• Carter Lane Chesterfield Road North Chesterfield Road South Cox’s Lane / Brown Avenue Egmanton Road Garibaldi Road	Harrop White Road Ling Forest Road Nottingham Road Ossington Close Pecks Hill Ravensdale Road



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. It is recognised in the East Midlands Regional Plan as a sub-regional centre and as such it is one of the centres within the northern sub-area where growth should be focused. There is an open market, many small shops and a good representation of national multiples, including Argos, Boots, Debenhams, HMV, Marks and Spencer, New Look and Wilkinsons. In addition to retailing there are a wide range of other uses which contribute to the vitality and viability of the centre including banks / building societies, food and drink establishments. There are also a number of leisure and cultural facilities within the town including The Palace Theatre and the Mansfield Museum. In addition to the current retail offer, there are a number of key town centre development sites which have the potential to accommodate new retail development. Further details of these can be found within the 'Creating a 'City' Centre for Mansfield' document which was published by the Council's Regeneration Department in 2009 and can be accessed at http://www.mansfield.gov.uk/CHttpHandler.ashx?id=2579&p=0

Mansfield Woodhouse is located approximately 2 miles north of Mansfield town centre 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

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Centre comprises an elongated shopping street stretching for nearly half a mile along High Street and Station Street. Most of the District Centre is also designated as a Conservation Area, and many shops are located in old stone buildings which were formerly houses and as a consequence have architectural or historic interest and townscape value.

Market Warsop is located approximately 5 miles to the north of Mansfield town centre, in the northern sector of the District, some way from the main urban area. Market Warsop District Centre is a traditional and historic town centre located within a conservation area. The retail core is centred around the Sherwood Street / High Street / Burns Lane / Church Street Junction where a range of shops and services provide most of the daily and weekly requirements for the resident population and the surrounding area.

Oak Tree is located approximately 3 miles to the south east of Mansfield town centre within in a densely residential area. The District Centre offers a large food supermarket and petrol filling station, a catalogue store, a leisure centre and a range of shops and services which provide most of the daily and weekly requirements for the resident population and the surrounding areas. It has a different character to the other district centres as most of the local community's needs are met within the one large supermarket, and due to the presence of Argos the centre is more like a retail park.

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

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

Food Retailers within the District

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

In Centre Stores

Store	Location	Net Floor Area (m^2)
Morrisons	High Street, Mansfield Woodhouse	3,028
Nisa Extra	Church Street, Market Warsop	623
Tesco	Jubilee Way South, Oak Tree	5,756

Out of Centre Stores

Store	Location	Net Floor Area (m^2)
Asda	Old Mill Lane, Forest Town	4,268
Morrisons	Sutton Road, Mansfield	3,609
Netto	Bancroft Lane, Mansfield	548
Sainsbury's	Nottingham Road, Mansfield	2,787
Tesco	Chesterfield Road South, Mansfield	5,120

Retail Parks / Retail Warehouses

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

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

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

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

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

Freestanding Retail Warehouses

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

Trade Counters

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

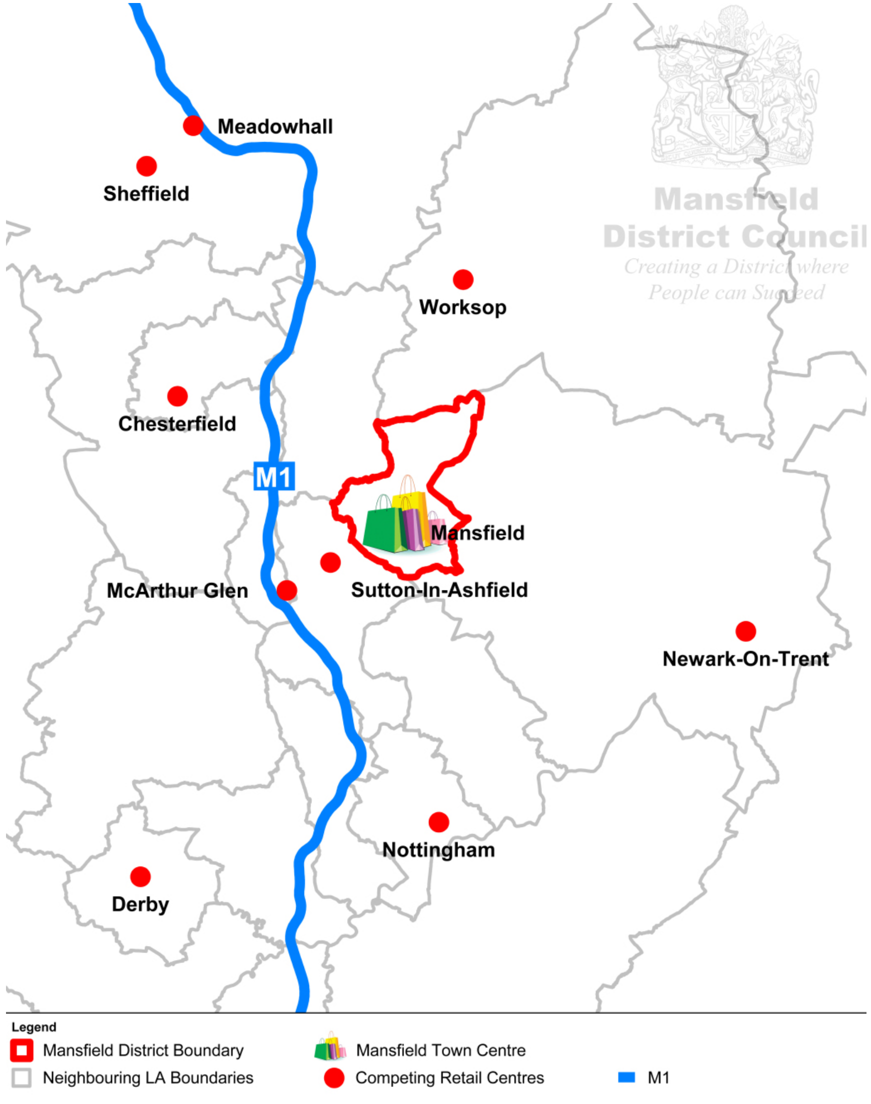
Competing Centres

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

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

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

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



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4: Planning Policy, Guidance and Evidence Base Documents

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

Planning Policy Statement 4 (PPS4): Planning for Sustainable Economic Growth (2009)

Planning Policy Statements set out the Government's national policies and principles for different aspects of planning. The Government's key objective for town centres is to promote their vitality and viability by:

- New economic growth and development of main town centre uses to be focused in existing centres, with the aim of offering a wide range of services to communities in an attractive and safe environment and remedying deficiencies in provision in areas with poor access to facilities;
- Competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres, which allow genuine choice to meet the needs of the entire community (particularly socially excluded groups);
- The historic, archaeological and architectural heritage of centres to be conserved and, where appropriate, enhanced to provide a sense of place and a focus for the community and for civic activity. (DCLG 2009)

In meeting these aims and objectives for town centres it states that planning authorities should plan positively for their management and growth by:

- setting flexible policies for their centres which are able to respond to changing economic circumstances and encourage, where appropriate, accessible high-density development;
- defining a resilient network and hierarchy of centres;
- defining the extent of the centre and the primary shopping area having considered primary and secondary frontages with clear policies stating which uses will be permitted in such locations;
- considering floorspace thresholds in certain areas for the scale of edge-of-centre and out-of-centre development which should be subject to an impact assessment;
- defining any locally important impacts on centres;
- encouraging residential or office development above ground floor level within centres;
- identifying sites or buildings within existing centres suitable for development, conversion or change of use;
- using planning tools to address the transport, land assembly, crime prevention, planning and design issues associated with the growth and management of their centres. (DCLG 2009)

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

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

Regional Plan for the East Midlands

Regional planning policy documents currently provide the long term development strategy for regions over a 15 to 20 year period. The East Midlands Regional Plan (EMRP) was published in March 2009. It contains 2 policies that directly affect retailing within the district:

Policy 22 sets out the regional priorities for town centres and retail developments. The policy states that within town centres Local Authorities should bring forward retail, office, residential and leisure development and any other town centre function, based on identified need, prevent the development and expansion of out of town development and monitor changes in retail floor space.

Northern Sub - Regional Strategy Policy 2 sets out how Policy 22 should be implemented. In doing so it indicates the importance of Mansfield as a centre by identifying it as a sub-regional retail and service centre where new retail and other town centre uses should be prioritised and provided. To ensure that centres are sustained and enhanced it states that such development should be located in or on the edge of centres.

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 Study (2005)

To support the production of the Local Development Framework, Mansfield District Council commissioned consultants GVA Grimley to produce a comprehensive retail study that assessed a range of issues including the capacity for future retail development within the district.

The study, which was published in May 2005, reached a number of conclusions:

- Mansfield faces competition from Nottingham, Sheffield, Derby and Meadowhall which are amongst the strongest shopping destinations in the UK. It is critical for Mansfield to improve its retail offer in order to maintain its market share and retain its position as a 'sub-regional' centre. Without investment in the town centre and improvements to its retail offer, Mansfield will decline;
- Primary shopping frontages in Mansfield Town Centre are performing well and there appears to be a need for these to be expanded without upgrading secondary shopping frontages which are currently under performing;

A replacement study is currently being worked on by Roger Tym & Partners in order to update the situation and to address office, leisure and entertainment demand.

(Emerging) Mansfield District Local Development Framework

The Planning and Compulsory Purchase Act became law in September 2004. It requires the production of a new generation of plans, to be known as the Local Development Framework (LDF).

Generally, most of the policies within the Mansfield District Local Plan have been 'saved' by the Secretary of State and are therefore still applicable. This means that the saved policies will still be used to determine planning applications until such time as they are replaced by policies with the LDF.

Further information on the LDF can be obtained from the Council's website http://www.mansfield.gov.uk/ldf, by e-mailing the Planning Policy Group at ldf@mansfield.gov.uk or by calling 01623 463195.

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

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

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

Further information about the SPD can be obtained from the Planning Policy Group. Alternatively it can be downloaded from the Council's website: http://www.mansfield.gov.uk/spd_whitehart

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

These Interim Planning Guidance (IPG) notes set out the Council's vision for the Stockwell Gate North and South areas, which together cover 4.73 hectares of prime redevelopment land to the western edge of the town centre. The IPG's have been adopted by the Council and are material considerations in the determination of any planning applications for the development of the sites. Therefore proposals for development in the area will be required to be in accordance with the relevant IPG. There is also an IPG for the former Mansfield Brewery site which lies just outside of the town centre. The documents can be downloaded from http://www.mansfield.gov.uk/ipg.

The following documents do not provide policies, but will inform the retail policies within the emerging LDF. 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 – to be built on land between Station Road and Quaker Way, it will see the relocation of the existing bus station.
- Stockwell Gate North – the site of the existing bus station, earmarked for a primarily retail development.
- Stockwell Gate South – the former Courtaulds factory site. A private sector development of mixed-use retail and leisure with outline planning permission already granted.

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- Strategic Employment site – to be created near the junction of Belvedere Street and Victoria Street on 365sq metre site. This is at a feasibility stage.
- Old Town Hall – development of the former Indoor Market site at the rear of the site on Queen Street. A feasibility study underway.
- The Living Centre– an iconic gateway building on the site of the former Queen's Head pub.
- White Hart development– a mixed use of retail, office space, leisure and residential development on land bounded by White Hart Street, Dame Flogan Street and Church Street, including the restoration of the Malting's building. Planning permission is in place.
- Mansfield Brewery site – the site is currently being marketed and provides a superb regeneration opportunity. The site is expected to include primarily employment uses, with some residential development.
- The Riverside – an area next to the River Maun, bordering St Peter's Way identified as having great potential for mixed uses, mainly employment but possibly including retail and residential – alongside an attractive area of public open space.

Mansfield Urban Design Compendium (2007)

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

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

Town Centre Economic Regeneration Framework (February 2007)

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

5: Mansfield Town Centre

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

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

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

As was highlighted in Section 4: 'Planning Policy, Guidance and Evidence Base Documents', Planning Policy Statement 4 (PPS 4): “Planning for Sustainable Economic Growth” emphasises the importance of town centres in meeting the Government’s objective of sustainable economic growth. It requires planning authorities to be flexible, positive and proactive in planning for the future of all types of centre within their area so they are able to respond to changing economic circumstances. It states that local authorities should use market information and economic data to measure the vitality and viability and monitor the health of their town centres over time in order to inform judgements about the impact of policies and development (DCLG 2009).

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

- Improved access to jobs, homes and services through the creation of a high quality transport interchange;
- An improved business mix and variety of shopping through distinctive developments, with Interim Planning Guidance produced where necessary;
- Improved cleanliness in the town centre;
- Increased footfall, particularly amongst families, through well attended events and increased visits;
- A revitalised and multi functional market place for the 21st century with general and speciality markets;
- An improved range of leisure, culture and tourism activities based in the town centre; and
- A safer Town Centre both in the daytime and evening, via the Business Crime scheme to address shop theft, violence, and antisocial behaviour. (MASP 2010)

Furthermore, the District Council's Corporate Plan, which runs from 2010 – 2020, re-emphasises that one of its key priorities is to revitalise the district, town centres and neighbourhoods. Within this, the following town centre priorities are highlighted.

- Commence work on the new bus station, subject to funding;
- Appoint developers for the Stockwell Gate regeneration schemes;
- Start construction of a new iconic development on the former Queen's Head site;
- Construct new toilet facilities in the town centre; and
- Complete the joint Mansfield and Ashfield Economic Master Plan to help create a more prosperous economy (which considers the town centre).

5.1 Retailing Trends

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

Comparison Retailing

Comparison goods are items which many retailers sell similar versions of (such as shoes, stereos, vacuum cleaners etc) and which customers tend to 'shop around' for and compare prior to purchasing. Comparison goods are mostly sold in town centres, which is the largest retail location in general terms, and one that is being squeezed by the transfer of spend to the supermarkets and online shopping. 'Verdict' say that the role of the town centre is set to change, moving away from having a predominant focus on retail to a more leisure-based centre. Across the country coffee houses and restaurants are taking up a greater proportion of space in the town centre as they have the resources to continue growing. This has started to occur in Mansfield following the grant of planning permission for a 'Costa Coffee' within the Primary Shopping Area, an area normally protected for A1 uses only. Town centres are becoming less convenient and shrinking the fastest of any retail location, with sales growing by just 0.2% in 2010, under performing out-of-town and non-store retail, which both achieved significant uplifts. While out-of-town increased by 1.6%, non-store sales achieved exceptional growth, up by 10.4%. (Verdict 2010).

Convenience Retailing

Convenience goods are those items which we buy every, or almost every day (such as newspapers, milk, bread etc). Convenience stores are found in many formats and locations, however most importantly within neighbourhood parades. Verdict state that the convenience sector has been impacted by the economic downturn, with consumers increasingly prepared to trade down to value ranges and reduce weekly shopping budgets. However, product freshness, quality and origin are taking greater precedence in purchasing decisions.

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

As a result, neighbourhood retailing is becoming dominated by convenience stores and small grocers due to an increased demand for convenience, improved standards and the arrival of the smaller store formats of the supermarkets. Verdict state that this is beginning to force uncompetitive players out of the market as the comprehensive offers provided by the multiples and other convenience store operators are diminishing the need for traditional neighbourhood retailers. As the multiples all look to exploit the growth opportunities available, having a flexible format seems to be a key to success. We have seen evidence of an increased demand for development of convenience stores in Mansfield through the application to redevelop the Flamingo Inn site and have been approached informally on a number of other sites.

Out of Town Retailing

Verdict state that out-of-town is starting to recover from the economic downturn, growing by 1.6% in 2010. They say the location benefits from the fact that it offers lower rents and better synergies with online than town centres. However, this return to growth is expected to be limited by low consumer confidence and income, and the historically low level of transactions occurring in the housing market.

Verdict predict that space expansions will pick up over the next few years and that secondary high streets will have disappeared from retail usage through a lack of development of prime new shopping centres. Therefore demand for quality out of town space is expected to be high.

Internet & Non-Store Trading

Verdict estimate that online expenditure grew by 15.1% to £21.2bn in 2009, compared to a 0.4% contraction in overall retail expenditure. Consumers are becoming more comfortable shopping online and turning to it to seek out bargains, and the channel has benefited from being a major focus of investment among high street retailers.

By 2014, Verdict forecast that online expenditure will have increased by 62.1%. This will mark the beginning of a period of subdued growth driven by the internet user and shopper population saturating, a more considered era of consumption, fewer new entrants, and market consolidation. If growth opportunities are to be maximised, retailers need to begin leveraging multichannel capabilities, targeting the right consumers and enhancing the online experience. (Verdict 2010)

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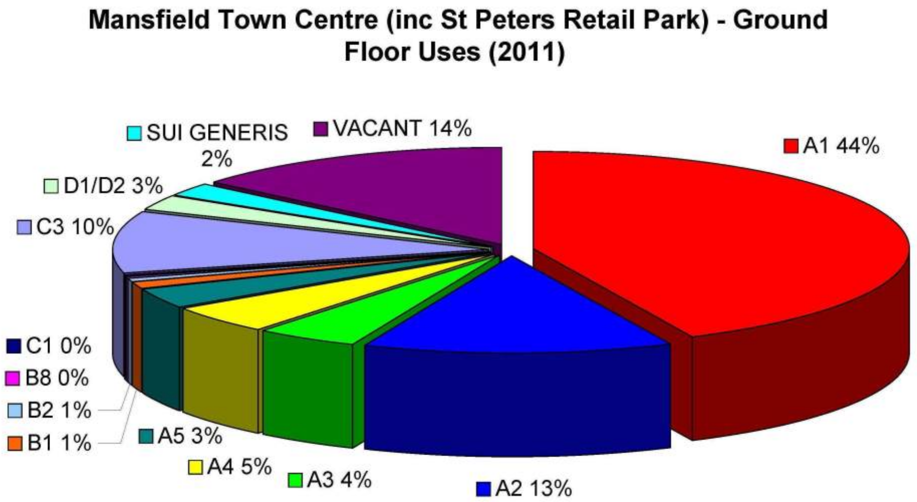
5.2 Diversity of Uses

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 2011. 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 so 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 pie chart below shows the diversity of uses to be found within the town centre, including St Peters Retail Park.



