APPENDIX 1

Barnsley

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.
For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.
The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre).
The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.
The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.
Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.
Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:
- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a birds-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at
http://www.goadnetwork.co.uk

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database. Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.
.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:
Tel: 0845 601 6011
Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com

Experian
A world of insight

Barnsley

Survey Date: 16-May-13

Closest Centres	Distance (km)
Wombwell	6.3
Penistone	10.3
Goldthorpe	11.9
Horbury	12.9
South Elmsall	13.4

Key Retail Indicators

Total Outlets	396
Total Floorspace (sq ft)	941,100

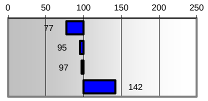
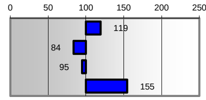
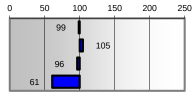
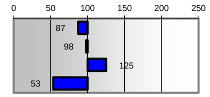
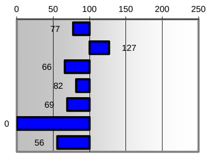
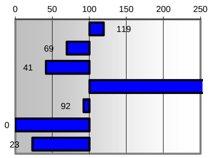
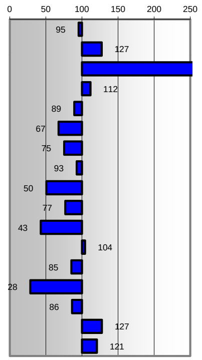
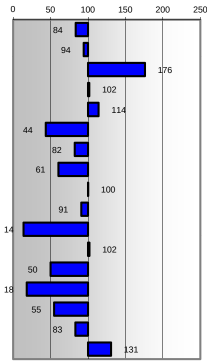
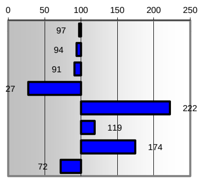
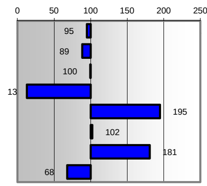
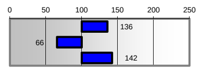
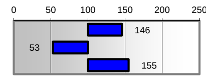
	Count	%	% UK	Index
Vacant Outlets	71	17.93	12.61	142
Vacant Floorspace (sq ft)	155,700	16.54	10.71	155
Multiple Outlets	135	34.09	29.15	117
Comparison Outlets	154	38.89	40.84	95

Major Retailers

Argos	1	Next	1
BhS	0	O2	1
Boots The Chemist	1	Phones 4 U	1
Burton	1	Primark	1
Carphone Warehouse	1	River Island	0
Clarks	0	Sainsburys	0
Clintons	0	Superdrug	1
Debenhams	0	T K Maxx	1
Dorothy Perkins	1	Tesco	0
H & M	0	Topman	1
H M V	0	Topshop	1
House of Fraser	0	Vodafone	1
John Lewis	0	Waitrose	0
Marks & Spencer	1	Waterstones	0
New Look	1	WHSmith	1
		Wilkinsons	1

Retail Composition

	Outlets Number	%	% UK	Index	Floorspace sq.ft	sq.m	%	% UK	Index
Retail Trade Group									
Convenience	27	6.82	8.82	77	200,100	18,590	21.26	17.81	119
Comparison	154	38.89	40.84	95	361,700	33,603	38.43	45.95	84
Service	141	35.61	36.57	97	218,500	20,299	23.22	24.49	95
Vacant	71	17.93	12.61	142	155,700	14,465	16.54	10.71	155
Multiple Retailers by Trade Group									
Convenience	16	11.85	12.02	99	117,100	10,879	22.25	25.48	87
Comparison	74	54.81	52.43	105	279,700	25,985	53.13	54.08	98
Service	43	31.85	33.10	96	125,800	11,687	23.90	19.09	125
Miscellaneous	2	1.48	2.44	61	3,800	353	0.72	1.35	53
Retail Category									
Convenience	27	6.82	8.82	77	200,100	18,590	21.26	17.81	119
Bakers	11	2.78	2.19	127	7,200	669	0.77	1.10	69
Butchers	2	0.51	0.77	66	1,600	149	0.17	0.41	41
Greengrocers & fishmongers	2	0.51	0.62	82	76,600	7,116	8.14	1.33	610
Groceries & frozen foods	8	2.02	2.92	69	110,600	10,275	11.75	12.77	92
Off licences & home brew	0	0.00	0.51	0	0	0	0.00	0.31	0
CTN & convenience	4	1.01	1.82	56	4,100	381	0.44	1.89	23
Comparison	154	38.89	40.84	95	361,700	33,603	38.43	45.95	84
Footwear & repairs	9	2.27	1.79	127	11,400	1,059	1.21	1.28	94
Mens, boys wear	11	2.78	1.00	278	14,600	1,356	1.55	0.88	176
Womens, girls & childrens clothing	16	4.04	3.62	112	33,600	3,122	3.57	3.51	102
Mixed & general clothing	14	3.54	3.96	89	67,600	6,280	7.18	6.29	114
Furniture, carpets, textiles	9	2.27	3.37	67	15,400	1,431	1.64	3.74	44
Books, arts/crafts, stationers/copy	13	3.28	4.37	75	24,500	2,276	2.60	3.16	82
Elec, home ent, 'phones & video	14	3.54	3.82	93	16,300	1,514	1.73	2.86	61
DIY, hardware & household goods	5	1.26	2.50	50	46,000	4,274	4.89	4.88	100
Gifts, china, glass & leather goods	5	1.26	1.64	77	7,600	706	0.81	0.89	91
Cars, motor cycles & accessories	2	0.51	1.18	43	2,400	223	0.26	1.82	14
Chemists, toiletries & opticians	16	4.04	3.88	104	37,500	3,484	3.98	3.91	102
Variety, department & catalogue	2	0.51	0.59	85	29,500	2,741	3.13	6.26	50
Florists & gardens	1	0.25	0.89	28	700	65	0.07	0.41	18
Sports, toys, cycles & hobbies	7	1.77	2.05	86	11,500	1,068	1.22	2.23	55
Jewellers, clocks & repairs	10	2.53	1.98	127	7,100	660	0.75	0.91	83
Charity, pets & other comparison	20	5.05	4.19	121	36,000	3,345	3.83	2.93	131
Service	141	35.61	36.57	97	218,500	20,299	23.22	24.49	95
Restaurants, cafes, fast food	61	15.40	16.40	94	98,400	9,142	10.46	11.81	89
Hairdressing, beauty & health	34	8.59	9.43	91	42,300	3,930	4.49	4.52	100
Launderettes & dry cleaners	1	0.25	0.92	27	500	46	0.05	0.41	13
Travel agents	10	2.53	1.14	222	12,700	1,180	1.35	0.69	195
Banks & financial services	20	5.05	4.25	119	42,800	3,976	4.55	4.44	102
Building societies	4	1.01	0.58	174	8,100	753	0.86	0.48	181
Estate agents & auctioneers	11	2.78	3.85	72	13,700	1,273	1.46	2.14	68
Miscellaneous		18.69	13.77	136	160,800	14,939	17.09	11.74	146
Employment, careers, POs & info	3	0.76	1.16	66	5,100	474	0.54	1.03	53
Vacant	71	17.93	12.61	142	155,700	14,465	16.54	10.71	155

