

Appendix 1

2016 Use Class Survey

Introduction

The following tables provide a summary of the different use types present within the town centre areas of Burton Latimer, Rothwell and Desborough. The use types have been categorised in accordance with the GOAD retailer categories used in previous surveys carried out in 2012 and 2011, and compares current survey results against these surveys. Goad is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects

Where there has been a negative change in the overall presence of a particular GOAD category or retail type, this has been shown in red text. Where there has been a reduction in a GOAD use category representation but this representation still remains above the national average, this has been shown in green text. A map has also been provided for each time, marking the location of each relevant use class for each town centre area.

It should be noted that uses falling outside of the GOAD categories have not been included in the figures below. If included, the total number of units would marginally increase. These include residential dwellings, industrial units, hotels, conference rooms, book makers, seamstress place, children's nursery and similar places of assembly. This may provide some further explanation regarding variation between total units reported when compared with earlier surveys, because there is evidence of unit sub-division, no new units had been completed at the time of the survey.

Burton Latimer Town Centre Use Survey Results 2016

Goad Code	Retailer Category	Number of Units 2011	% of units 2011	Number of Units 2012	% of units 2012	Number of Units 2016	% of total Units 2016	National Average (April 2014)	% Difference to UK Average
Convenience Goods Retailers									
G1A	Bakers	1	3%	1	3%	0	0.00%	2.20%	-2.20%
G1B	Butchers	0	0%	0	0%	0	0.00%	0.76%	-0.76%
G1C	Greengrocers and fishmongers	0	0%	0	0%	0	0.00%	0.62%	-0.62%
G1D	Grocery and frozen foods	1	3%	1	3%	0	0.00%	2.93%	-2.93%
G1E	Off-licenses and home brew	0	0%	0	0%	1	1.41%	0.50%	0.91%
G1F	Confectioners, tobacconists, newsagents	1	3%	1	3%	3	4.23%	1.94%	2.29%
	Total	3	9.00%	3	9.00%	4	5.63%	8.95%	-3.32%
Comparison Goods Retailers									
G2A	Footwear and Repairs	0	0%	0	0%	0	0.00%	1.75%	-1.75%
G2B	Men's and Boys' wear	0	0%	0	0%	0	0.00%	0.98%	-0.98%
G2C	Women's, girls, children's clothing	0	0%	0	0%	0	0.00%	3.51%	-3.51%
G2D	Mixed and General Clothing	0	0%	0	0%	0	0.00%	3.96%	-3.96%
G2E	Furniture, Carpet and Textiles	0	0%	0	0%	2	2.82%	3.35%	-0.53%
G2F	Booksellers, Arts/Crafts, Stationers/Copy Bureaux	1	3%	0	0%	0	0.00%	4.31%	-4.31%
G2G	Electricals, home entertainment, telephones and video	0	0%	0	0%	1	1.41%	3.77%	-2.36%
G2H	DIY, Hardware and household goods	0	0%	0	0%	0	0.00%	2.47%	-2.47%
G2I	Gifts, china, glass and leather goods	2	6.10%	2	6.10%	0	0.00%	1.67%	-1.67%
G2J	Cars, motorcycles, and motor accessories	1	3%	1	3%	0	0.00%	1.17%	-1.17%
G2K	Chemists, toiletries and opticians	1	3%	1	3%	1	1.41%	3.88%	-2.47%
G2L	Variety, department and catalogue showrooms	0	0%	1	3%	0	0.00%	0.60%	-0.60%
G2M	Florists and gardens	0	0%	0	0%	1	1.41%	0.87%	0.54%
G2N	Sports, toys, cycles and hobbies	1	3%	1	3%	1	1.41%	2.03%	-0.62%
G2O	Jewellers, Clocks, and repair	0	0%	0	0%	0	0.00%	1.96%	-1.96%
G2P	Charity shops, pets and other comparison	1	3%	1	3%	3	4.23%	4.27%	-0.04%
	Total	7	21.10%	7	21.10%	9	12.68%	40.55%	-27.87%
Services									
G3A	Restaurants, cafes, coffee bars, fast food and takeaways	9	27.30%	10	30.30%	12	16.90%	16.52%	0.38%
G3B	Hairdressers, beauty parlours & health centres	5	15.10%	2	6.10%	5	7.04%	9.65%	-2.61%
G3C	Laundries and dry cleaners	1	3%	1	3%	1	1.41%	0.91%	0.50%
G3D	Travel Agents	0	0%	0	0%	0	0.00%	1.10%	-1.10%
G3E	Banks and financial services (inc: accountants)	1	3%	1	3%	1	1.41%	4.23%	-2.82%
G3F	Building Societies	0	0%	0	0%	0	0.00%	0.55%	-0.55%
G3G	Estate Agents and Auctioneers	1	3%	1	3%	2	2.82%	3.87%	-1.05%
	Total	17	51.40%	15	45.40%	21	29.58%	36.83%	-7.25%
Miscellaneous and vacant units									
G4A	Employment, careers, Post Offices and Information	2	6.10%	4	12.10%	7	9.86%	1.16%	8.70%
G4B	Vacant units (all categories)	4	12.10%	8	12.10%	4	5.63%	12.49%	-6.86%
	Grand Total	33		37		45			