Retail units (A1) dominate the town centre with 44% of units (225). This is followed by professional and financial services (A2) with 13% of units (70), and then restaurants and cafés, drinking establishments and hot food takeaways (A3, A4 and A5) with 12% of units (65).

The number of vacancies (discussed in detail in Section 5.3 'Vacancy Rates') is quite high at 14% (72 properties), however this is not unexpected due to the current economic conditions.

The diversity of uses to be found on each main street in the town centre is shown in Appendix B 'Mansfield Town Centre Uses (number and % per street)'. The Four Seasons Centre is dominated by retail premises as the permitted use of all the units is A1. At the time of the survey 4 units were vacant. Other streets with high retail representation include Toothill Lane with 78%, Handley Arcade with 67% and Walkden Street with 71%.

There are other streets within the town centre, especially those on the fringes which are less reliant on retailing and, due to less restrictive local plan policies, contain a wider mix of uses. Examples of this include St Johns Street which is dominated by A2 uses (financial and professional services) 45% and D1 uses (non residential institutions) 25%, whilst the retail share is only 10%. Another less prominent example is Albert Street where A2 uses have a 46% share followed by A1 with 23%.

Care should be taken when looking at percentages as they can give a false impression especially when there are only a small number of properties on a street. As stated above retailing on Toothill Lane has a 78% share of ground floor units. This masks the fact that there are only 9 properties on the street of which 7 are within A1 use.

Occupied Floorspace by Trade Group

Information from Experian (2009) shows the amount of occupied floorspace by trade group. The table below shows this information. Please note that the 2009 data was the most up-to-date information available at the time of print.

Occupied Floorspace (m^2) by Trade Group

Retail Trade Group	2000	2005	2009
Convenience	7,810	9,200	4,106
Comparison	47,510	46,540	38,165
Service	14,210	14,860	15,580
Total	**69,530**	**70,600**	**57,851**

(Experian 2009)

The table illustrates that whilst the town continues to be dominated by comparison goods, the amount of floorspace in this trade group has declined dramatically since 2005, as has the floorspace for convenience goods. The table shows that, when compared to 2005, the total occupied floorspace has decreased by 12,749 square metres. This takes account of floorspace which became vacant as a result of Tesco moving out of the town centre and the closure of the Woolworths store in 2009. (Please note that the former Woolworths store has now been occupied).

Compared to the national average Mansfield's fortunes are mixed; convenience goods are under represented with 7.95% of floorspace compared to 9.51% nationally, comparison goods account for 41.92% of floorspace compared to 43.26% nationally. However the service sector groups are comparable to the national average, with 33.97%, compared to 33.96% nationally (Experian 2009).

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

Government guidance in PPS4 (2009) states that local planning authorities should define the extent of the town centre and the primary shopping area in their Adopted Proposals Map having considered distinguishing between realistically defined primary and secondary frontages and set policies that make clear which uses will be permitted in such locations.

The Mansfield Local Plan (1998) was written under different, more restrictive guidance which stated that complementary uses such as cafés, restaurants, leisure and entertainment can help retain and improve the vitality and viability of centres; but that it is important that some restrictions are imposed in the primary and secondary areas to prevent fragmentation in these areas. As such the adopted Mansfield District Local Plan currently has two policies, MTC5 and MTC6, to prevent such fragmentation occurring.

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%.

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 as associated uses as they were formally contained within the A3 use class. The following table illustrates the diversity of uses within each frontage category within the town centre (percentages have been rounded).

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

Use Class	Primary Shopping Area (MTC5)	Secondary Shopping Area (MTC6)	Non-Defined Shopping Area
A1	66 / 87%	91 / 49%	58 / 23%
A2	1 / 1%	37 / 20%	32 / 13%
A3	2 / 3%	14 / 7%	7 / 3%
A4	-	11 / 6%	14 / 6%
A5	1 / 1%	6 / 3%	10 / 4%
B1	-	-	6 / 2%
B2	-	-	3 / 1%
B8	-	-	2 / >1%
C1	-	-	1 / >1%
C3	-	-	53 / 21%
D1	-	-	11 / 4%
D2	-	-	3 / 1%
Sui Generis	-	2 / 1%	9 / 4%
Vacant	6 / 8%	26 / 14%	41 / 16%
Total	**76**	**187**	**250**

(Mansfield District Council 2011)

As can be seen the primary area continues to be dominated by A1 uses and the number of occupied units in this class has increased by 3% since 2010. Subsequently the percentage of vacant units has decreased from 12% to 8% and is reflected in the table.

The secondary shopping area has seen the number of vacancies increase since 2010, with the percentage increasing from 12% to 14%. This has been caused by 2 A1 units and 1 A4 unit closing down. There have however been an improvement in the level of A2 units which has increased by 1%.

The parts of the town which are not defined as either primary or secondary areas have also seen decline, with the number of vacancies rising by 1%.The percentages of A2 and A4 uses have fallen, however the percentage of A1 units has remained constant at 23%.

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. in the Four Seasons Centre 100% of units are in A1 use however 7.5% 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 important because the supporting text to Local Plan Policy MTC6 says that the vitality and viability of these areas can be detrimentally affected if the proportion of units in retail use falls below 50%. From the table it would appear that this policy has been successful because the proportion of units in A1 use in all of the defined frontages is above the 50% threshold, although the Market Place, Stockwell Gate and Market Street are particularly vulnerable.

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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%** (10.5%)	**4.3%**	**8.7%**		**4.3%**		
MTC5 (ii) Four Seasons	**100%** (7.5%)						
MTC6 (i) Upper West Gate (odds 37-71, evens 48-66)	**62.1%** (27.8%)	**20.7%**	**10.3%**		**3.4%**		**3.4%** (100%)
MTC6 (ii) Stockwell Gate (odds 1-69, evens 2-26, and including former Tesco and Co-op stores)	**54.2%** (15.3%)	**25%** (16.7%)	**4.2%**	**8.3%** (50%)	**4.2%**		**4.2%**
MTC6 (iii) Regent Street (odds 3-21, evens 2-30 including Regent House)	**65%** (15.3%)	**20%**	**15%**				
MTC6 (iv) Lower Leeming Street (odds 1-29, evens 2-42 and Clumber House)	**66.7%** (25%)	**13.3%** (25%)	**10%**	**6.7%**		**3.3%** (100%)	
MTC6 (v) Church Street (odds 1-39, evens 8-36 and Swan Hotel)	**56.7%** (11.8%)	**16.7%**	**6.7%**	**13.3%** (25%)	**6.7%**		
MTC6 (vi) Rosemary Centre	**71.4%**	**14.3%**			**14.3%**		
MTC6 (vii) Queen Street	**61.5%** (12.5%)	**23.1%**			**7.7%**		**7.7%**
MTC6 (viii) Market Place (1-12, 15-24, 25-31)	**50%** (27.3%)	**31.8%**	**4.5%**	**13.6%**			
MTC6 (ix) Market Street (1-4, 10-19)	**54.5%** (16.7%)	**27.3%** (33.3%)	**9.1%**	**9.1%**			

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		x				
Flea / Fruit & Veg	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; this is a trend that is reflected nationally.

Average Weekly Occupancy, Mansfield Market

	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Average occupied each week	691	649	569	510	369	332	314	312	326	294

Farmers Market

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

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

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

Regeneration of the Market Place

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

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5.3 Vacancy Rates

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

However vacancy rates, over time, are a useful indicator of performance. The audit undertaken in March 2011 to inform this report highlighted a vacancy rate of 13.9% (73 properties), a small increase of 0.3% compared to 2010 when the rate was 13.6%.

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. 50.3% of all units within the town centre are in A1 use however 14.4% of these are vacant.

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

Use Class	No. of Units			% of Units	
	Occupied	Vacant	Total	Vacant (% within Use Class)	Total (within Town Centre)
A1	225	38	263	14.4%	50.3%
A2	70	7	77	9.1%	14.7%
A3	23	5	28	17.8%	5.3%
A4	25	4	29	13.8%	5.5%
A5	17	1	18	5.5%	3.4%
B1	6	4	10	40.0%	1.9%
B2	3	2	5	40.0%	1.0%
B8	2	2	4	50.0%	0.8%
C1	1	0	1	0.0%	0.2%
C3	53	2	55	3.6%	10.5%
D1	11	4	15	26.7%	2.9%
D2	3	2	5	40.0%	1.0%
SUI GENERIS	11	2	13	15.4%	2.5%
Total	**450**	**73**	**523**	**Total Vacancy Rate = 13.9%**	**100%**

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

The total figure is greater than the 10.7% vacancy rate which was reported by the Town Centre Management Team in the 'The High Street Strikes Back' web article (Nov 2010). This is because a different town centre boundary is used for planning purposes.

Vacant Units by Frontage

Frontage Type	Number of Units	Number of Vacant Units	Percentage of Vacant Units
Primary (MTC5)	76	6	7.9%
Secondary (MTC6)	187	26	13.9%
Non-Defined	250	41	16.4%
WholeTown Centre (inc St Peter's Retail Park)	523	73	13.9%

(Mansfield District Council 2010)

Compared to 2010 the primary shopping area has seen a decrease in vacancies of 3.9% (3 units). However the number of vacant units in secondary and non defined areas have increased by 1.6% (3 units) and 1.3% (4 units) respectively. When looking at the Town Centre and St Peters Retail Park as a whole the results are slightly more positive with a smaller increase in vacancies of 0.6% since 2010.

Rates for individual streets (shown in Appendix B 'Mansfield Town Centre Uses (number and % per street)') continue to vary; those with the highest being West Gate (9) and White Hart Street (7) which made up 22% of all vacancies.

The audit shows that there was approximately 15,787 m^2 of vacant floorspace within the town centre (8,532 m^2 is vacant A1 floorspace). This includes some large premises such as the Former Tesco's Store on Stockwell Gate (4,802 m^2). 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 following table, and is shown in the maps which follow.

Vacant Units within Mansfield Town Centre

Ref	Property Address	Former Use Class	Area (m^2)
AS-11	19 Albert Street, Mansfield	A1	46.79
AS-13	21 Albert Street, Mansfield	A4	134.89
AS-15	24 Albert Street, Mansfield	A2	115.66
BS-11	11 Bridge Street	A1	26.9
BS-16	Town Mill, Bridge Street	A4	300.34
CHL-02	Church Lane	B2	48.3
CHS-02	4 Church Side	A1	82.13
CHS-04	10 Church Side	A1	167.03
CHS-05	Bentinck, Church Side	A1	129.03
CKS-05	Clerkson Street	B1	245.61
CS-12	15 Church Street, Mansfield	A1	227.61
CS-14	18 Church Street, Mansfield	A4	368.98
CS-29	36 Church Street, Mansfield	A1	34.97
CS-32	22 Church Street, Mansfield	B1	228.01
DFS-01	2 Dame Flogan Street	B2	347.12
DFS-02	Assurance House, Dame Flogan Street	A2	148.91
DFS-03	Opposite 2, Dame Flogan Street	A3	307.83

Ref	Property Address	Former Use Class	Area (m^2)
DFS-05	Adj Maltings, Dame Flogan Street	D1	110.42
DFS-06	Maltings, Dame Flogan Street	D1	307.72
EXR-01	1 Exchange Row	A4	98.81
FS-29	30 Four Seasons Shopping Centre	A1	118.48
FS-31	33 Four Seasons Shopping Centre	A1	112.59
FS-42	45 Four Seasons Shopping Centre	A1	111.1
FS-54	59 Four Seasons Shopping Centre	A1	202.23
HA-05	7 Handley Arcade	A3	79.49
LS-04	7 Leeming Street	A2	104.19
LS-07	11 Leeming Street	A1	270.81
LS-17	23 Leeming Street	A1	297.1
LS-18	24 Leeming Street	A1	218.59
LS-21	29 Leeming Street	D2	59.15
LS-26	36 Leeming Street	A1	69.26
MP-08	9 Market Place, Mansfield	A1	112.36
MP-19	24 Market Place, Mansfield	A1	45.73
MP-20	25 Market Place, Mansfield	A1	114.39
MS-05	11 Market Street, Mansfield	A2	70.19
MS-10	19 Market Street, Mansfield	A1	34.28
MWS-06	18 Midworth Street, Mansfield	A1	132.68
MWS-07	Club, Midworth Street, Mansfield	D2	1077.48
QKW-01	Old Meeting House, Quaker Way	D1	272.69
QKW-02	Hall, Quaker Way	D1	317.41
QS-11	15 Queen Street	A1	37.31

Ref	Property Address	Former Use Class	Area (m^2)
QW-01	1 Queens Walk	A3	61.74
QW-02	2 Queens Walk	A2	126.39
QW-03	3 Queens Walk	A2	54.18
RMS-06	Food Sales, Rosemary Street	A3	82.59
RMS-07	Takeaway, Rosemary Street	A5	295.47
RS-13	18 Regent Street	A1	58.65
RS-17	22 Regent Street	A1	63.05
RV-08	Warehouse, Rock Valley	B8	456.62
SG-02	2 Stockwell Gate	A2	322.2
SG-12	27 Stockwell Gate	A1	4801.7
SG-27	59 Stockwell Gate	A1	24.91
SS-04	15 St John Street	B1	143.5
SS-14	35 St John Street	C3	49.49
SS-15	37 St John Street	C3	49.99
SS-20	42 St John Street	B1	73.24
TR-01	3 Toothill Road	B8	108.51
WG-01	1 West Gate	A1	41.43
WG-27	43 West Gate	A1	89.73
WG-28	44 West Gate	A1	208.99
WG-33	50 West Gate	A1	83.92
WG-34	51 West Gate	A1	55.63
WG-42	61 West Gate	SG	501.24
WG-45	64 West Gate	A1	65.41
WG-47a	66 West Gate	A1	29.84

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Ref	Property Address	Former Use Class	Area (m^2)
WG-66	89 West Gate	A3	142.36
WHS-03	Arch 11, White Hart Street	A1	92.3
WHS-06	18 White Hart Street	A1	56.33
WHS-08	34 White Hart Street	SG	39.79
WHS-09	36 White Hart Street	A1	51.62
WHS-10	38 White Hart Street	A1	76.92
WHS-12	42 White Hart Street	A1	114.15
WHS-13	46 White Hart Street	A1	25.63
Total Vacant Floorspace - Mansfield Town Centre (m^2)			**15787**