For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	

Q15 If there was to be a major redevelopment scheme in the town centre, what would you like to see included in the scheme? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	7.0%	21	7.8%	5	6.8%	16	2.7%	3	8.4%	8	9.8%	9	6.1%	6	7.4%	15
Bingo hall	1.0%	3	1.6%	1	0.8%	2	0.0%	0	2.1%	2	1.1%	1	2.0%	2	0.5%	1
Cinema	9.7%	29	10.9%	7	9.3%	22	16.2%	18	6.3%	6	5.4%	5	14.3%	14	7.4%	15
Improved market	15.0%	45	9.4%	6	16.5%	39	7.2%	8	21.1%	20	18.5%	17	15.3%	15	14.9%	30
More cafés	5.7%	17	7.8%	5	5.1%	12	6.3%	7	6.3%	6	4.3%	4	8.2%	8	4.5%	9
More car parking	6.0%	18	7.8%	5	5.5%	13	4.5%	5	7.4%	7	6.5%	6	6.1%	6	5.9%	12
More food supermarkets	4.0%	12	1.6%	1	4.7%	11	4.5%	5	1.1%	1	6.5%	6	1.0%	1	5.4%	11
More non-food shops	27.0%	81	17.2%	11	29.7%	70	25.2%	28	31.6%	30	23.9%	22	35.7%	35	22.8%	46
More restaurants	17.3%	52	18.8%	12	16.9%	40	23.4%	26	16.8%	16	10.9%	10	21.4%	21	15.3%	31
More traffic free areas / pedestrianisation	4.3%	13	3.1%	2	4.7%	11	3.6%	4	5.3%	5	4.3%	4	6.1%	6	3.5%	7
New central library	4.3%	13	6.3%	4	3.8%	9	2.7%	3	5.3%	5	5.4%	5	6.1%	6	3.5%	7
New leisure facilities	9.0%	27	10.9%	7	8.5%	20	15.3%	17	9.5%	9	1.1%	1	6.1%	6	10.4%	21
Ten pin bowling	0.7%	2	0.0%	0	0.8%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	2
Another department store (particularly Debenhams)	4.7%	14	6.3%	4	4.2%	10	2.7%	3	3.2%	3	8.7%	8	6.1%	6	4.0%	8
Better quality / top brand shops	3.7%	11	1.6%	1	4.2%	10	5.4%	6	4.2%	4	1.1%	1	6.1%	6	2.5%	5
Bigger / better shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities and shops for children	2.0%	6	1.6%	1	2.1%	5	3.6%	4	2.1%	2	0.0%	0	2.0%	2	2.0%	4
More independent / specialist shops	1.7%	5	3.1%	2	1.3%	3	0.0%	0	4.2%	4	1.1%	1	5.1%	5	0.0%	0
More shopping malls / under-cover shops	1.7%	5	0.0%	0	2.1%	5	3.6%	4	1.1%	1	0.0%	0	4.1%	4	0.5%	1
Other	3.3%	10	4.7%	3	3.0%	7	1.8%	2	4.2%	4	4.3%	4	3.1%	3	3.5%	7
(Don't know)	17.3%	52	20.3%	13	16.5%	39	13.5%	15	13.7%	13	26.1%	24	4.1%	4	23.8%	48
Base:		300		64		236		111		95		92		98		202

Q16 Do you think Barnsley town centre is 'family-friendly' in providing facilities that attract families to visit the centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	66.3%	199	75.0%	48	64.0%	151	61.3%	68	67.4%	64	70.7%	65	71.4%	70	63.9%	129
No	23.7%	71	12.5%	8	26.7%	63	28.8%	32	22.1%	21	19.6%	18	20.4%	20	25.2%	51
(Don't know / not sure)	10.0%	30	12.5%	8	9.3%	22	9.9%	11	10.5%	10	9.8%	9	8.2%	8	10.9%	22
Base:		300		64		236		111		95		92		98		202

Q17AWhy do you say that?
Those who think Barnsley Town Centre has family-friendly facilities at Q16

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Good facilities / shops for families	23.6%	47	20.8%	10	24.5%	37	26.5%	18	21.9%	14	21.5%	14	24.3%	17	23.3%	30
Friendly people / atmosphere	12.1%	24	22.9%	11	8.6%	13	2.9%	2	14.1%	9	18.5%	12	12.9%	9	11.6%	15
Good access / easy to get around with children	8.5%	17	10.4%	5	7.9%	12	7.4%	5	6.3%	4	10.8%	7	12.9%	9	6.2%	8
Good cafés / restaurants	5.0%	10	0.0%	0	6.6%	10	4.4%	3	1.6%	1	9.2%	6	2.9%	2	6.2%	8
Good specialist / familty-orientated markets	3.5%	7	6.3%	3	2.6%	4	1.5%	1	1.6%	1	7.7%	5	2.9%	2	3.9%	5
Lots of families are attracted to the town	3.0%	6	6.3%	3	2.0%	3	1.5%	1	0.0%	0	7.7%	5	4.3%	3	2.3%	3
Feels safe	1.5%	3	2.1%	1	1.3%	2	1.5%	1	1.6%	1	1.5%	1	4.3%	3	0.0%	0
Pedestrianised	1.5%	3	2.1%	1	1.3%	2	0.0%	0	4.7%	3	0.0%	0	2.9%	2	0.8%	1
(Don't know)	52.8%	105	41.7%	20	56.3%	85	61.8%	42	56.3%	36	41.5%	27	45.7%	32	56.6%	73
Other	0.5%	1	2.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Base:		199		48		151		68		64		65		70		129

Q17BWhy do you say that?
Those who think Barnsley Town Centre does not have family-friendly facilities at Q16

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Not enough facilities / activities for children	36.6%	26	25.0%	2	38.1%	24	37.5%	12	33.3%	7	38.9%	7	25.0%	5	41.2%	21
Unpleasant people loitering	4.2%	3	0.0%	0	4.8%	3	3.1%	1	9.5%	2	0.0%	0	10.0%	2	2.0%	1
(Don't know)	59.2%	42	75.0%	6	57.1%	36	59.4%	19	57.1%	12	61.1%	11	65.0%	13	56.9%	29
Other	2.8%	2	0.0%	0	3.2%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Base:		71		8		63		32		21		18		20		51

Q17C Why do you say that?