Summary findings

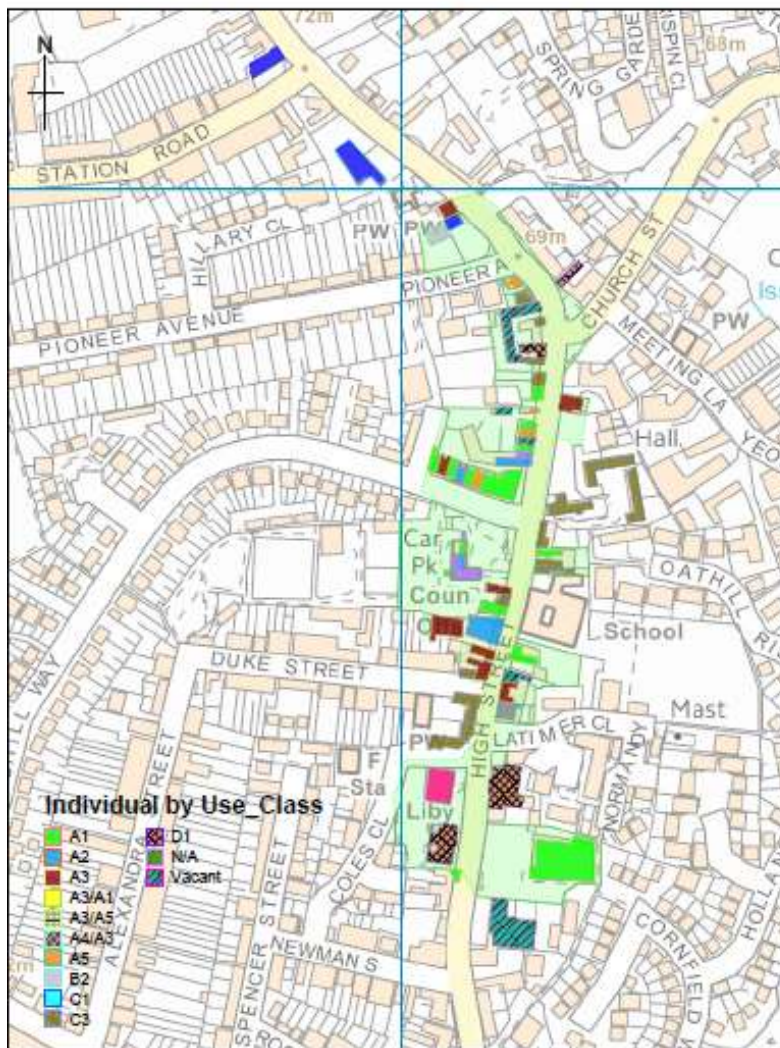
There has also been an increase in the total number of units between 2011 and 2015 from 33 in 2011 to 45 in 2015. This increase is reflected in all the main categories of convenience, comparison, services and miscellaneous. Evidence of an increase number of units includes the sub-division of the former council offices at 90 High Street, and additional complementary uses linked with Gym 11 at 96C High Street. This would also explain why there has been a fall in the representation of different shopping or services categories as a percentage of total units due to the supply of units increasing with the town centre

The overall provision of Convenience Goods Retailers, Comparison Goods Retailers, and Services have all shown a percentage reduction since the last survey period, of 3.37%, 8.42% and 15.82% respectively, and are all below national average figures (2014). Despite a measured fall in the provision of restaurants/cafés (G3A)

and post offices / information (G4A) type units, provision remains above the national average.