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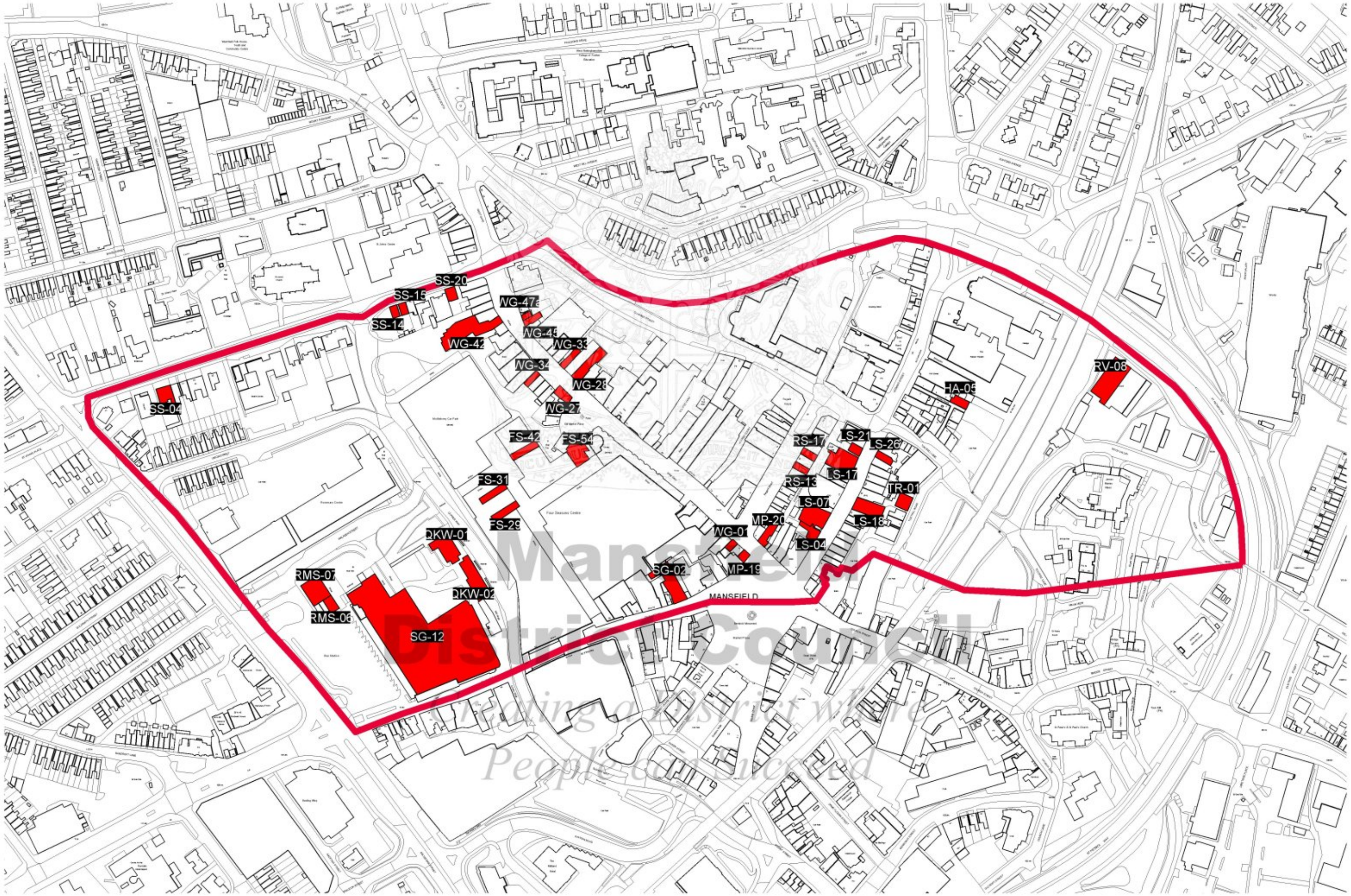
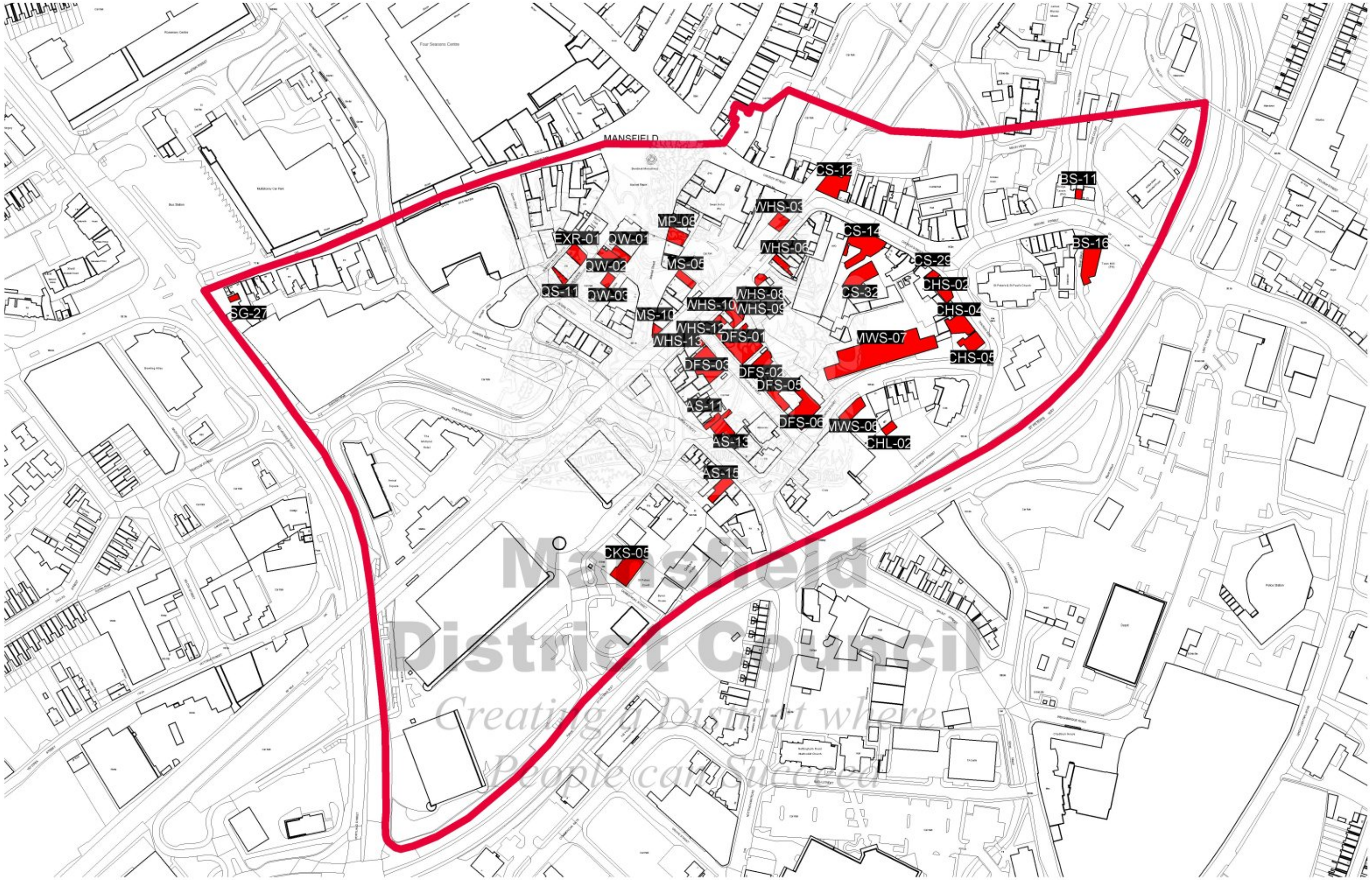
Vacant Units in Mansfield Town Centre (North)



Vacant Units in Mansfield Town Centre (South)



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5.4 Retailer Representation in Mansfield

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

Convenience Goods

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

Comparison Goods

The main national comparison goods retailers in the town centre include Argos, BHS, Boots, Debenhams, HMV, New Look, Next, River Island, Superdrug, Wilkinsons and WH Smith. Experian (2009) highlights 31 key retailers which can be used to judge a town centre's performance and these are listed in Appendix D 'Key Retailers within Mansfield Town Centre'. Of the shops listed, 23 (74%) can be found in Mansfield town centre, mainly in the primary shopping frontage, 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 (Next, TK Maxx and Boots) present within the retail parks on the edge of the town centre, which are 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. The Experian Goad Report of 2009 was the most up-to-date information at the time of publication.

Complementary Facilities

It is important that town centres contain a range of uses as this can make an important contribution to their vitality and viability. Different but complementary uses, during the day and in the evening, can reinforce each other, making 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, 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.

New Occupiers

A number of new occupiers have come into the town in the last year, the most high profile being Costa Coffee, Republic and the Nibble Me Foot Therapy Salon. New Look also moved from their old location to the larger store vacated by Woolworths. The table overleaf illustrates the companies and their new location.

New Look

Costa Coffee

Nibble Me

New Occupiers in Mansfield Town Centre

Property Address	Occupier	Use Class
13-15 Bridge Street	Natasha's Hair and Beauty	A1
Clerkson Street	OHP Injury Solicitors	B1
5 Clumber Street	Saxons Barber Shop	A1
30 Clumber Street	The Stag and Pheasant	A4
2 Four Seasons Shopping Centre	Virgin Media	A1
20 Four Seasons Shopping Centre	Glance	A1
22 Four Seasons Shopping Centre	Republic	A1
34 Four Seasons Shopping Centre	Quiz	A1
10 Handley Arcade	Pole Mission	D2
15 Handley Arcade	Blue Chilli	A3
8 Leeming Street	The Style Lounge	A1
1-2 Market Street	The Byron	A4
15 Market Street	MTFC Shop	A1
12 Queen Street	Nibble Me	Sui Generis
5 Toothill Lane	Designer Threads	A1
16-20 West Gate	New Look	A1
28 West Gate	Costa Coffee	A3
42 West Gate	Paper Kisses	A1
76a West Gate	Image Transformation	A1

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. Up to the end of March 2011 the town had 13 retailer requirements. Of these 9 fell within the A1 use class and include clothes / shoes retailing, sandwich shops, and jewellery retailers . The remaining 5 requirements fell within the A2 (financial services), A3 (restaurants and cafés), and A5 use classes (hot food takeaways) (Focus 2011).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.

Number of Requirements in Mansfield Town Centre 2002 - 2011

Date	Number of Requirements
April 2002	50
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

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In terms of the size of unit required in April 2011, this varied between 32 m^2 (minimum) and 372 m^2 (maximum). The table below shows the breakdown by minimum floorspace requirement.

Minimum Floorspace Requirements, Mansfield Town Centre

Minimum Floor Space (m^2)	Number of Requirements
Unknown	-
0 – 99	9
100 – 199	2
200 – 299	-
300 – 399	2
400 – 499	-
500+	-

(CoStar Retail Focus 2011)

Data on the vacant units, as of March 2011, shows that it could 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 m^2 – All Requirements;
- 100 – 199 m^2 – All Requirements;
- 300 – 399 m^2 – All Requirements.

5.5 Size of Units

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

Approximate Size of Ground Floor Units in Mansfield Town Centre

Size of Outlet	Number of Properties
Under 100 m^2	263
100 – 249 m^2	154
250 – 499 m^2	64
500 – 999 m^2	18
1,000 – 1,499 m^2	7
1,500 – 1,999 m^2	1
2,000 – 2,999 m^2	4
3,000+ m^2	2 (including the bus station)

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

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

5.6 Capacity for Growth

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

As stated in Section Planning Policy, Guidance and Evidence Base Documents consultants GVA Grimley completed a district wide retail study in May 2005. Their findings in respect of capacity for growth in Mansfield Town Centre, are summarised below.

- Comparison goods capacity projections suggested scope for additional floorspace on the basis that Mansfield is able to maintain its current market share. The estimated capacity was approximately 7,594 m^2 net by 2011, rising to 17,357 m^2 net by 2016;
- Convenience goods capacity projections, which took account of the predicted closure of Tesco on Stockwell Gate, suggested just 411 m^2 of new floorspace would be required by 2016. This figure disguises the town centre's low trade retention at that time and the qualitative deficiency in foodstores.

In terms of comparison goods capacity it is expected that much of this will be taken up by developments at Stockwell Gate North and South. A replacement study is currently being worked on by Roger Tym & Partners in order to update the situation and to also address office, leisure and entertainment demand.

Planning Applications

The table below shows all the retail-related planning applications received and / or determined in the town centre over the last year.

Retail-related Planning Applications received within Mansfield Town Centre

Property Address	Application No	Proposal	Decision
Land at Belvedere Street / Stockwell Gate / Quaker Way	2010/0132/ST	Application to extend the time limit for implementing outline planning permission 2007/0630/ST for development for use classes A1, A2, A3, A4, A5, B1a, D1, D2, C1 including reserved matter application 2008/0714/ST for access/egress	Granted 10/05/10
24-26 Leeming Street	2009/0547/NT	Conversion of retail premises to restaurant, four residential units and erection of fire escape to rear	Granted 19/04/10
44-46 West Gate	2009/0400/ST	Notification under Regulation 3 of the 1992 General Regulations for temporary change of use from retail to a smaller library whilst the main library is refurbished, from 2 months before the library refurbishment starts to 1 month after the refurbished library opens to the public	Withdrawn 31/03/10
Handley Arcade car park Toothill Lane	2010/0192/NT	71 new apartments, 3-4 retail units and car parking - application to replace an extant planning permission (2007/0126/NT) in order to extend the time limit for implementation.	Pending
42 West Gate	2010/0241/ST	Change of use from amusement arcade to retail shop (class A1)	Granted 07/06/10

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Property Address	Application No	Proposal	Decision
Railway Arch 11 White Hart Street	2010/0249/NT	Change of use from A1 retail to A3/A5 restaurant and takeaway	Granted 14/06/10
County Contact Point 16 Regent Street	2010/0258/ST	Consultation under regulation 3 of the 1992 general regulations for temporary change of use from County Contact point to a smaller library and contact point whilst the main library is refurbished	Notify NCC of No Objection 07/06/10
Site Of The Former Queens Head Public House Queen Street	2010/0280/ST	Erection of a mixed use retail and office building including shops (A1), professional/financial services (A2), restaurant/cafes (A3) and business (B1)	Granted 14/07/10
12 Market Place	2010/0353/NT	Change of use from A1 (retail) to A1/A2 (retail/financial and professional services) mixed use and alterations to shop front to create two entrances	Granted 09/08/10
3 West Gate	2010/0355/ST	Installation of a new shop front with awning. Change of use of highway land in front of the shop to a seating area with moveable tables, chairs, low level screens and refrigerated display unit	Refused 04/08/10
37 - 39 Church Street	2010/0477/NT	Change of use to pavement café (extension of limited period permission 2009/0332/nt)	Granted 16/09/10
Ground Floor 28 West Gate	2010/0521/ST	Change of use from retail (use class A1) to a mixed use coffee shop/café (A1/A3) at ground floor including external seating	Granted 07/10/10
12 Queen Street	2010/0657/ST	Change of use from butchers shop to fish therapy salon	Granted 10/11/10
Entrance To Four Seasons off Walkden Street	2010/0740/ST	Change of use of shop unit to public toilets	Granted 22/12/10
Chaucer House Commercial Street Mansfield.	2011/0069/ST	Change of use of ground floor from office(class B1) to doctors surgery (class D1)and minor internal alterations.	Pending
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)	Pending
5 Church Street	2011/0211/NT	Change of use from clothes shop (A1) to fish spa (Sui Generis)	Pending

Recent Town Centre Developments

There have been no major developments completed in, or close to, the town centre in the last year.

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 (purple) and secondary (light blue) frontages, Conservation Areas (hatched blue) and listed buildings (blue dots).

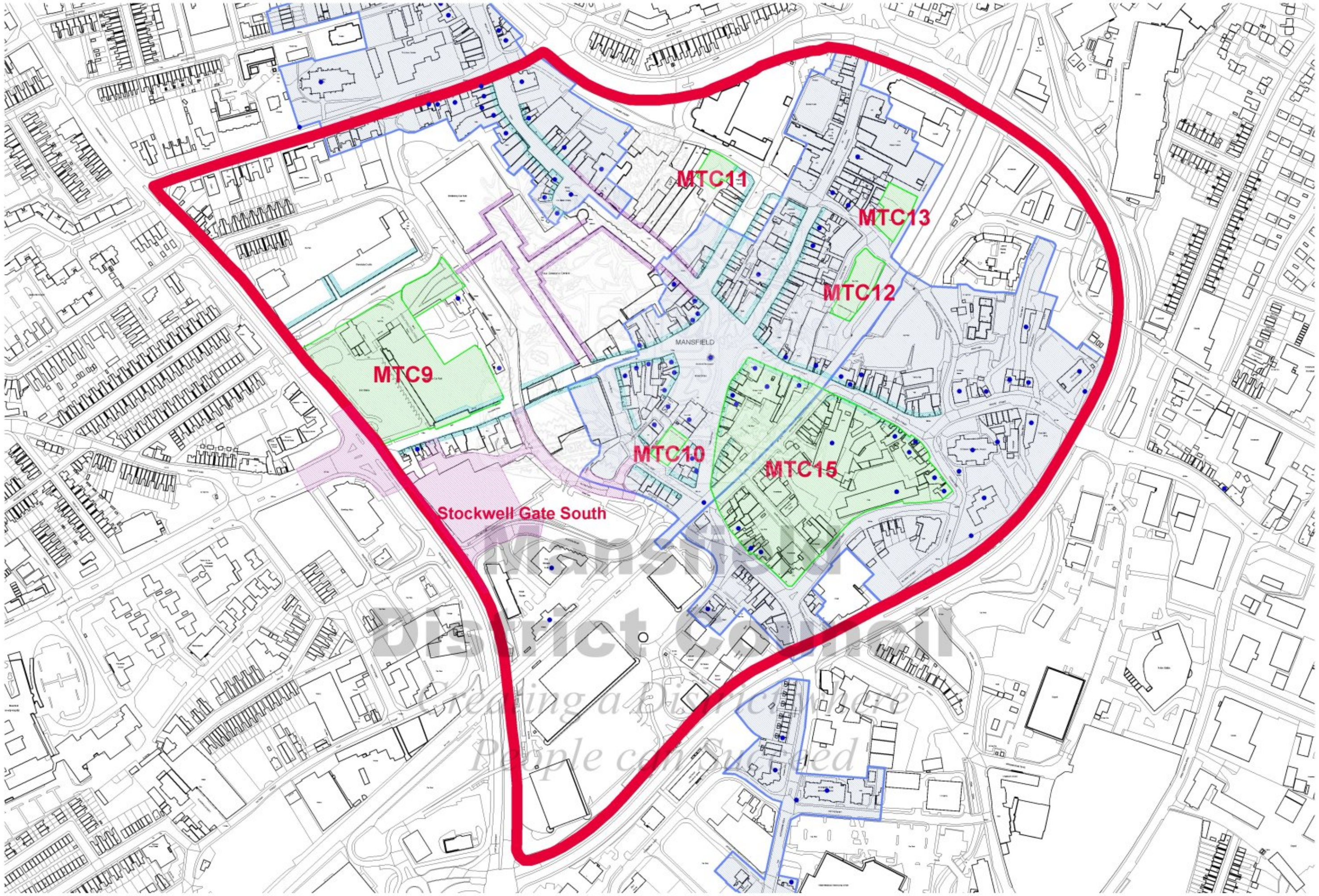
Sites with Mansfield Town Centre with Potential For Retail Development

Location	Land Value	Vacant Since	Site Information	
Clumber Street	Not known	At least 2000 – in use as a private car park	Local Plan Status	Optional land use area (MTC11)
			Sequential Test Status	In centre
			Application Information	No current application / permission for retail development
			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)	Not known	2004 – now used as a car park	Local Plan Status	Not allocated for development
			Sequential Test Status	Edge of centre
			Application Information	Various outline planning permissions granted for a mixed use scheme including maximum 3,970 sq m gross of A1 retail floor space sq. m (2004/0331/WT, 2005/0786/WT and 2007/0630/ST). The time limit for implementation has been extended by application ref 2010/0132/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 LDF is completed. The IPG is a material consideration in the determination of any planning applications for the site.
Old Town Hall Block	Not known	2009 – now used as a car park	Local Plan Status	Part of the site (the former Indoor Market) is an optional land use area (MTC10)
			Sequential Test Status	In centre
			Application Information	Planning application 2006/0196/ST for mixed use scheme approved.
			Area of Site	0.13 Ha (area stated on planning application form)
			Area dev'd at 31/03	N/A
			Other Information	Located within a conservation area and Grade II* Listed
Stockwell Gate / Walkden Street	Not known	Still in operation as the bus station	Local Plan Status	Allocated for retail (MTC9 A & MTC9 B)
			Sequential Test Status	In centre
			Application Information	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)