Those who are unsure as to whether Barnsley Town Centre has family-friendly facilities at Q16

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Has some facilities for families, but needs more	10.0%	3	12.5%	1	9.1%	2	0.0%	0	10.0%	1	22.2%	2	0.0%	0	13.6%	3
(Don't know)	90.0%	27	87.5%	7	90.9%	20	100.0%	11	90.0%	9	77.8%	7	100.0%	8	86.4%	19
Base:		30		8		22		11		10		9		8		22

LOC Location:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Peel Street	9.7%	29	12.5%	8	8.9%	21	12.6%	14	9.5%	9	6.5%	6	12.2%	12	8.4%	17
Peel Street / Wellington Street	12.7%	38	18.8%	12	11.0%	26	11.7%	13	14.7%	14	10.9%	10	12.2%	12	12.9%	26
Shambles Street / Market Hall	10.0%	30	12.5%	8	9.3%	22	11.7%	13	6.3%	6	12.0%	11	12.2%	12	8.9%	18
The Arcade	11.0%	33	6.3%	4	12.3%	29	10.8%	12	9.5%	9	13.0%	12	8.2%	8	12.4%	25
Kendray Street	15.0%	45	14.1%	9	15.3%	36	16.2%	18	10.5%	10	17.4%	16	9.2%	9	17.8%	36
Cheapside	19.0%	57	12.5%	8	20.8%	49	14.4%	16	26.3%	25	17.4%	16	22.4%	22	17.3%	35
Alhambra Centre	14.0%	42	14.1%	9	14.0%	33	13.5%	15	12.6%	12	16.3%	15	15.3%	15	13.4%	27
Wellington Street / Pall Mall	8.7%	26	9.4%	6	8.5%	20	9.0%	10	10.5%	10	6.5%	6	8.2%	8	8.9%	18
Base:		300		64		236		111		95		92		98		202

DAY Day of interview:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Monday	16.7%	50	17.2%	11	16.5%	39	20.7%	23	15.8%	15	10.9%	10	15.3%	15	17.3%	35
Tuesday	16.7%	50	15.6%	10	16.9%	40	18.9%	21	10.5%	10	20.7%	19	19.4%	19	15.3%	31
Wednesday	16.7%	50	12.5%	8	17.8%	42	12.6%	14	22.1%	21	16.3%	15	14.3%	14	17.8%	36
Thursday	16.7%	50	15.6%	10	16.9%	40	17.1%	19	15.8%	15	17.4%	16	15.3%	15	17.3%	35
Friday	16.7%	50	10.9%	7	18.2%	43	23.4%	26	13.7%	13	12.0%	11	20.4%	20	14.9%	30
Saturday	16.7%	50	28.1%	18	13.6%	32	7.2%	8	22.1%	21	22.8%	21	15.3%	15	17.3%	35
Base:		300		64		236		111		95		92		98		202

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
Male	21.3%	64	100.0%	64	0.0%	0	16.2%	18	24.2%	23	25.0%	23	27.6%	27	18.3%	37
Female	78.7%	236	0.0%	0	100.0%	236	83.8%	93	75.8%	72	75.0%	69	72.4%	71	81.7%	165
Base:		300		64		236		111		95		92		98		202

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
18 - 24 years	22.3%	67	14.1%	9	24.6%	58	60.4%	67	0.0%	0	0.0%	0	17.3%	17	24.8%	50
25 - 34 years	14.7%	44	14.1%	9	14.8%	35	39.6%	44	0.0%	0	0.0%	0	22.4%	22	10.9%	22
35 - 44 years	15.7%	47	9.4%	6	17.4%	41	0.0%	0	49.5%	47	0.0%	0	19.4%	19	13.9%	28
45 - 54 years	16.0%	48	26.6%	17	13.1%	31	0.0%	0	50.5%	48	0.0%	0	14.3%	14	16.8%	34
55 - 64 years	16.0%	48	23.4%	15	14.0%	33	0.0%	0	0.0%	0	52.2%	48	15.3%	15	16.3%	33
65+ years	14.7%	44	12.5%	8	15.3%	36	0.0%	0	0.0%	0	47.8%	44	10.2%	10	16.8%	34
(Refused)	0.7%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	1
Base:		300		64		236		111		95		92		98		202

SEG Occupation of Chief Wage Earner:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
AB	12.0%	36	18.8%	12	10.2%	24	12.6%	14	14.7%	14	8.7%	8	36.7%	36	0.0%	0
C1	20.7%	62	23.4%	15	19.9%	47	22.5%	25	20.0%	19	18.5%	17	63.3%	62	0.0%	0
C2	30.7%	92	29.7%	19	30.9%	73	24.3%	27	29.5%	28	40.2%	37	0.0%	0	45.5%	92
DE	36.7%	110	28.1%	18	39.0%	92	40.5%	45	35.8%	34	32.6%	30	0.0%	0	54.5%	110
Base:		300		64		236		111		95		92		98		202

ADU Number of adults

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
One	24.0%	72	31.3%	20	22.0%	52	16.2%	18	21.1%	20	35.9%	33	20.4%	20	25.7%	52
Two	51.0%	153	51.6%	33	50.8%	120	45.0%	50	51.6%	49	57.6%	53	56.1%	55	48.5%	98
Three	14.7%	44	12.5%	8	15.3%	36	21.6%	24	16.8%	16	4.3%	4	15.3%	15	14.4%	29
Four	9.0%	27	4.7%	3	10.2%	24	14.4%	16	9.5%	9	2.2%	2	6.1%	6	10.4%	21
Five or more	1.3%	4	0.0%	0	1.7%	4	2.7%	3	1.1%	1	0.0%	0	2.0%	2	1.0%	2
Base:		300		64		236		111		95		92		98		202

CHI Number of children 15 years and under:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
None	62.3%	187	75.0%	48	58.9%	139	40.5%	45	54.7%	52	95.7%	88	61.2%	60	62.9%	127
One	20.7%	62	15.6%	10	22.0%	52	32.4%	36	23.2%	22	4.3%	4	16.3%	16	22.8%	46
Two	13.3%	40	6.3%	4	15.3%	36	17.1%	19	22.1%	21	0.0%	0	17.3%	17	11.4%	23
Three	2.7%	8	3.1%	2	2.5%	6	7.2%	8	0.0%	0	0.0%	0	5.1%	5	1.5%	3
Four or more	1.0%	3	0.0%	0	1.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Base:		300		64		236		111		95		92		98		202