It is noted that the number of vacant units has fallen by more than 50% between 2012 and 2015 and matches 2011 levels in terms of number of units, and is significantly below national average percentage figures, which is a positive indicator of the health of Burton Latimer town.

Diversity of uses in Burton Latimer



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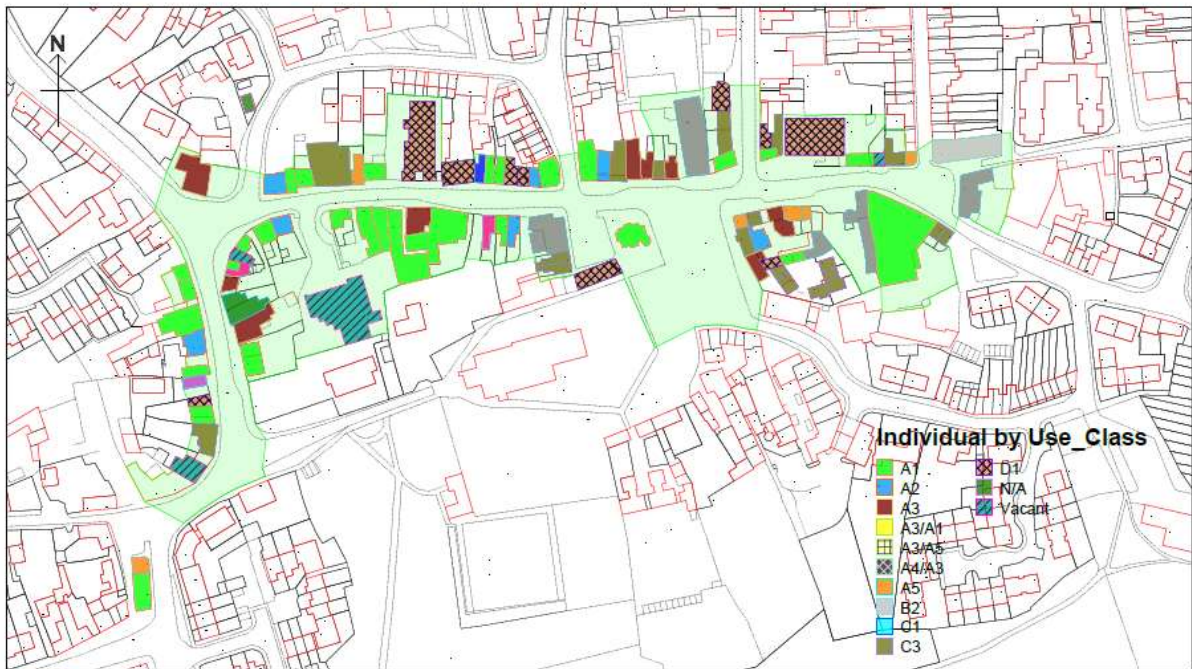
Rothwell Town Centre Use Survey Results 2016