Location	Land Value	Vacant Since	Site Information	
			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 LDF is completed. The IPG is a material consideration in the determination of any planning applications for the site.
Toothill Lane	Not known	Used as a car park	Local Plan Status	Optional land use area (MTC13)
			Sequential Test Status	In centre
			Application Information	Application for 3-4 retail units and 71 apartments (2007/0126/NT) granted
			Area of Site	0.1ha
			Area dev'd at 31/03	N/A
			Other Information	An application to extend the time limit is pending (2010/0192/NT)
Toothill Road	Not known	Used as a car park	Local Plan Status	Optional land use area (MTC12)
			Sequential Test Status	In centre
			Application Information	No current application / permission for retail development
			Area of Site	0.1ha
			Area dev'd at 31/03	N/A
			Other Information	N/A
White Hart Area	Not known	A number of units have become vacant since the SPD was published	Local Plan Status	Designated action area (MTC14) whilst Policy MTC15 sets out acceptable use (including retail)
			Sequential Test Status	Partially in-centre and partially 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.
			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 LDF 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

Location	Land Value	Vacant Since	Site Information	
Former Queen's Head PH	Not known	The PH has been demolished and the land is currently being used as a temporary car park	Local Plan Status	Unallocated
			Sequential Test Status	In centre
			Application Information	Full planning permission granted for the erection of a mixed use retail and office building including A1, A2, A3 and B1 (2010/0280/ST)
			Area of Site	0.09 Ha
			Area dev'd at 31/03	-
			Other Information	N/A

Locations for Future Retail Development in Mansfield Town Centre



5.7 Rents and Yields

Rents

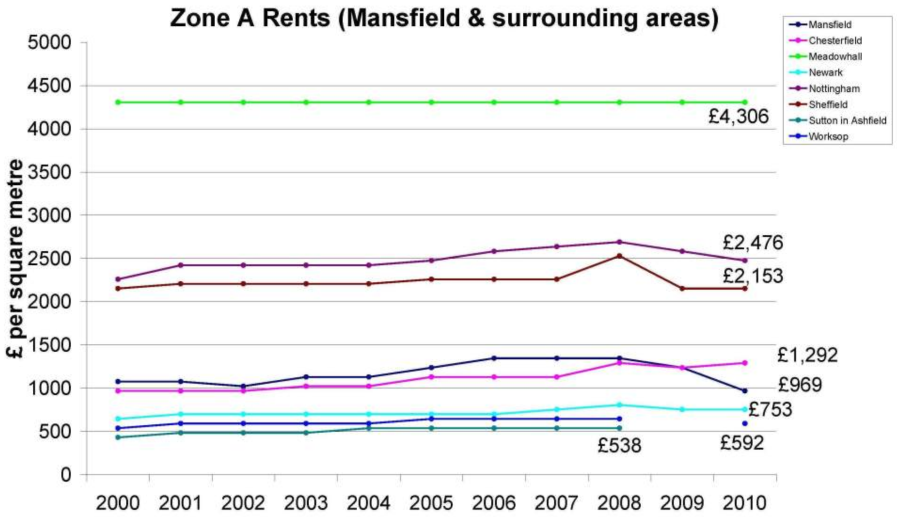
PPS4 lists rental value as a good indicator of a town centre's health. If rental values are high it can be assumed that there is more demand for space and as a result the centre is performing well. If rental values are lower then there is less demand and performance is not so good.

The Midsummer Retail Report produced by Colliers CRE says that in the year to June 2010 the average UK prime retail rents (in town centres) fell by an average of 1.4% which is an improvement on the rate seen in 2009 (-11.5%). The regional figures varied with the only area achieving growth being London (Central London 1.1% and Outer London 0.3%). The largest decline was seen in Wales (-7.1%) followed by the West Midlands (-3.2%). The East Midlands saw a decline of 1.8% which is slightly worst than the UK average of -1.4% (Colliers CRE 2010).

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 m^2) in Mansfield town centre and a number of surrounding centres.

Zone A Rents - £ per m^2

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
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

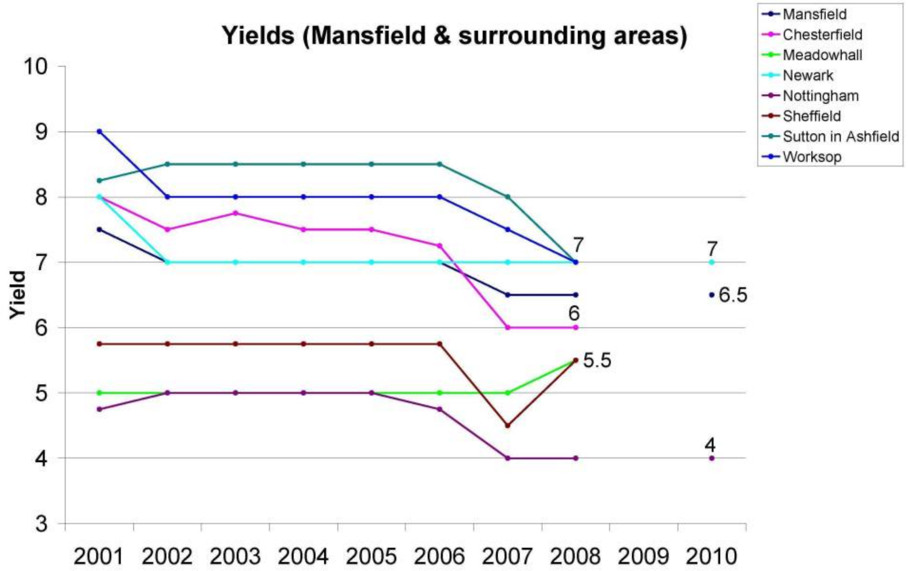


As can be seen, Nottingham, Sheffield and Meadowhall continue to have the highest rental values which reflect their position as Regional Centres. Of the centres lower down the hierarchy, Mansfield has the second highest value; however this has fallen by £269 in the last year and means that Chesterfield's Zone A rent charges are higher than Mansfield's for the first time in ten years. However, Mansfield town centre commands a significantly higher rent than Newark, Sutton-in-Ashfield and Worksop.

Yields

PPS4 recommends the use of commercial yields on non-domestic property to measure the vitality and viability of a town centre. The commercial yield on non-domestic property is an indication of 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. 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 we have been unable to obtain figures for 2009, and only partial figures for 2010.



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

Retail Update 2011

Yields in Mansfield and surrounding areas (%)

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

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

5.8 Pedestrian Flows

This section looks at the flow of pedestrians as a measure of town centre vitality and viability. It counting the number of people passing specific points over a particular period of time as 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 West Gate. The former is located near to the numerous pubs and clubs and its main role is to assess flows during the evening. The latter is principally used to measure flows during the day.

Data from these counters shows that in March 2011 the average footfall in Mansfield (year to date) is up 9.4% from 2010; which is much higher than the average for all towns and cities over the same time period (1.3% fall). (ATCM - Springboard High Street Index, 2011). January 2011 was a particularly strong month for Mansfield (up 15.8% on 2010) and may reflect shoppers taking advantage of the January sales.

Secondly, flows within the Four Seasons Centre are monitored on a daily, weekly and quarterly basis. Figures for 2010/11 show that each quarter saw a fall in footfall compared to the previous year, and the year before that (Four Seasons Centre 2011). This is not unexpected in the current economic climate. More details are shown in the table below.

Four Season Centre – Footfall 2008/09 - 2010/11

Quarter	2008/09	2009/10 (LY)	2010/11 (TY)	% Change (TY & LY)
Q1 – April – June	2,011,074	1,996,296	1,885,671	-5.5
Q2 – July – Sept	2,030,851	1,945,772	1,907,702	-2.0
Q3 – Oct – Dec	2,847,288	2,728,826	2,691,875	-1.4
Q4 – Jan – Mar	2,298,563	2,284,230	2,101,185	-8.0
Financial Year Total	9,187,776	8,955,139	8,586,433	-4.1

(Four Seasons Centre 2011)

5.9 Leisure Profile

PPS4 states that local planning authorities should encourage diversification of uses within town centres. Leisure uses, whilst providing a service to the town and surrounding communities, also contribute positively to the town in other ways. They help maintain the vitality and viability of the 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 within 15 minutes walk of the town centre including:

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

There are also numerous 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.

Summer in the Streets 2010

The annual ‘Summer in the Streets’ event took place over 6 consecutive weeks in Mansfield Town Centre and Titchfield Park. The 2010 programme included the first ever ‘Mansfield Film Festival’ - a variety of films, including recent releases not yet available on DVD which were shown on a giant outdoor screen in Mansfield Market Place every Sunday, as well as live music event ‘Party in the Park’ which was held in Titchfield Park on 14 August 2010.

There were also regular events, attractions and quirky acts such as ‘Living Statues’ and ‘The Plastic Fantastic Show’ in Mansfield town centre on days throughout July and August, with most of the action centred around the Market Place. Many of the acts were direct from the famous Covent Garden in London.

Retail Update 2011

Feedback received has been extremely positive, with a lot of support for the concept of the film festival.

Mansfield Museum

Mansfield Museum has recently been named as one of the best museums for family visits in the entire country and is amongst six attractions nationwide to make it to the final of the annual Guardian Family Friendly Museum Award. The winner will be announced at a special ceremony at the offices of The Guardian newspaper in London.

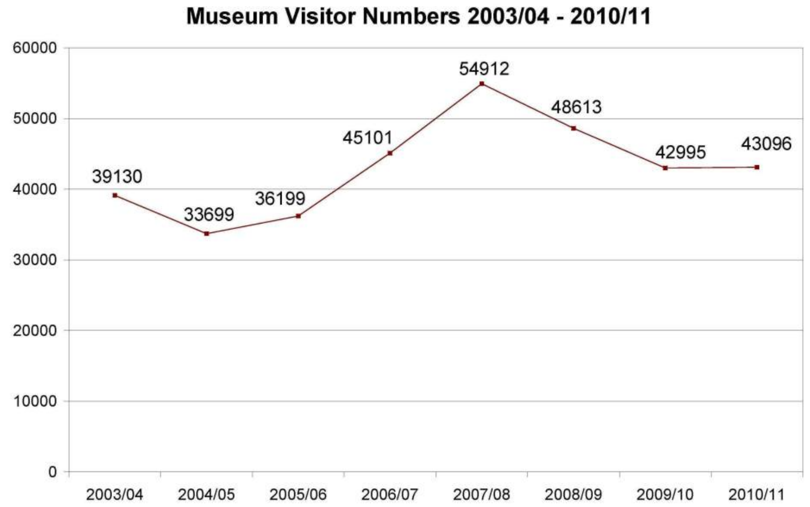
The 2010 exhibition 'Happy Days' was put together to create a wide-ranging look at the pleasures of childhood. The exhibitions are always well-supported in terms of visitor numbers and 'Happy Days' was no exception, with over 4000 visitors in the first three weeks of opening (Mansfield Museum 2010). Exhibitions planned for 2011 include:

- 'Morning Campers' which celebrates the rise of the uniquely British institution, the holiday camp from take-off in the 30s to the boom years of the 50s and 60s and beyond;
- 'Many Happy Returns' which will show a selection of greeting cards from the 1860s to the 1940s highlighting the development of this custom; and;
- 'Our Local Larder' which is a celebration of modern British food in all its variety, from close-to-home dishes to exotic influences.

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

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

The chart below shows that the number of Museum visitors has risen over the last financial year, which is good news following two years of decline since 2007/08 which was likely to have been caused by economic circumstances.



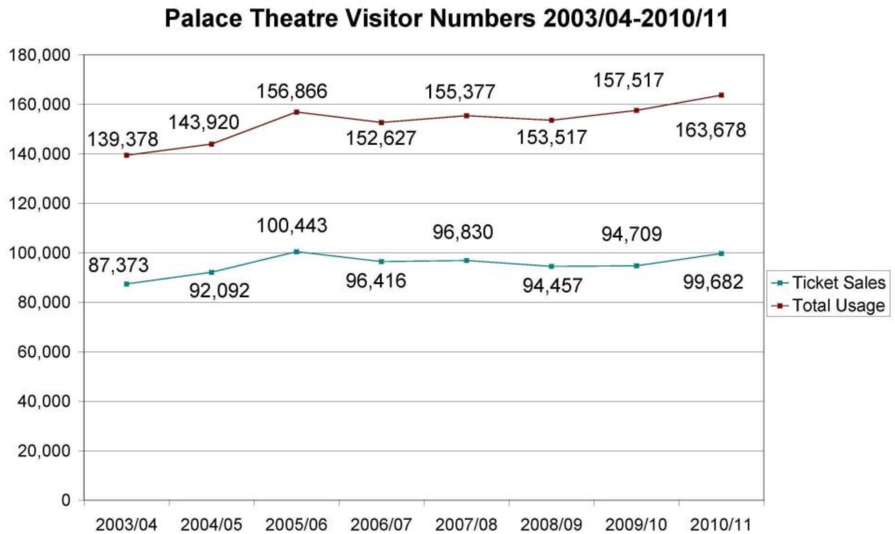
Palace Theatre

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 Theatre auditorium and foyer were refurbished in time for the 2010 Centenary year. The Centenary year was extremely well received by the public and was celebrated in style on Saturday 11 December 2010 during the Gala performance of the Peter Pan pantomime.

The table below shows that the number of ticket sales increased by 5.2% 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 3.9%. It is excellent news, in the light of current economic circumstances, that people are still visiting the theatre for entertainment.

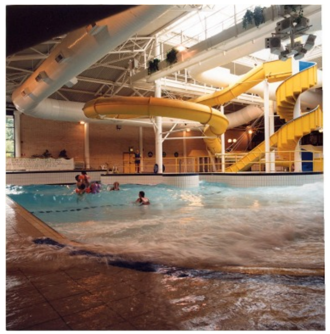


Water Meadows

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.

Water Meadows Leisure Pool



5.10 Accessibility

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

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

Access by Car

The town centre is currently served by 24 car parks that provide 3,584 spaces, the District Council operates 17 (2 of which are multi-storey) and 7 are privately operated.

Improvement work carried out to a number of car parks has resulted in the Council achieving the "Park Mark" Standard (an initiative of the Association of Chief Police Officers (ACPOs), aimed at reducing crime and the fear of crime in parking areas) at 12 of it's 17 pay and display car parks within the town (Mansfield District Council 2011).

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

Access by Rail

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

The line operates Monday to Sunday. 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 main bus station is currently situated adjacent to the Rosemary Centre and is only a short walk from the main shopping area and the railway station.

Services serving the bus station include inter-urban and suburban, 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 current bus station. This was subject of a condition that stated that work on the development could not commence until the new bus station facilities (see below) were opened.

Bus / Transport Interchange

Full planning permission was granted in June 2009 for a new public transport interchange. The scheme involves the relocation of the existing facility to a new site near the railway station (the current Station Road car park). On 20 October 2010 the Secretary of State for Transport gave the green light to submit a final funding bid for the scheme, and on 4 February 2011 Ministers gave full approval to the scheme and confirmed the Department for Transports funding contribution which allows construction to commence. See below for the estimated programme of work:

- March 2011 - Enabling works
- Summer/Autumn 2011 - Signalise the junction of Belvedere Street / Station Road
- Winter 2011 - Construction of building / main site works
- Winter 2012/13 - Interchange opens

‘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 bus station (24 hrs) with additional Hackney Carriage Stands on Queens Street (24 hrs) and Leeming Street (6pm and 6am) and Clumber Street (8pm – 6am).

Access by Cycle

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

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

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

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
- Refurbishment of bus station facilities.
- Liveability funded Public Art: “Amphitheatre”, “High Heels” and “A Spire for Mansfield” all installed during 2007
- 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 parking spaces provided at various locations including Regent Street, Stockwell Gate and West Gate.

The Shopmobility scheme was introduced in September 1992 and is located near the bus station within the entrance of Walkden Street car park. Operating between 9am and 4pm Monday 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.

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

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

A Town Centre Survey was carried out by the Council during March 2011 and included questions on the perception of Mansfield Town Centre. The key findings of this research were:

- Most respondents visit the town centre at least once a week for shopping and mainly thought that the town centre had not improved in the last year and that shopping facilities had got worse;
- 40% of respondents felt safe from theft and assault when visiting the town centre, which is higher than the results from previous surveys;
- Respondents highlighted that they would like to see the shopping facilities improved, followed by car parking and cleanliness. Comments included "*Poor selection of shops in the town centre with too many empty or junk/catalogue shops"; "I find the number of empty properties in the town centre is disheartening"; "Higher level of retail outlets needed such as more high street brands instead of pound shops"; "Later shop opening so that there is a mixed economy into the earlier*

evening. Absence of family entertainment in the town centre. Lack of major employer in town centre eg MDC".