CAR Number of cars in household:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
None	36.3%	109	31.3%	20	37.7%	89	41.4%	46	26.3%	25	40.2%	37	22.4%	22	43.1%	87
One	37.0%	111	45.3%	29	34.7%	82	25.2%	28	44.2%	42	43.5%	40	40.8%	40	35.1%	71
Two	23.0%	69	18.8%	12	24.2%	57	28.8%	32	27.4%	26	12.0%	11	32.7%	32	18.3%	37
Three	2.7%	8	1.6%	1	3.0%	7	4.5%	5	1.1%	1	2.2%	2	3.1%	3	2.5%	5
Four or more	1.0%	3	3.1%	2	0.4%	1	0.0%	0	1.1%	1	2.2%	2	1.0%	1	1.0%	2
Base:		300		64		236		111		95		92		98		202

PC Postcode Sector

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	
DN14 8	0.7%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	2
DN3 2	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
EN8 6	0.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
HD8 8	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HD8 9	1.3%	4	0.0%	0	1.7%	4	0.0%	0	1.1%	1	3.3%	3	2.0%	2	1.0%	2
HD9 2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
LS12 2	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LS29 7	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
S2 2	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
S30 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
S35 4	0.7%	2	1.6%	1	0.4%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	2
S35 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S36 6	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
S36 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S36 8	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S36 9	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S63 0	0.7%	2	1.6%	1	0.4%	1	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
S63 6	0.7%	2	0.0%	0	0.8%	2	0.0%	0	2.1%	2	0.0%	0	1.0%	1	0.5%	1
S63 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
S63 8	0.7%	2	1.6%	1	0.4%	1	0.0%	0	2.1%	2	0.0%	0	1.0%	1	0.5%	1
S64 0	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S65 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S70 1	5.0%	15	4.7%	3	5.1%	12	9.0%	10	4.2%	4	1.1%	1	2.0%	2	6.4%	13
S70 2	2.7%	8	3.1%	2	2.5%	6	2.7%	3	3.2%	3	2.2%	2	1.0%	1	3.5%	7
S70 3	5.7%	17	4.7%	3	5.9%	14	8.1%	9	4.2%	4	4.3%	4	4.1%	4	6.4%	13
S70 4	3.3%	10	3.1%	2	3.4%	8	4.5%	5	2.1%	2	3.3%	3	1.0%	1	4.5%	9
S70 5	2.3%	7	0.0%	0	3.0%	7	2.7%	3	1.1%	1	3.3%	3	3.1%	3	2.0%	4
S70 6	5.7%	17	6.3%	4	5.5%	13	5.4%	6	5.3%	5	6.5%	6	4.1%	4	6.4%	13
S70 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
S70 8	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
S71 1	8.3%	25	7.8%	5	8.5%	20	8.1%	9	4.2%	4	13.0%	12	8.2%	8	8.4%	17
S71 2	4.3%	13	1.6%	1	5.1%	12	2.7%	3	4.2%	4	6.5%	6	4.1%	4	4.5%	9
S71 3	4.3%	13	7.8%	5	3.4%	8	3.6%	4	5.3%	5	4.3%	4	2.0%	2	5.4%	11
S71 4	3.3%	10	4.7%	3	3.0%	7	2.7%	3	2.1%	2	5.4%	5	3.1%	3	3.5%	7
S71 5	4.3%	13	1.6%	1	5.1%	12	4.5%	5	7.4%	7	1.1%	1	5.1%	5	4.0%	8
S72 0	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
S72 7	1.3%	4	1.6%	1	1.3%	3	1.8%	2	1.1%	1	1.1%	1	2.0%	2	1.0%	2
S72 8	6.7%	20	7.8%	5	6.4%	15	6.3%	7	6.3%	6	7.6%	7	7.1%	7	6.4%	13
S72 9	1.3%	4	1.6%	1	1.3%	3	0.9%	1	0.0%	0	3.3%	3	2.0%	2	1.0%	2
S73 0	4.3%	13	4.7%	3	4.2%	10	4.5%	5	3.2%	3	5.4%	5	5.1%	5	4.0%	8
S73 8	3.0%	9	4.7%	3	2.5%	6	0.9%	1	6.3%	6	2.2%	2	4.1%	4	2.5%	5
S73 9	2.3%	7	1.6%	1	2.5%	6	4.5%	5	2.1%	2	0.0%	0	1.0%	1	3.0%	6
S74 0	2.0%	6	6.3%	4	0.8%	2	2.7%	3	0.0%	0	3.3%	3	1.0%	1	2.5%	5
S74 6	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S74 8	0.7%	2	0.0%	0	0.8%	2	1.8%	2	0.0%	0	0.0%	0	1.0%	1	0.5%	1
S74 9	0.7%	2	1.6%	1	0.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	2
S75 1	0.7%	2	0.0%	0	0.8%	2	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.5%	1
S75 2	5.3%	16	1.6%	1	6.4%	15	5.4%	6	6.3%	6	4.3%	4	9.2%	9	3.5%	7
S75 3	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	2.0%	2	0.0%	0
S75 4	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
S75 5	3.0%	9	4.7%	3	2.5%	6	0.9%	1	6.3%	6	2.2%	2	8.2%	8	0.5%	1
S75 6	1.7%	5	1.6%	1	1.7%	4	1.8%	2	2.1%	2	1.1%	1	1.0%	1	2.0%	4
S76 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S9 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
WF11 9	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
WF17 7	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
WF4 2	0.7%	2	1.6%	1	0.4%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	2
WF4 3	1.0%	3	0.0%	0	1.3%	3	0.9%	1	1.1%	1	1.1%	1	2.0%	2	0.5%	1
WF7 1	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
WF7 7	0.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
WF9 2	0.7%	2	0.0%	0	0.8%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	2
WF9 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Base:		300		64		236		111		95		92		98		202

Column %ges.

APPENDIX 6

POPULATION AND EXPENDITURE BY ZONE, 2012

A - CONVENIENCE GOODS

B - COMPARISON GOODS

A - CONVENIENCE GOODS EXPENDITURE, 2012 (in 2012 prices)						
Zone	1	2	3	4	5	Total
	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Population	72,404	28,618	37,839	46,887	81,179	266,927
Expenditure per person	£1,760	£2,065	£1,746	£1,805	£1,714	
per cent of UK base of £1,969	89%	105%	89%	92%	87%	
Total expenditure (£m)	127.43	59.10	66.07	84.63	139.14	476.37
Source: Experian Retail Planner Report						
Total expenditure less						
non-store retail sales (2.1%)	124.75	57.86	64.68	82.85	136.22	466.36
Source: Experian Retail Planner Briefing Note 11 (October 2013)						
Proportion of spending on:						
main food shopping	81.2%	78.5%	79.9%	79.7%	79.6%	
top-up food shopping	18.8%	21.5%	20.1%	20.3%	20.4%	
Source: Household survey March 2014						
Amount of spending on:						
main food shopping	101.30	45.42	51.68	66.03	108.43	372.86
top-up food shopping	23.45	12.44	13.00	16.82	27.79	93.50
(excluding non-store retail)						