Goed Code	Retailer Category	Number of Units 2011		Number of Units 2012		Number of Units 2016		National Average (April 2014)	% Difference to UK Average
		% of units 2011	% of units 2011	% of units 2012	% of units 2012	% of total Units 2016	% of total Units 2016		
Convenience Goods Retailers									
G1A	Bakers	1	1.72%	1	1.56%	0	0.00%	2.20%	-2.20%
G1B	Butchers	1	1.72%	1	1.56%	1	1.33%	0.76%	0.57%
G1C	Greengrocers and fishmongers	0	0%	0	0%	1	1.33%	0.62%	0.71%
G1D	Grocery and frozen foods	2	3.45%	2	3.13%	2	2.67%	2.93%	-0.26%
G1E	Off-licenses and home brew	0	0%	0	0%	0	0.00%	0.50%	-0.50%
G1F	Confectioners, tobacconists, newsagents	1	1.72%	1	1.56%	1	1.33%	1.94%	-0.61%
Total	Total	5	8.61%	5	7.81%	5	6.67%	8.95%	-2.28%
Comparison Goods Retailers									
G2A	Footwear and Repairs	1	1.72%	1	1.56%	1	1.33%	1.75%	-0.42%
G2B	Men's and Boys' wear	0	0.00%	0	0%	0	0.00%	0.98%	-0.98%
G2C	Women's, girls, children's clothing	1	1.72%	3	4.69%	2	2.67%	3.51%	-0.84%
G2D	Mixed and General Clothing	1	1.72%	1	1.56%	0	0.00%	3.96%	-3.96%
G2E	Furniture, Carpet and Textiles	2	3.45%	4	6.25%	2	2.67%	3.35%	-0.68%
G2F	Booksellers, Arts/Crafts, Stationers/Copy Bureaux	3	5.17%	1	1.56%	0	0.00%	4.31%	-4.31%
G2G	Electricals, home entertainment, telephones and video	0	0%	0	0%	1	1.33%	3.77%	-2.44%
G2H	DIY, Hardware and household goods	0	0%	2	3.13%	1	1.33%	2.47%	-1.14%
G2I	Gifts, china, glass and leather goods	0	0%	0	0%	2	2.67%	1.67%	1.00%
G2J	Cars, motorcycles, and motor accessories	0	0%	0	0%	0	0.00%	1.17%	-1.17%
G2K	Chemists, toiletries and opticians	2	3.45%	2	3.13%	2	2.67%	3.88%	-1.21%
G2L	Variety, department and catalogue showrooms	0	0%	0	0%	0	0.00%	0.60%	-0.60%
G2M	Florists and gardens	1	1.72%	1	1.56%	0	0.00%	0.87%	-0.87%
G2N	Sports, toys, cycles and hobbies	2	3.45%	2	3.13%	2	2.67%	2.03%	0.64%
G2O	Jewellers, Clocks, and repair	0	0%	0	0%	0	0.00%	1.96%	-1.96%
G2P	Charity shops, pets and other comparison	1	1.72%	3	4.69%	3	4.00%	4.27%	-0.27%
Total	Total	14	24.12%	20	31.26%	16	21.33%	40.55%	-19.22%
Services									
G3A	Restaurants, cafes, coffee bars, fast food and takeaways	13	22.41%	14	21.88%	16	21.33%	16.52%	4.81%
G3B	Hairdressers, beauty parlours & health centres	8	13.79%	10	15.63%	14	18.67%	9.65%	9.02%
G3C	Laundries and dry cleaners	0	0%	0	0%	0	0.00%	0.91%	-0.91%
G3D	Travel Agents	0	0%	0	0%	0	0.00%	1.10%	-1.10%
G3E	Banks and financial services (inc: accountants)	0	0%	0	0%	0	0.00%	4.23%	-4.23%
G3F	Building Societies	2	3.45%	2	3.13%	2	2.67%	0.55%	2.12%
G3G	Estate Agents and Auctioneers	3	5.17%	3	4.69%	3	4.00%	3.87%	0.13%
Total	Total	26	44.82%	29	45.33%	35	46.67%	36.83%	9.84%
Miscellaneous and vacant units									
G4A	Employment, careers, Post Offices and Information	6	10.34%	8	12.50%	4	5.33%	1.16%	4.17%
G4B	Vacant units (all categories)	7	12.06%	2	3.13%	4	5.33%	12.49%	-7.16%
Grand Total		58		64		64			

Summary findings

Overall, the total number of units in the town centre has remained stable since the last health check update, although provision of convenience goods, and comparison goods, have shown a measured reduction since the last survey period when shown against the total percentage of units (1.14%, and 9.93% respectively) and are below national average figures prepared in 2014. Despite a percentage fall in the provision of butchers (G1B), sports/toy/hobby shops (G2N), restaurants/cafes/takeaways (G3A), building societies (G3F), provision remains above the national average. The total provision of service uses (as a percentage) is also above the national average. It is noted that the number of vacant units have shown a measured increased within the town of 2.2%(increasing from 2 units in 2012 to 4 units), this still remains significantly below national average and lower than vacant unit levels recorded in 2011. This is a positive indicator of the health of Rothwell town centre.