- Just over 50% of respondents thought that there are enough leisure and entertainment facilities in the town centre. Some comments include: *"Mansfield has a lot to offer with the theatre and parks they just need to be promoted better"; "There seems to be a fair range of facilities, I particularly like the museum"; "There is no cinema in the town centre, all the pubs / bars get too busy and there is no wine bar option where you can sit and chill out. Its all busy bars and night clubs"; "Can there ever be enough? Surely the more the town has to offer then more people will decide to visit".*

- Most respondents (56%) said that they didn't know if there was enough office accommodation within the town centre, some comments include: *"Lots of vacancy boards - should fill what we have rather than developing new"; "The economy would benefit greatly if the Council offices and other office-based businesses were more central to Mansfield, with obvious spin offs for retailers. The same could definitely be said for the main West Notts College site at Derby Road"; "A lot of office accommodation is not obvious to me when I walk into town every lunchtime, I think perhaps some of it is above retail units so from ground level is not obvious".*

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

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

- 65% of respondents travel to the town centre by private car with just 7% travelling by bus. The most popular reasons for this were because the car is *"more convenient"* and *"public transport is too expensive"*.

- Finally, people were asked what they liked MOST and LEAST about Mansfield Town Centre, below is a sample of the typical responses received:

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

Retail Update 2011

Awards

Mansfield Town Centre and its local businesses have achieved the following national and regional awards in 2010/11:

- Local restaurant 'Lambs At The Market' included in Michelin Guide for 2011, adding to the star awarded to No.4 Wood Street since 2006;
- 'The Chand' was voted No. 1 Indian restaurant in Nottinghamshire at the 2010 Spice Awards;
- Projects such as the installation of loft insulation at the Palace Theatre have contributed to the Council winning the 'Low Carbon Council of the Year' award at the Local Government Chronicle Awards during March 2011, and a project to replace current lights with energy efficient lighting and auto controls at the main multi-storey car parks in Mansfield Town Centre is currently being worked on;
- Titchfield Park and Carr Bank Park retained their Green Flag Award status;
- East Midlands in Bloom Champion of Champions Gold Award 2010;
- Eleven of the Mansfield District Council Car Parks are accredited with the Park Mark® Safer Parking Award;
- Mansfield Museum won the 'Best Exhibition' award at the Nottinghamshire Renaissance Heritage Awards 2010 for 'Pop Goes Mansfield'.

In addition, Mansfield Museum is up for the Guardian Family Friendly Museum of the Year Award 2011 - one of only 6 nominees across the Country.

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 is also an area that PPS4 says should be used to assess the health of town centres. 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).

All businesses within Mansfield's BID area (the ring road is the boundary) had the chance to vote on whether or not to support the BID proposals in March 2010. A majority vote in favour meant that it is now compulsory for every business to pay a small levy towards the total costs of the BID. The BID intends to:

- Lift the quality of the Mansfield business trading environment, especially the market;
- Make it easier to get to and around the BID area, including better parking arrangements;

- Improve security, in and around the shops, offices, cafés and pubs;
- Promote the full range and diversity of businesses to a wider audience; and
- Pull in new investment to give the town greater appeal and pulling power.

Successes of the BID team so far include:

- The recruitment of an experienced BID Operations Manager to drive forward initiatives outlined within the BID business plan, and attract further funding to add to the levy money;

- The creation of a website which promotes the Town Centre and BID businesses, including an interactive map which gives details of shops and businesses in the Town Centre (http://www.mansfieldtowncentre.co.uk).

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 most recent review of air quality in the district was carried out in 2010. The results of this review meant the District Council was not required to declare any Air Quality Management Areas.

Retail Update 2011

Town Centre Trees

Replacement planting of semi mature London plane trees was carried out in 2010 along West Gate. Also planted were some cut leaf London plane trees in the Market Square which are doing really well. However, in general town centre trees are not in good condition, mainly because of the Christmas lights and the tree grills, and three trees had to be removed in 2011. 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

As mentioned previously, 3 pieces of public art were erected at various locations throughout the town during 2007. They are called “A Spire for Mansfield” (which can be found at the junction of West Gate /Chesterfield Road), “Amphitheatre” (Bridge Street/Church Street) and “High Heels” (Albert Street/Quaker Way).

A Spire for Mansfield

Ampitheatre

High Heels

Appearance of Vacant Units

6 empty shops in Mansfield town centre have been brought back to life with poster installations on their windows to add to the vibrancy of the street scene. The posters were installed in January 2011 to make the town centre look more vibrant and attract shoppers and potential business interest.

The 6 designs are from Smart City Dressing, who specialise in retail window dressing and transforming vacant shops using temporary high quality graphics.

3 of the posters have been installed on vacant units on Leeming Street and one each on Market Street, Regent Street and Market Place.

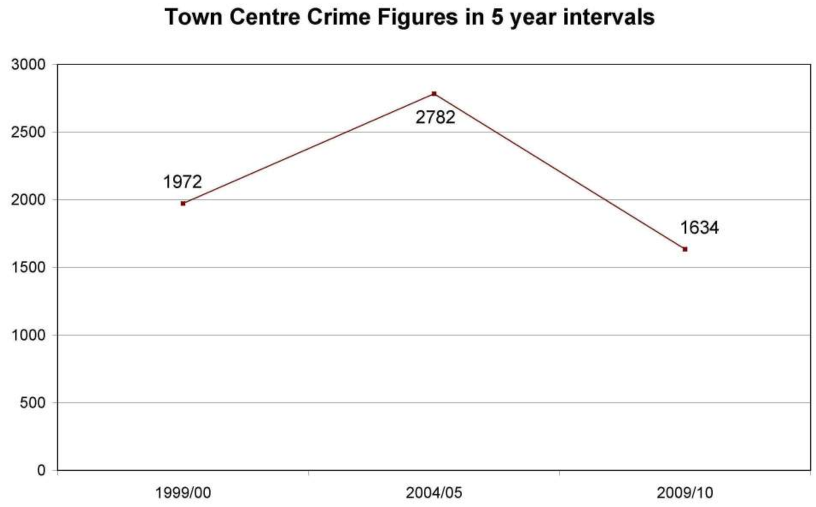
Litter

When asked 'How much of a problem is rubbish and litter lying around Mansfield Town Centre?' during the recent Town Centre Survey, the majority of respondents (53%) stated "not a big problem". However 43% of respondents said that it was a problem and made comments such as *"Sets poor impression of the town, particularly for new visitors"; "People do not respect the area and drop litter"*; and *"Not the cleaners fault. Just some elements of the community who have no respect for people and property, dropping litter etc"*.

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

5.13 Crime and Safety

This section looks at crime and safety issues surrounding the town centre. The guidance in PPS4 recommends that observations are made about the perception of safety and the occurrence of crime. The chart below illustrates the changes in the total crime figures for the town centre beat over five year intervals since 2000.



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

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

There have been a number of achievements in tackling the issue of crime / security in the town centre including:

- During 2010 there were 120 reported incidents of thefts of mobile phones or handbags from people visiting the pubs and clubs in Mansfield town centre. As a result officers from the Mansfield Town Centre Safer Neighbourhood Team assisted by Special Constables and staff from the pubs and clubs conducted operations (Operation Alloxan) targeting those individuals visiting these premises intending to steal other people's property. During these operations 24 people were arrested for thefts of or from handbags.
- Over 80 businesses are part of the Mansfield Safer Business Partnership scheme. Monthly meetings are held with photos of known offenders distributed to members of the scheme, who have signed up to data protection and information sharing protocols.
- Weekly intelligence sharing briefings are held between the Town Centre Police ‘Neighbourhood’ team, the Police, the Council’s Enviro Crime Officers, Stores’ security staff, and the Business Crime Coordinator.
- ACPO Safer Parking Park Mark accreditation has been achieved in a total of 12 car parks now accredited – more than found in many large cities.

(Nottinghamshire Police Website 2011)

Furthermore, results from the recent Town Centre Survey (March 2011) highlighted that over 40% of respondents felt safe from theft and assault when visiting the town centre, which is an improvement of over 20% since 2009.

Terrorism in Mansfield

Government guidance in PPS4 suggests that we monitor the perception of crime/occurrence of crime in relation to terrorism. This 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.

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

6: District Centres

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

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

Mansfield Woodhouse District Centre

Market Warsop District Centre

Oak Tree District Centre

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

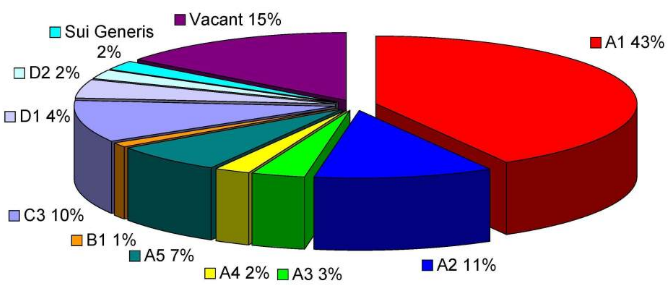
6.1 Mansfield Woodhouse

As discussed in Section 3: 'Retail Profile' Mansfield Woodhouse is located north of Mansfield town centre directly linked via the A60. It is primarily a residential area of about 20,000 people, and although now absorbed into the Mansfield urban area, the settlement has retained a special character of its own. The District Centre comprises an elongated shopping street stretching for nearly half a mile along High Street and Station Street. Most of the District Centre is also designated as a Conservation Area (which is shown in blue on the following map), and many shops are located in old stone buildings which were formerly houses and as a consequence have architectural or historic interest and townscape value. Those buildings which are Listed are shown on the map with a small blue dot.

Diversity of Uses

The pie chart 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 2011. For information, empty premises where classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section).

Mansfield Woodhouse District Centre - Diversity of Uses



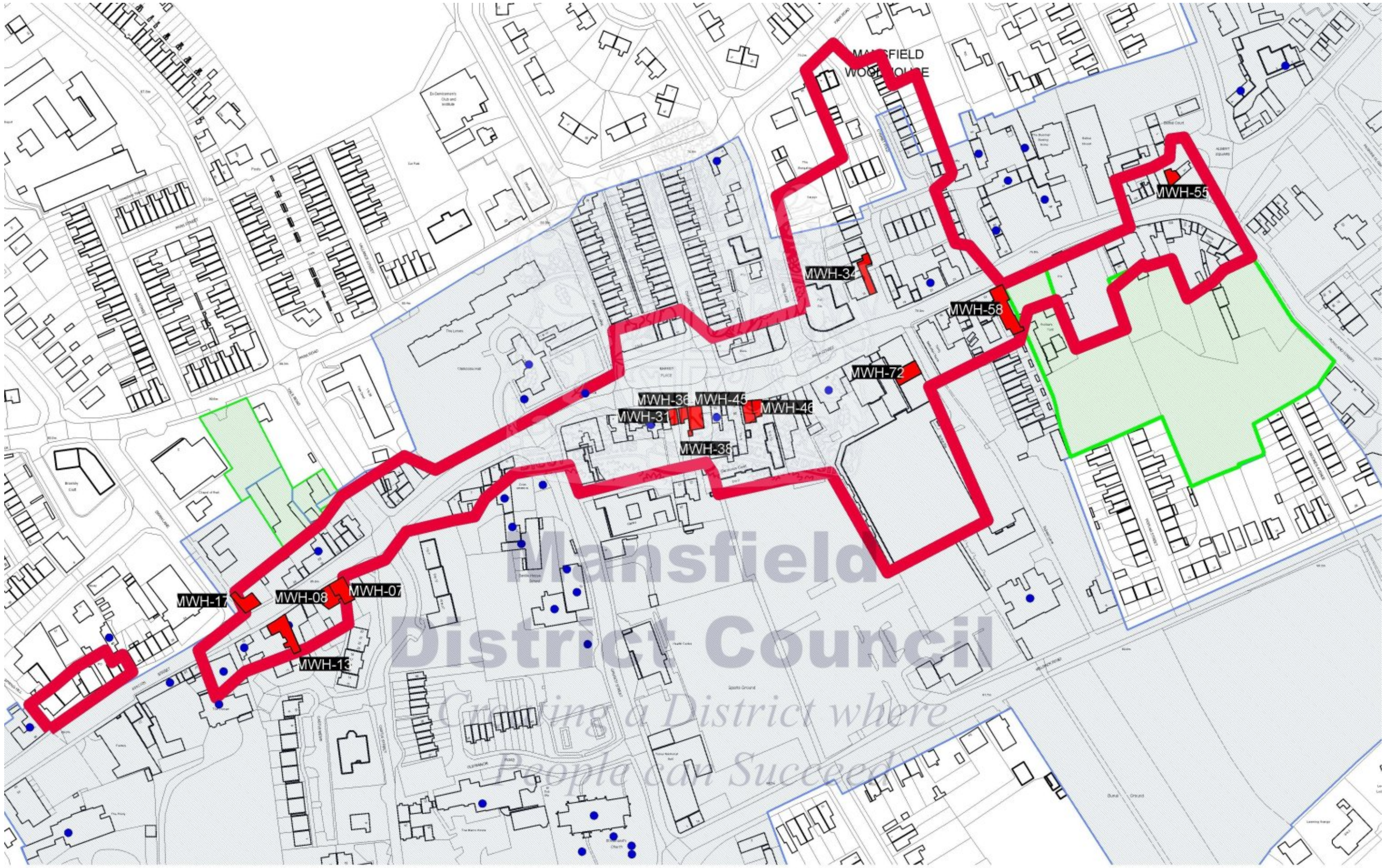
Vacant Units

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 2012 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 (m^2)
MWH-07	9 Station Street, Mansfield Woodhouse	B1	86.2
MWH-08	11 Station Street, Mansfield Woodhouse	C3	60.61
MWH-13	19 Station Street, Mansfield Woodhouse	A1	129.49
MWH-17	32 Station Street, Mansfield Woodhouse	C3	78.93
MWH-31	14 High Street, Mansfield Woodhouse	A1	31.54
MWH-34	15 High Street, Mansfield Woodhouse	D1	79.75
MWH-36	16 High Street, Mansfield Woodhouse	C3	27.74
MWH-38	18 High Street, Mansfield Woodhouse	A1	87.76
MWH-45	32 High Street, Mansfield Woodhouse	C3	54.32
MWH-46	34 High Street, Mansfield Woodhouse	C3	41.49
MWH-55	75 High Street, Mansfield Woodhouse	A1	40.34
MWH-58	78 High Street, Mansfield Woodhouse	A2	169.45
MWH-72	Rear of Ladbrokes, High Street, Mansfield Woodhouse	A1	91.83
	Total Vacant Floorspace - Mansfield Woodhouse District Centre (m^2)		**979.45**

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
1 Station Street	Card and Gift Shop	A1
41 High Street	Eazi-Move Estate Agents	A2
63-69 High Street	Dental Surgery	D1
3 Market Place	Blast Business Communications	A2
Church Street	Oakwood Pharmacy	A1

Planning Applications and Commitments

The table below shows all retail-related planning applications received and / or determined in the Mansfield Woodhouse District Centre in the last year.

Retail-related Planning Applications received within Mansfield Woodhouse District Centre

Property Address	Application No	Proposal	Decision
52 Station Street, Mansfield Woodhouse	2010/0333/NT	Installation of new external ATM (cash machine) located in the existing shopfront	Granted 06/07/10

Retail Update 2011

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 2011) 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	
Portland Street West	Local Plan Status	Optional land use area (MW14)
	Sequential Test Status	Edge of centre
	Application Information	No current application / permission for retail development
	Area of Site	1ha
	Area dev'd at 31/03	N/A
	Other Information	Planning permission (2007/1125/NT) for residential use granted on 0.82 hectares of the site - likely to be implemented within the next few months
Vale Road	Local Plan Status	Optional Land Use (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

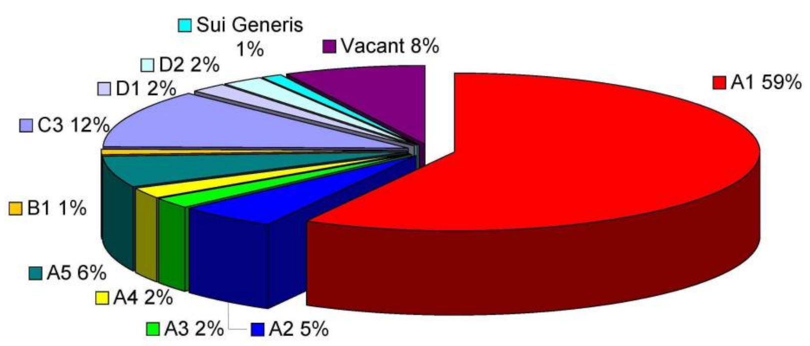
6.2 Market Warsop

As discussed in Section 3: 'Retail Profile' Market Warsop is located to the north of Mansfield town centre and Mansfield Woodhouse, 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 (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 pie chart 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 2011. For information, empty premises where classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section).