B - COMPARISON GOODS EXPENDITURE, 2012 (in 2012 prices)						
	1	2	3	4	5	Total
	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Population	72,404	28,618	37,839	46,887	81,179	266,927
Expenditure per person	£2,469	£3,355	£2,400	£2,560	£2,303	
c/f UK base of £2,921	85%	115%	82%	88%	79%	
Expenditure per person by goods						
category (including non-store retail)	£	£	£	£	£	
Clothing & Footwear	676	851	662	697	633	
Furniture, Carpets, etc	223	317	217	230	206	
DIY & Hardware	101	155	98	105	92	
Electrical Goods	435	607	403	453	407	
Other Non-Food Goods	1,034	1,425	1,020	1,075	965	
Total	2,469	3,355	2,400	2,560	2,303	
Total Expenditure						
(including non-store retail sales)	£m	£m	£m	£m	£m	£m
Clothing & Footwear	48.95	24.35	25.05	32.68	51.39	182.41
Furniture, Carpets, etc	16.15	9.07	8.21	10.78	16.72	60.94
DIY & Hardware	7.31	4.44	3.71	4.92	7.47	27.85
Electrical Goods	31.50	17.37	15.25	21.24	33.04	118.40
Other Non-Food Goods	74.87	40.78	38.60	50.40	78.34	282.98
Total	178.77	96.01	90.81	120.03	186.96	672.58
Total Expenditure						
(excluding non-store retail sales 10.5%)	£m	£m	£m	£m	£m	£m
Clothing & Footwear	43.81	21.80	22.42	29.25	45.99	163.26
Furniture, Carpets, etc	14.45	8.12	7.35	9.65	14.97	54.54
DIY & Hardware	6.54	3.97	3.32	4.41	6.68	24.92
Electrical Goods	28.19	15.55	13.65	19.01	29.57	105.96
Other Non-Food Goods	67.00	36.50	34.54	45.11	70.11	253.27
Total	160.00	85.93	81.28	107.43	167.32	601.96

APPENDIX 7

POPULATION AND EXPENDITURE FORECASTS

A - CONVENIENCE GOODS

B - COMPARISON GOODS

A - POPULATION AND EXPENDITURE FORECASTS, CONVENIENCE GOODS

Population Forecasts *					
Zone		**2012**	**2018**	**2023**	**2033**
1	Barnsley Central	72,404	75,636	78,264	82,069
2	Penistone/ Rural West	28,618	29,869	30,890	32,361
3	Hoyland/Wombwell	37,839	39,456	40,777	42,613
4	Royston/Barnsley North	46,887	48,889	50,519	52,757
5	Cudworth/Goldthorpe	81,179	84,692	87,552	91,516
Study Area total		266,927	278,542	288,002	301,316
Expenditure per person					
Zone		**Expenditure per person excluding non-store retailing ****			
		2012	**2018**	**2023**	**2033**
1	Barnsley Central	£1,723	£1,756	£1,818	£1,950
2	Penistone/ Rural West	£2,022	£2,060	£2,133	£2,287
3	Hoyland/Wombwell	£1,709	£1,742	£1,804	£1,934
4	Royston/Barnsley North	£1,767	£1,801	£1,865	£1,999
5	Cudworth/Goldthorpe	£1,678	£1,710	£1,771	£1,899
Total Expenditure on Convenience Goods (excluding non-store retailing) - £ million					
Zone		**2012**	**2018**	**2023**	**2033**
1	Barnsley Central	124.75	132.81	142.30	160.00
2	Penistone/ Rural West	57.86	61.54	65.90	74.02
3	Hoyland/Wombwell	64.68	68.73	73.55	82.42
4	Royston/Barnsley North	82.85	88.04	94.20	105.48
5	Cudworth/Goldthorpe	136.22	144.82	155.03	173.75
Study Area Total		466.36	495.94	530.98	595.68

* Source: Experian Retail Planner reports
** non-store retail sales in 2012 = 2.1% for convenience goods
growth rates for forecast years allow for changes in non-store retail sales

B - POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS

based on growth forecasts in Experian Retail Planner Briefing Note 11, October 2013

Population Forecasts *					
Zone		**2012**	**2018**	**2023**	**2033**
1	Barnsley Central	72,404	75,636	78,264	82,069
2	Penistone/ Rural West	28,618	29,869	30,890	32,361
3	Hoyland/Wombwell	37,839	39,456	40,777	42,613
4	Royston/Barnsley North	46,887	48,889	50,519	52,757
5	Cudworth/Goldthorpe	81,179	84,692	87,552	91,516
Study Area total		266,927	278,542	288,002	301,316

Expenditure per person					
Zone		**Expenditure per person excluding non-store retailing ****			
		2012	**2018**	**2023**	**2033**
1	Barnsley Central	£2,210	£2,506	£2,849	£3,791
2	Penistone/ Rural West	£3,003	£3,405	£3,871	£5,152
3	Hoyland/Wombwell	£2,148	£2,436	£2,769	£3,685
4	Royston/Barnsley North	£2,291	£2,598	£2,954	£3,931
5	Cudworth/Goldthorpe	£2,061	£2,337	£2,657	£3,536

Total Expenditure on Convenience Goods (excluding non-store retailing) - £ million					
Zone		**2012**	**2018**	**2023**	**2033**
1	Barnsley Central	160.00	189.51	222.95	311.15
2	Penistone/ Rural West	85.93	101.69	119.57	166.72
3	Hoyland/Wombwell	81.28	96.10	112.91	157.04
4	Royston/Barnsley North	107.43	127.01	149.21	207.39
5	Cudworth/Goldthorpe	167.32	197.93	232.64	323.64
Study Area Total		601.96	712.24	837.28	1,165.94

* Source: Experian Retail Planner reports

** non-store retail sales in 2012 = 10.5% for comparison goods

growth rates for forecast years allow for changes in non-store retail sales

B - POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS

based on lower expenditure growth forecasts in the period 2018-2033

Population Forecasts *

Zone		2012	2018	2023	2033
1	Barnsley Central	72,404	75,636	78,264	82,069
2	Penistone/ Rural West	28,618	29,869	30,890	32,361
3	Hoyland/Wombwell	37,839	39,456	40,777	42,613
4	Royston/Barnsley North	46,887	48,889	50,519	52,757
5	Cudworth/Goldthorpe	81,179	84,692	87,552	91,516
Study Area total		266,927	278,542	288,002	301,316

Expenditure per person

Zone		**Expenditure per person excluding non-store retailing ****			
		2012	**2018**	**2023**	**2033**
1	Barnsley Central	£2,210	£2,506	£2,794	£3,473
2	Penistone/ Rural West	£3,003	£3,405	£3,796	£4,719
3	Hoyland/Wombwell	£2,148	£2,436	£2,715	£3,376
4	Royston/Barnsley North	£2,291	£2,598	£2,896	£3,601
5	Cudworth/Goldthorpe	£2,061	£2,337	£2,606	£3,239