Diversity of uses in Rothwell



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Desborough Town Centre Use Survey Results 2016

Retailer Category	Number of Units 2011	% of units 2011	Number of Units 2012	% of units 2012	Number of Units	% of total Units	National Average (April 2014)	% Difference to UK Average
Convenience Goods Retailers								
G1A Bakers	1	2.27%	1	1.82%	1	1.32%	2.20%	-0.88%
G1B Butchers	1	2.27%	1	1.82%	1	1.32%	0.76%	0.56%
G1C Greengrocers and fishmongers	1	2.27%	0	0%	0	0.00%	0.62%	-0.62%
G1D Grocery and frozen foods	2	4.55%	2	3.64%	2	2.63%	2.93%	-0.30%
G1E Off-licenses and home brew	0	0%	0	0%	1	1.32%	0.50%	0.82%
G1F Confectioners, tobacconists, newsagents	2	4.55%	2	3.64%	1	1.32%	1.94%	-0.62%
Total	7	15.91%	6	10.92%	6	7.89%	8.95%	-1.06%
Comparison Goods Retailers								
G2A Footwear and Repairs	0	0%	0	0%	0	0.00%	1.75%	-1.75%
G2B Men's and Boys' wear	0	0%	0	0%	0	0.00%	0.98%	-0.98%
G2C Women's, girls, children's clothing	0	0%	0	0%	0	0.00%	3.51%	-3.51%
G2D Mixed and General Clothing	0	0%	0	0%	0	0.00%	3.96%	-3.96%
G2E Furniture, Carpet and Textiles	1	2.27%	1	1.82%	1	1.32%	3.35%	-2.03%
G2F Booksellers, Arts/Crafts, Stationers/Copy Bureaux	1	2.27%	1	1.82%	0	0.00%	4.31%	-4.31%
G2G Electricals, home entertainment, telephones and video	1	2.27%	1	1.82%	2	2.63%	3.77%	-1.14%
G2H DIY, Hardware and household goods	1	2.27%	1	1.82%	0	0.00%	2.47%	-2.47%
G2I Gifts, china, glass and leather goods	1	2.27%	1	1.82%	3	3.95%	1.67%	2.28%
G2J Cars, motorcycles, and motor accessories	0	0%	1	1.82%	0	0.00%	1.17%	-1.17%
G2K Chemists, toiletries and opticians	3	6.82%	3	5.45%	3	3.95%	3.88%	0.07%
G2L Variety, department and catalogue showrooms	0	0%	0	0%	0	0.00%	0.60%	-0.60%
G2M Florists and gardens	1	2.27%	1	1.82%	1	1.32%	0.87%	0.45%
G2N Sports, toys, cycles and hobbies	0	0%	0	0%	0	0.00%	2.03%	-2.03%
G2O Jewellers, Clocks, and repair	1	2.27%	1	1.82%	1	1.32%	1.96%	-0.64%
G2P Charity shops, pets and other comparison	1	2.27%	1	1.82%	0	0.00%	4.27%	-4.27%
Total	11	24.98%	12	21.83%	11	14.47%	40.55%	-26.08%
Services								
G3A Restaurants, cafes, coffee bars, fast food and takeaways	8	18.18%	8	16.36%	13	17.11%	16.52%	0.59%
G3B Hairdressers, beauty parlours & health centres	4	9.09%	4	10.91%	8	10.53%	9.65%	0.88%
G3C Laundries and dry cleaners	1	2.27%	1	0%	0	0.00%	0.91%	-0.91%
G3D Travel Agents	1	2.27%	1	1.82%	1	1.32%	1.10%	0.22%
G3E Banks and financial services (inc: accountants)	1	2.27%	1	3.64%	0	0.00%	4.23%	-4.23%
G3F Building Societies	1	2.27%	1	1.82%	1	1.32%	0.55%	0.77%
G3G Estate Agents and Auctioneers	1	2.27%	1	1.82%	2	2.63%	3.87%	-1.24%
Total	17	38.62%	17	36.37%	25	32.89%	36.83%	-3.94%
Miscellaneous and vacant units								
G4A Employment, careers, Post Offices and Information	2	4.55%	2	9.09%	2	2.63%	1.16%	1.47%
G4B Vacant units (all categories)	7	15.91%	7	21.81%	7	9.21%	12.49%	-3.28%
Grand Total	44		44		51			