Market Warsop District Centre - Diversity of Uses



Vacant Units

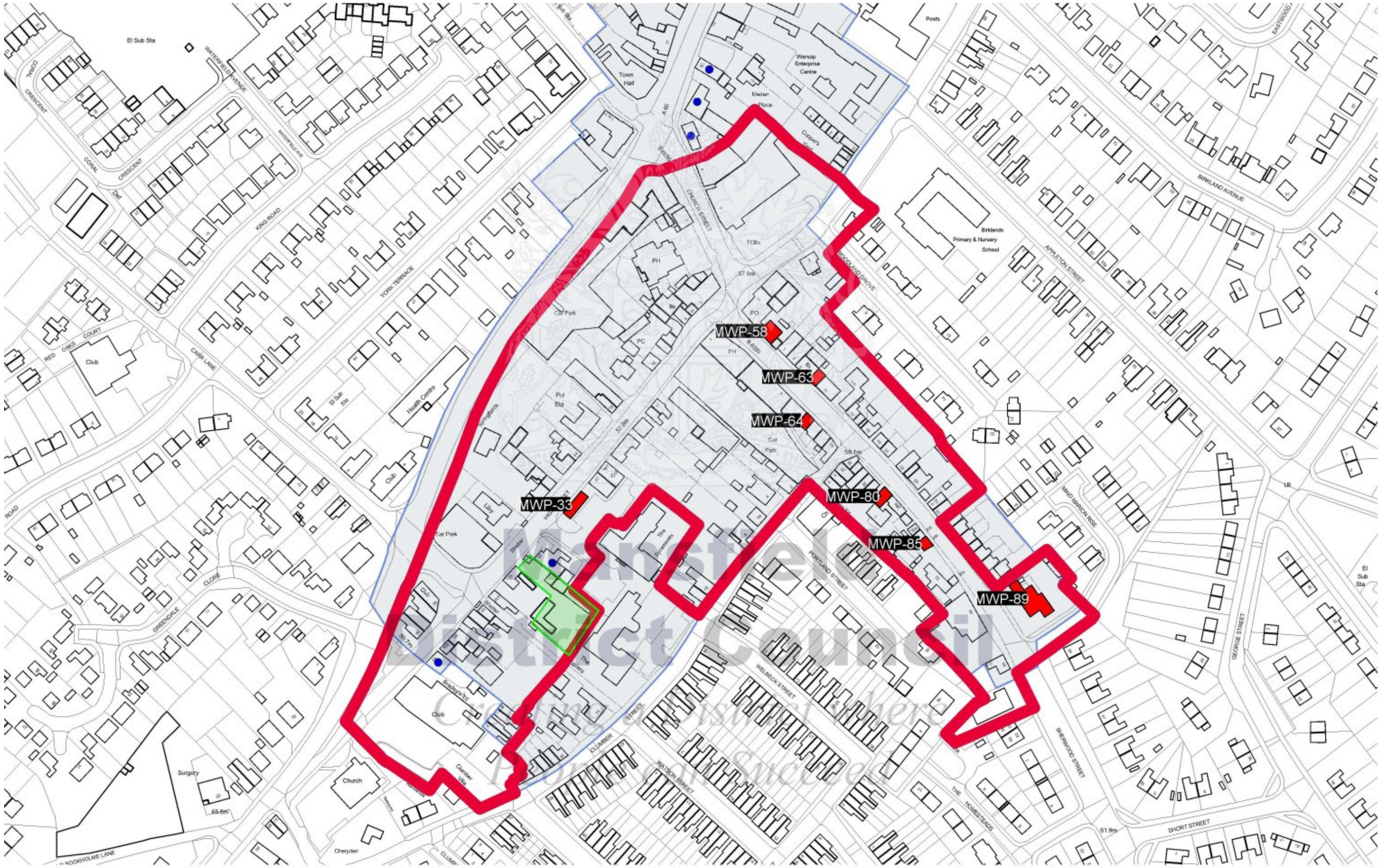
This table below provides details of the vacant ground floor units in the District Centre. Since the survey was carried out some of these may have been occupied, but this will be reflected in the 2012 report. The location of these sites is shown on the following map. It should be noted that total floor 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 (m^2)
MWP-33	27 High Street, Market Warsop	A5	65.91
MWP-58	1 Sherwood Street	A1	69.81
MWP-63	9 Sherwood Street	A1	35.36
MWP-64	10 Sherwood Street	A1	33.13
MWP-80	28 Sherwood Street	A1	42.16
MWP-85	30 Sherwood Street	A1	29.61
MWP-89	35 Sherwood Street	A1	191.97
		Total Vacant Floorspace - Market Warsop District Centre (m^2)	**467.95**

Retail Update 2011

Market Warsop District Centre



New Occupiers

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

New Occupiers within Market Warsop District Centre

Property Address	Occupier	Use Class
Adj 6-8 High Street	Lots of Lets	A2
40 High Street	Bentleys	A5
12 Sherwood Street	Teen Scene Clothes	A1
18 Sherwood Street	Crazy Corner Café	A1
24 Sherwood Street	Warsop Computers	A1
26A Sherwood Street	Fat Boy Ink Tattoo	A1
28A Sherwood Street	Purfect Nails	A1
30A Sherwood Street	Fab-u-lous Hair Salon	A1

Planning Applications and Commitments

The table below shows all retail-related planning applications received and / or determined in the District Centre in the last year.

Retail-related Planning Applications received within Market Warsop District Centre

Property Address	Application No	Proposal	Decision
19 - 21 Sherwood Street Warsop	2010/0708/NT	Change of use from 1st floor flat to extension of existing retail premises	Change of Use Granted 23/11/10
26A Sherwood Street Warsop	2011/0015/NT	Change of use from shop to tattoo studio	Decision Pending

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 2011) and the amount of development that has been completed over the monitoring period. The site is shown in green on the previous map and further information is available on request.

Sites within Market Warsop District Centre with Potential for Retail Development

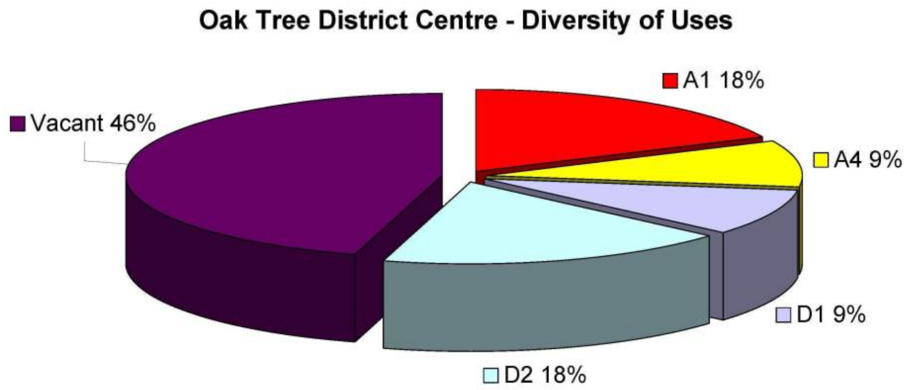
Location	Site Information	
Rear 31 High Street	Local Plan Status	Optional Land Use Area (WC9)
	Sequential Test Status	In Centre
	Application Information	No current application / permission for retail development
	Area of Site	0.1ha
	Area dev'd at 31/03	N/A
	Other Information	N/A

6.3 Oak Tree

As mentioned in Section 3: 'Retail Profile' Oak Tree is located to the south east of Mansfield town centre within in a densely residential area. The District Centre offers a large food superstore and petrol filling station, a catalogue store, a leisure centre and a range of shops and services which provide most of the daily and weekly requirements for the resident population and the surrounding areas.

Diversity of Uses

The pie chart 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 2011. For information, empty premises where classified as vacant rather than their most recent use, although this has also been recorded (see the Vacant Units section).



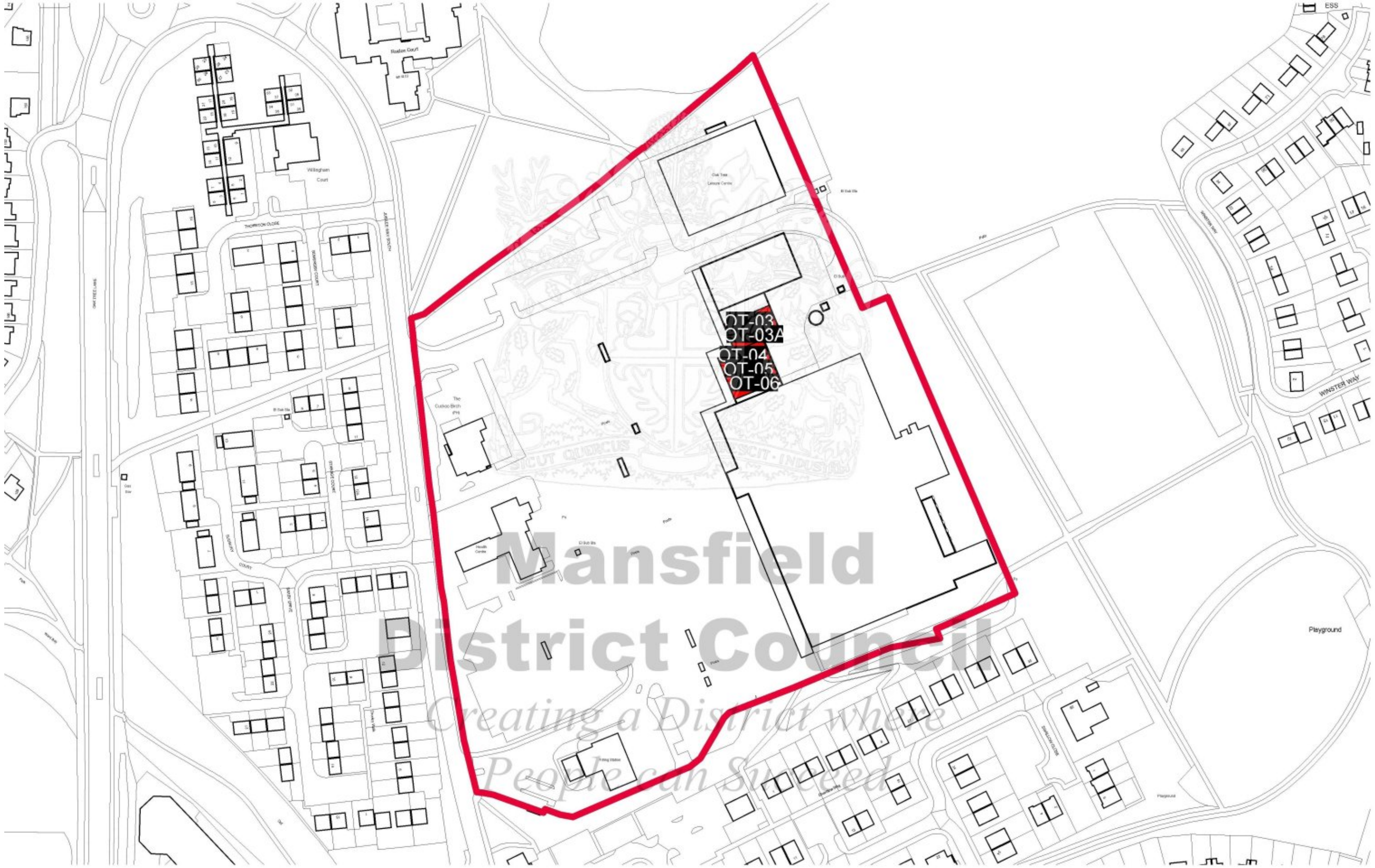
Vacant Units

The following table 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 2012 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 Oak Tree District Centre

Ref	Property Address	Former Use Class	Area (m^2)
OT-03	3 Oak Tree Parade	A1	144.58
OT-03A	4 Oak Tree Parade	A1	144.27
OT-04	5 Oak Tree Parade	A1	142.87
OT-05	6 Oak Tree Parade	A1	142.87
OT-06	7 Oak Tree Parade	A1	142.87
		Total Vacant Floorspace - District Centres (m^2)	717.46

Oak Tree District Centre



Retail Update 2011

New Occupiers

In the last year there were no new occupiers within the District Centre.

Planning Applications and Commitments

The table below shows all retail-related planning applications received and / or determined in the Oak Tree District Centre in the last year.

Retail-related Planning Applications received within Oak Tree District Centre

Property Address	Application No	Proposal	Decision
Tesco Stores Ltd Jubilee Way South	2011/0053/ST	Variation of condition 2 on planning permission 2008/0868/ST to amend the approved floor plans, elevations and site layout details	Decision Pending

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 2011) and the amount of development that has been completed over the monitoring period.

Sites within Oak Tree District Centre with Potential for Retail Development

Location	Site Information	
Tesco Stores Ltd, Jubilee Way South	Local Plan Status	District Centre R2 (C)
	Sequential Test Status	In Centre
	Application Information	Planning permission for extension to existing food store, incorporation of sustainability measures, minor alterations to car park, service yard and landscaping (2008/0868/ST)
	Area of Site	5.67 Ha
	Area dev'd at 31/03	-
	Other Information	-

Retail Update 2011

7: Local Centres

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

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

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

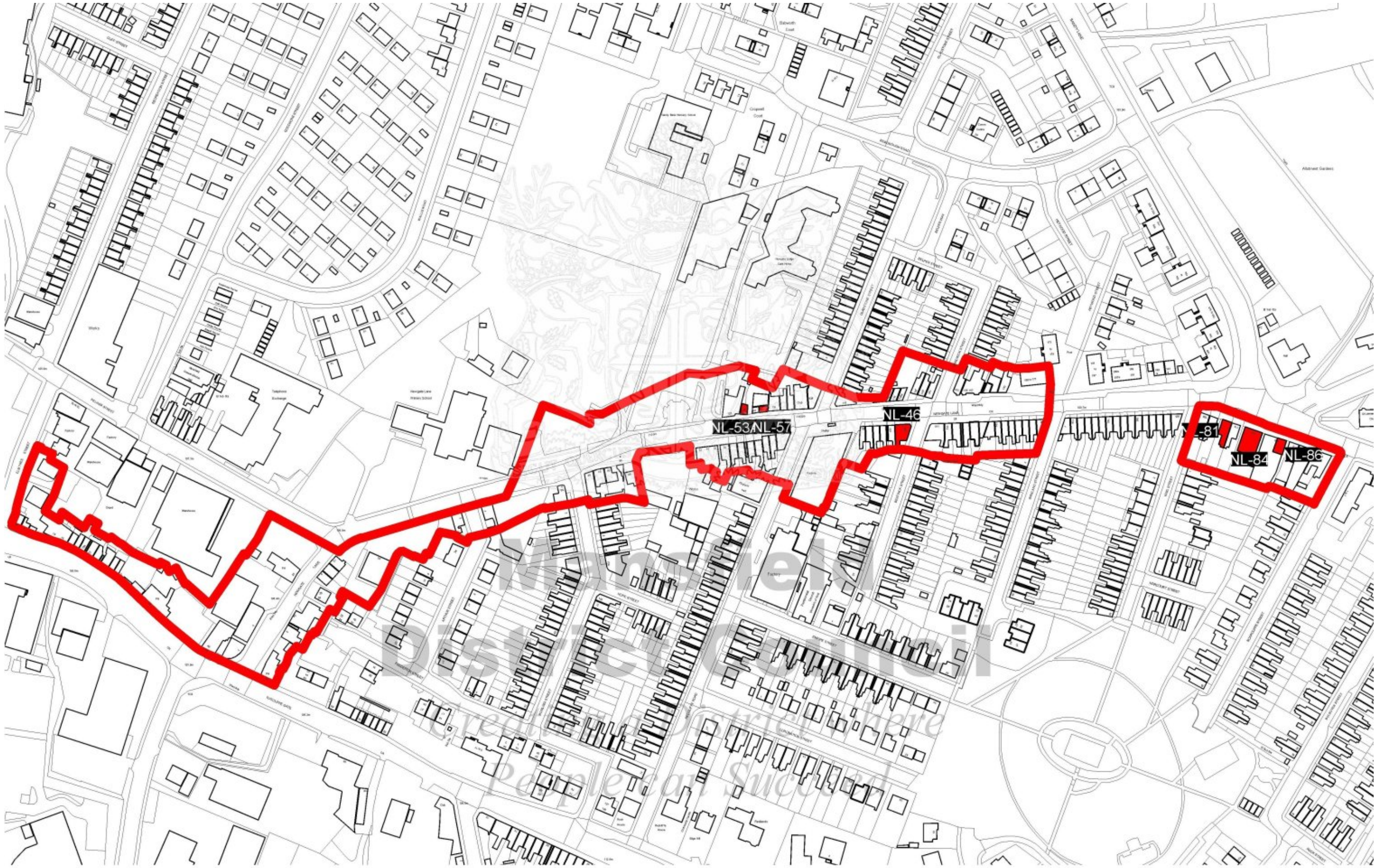
Since the survey was carried out some of the units listed as vacant may have been occupied, but this will be reflected in the 2012 report. The location of these sites, were all within the Newgate Lane area and are shown on the following map. It should be noted that total floor space figures may not add 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 (m^2)
NL-46	108 Newgate Lane	B1	78.27
NL-53A	123 Newgate Lane	A1	21.16
NL-57	127 Newgate Lane	A1	16.29
NL-81	172 Newgate Lane	A1	62.25
NL-84	176 Newgate Lane	A2	137.91
NL-86	180 Newgate Lane	B1	43.22
		Total Vacant Floorspace - Local Centres (m^2)	**359.10**

Retail Update 2011

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
85 Clipstone Road West	Craft Shop	A1
27 Ratcliffe Gate	Sweets 'n' Treats	A1
25 Ratcliffe Gate	Lat Vijas Maize	A5
2A Newgate Lane	Craft Eliza	A2

Planning Applications and Commitments

The table below shows all retail-related planning applications received and / or determined within the local centres over the last year.

Retail-related Planning Applications received within the Local Centres

Property Address	Application No	Proposal	Decision
21 - 23 Ratcliffe Gate, Mansfield	2010/0159/ST	Change of use and alterations to existing 1st and 2nd floor offices to create 4 no. flats	Granted 23/0410
176 Newgate Lane	2010/0507/ST	Change of use from retail to two dwellings including external alterations to windows and doors	Granted 23/09/10

8: Neighbourhood Centres

As discussed in Section 3: 'Retail Profile' 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 2012 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.