Total Expenditure on Convenience Goods (excluding non-store retailing) - £ million

Zone		2012	2018	2023	2033
1	Barnsley Central	160.00	189.51	218.63	285.00
2	Penistone/ Rural West	85.93	101.69	117.26	152.71
3	Hoyland/Wombwell	81.28	96.10	110.73	143.85
4	Royston/Barnsley North	107.43	127.01	146.33	189.96
5	Cudworth/Goldthorpe	167.32	197.93	228.14	296.44
Study Area Total		601.96	712.24	821.08	1,067.95

* Source: Experian Retail Planner reports

comparison goods growth rate from 2018 to 2033 reduced to 2.2% per annum

** non-store retail sales in 2012 = 10.5% for comparison goods

growth rates for forecast years allow for changes in non-store retail sales

APPENDIX 8: TURNOVER ESTIMATES, BARNSLEY TOWN CENTRE, 2012

CONVENIENCE TURNOVER ESTIMATE, BARNSLEY TOWN CENTRE, 2012

Main Food Shopping						
	1	2	3	4	5	Total
Main Food Market Shares	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Barnsley town centre:						
Iceland, Peel Street	0.4%					
Iceland, Alhambra Centre	1.1%		0.8%	0.6%	0.3%	
Lidl, Peel Street	1.1%					
Marks & Spencer	2.3%	7.9%		0.6%	0.3%	
Other shops, Barnsley town centre		1.0%			0.3%	
Town Centre Total	4.9%	8.9%	0.8%	1.1%	1.0%	
Total Main Food Spending by zone excluding non-store retail sales (£m)	101.30	45.42	51.68	66.03	108.43	372.86
Main food spending in town centre (£m)	4.99	4.05	0.40	0.76	1.07	11.27
Top-Up Food Shopping	1	2	3	4	5	Total
Top-up Food Market Shares	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Barnsley town centre:						
Iceland, Peel Street	1.0%					
Iceland, Alhambra Centre	4.7%	1.6%			1.5%	
Lidl, Peel Street	2.6%					
Marks & Spencer	1.0%	4.8%		1.6%	0.7%	
Other shops, Barnsley town centre	17.3%	1.6%	5.5%	4.0%	10.9%	
Town Centre Total	26.7%	7.9%	5.5%	5.6%	13.1%	
Total Top-up Food Spending by zone excluding non-store retail sales (£m)	23.45	12.44	13.00	16.82	27.79	93.50
Top-up food spending in town centre (£m)	6.26	0.99	0.71	0.93	3.65	12.55
Total Convenience Expenditure	124.75	57.86	64.68	82.85	136.22	466.36
Total Convenience Spending in Barnsley town centre (£m)	11.25	5.03	1.12	1.69	4.72	23.82
Market share of Barnsley town centre	9.0%	8.7%	1.7%	2.0%	3.5%	5.1%

COMPARISON TURNOVER ESTIMATE, BARNSLEY TOWN CENTRE, 2012						
	1	2	3	4	5	Total
Comparison Goods, Barnsley Town Centre excluding non-store retail sales	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Clothes and footwear						
Market shares	39.7%	26.8%	21.6%	39.1%	27.3%	
Total spending by zone	43.81	21.80	22.42	29.25	45.99	163.27
Spending in town centre	17.38	5.84	4.85	11.42	12.54	52.04
Furniture and carpets						
Market shares	39.5%	29.4%	13.4%	34.7%	27.6%	
Total spending by zone	14.45	8.12	7.35	9.65	14.97	54.54
Spending in town centre	5.71	2.39	0.99	3.35	4.13	16.57
DIY and hardware						
Market shares	35.3%	7.1%	5.5%	27.7%	14.2%	
Total spending by zone	6.54	3.97	3.32	4.41	6.68	24.92
Spending in town centre	2.31	0.28	0.18	1.22	0.95	4.94
Electrical goods						
Market shares	45.2%	21.9%	13.0%	39.8%	22.6%	
Total spending by zone	28.19	15.55	13.65	19.01	29.57	105.97
Spending in town centre	12.75	3.41	1.78	7.57	6.70	32.20
Other non-food goods						
Market shares	50.3%	30.8%	19.4%	55.7%	28.2%	
Total spending by zone	67.00	36.50	34.54	45.11	70.11	253.26
Spending in town centre	33.68	11.23	6.72	25.13	19.75	96.50
Total Comparison Expenditure	159.99	85.94	81.28	107.43	167.32	601.96
Total Comparison Spending in Barnsley town centre (£m)	71.82	23.15	14.51	48.70	44.07	202.26
Market share of Barnsley town centre	44.9%	26.9%	17.9%	45.3%	26.3%	33.6%

APPENDIX 9

CAPACITY ANALYSIS, BARNSLEY TOWN CENTRE

A - CONVENIENCE GOODS

B - COMPARISON GOODS

SCENARIO 1
CONSTANT MARKET SHARE OF BARNSLEY TOWN CENTRE
(based on expenditure growth and assuming no new development)

SCENARIO 2
INCLUDING A NET INCREASE IN RETAIL FLOORSPACE IN THE BARNSLEY MARKETS PROJECT
(and assuming a small increase in the retention level for comparison goods)

SCENARIO 3
SMALLER INCREASE IN MARKET SHARE OF BARNSLEY TOWN CENTRE
(based on current proposals for Markets project)
AND LOWER EXPENDITURE GROWTH 2018-2033 IN COMPARISON GOODS

A. CAPACITY ANALYSIS, CONVENIENCE GOODS, BARNSLEY TOWN CENTRE

Scenario 1: Constant market share of Barnsley town centre
(based on expenditure growth and assuming no new development)

Barnsley Catchment Area (2012 prices)

	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	466.36	495.94	530.98	595.68
Existing Turnover in Town Centre (£m) [2]	75.37	-	-	-
Retention level [3]	16.2%	16.2%	16.2%	16.2%
Future Expenditure Retained (£m)	75.37	80.34	86.02	96.50
less Future Turnover of Existing Shops (£m) [4]	75.37	75.37	75.37	75.37
Surplus Capacity (£m)	0.00	4.97	10.65	21.13
less Commitments (£m) [5]	-	-	-	-
Residual Capacity (£m)	0.00	4.97	10.65	21.13
Sales per sq.m. net in new shops (£) [6]	12,000	12,000	12,000	12,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	nil	414	887	1,761
gross floorspace [7]	nil	592	1,268	2,515

[1] Expenditure excludes non-store retailing (see Appendix 7)

[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)