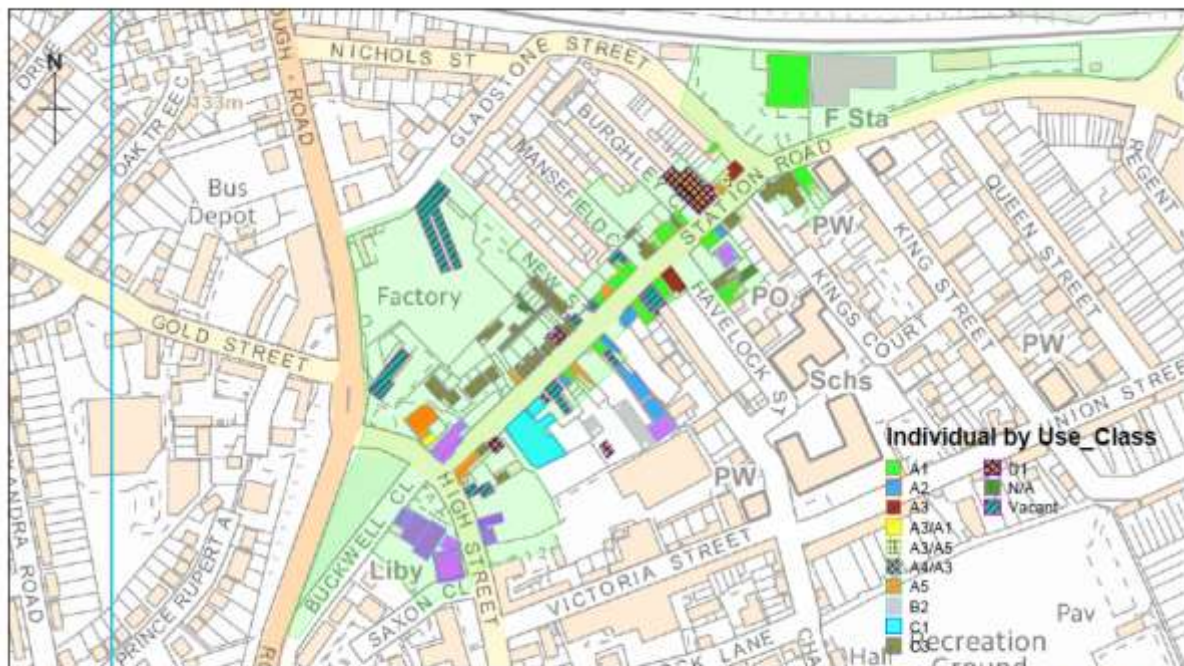
Summary findings

In terms of percentage of units representation in Convenience Goods Retailers, Comparison Goods Retailers, and Services have all shown a reduction since the last survey period - 3.03%, 7.36% and 3.84% respectively. These are also below the national average figures. This is more notable for comparison goods retailing with a less marked difference in the convenience and services areas and is reflective of a small market town which caters for local shopping needs. However, the total number of units in the town centre has risen from 44 units in 2001 and 2012 up 51 units. Again, there is no evidence of new build units within the town centre, This increase is therefore likely to be the result of sub-division of existing units, given vacancy rates remain unchanged. Despite a measured percentage fall in the provision of Butchers (G1B), Chemists/Opticians (G2K), Florists (G2M), Hairdressers/Beauticians (G3B),

Travel Agents (G3D), Building Societies (G3F), and Employment/Post Office/Information (G4A) use types, provision remains above the national average.

It is noted that the number of vacant units has remained at 7 across all years. Compared as a percentage of number of units this shows a fall by more than 50%, and is below the national average. Whilst this shows vacancies have not fallen further since the last survey period, it remains a positive indication of the health of the town centre.

Diversity of uses in Desborough



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