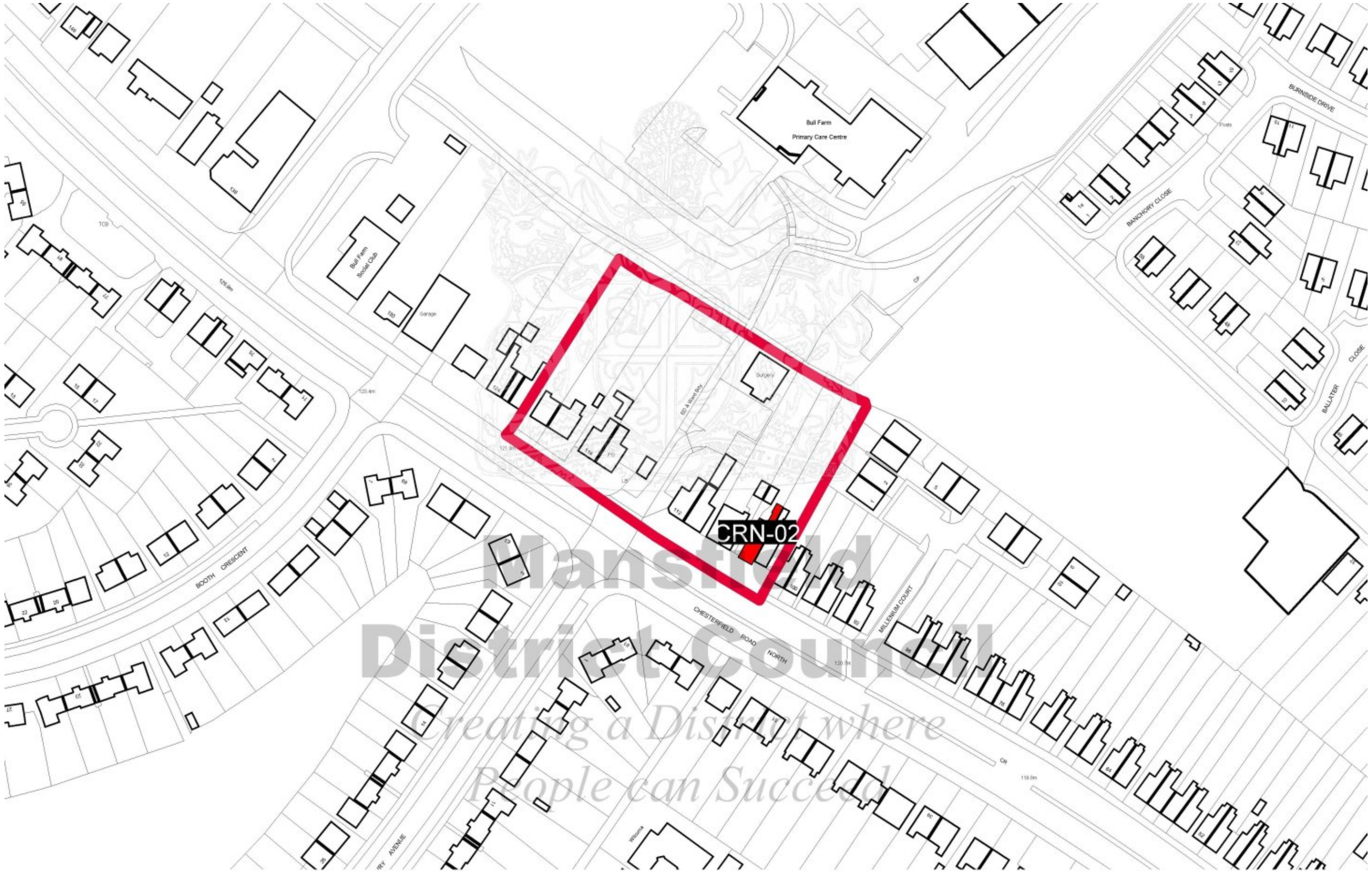
Vacant Units within the Neighbourhood Parades

Ref	Property Address	Former Use Class	Area (m^2)
CL-03	66 Carter Lane	A1	57.06
CL-04a	70 Carter Lane	A1	37.44
CRN-02	106 Chesterfield Road North	A1	69.94
GR-02	23 Garibaldi Road	A1	68.26
		Total Vacant Floorspace - Neighbourhood Parades (m^2)	**232.70**

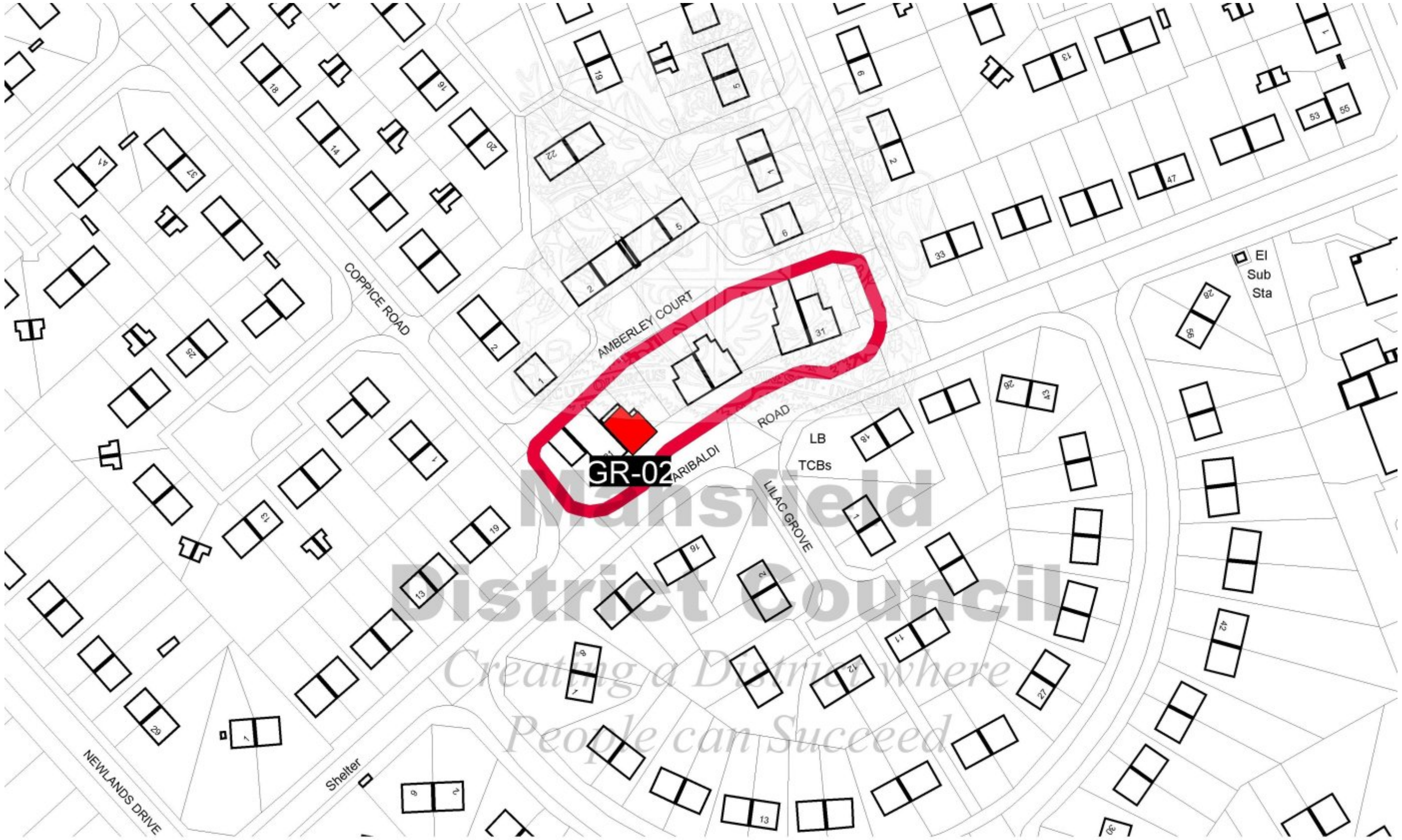
Carter Lane Neighbourhood Parade

Retail Update 2011

Chesterfield Road North Neighbourhood Parade



Garibaldi Road Neighbourhood Parade



Retail Update 2011

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
64A Carter Lane	Beehive Pet Express	A1
27 Garibaldi Road	Freshly Filled Cobs	A1
1 Pecks Hill	Ultimate Sandwich Bar	A1
3A Ravensdale Road	Kashmir Spice	A3

Planning Applications and Commitments

The table below shows all retail-related planning applications that were received and / or determined within the Neighbourhood Parades in the last year.

Retail-related Planning Applications received within the Neighbourhood Parades

Property Address	Application No	Proposal	Decision
108 Chesterfield Road North	2010/0522/NT	Change of use of ground floor from retail (A1) to offices with external dog kennels to be used in connection with security business (retrospective)	Refused 05/10/10
Shop 1 Pecks Hill	2010/0724/ST	Replacement shopfront to provide 2 no. Separate shop entrances	Granted 07/12/10

Sites for Potential Retail Development

The following table gives information about sites within or adjoining Neighbourhood Parades which have 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 2011) and the amount of development that has been completed over the monitoring period.

Sites within (or adjoining) Neighbourhood Parades with Potential for Retail Development

Location	Site Information	
Former Flamingo Inn PH, Oak Tree Lane (adjacent Ling Forest Road Neighbourhood Parade)	Local Plan Status	Unallocated
	Sequential Test Status	Edge-of-Centre (R4 (H))
	Application Information	Demolition of existing public house and construction of class A1 retail unit (735 m^2) (2010/0661/ST)
	Area of Site	0.3 Ha
	Area dev'd at 31/03	-
	Other Information	Condition 16 of the planning permission states that the premises shall not be used for any other purpose than the sale of convenience goods.

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

As stated in Section 3: 'Retail Profile', 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.

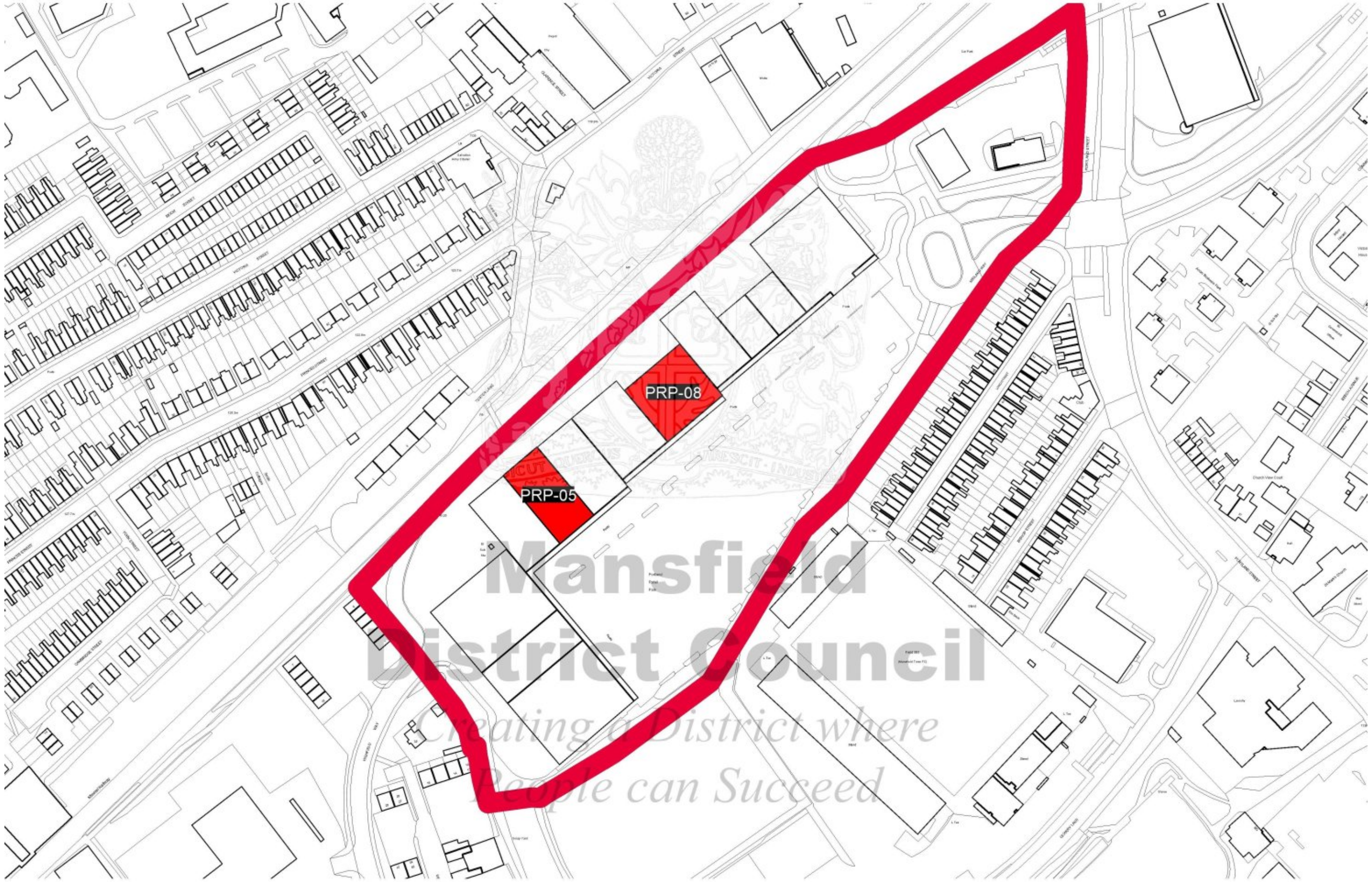
Vacant Units

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 2012 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 within the town centre boundary and therefore included within the town centre vacancy rate calculation, however any vacancies would be listed in this section.

Vacant Units in the Retail Parks

Ref	Property Address	Use Class	Area (m^2)
PRP-05	5 Portland Retail Park	A1	952.06
PRP-08	8 Portland Retail Park	A1	1167.56
		Total Vacant Floorspace - Retail Parks (m^2)	**2119.62**

Portland Retail Park



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New Occupiers

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

New Occupiers within the Retail Parks

Property Address	Occupier	Use Class	Floor Space (m^2)
1 Portland Retail Park	DW Fitness	D2	1860
5a St Peters Retail Park	Poundland	A1	561.61

Planning Applications and Commitments

The following table shows all the planning applications received and / or determined within the last year in locations that are outside of defined centres of the retail hierarchy.

Retail-related Planning Applications received within Edge and Out-of-centre Locations

Property Address	Application No	Proposal	Decision
95 Southwell Road West, Mansfield	2010/0086/ST	Extension of retail area to existing approved shop premises and storage and change of use from storage to food retail area	Refused 24/03/10
185 Yorke Street, Mansfield Woodhouse	2010/0127/NT	Change of use from mobility store (A1) to hot food takeaway (A5)	Refused 10/08/10
Land Adjacent 36 Portland Street, Mansfield Woodhouse	2010/0207/NT	Construction of convenience shop unit and 2 no. two bedroom apartments with associated car parking and landscaping	Withdrawn 04/06/10
Former Police Station, Swan Lane, Mansfield Woodhouse	2010/0246/NT	Change of use of former police station to provide a funeral directors with a chapel of rest	Granted 23/06/10
Land At Oakleaf Close, Sherwood Oaks Business Park, Southwell Road West, Mansfield	2010/0263/ST	Erection of public house and restaurant with ancillary accommodation for staff	Granted 12/07/2010
50 Ratcliffe Gate, Mansfield	2010/0325/ST	Demolition of existing building and construction of new dental surgery	Withdrawn 15/07/2010
11 Nottingham Road, Mansfield	2010/0377/ST	Change of use from motor vehicle sales, repairs and snooker hall to surface public car park including demolition of all existing buildings and all associated works	Granted 13/10/2010
4 Moor Lane, Mansfield	2010/0380/ST	Single storey and two storey extensions to existing shop and flat, including timber frame shelter and alterations to the shop front to create a separate access to the first floor flat.	Refused 11/08/2010
Warsop Vale Community Centre, Carter Lane/Main Road, Warsop Vale	2010/0381/NT	Change of use to storage and distribution (B8) with 20% retail (A1)	Granted 10/08/2010

Property Address	Application No	Proposal	Decision
Land Adjacent To 1 Portland Street, Mansfield Woodhouse	2010/0396/NT	Approval of reserved matter of landscaping following outline approval (2008/0631/NT) for 3 no. town houses.	Approval of Reserved Matters 18/08/2010
Existing Sainsburys Store/Former Boneham & Turner Site, Nottingham Road, Mansfield	2010/0413/ST	Erection of replacement Sainsburys supermarket and an Aldi discount foodstore, including car park, petrol filling station, car wash, servicing, highway works and landscaping	Resolution to grant planning permission - referred to DCLG 14/03/2011
231 Southwell Road East, Rainworth	2010/0461/ST	Change of use of shop and living accommodation to domestic dwelling	Granted 08/09/2010
50 Ratcliffe Gate And Land At The Broadway, To The Rear Of 4-8 Broxtowe Drive, Mansfield	2010/0526/ST	Demolition of existing building and construction of new dental surgery with additional car parking accessed from the broadway.	Granted 06/10/2010
52 Eakring Road, Mansfield	2010/0531/ST	Change of use from betting office (A2) to living accomodation (C3)	Granted 18/11/2010
Land Adjacent To 1 Clipstone Road West, Forest Town	2010/0550/NT	Change of use from former car sales and repair garage to hand car wash and valeting business	Withdrawn 23/09/2010
95 Southwell Road West, Mansfield	2010/0606/ST	Extension of retail floor area into existing storage building (retrospective) and conversion of an outbuilding to create 7 no. additional internal car parking spaces - resubmission	Refused 29/11/2010
The Flamingo Public House, Oak Tree Lane, Mansfield	2010/0661/ST	Demolition of existing public house and construction of class A1 retail unit (735 sqm floor space)	Granted 29/11/2010
White Swan, 34 Station Street, Mansfield Woodhouse	2010/0670/NT	Change of use from A1 shop to A5 pizza delivery/takeaway	Granted 03/12/2010
Dixons, Nottingham Road, Mansfield	2010/0715/ST	External alterations and resurfacing of car park including lighting, relining and replacement drainage channels	Granted 22/12/2010
Land Adjacent To 1 Clipstone Road West, Forest Town	2010/0768/NT	Change of use from former car sales and repair garage to hand car wash and valeting business (resubmission 2010/0550/NT)	Granted 13/01/2011
11 Egmanton Road, Mansfield	2010/0789/ST	Change of use from information centre (use class B1) to charity shop (use class A1)	Granted 05/01/2011
6 Sherwood Street, Mansfield Woodhouse	2010/0790/NT	Change of use from warehousing and electrical goods distribution to retail of ex-catalogue furniture.(retrospective)	Refused 19/01/2011
25 Dunsil Road, Mansfield Woodhouse	2011/0006/NT	Change of use from shop and storage to 2 no. flats	Pending
5 Madeline Court, Mansfield	2011/0075/ST	Change of use from restaurant and café (A3)/ hot food takeaway(A5) to restaurant and café (A3)/ hot food takeaway(A5) and drinking establishment(A4) together with external seating, new mezzanine floor and extension to rear	Granted 30/03/2011
18 The Close, Rainworth	2011/0093/ST	Change of use of breakfast room to a hair salon (mixed residential & business use) - (retrospective)	Pending
88-90 Nottingham Road, Mansfield	2011/0156/ST	Change of use from accountancy offices to hair and beauty salon and training centre on ground floor and 4 no. Apartments on first and second floors	Pending

Property Address	Application No	Proposal	Decision
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)	Pending
134 Southwell Road West, Mansfield	2011/0202/ST	Single storey extension of A1 retail unit, two storey extension to provide separate access to first floor flat and separation of flat from retail to create self contained residence	Pending

Sites for Potential Retail Development

In addition to the planning permissions noted in the table above, the next table gives information about sites which have a valid planning permission for retail use which are outside of defined centres of the retail hierarchy.