[3] assuming constant market share (no increase in retention level)

[4] assuming no increase in sales density (Experian Retail Planner Briefing Note 11, October 2013)

[5] No commitments in convenience goods in Barnsley town centre

[6] typical net sales density for new foodstore developments

[7] assuming net/gross floorspace ratio of 70%

A. CAPACITY ANALYSIS, CONVENIENCE GOODS, BARNSLEY TOWN CENTRE

Scenario 2: Including a small amount of convenience floorspace in the Barnsley Markets project and no increase in retention level for convenience goods

Barnsley Catchment Area (2012 prices)

	2012	**2018**	**2023**	**2033**
Residents' Expenditure (£m) [1]	466.36	495.94	530.98	595.68
Existing Turnover in Town Centre (£m) [2]	75.37	-	-	-
Retention level [3]	16.2%	16.2%	16.2%	16.2%
Future Expenditure Retained (£m)	75.37	80.34	86.02	96.50
less Future Turnover of Existing Shops (£m) [4]	75.37	75.37	75.37	75.37
Surplus Capacity (£m)	0.00	4.97	10.65	21.13
less Commitments (£m) [5]	-	1.15	1.15	1.15
Residual Capacity (£m)	0.00	3.82	9.50	19.98
Sales per sq.m. net in new shops (£) [6]	12,000	12,000	12,000	12,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	nil	319	792	1,665
gross floorspace [7]	nil	455	1,131	2,379

[1] Expenditure excludes non-store retailing (see Appendix 7)

[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)

[3] assuming no increase in retention level in convenience goods

[4] assuming no increase in sales density (Experian Retail Planner Briefing Note 11, October 2013)

[5] Estimated net increase in convenience turnover in Markets project of £1.15m (see Appendix10)

[6] typical net sales density for new foodstore developments

[7] assuming net/gross floorspace ratio of 70%

B. CAPACITY ANALYSIS, COMPARISON GOODS, BARNSLEY TOWN CENTRE

Scenario 1: Constant market share of Barnsley town centre
(based on expenditure growth and assuming no new development)

Barnsley Catchment Area (2012 prices)

	2012	**2018**	**2023**	**2033**
Residents' Expenditure (£m) [1]	601.96	712.24	837.28	1165.94
Existing Turnover in Town Centre (£m) [2]	200.58	-	-	-
Retention level [3]	33.3%	33.3%	33.3%	33.3%
Future Expenditure Retained (£m)	200.58	237.18	278.81	388.26
Visitor Expenditure (£m) [4]	10.03	11.86	13.94	19.41
Total Available Expenditure	210.61	249.03	292.75	407.67
less Future Turnover of Existing Shops (£m) [5]	200.58	225.89	249.40	304.01
Surplus Capacity (£m)	10.03	23.15	43.36	103.66
less Commitments (£m) [6]	-	-	-	-
Residual Capacity (£m)	10.03	23.15	43.36	103.66
Sales per sq.m. net in new shops (£) [7]	5,000	5,000	5,000	5,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	2,006	4,630	8,672	20,732
gross floorspace [8]	2,865	6,614	12,388	29,617

[1] Expenditure excludes non-store retailing (see Appendix 7)

[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)

[3] assuming constant market share (no increase in retention level)

[4] visitor spending is estimated to be an additional 5% of residents' spending

[5] assuming increase in sales density of 2% per annum
(Experian Retail Planner Briefing Note 11, October 2013)

[6] No commitments in convenience goods in Barnsley town centre

[7] typical net sales density for new town centre retail floorspace

[8] assuming net/gross floorspace ratio of 70%

B. CAPACITY ANALYSIS, COMPARISON GOODS, BARNSLEY TOWN CENTRE

Scenario 2: Small increase in market share of Barnsley town centre (based on current proposals for the Barnsley Markets project)

Barnsley Catchment Area (2012 prices)

	2012	**2018**	**2023**	**2033**
Residents' Expenditure (£m) [1]	601.96	712.24	837.28	1165.94
Existing Turnover in Town Centre (£m) [2]	200.58	-	-	-
Retention level [3]	33.3%	33.8%	33.8%	33.8%
Future Expenditure Retained (£m)	200.58	240.74	283.00	394.09
Visitor Expenditure (£m) [4]	10.03	12.04	14.15	19.70
Total Available Expenditure	210.61	252.77	297.15	413.79
less Future Turnover of Existing Shops (£m) [5]	200.58	225.89	249.40	304.01
Surplus Capacity (£m)	10.03	26.89	47.75	109.78
less Commitments (£m) [6]	-	10.35	10.35	10.35
Residual Capacity (£m)	10.03	16.54	37.40	99.43
Sales per sq.m. net in new shops (£) [7]	5,000	5,000	5,000	5,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	2,006	3,308	7,481	19,886
gross floorspace [8]	2,865	4,725	10,687	28,409

[1] Expenditure excludes non-store retailing (see Appendix 7)

[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)

[3] assuming an increase in retention level in comparison goods to 33.8% based on the Markets project attracting one-third of its comparison turnover from clawback of leakage

[4] visitor spending is estimated to be an additional 5% of residents' spending

[5] assuming increase in sales density of 2% per annum (Experian Retail Planner Briefing Note 11, October 2013)

[6] Commitments: Markets project - net increase in comparison turnover of £10.35 (see Appendix 10)

[7] typical net sales density for new town centre retail floorspace

[8] assuming net/gross floorspace ratio of 70%

B. CAPACITY ANALYSIS, COMPARISON GOODS, BARNSLEY TOWN CENTRE

Scenario 3:Smaller increase in market share of Barnsley town centre (based on current proposals for the Barnsley Markets project) and lower expenditure growth in comparison goods 2018-2033

Barnsley Catchment Area (2012 prices)

	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	601.96	712.24	821.08	1067.95
Existing Turnover in Town Centre (£m) [2]	200.58	-	-	-
Retention level [3]	33.3%	33.5%	33.5%	33.5%
Future Expenditure Retained (£m)	200.58	238.60	275.06	357.76
Visitor Expenditure (£m) [4]	10.03	11.93	13.75	17.89
Total Available Expenditure	210.61	250.53	288.81	375.65
less Future Turnover of Existing Shops (£m) [5]	200.58	225.89	249.40	304.01
Surplus Capacity (£m)	10.03	24.64	39.42	71.64
less Commitments (£m) [6]	-	10.35	10.35	10.35
Residual Capacity (£m)	10.03	14.29	29.07	61.29
Sales per sq.m. net in new shops (£) [7]	5,000	5,000	5,000	5,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	2,006	2,859	5,814	12,258
gross floorspace [8]	2,865	4,084	8,305	17,511

[1] Expenditure excludes non-store retailing (see Appendix 7)
Expenditure growth 2018-2033 reduced to 2.2% per annum