Out-of-Centre Sites with Potential for Retail Development

Location	Site Information	
Sainsburys Supermarket, Nottingham Road	Local Plan Status	Unallocated
	Sequential Test Status	Out-of-Centre
	Application Information	Extension to existing food store to provide an additional $3104m^2$ of retail floorspace, decked car park, extension to the petrol filling station and highway works (2008/0367/ST)
	Area of Site	1.95 Ha
	Area dev'd at 31/03	-
	Other Information	-
Former Boneham and Turner site / Sainsburys Supermarket, Nottingham Road	Local Plan Status	Unallocated
	Sequential Test Status	Out-of-Centre
	Application Information	Erection of replacement Sainsburys supermarket and an Aldi discount foodstore, including car park, petrol filling station, car wash, servicing, highway works and landscaping (2010/0413/ST)
	Area of Site	4.31 Ha
	Area dev'd at 31/03	-
	Other Information	The Planning Committee made a resolution to grant planning permission on 14/03/2011, awaiting decision of the National Planning Casework Unit.

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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 50.3% of all ground floor uses followed by A2 (financial & professional services) 14.7%, C3 (residential) 10.5% and A4 (drinking establishments) 5.5%. 19 occupiers had come into, or moved within the town centre of which 12 were A1 uses.

The primary shopping area of the town centre is dominated by a high proportion of A1 units and a high proportion of national multiple retailers. At the time of the survey the proportion of occupied retail (A1) units was 87% compared to 84% in 2010. The number of units becoming vacant decreased by 4% in the same period. Policy MTC5 which seeks to ensure that primary shopping areas are occupied by retail uses had been successful in the Four Seasons Centre. On lower West Gate 17.2% of units (4 units) were in other 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) has been permitted in the last year however the application was considered appropriate in the context of new guidance in PPS4. The proposal also helped secure the occupation of the former Woolworths store which had been vacant for sometime.

The secondary shopping area has seen a 1% drop in the number of units occupied by retail (A1) uses from 50% in 2010 to 49% in 2011. In addition the proportion of vacant units rose from 12% to 14%. Policy MTC6 which seeks to ensure that 50% of properties in the secondary shopping area remain in retail use was being successful with all streets in these areas being above the threshold. However the centre is becoming increasingly vulnerable, with figures of just 50% of units in A1 use at the Market Place (27.3% of these being vacant), 54.2% on Stockwell Gate (15.3% vacant), 54.5% on Market Street (16.7% vacant). During the monitoring period there were 3 applications granted for a change of use to non retail within the secondary shopping areas; all of which complied with the policy.

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

At the time of the town centre survey the vacancy rate was 13.9% (73 properties) an increase of 0.3% compared to 2010. The primary shopping area had vacancy rate of 8% (compared to 12% in 2010) and in the secondary shopping area the rate rose by 2% to 14%. In the non defined shopping area the vacancy rate was 16%. There were 73 vacancies within the town centre, an increase of 4 units compared to 2010. These seem to be fairly spread out around the town centre although many are located within the White Hart area of the town centre which is covered by a Supplementary Planning Document (SPD) and had a full planning permission for a mixed-use redevelopment of 0.62 hectares of the area, and which includes 1,735 sq m of retail floorspace granted in 2008.

Mansfield is well represented by national retailers (with 74% of the ‘key retailers’ identified by Experian present within the town centre), however the number of requirements for floorspace has recently fallen after remaining static for a number of years.

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Convenience goods provision is limited and has been worsened by the relocation of Tesco from Stockwell Gate to the new Tesco Extra at Chesterfield Road South, without a new food store to fill the void left in the town centre. This re-emphasises the need to provide new development opportunities and retail space.

The town is dominated by small units with 417 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 2005 Retail Study (GVA) which showed additional capacity of 17,357 m^2 for comparison goods and 411 m^2 for convenience goods by 2016 is currently being updated by Roger Tym and Partners to ensure the data is robust in relation to the changes that have taken place since 2005.

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. 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 has fallen by £269 in the last year and means that Chesterfield's Zone A rent charges are higher than Mansfield's for the first time in ten years.

There were no new major developments proposed during the monitoring period and there were 3 sites remaining that were allocated for a variety of uses including retail development. There are a range of projects in various stages of progress which, over a period of time, will enhance Mansfield's status as a centre for retailing, leisure and tourism activities as well as improving the physical environment. These include:

- New bus station / transport interchange on the site of the current Station Street car park (granted planning permission);
- New retail development on the site of the current bus station (granted outline planning permission);
- Mixed use scheme on the site of the former Courtaulds factory (granted outline planning permission);
- Redevelopment of the Queen's Head site and Old Town Hall Block; and
- The White Hart development.

The Council is in the early stages of producing its Local Development Framework (LDF) which will replace the Mansfield District Local Plan. The LDF 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

The proportion of occupied properties within retail (A1) use was 43%.

There were 13 vacant units (all uses) within the centre which equated to a vacancy rate of 15%.

There were 2 edge of centres sites remaining that were allocated for optional land uses including retail development. These were located at Vale Road (0.2ha) and Portland Street West (1ha), the latter of which has had planning permission granted for residential use.

Market Warsop District Centre

The proportion of occupied properties within retail (A1) use was 59%.

There were 7 vacant units (all uses) within the centre which equated to a vacancy rate of 8%

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

Oak Tree District Centre

There has been no change at Oak Tree over the monitoring period. 2 of the 7 units are occupied leaving 5 awaiting occupiers. Tesco have planning permission to take up three of these units within an extension to the supermarket (application reference 2008/0868/ST) however this is yet to be implemented.

Other Centres

All of the local centres continued to provide a good range of facilities for the local communities they serve. It was noted that the Newgate Lane / Ratcliffe Gate was dominated by residential uses (42%) whilst retail only made up 36% (including 3% which were vacant). This situation needs monitoring closely to ensure that retail and other uses are not lost to the extent that the centre does not provide a service to the community.

Neighbourhood parades continue to play their role in the hierarchy providing valuable day to day facilities for the community.

Portland Sidings Retail Park has had no change in the two vacancies since the last survey (Units 5 and 8), whilst Unit 5a at St Peters Retail Park has now been occupied by Poundland.

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

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Appendix B Mansfield Town Centre Uses (number and % per street)

Street	A1	A2	A3	A4	A5	B1	B2	B8	C1	C3	D1	D2	SG	Vacant	Total
Albert Street	6 / 23%	11 / 42%	-	2 / 8%	2 / 8%	-	-	-	-	-	-	1 / 4%	1 / 4%	3 / 11%	**26**
Bridge Street	10 / 63%	1 / 6%	-	1 / 6%	1 / 6%	-	-	-	-	-	1 / 6%	-	-	2 / 13%	**16**
Church Lane	-	-	-	-	-	-	-	-	-	-	1 / 50%	-	-	1 / 50%	**2**
Church Side	1 / 17%	1 / 17%	-	-	-	-	-	-	-	-	1 / 17%	-	-	3 / 50%	**6**
Church Street	16 / 50%	5 / 16%	2 / 6%	3 / 9%	2 / 6%	-	-	-	-	-	-	-	-	4 / 12%	**32**
Clerkson Street	-	1 / 17%	2 / 33%	-	-	1 / 17%	-	-	-	-	-	1 /17%	-	1 / 17%	**6**
Clumber Street	3 / 33%	2 / 22%	-	2 / 22%	-	1 / 11%	-	-	-	-	-	-	1 / 11%	-	**9**
Dame Flogan Street	-	-	-	-	-	-	-	-	-	1 / 17%	-	-	-	5 / 83%	**6**
Exchange Row	-	-	-	1 / 50%	-	-	-	-	-	-	-	-	-	1 / 50%	**2**
Four Seasons Centre	49 / 92%	-	-	-	-	-	-	-	-	-	-	-	-	4 / 7%	**53**
Handley Arcade	8 / 67%	-	1 / 8%	1 / 8%	-	-	-	-	-	-	1 / 8%	-	-	1 / 8%	**12**
James Murray Mews	-	-	-	-	-	-	-	-	-	16 / 100%	-	-	-	-	**16**
Leeming Street	17 / 34%	5 / 10%	4 / 8%	7 / 14%	6 / 12%	-	-	-	-	-	2 / 4%	-	3 / 6%	6 / 12%	**50**
Market Place	8 / 33%	7 / 29%	1 / 4%	4 / 17%	-	1 / 4%	-	-	-	-	-	-	-	3 / 12%	**24**
Market Street	5 / 45%	2 / 18%	1 / 9%	1 / 9%	-	-	-	-	-	-	-	-	-	2 / 18%	**11**
Midworth Street	-	-	1 / 12%	-	-	-	1 / 12%	-	-	3 / 37%	-	-	1 / 12%	2 / 25%	**8**
Quaker Way	-	-	-	-	-	-	-	-	-	-	-	-	-	2 / 100%	**2**
Queens Street	7 / 50%	4 / 28%	-	-	1 / 7%	-	-	-	-	-	-	-	1 / 7%	1 / 7%	**14**

Street	A1	A2	A3	A4	A5	B1	B2	B8	C1	C3	D1	D2	SG	Vacant	Total
Queens Walk	-	-	-	-	-	-	-	-	-	-	-	-	-	3 / 100%	**3**
Regent Street	12 / 60%	3 / 15%	3 / 15%	-	-	-	-	-	-	-	-	-	-	2 / 10%	**20**
Rock Court	-	-	-	-	-	-	-	-	-	2 / 100%	-	-	-	-	**2**
Rock Valley	1 / 14%	-	-	-	-	1 / 14%	2 / 29%	2 / 29%	-	-	-	-	-	1 / 14%	**7**
Rosemary Street	3 / 37%	-	-	-	-	1 / 12%	-	-	-	1 / 12%	-	-	1 /12%	2 / 25%	**8**
St John Street	2 / 10%	9 / 45%	-	-	-	-	-	-	-	-	5 / 25%	-	-	4 / 20%	**20**
Station Road	1 / 33%	-	-	-	-	-	-	-	1 / 33%	-	-	-	1 / 33%	-	**3**
Stockwell Gate	12 / 46%	6 / 23%	1 / 4%	2 / 8%	1 / 4%	-	-	-	-	-	-	-	1 / 4%	3 / 12%	**26**
Toothill Lane	7 / 78%	-	-	-	-	1 / 11%	-	-	-	-	-	-	1 / 11%	-	**9**
Toothill Road	-	-	1 / 25%	-	-	-	-	-	-	2 / 50%	-	-	-	1 / 25%	**4**
Union Street	-	-	-	-	-	-	-	-	-	28 / 100%	-	-	-	-	**28**
Walkden Street	5 / 71%	1 / 14%	-	-	1 / 14%	-	-	-	-	-	-	-	-	-	**7**
West Gate	37 / 55%	11 / 16%	5 / 7%	1 / 1%	3 / 4%	-	-	-	-	-	1 / 1%	-	-	9 / 13%	**67**
White Hart Street	5 / 36%	1 / 7%	1 / 7%	-	-	-	-	-	-	-	-	-	-	7 / 50%	**14**
Total	**215 / 42%**	**70 / 14%**	**23 / 4%**	**25 / 5%**	**17 / 3%**	**6 / 1%**	**3 / >1%**	**2 / >1%**	**1 / >1%**	**53 / 10%**	**11 / 2%**	**3 / >1%**	**11 / 2%**	**73 / 14%**	**513 / 100%**

Appendix C Indicators of Vitality and Viability

Indicator	Method of Assessment
A1: Diversity of main town centre uses (by number, type, and amount of floorspace)	The amount of space in use for different functions - such as offices, shopping, leisure, cultural, and entertainment activities, pubs, cafes and restaurants, and hotels
A2: The amount of retail, leisure and office floorspace	Amount of floorspace in edge-of-centre and out-of-centre locations
A3: The potential capacity for growth or change of centres in the network	Opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development
A4: Retailer representation and intentions to change representation	Existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation
A5: Shopping rents	Pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6m depth of floorspace in retail units from the shop window
A6: Proportion of vacant street level property	Vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators
A7: Commercial yields on non-domestic property	Demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care
A8: Land values and the length of time key sites have remained undeveloped	Data on changes in land value and how long key town centre and edge-of-centre sites have remained undeveloped provide important indicators for how flexible policies should be framed and can help inform planning decisions
A9: Pedestrian flows (footfall)	A key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of day and evening, who are available for businesses to attract into shops, restaurants and other facilities
A10: Accessibility	Ease and convenience of access by a choice of means of travel, including - the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; the quality of provision for pedestrians, cyclists and disabled people; and the ease of access from main arrival points to the main attractions
A11: Customer and residents views and behaviour	Regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips
A12: Perception of safety and occurrence of crime	Should include views and information on safety and security, including from the threat of terrorism, and where appropriate, information monitoring the evening and night-time economy
A13: State of the town centre environmental quality	Should include information on problems (air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces)

Source: PPS4

Appendix D Key Retailers within Mansfield Town Centre

Key Retailer	No. in MansfieldTown Centre (excl Retail Parks)
Argos	1
Bhs	1
Boots The Chemist	1
Burton	1
Carphone Warehouse	1
Clarks	1
Clintons	1
Debenhams	1
Dorothy Perkins	1
H&M	0
HMV	1
House of Fraser	0
John Lewis	0
Marks & Spencer	1
New Look	1
Next	1
O2	1
Phones 4 U	1
Primark	1
RiverIsland	1
Sainsbury's	0
Superdrug	1
TK Maxx	0
Tesco	0
Topman	1
Topshop	1
Vodafone	1
Waitrose	0
Waterstones	0
W H Smith	1
Wilkinsons	1

Source: Experian 2009 (There have been no changes in these occupiers during 2010/11)

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Retail Update 2011

This leaflet can be provided in a variety of formats if required. Please do not hesitate to contact us on 01623 463463 if you require interpretation of this form or need help reading it.

Polish
W razie potrzeby możemy dostarczyć tę broszurę alfabetem Braille'a lub w powiększonym formacie. Jeżeli potrzebuje Pan(i) wyjaśnienia tego tekstu lub pomocy w przeczytaniu go, prosimy o skontaktowanie się z nami pod numerem 01623 463463.

Turkish
Bu broşür, talep edildiğinde, körler alfabesi (Braille) ya da büyük baskı formatında elde edilebilir. Bu formun çevirilmesini ya da okunmasında yardım isterseniz, lütfen 01623 463463 numaralı telefondan bizimle temasa geçmekten kaçınmayınız.

Cantonese (Chinese Traditional)
如果需要，我們可以提供這份傳單的盲文版本或大字印刷體版本。如果你要求翻譯或者需要幫助來閱讀這份表格，請別猶豫，致電 01623 463463與我們聯係。

Latvian
ŠĪ buklete ir pieejamā Braiļa vai palielinātajā drukā, ja tas ir nepieciešams. Ja jums nepieciešams šī bukleta tulkojums vai palīdzība tā lasīšanā, lūdzu, sazinieties ar mums pa tālruni – 01623 463463.

Russian
Этот буклет может быть напечатан шрифтом Брайля или более крупным шрифтом. Если вам необходима помощь с переводом или чтением этого буклета звоните по тел. 01623 463463.

Urdu
یہ لیف لیٹ، بوقتِ ضرورت، بریل یا بڑے پرنٹ میں بھی مہیا کیا جا سکتا ہے۔ اگر آپ کو اس فارم کا ترجمہ چاہئے ہو یا آپ کو اس کے پڑہنے میں مدد چاہئے ہو تو برائے مہربانی ہم سے اس نمبر پر 01623 463463 رابطہ کرنے میں بلکل نہ ہچکچائے گا۔

Bengali
প্রয়াজন অনুযায়ী এই লীফলট ব্রইল অথবা বড় অক্ষরর আকার দওয়া যাব। এই ফরমর অনুবাদর প্রয়াজন হল অথবা এটা পড়ত সাহায্যর দরকার হল 01623 463463 নাম্বার আমাদর সাথ যাগাযাগ করত দ্বিধা করবন না।