[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)

[3] assuming a smaller increase in the retention level for comparison goods to 33.5%

[4] visitor spending is estimated to be an additional 5% of residents' spending

[5] assuming increase in sales density of 2% per annum
(Experian Retail Planner Briefing Note 11, October 2013)

[6] Commitments: Markets project - net increase in comparison turnover of £10.35m
(see Appendix 10)

[7] typical net sales density for new town centre retail floorspace

[8] assuming net/gross floorspace ratio of 70%

APPENDIX 10: BARNSLEY MARKETS PROJECT - TURNOVER ESTIMATES				
Existing Development				
Units	Existing Gross Floorspace (sq.m. GIA)	Net Retail Floorspace (sq.m.)	Sales Density (£ per sq.m. net)	Estimated Turnover (£ million)
Retail Units	9,300	6,500	£4,000	26.00
Markets	7,100	4,000	£3,500	14.00
Total	16,400	10,500	-	40.00
Proposed Scheme 2014 (Retail Floorspace)				
Units	Proposed Gross Floorspace (sq.m. GIA)	Net Retail Floorspace (sq.m.)		
Retail Units [1]	10,500	7,500		
Market Hall [2]	6,000	4,000		
Total	16,500	11,500		
Convenience Goods		Net Retail Floorspace (sq.m.)	Sales Density (£ per sq.m. net)	Estimated Turnover (£ million)
Convenience goods floorspace [3]		750	£5,000	3.75
Market Hall [4]		2,000	£3,500	7.00
Total		2,750	-	10.75
Comparison Goods		Net Retail Floorspace (sq.m.)	Sales Density (£ per sq.m. net)	Estimated Turnover (£ million)
Comparison Goods Shops		6,750	£5,000	33.75
Market Hall		2,000	£3,500	7.00
Total		8,750	-	40.75
Net Increase in Turnover		Existing Turnover (£m)	Turnover of Proposed Scheme (£m)	Net Increase in Turnover (£m)
Convenience Goods [5]		9.60	10.75	1.15
Comparison Goods		30.40	40.75	10.35
Total		40.00	51.50	11.50
Turnover figures in 2012 prices				
[1] New development (excluding Market Hall) up to 21,000 sq.ft.				
Gross floorspace estimated to be half of the total proposed = 10,500 sq.ft				
and assuming net/gross floorspace ratio of 70%				
[2] Market Hal: gross floorspace based on footprint of Markets project				
[3] assuming convenience goods represents 10% of the net floorspace in the retail units				
[4] assuming convenience goods represents 50% of the net floorspace in the Market Hall				
[5] assuming 10% of existing turnover of the retail units in convenience goods				
and 50% of theexisting turnover of the market in convenience goods				

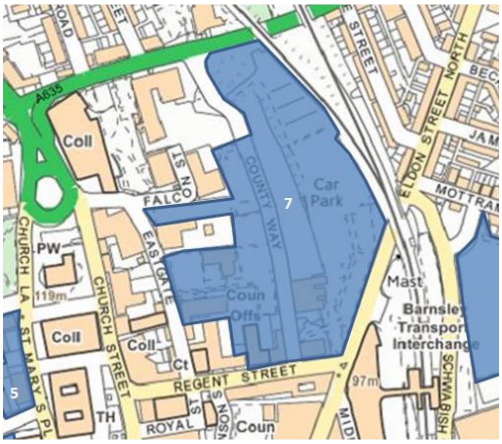
APPENDIX 11

BARNSLEY TOWN CENTRE

SITE APPRAISALS

Barnsley Town Centre
Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Courthouse	**Site Reference**	BTC001
Existing Land Use	The majority of the site is currently occupied by Council owned surface level public car parking. The car parks are extremely well-used and perform an important function for the wider town centre in this regard. The recently constructed Digital Media Centre and The Core lie towards the southern edge of the site. There are existing commercial uses to the southern edge of the site fronting onto Regent Street and there are also buildings associated with Barnsley College to the west fronting onto Eastway.		
Surrounding Land Uses	The railway line forms a strong physical boundary to the eastern edge of the site and the main Transport Interchange lies to the south east. The area to the east of the site is generally characterised by a range of education, civic and office uses and the Primary Shopping Area of the Town Centre lies to the south.		
Location Plan & Site Photograph			



SITE SUITABILITY			
Policy Considerations			**Comments**
Existing Development Plan Allocation			The site lies within the Northern Office / Education / Civic Area and includes a number of areas designated as Public Car Parks
Retail Policy Status	**Yes**	**No**	
In-Centre	X		The site is classed as in-centre for non-retail uses.
Edge-of-Centre	X		The site would be classed as edge-of-centre for retail purposes.
Out-of Centre		X	

Edge of Centre and Out of Centre Sites Only	
Connectivity with Centre	There are strong pedestrian linkages with the wider town centre from the site and as such the Courthouse area is considered to have excellent connectivity with the wider town centre, highlighted by the popularity of the existing public car parks
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	The southern part of the site lies within the Conservation Area and there are also a number of Grade II listed buildings located to the south of the site (Courthouse; 14 & 16 Regent Street; 8-10 Regent Street).
Physical Limitations	
Transport / Access	There are not considered to be any transport / access issues that would prevent the site coming forward for redevelopment.
Flood Risk	The site is located in Flood Zone 1
Contamination	N/A
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the railway line forming the eastern boundary of the site.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None.
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies to the south east of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	There are strong pedestrian linkages with the wider town centre from the site, highlighted by the popularity of the existing public car parks.

SITE AVAILABILITY	
	Comments
Is the site subject to multiple ownerships?	The Courthouse site is in multiple ownership, although the vast majority of the site is owned by the LPA
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?	No
Are there any existing uses that would need to be relocated to facilitate development?	It is considered that the redevelopment of the site can proceed without any major relocation requirements. However, the site performs an extremely important car parking role for the wider

			town centre and it is therefore important that any loss of car parking is offset (e.g. through provision of multi-storey car parking).
Current Planning Status	**Yes**	**No**	
Under Construction		X	N/A
Benefits from extant planning permission for main town centre uses		X	N/A
Planning permission previously refused for main town centre uses		X	N/A
Benefits from extant planning permission for other uses (e.g. residential)		X	N/A

Details of Planning Permission	LPA Reference	N/A
	Description of Development	N/A
	Date of Decision	N/A
	Expiry Date	N/A

CONCLUSIONS	
Can the site be considered suitable and available for main town centre uses?	The site lies to the northern edge of the Primary Shopping Area and currently accommodates a number of existing main town centre uses. It is therefore considered that the site is entirely suitable in principle for redevelopment, although the site currently performs an important function for the wider town centre through the provision of significant areas of parking and, as such, it is considered that the loss of any surface level car parking through redevelopment will need to be offset. It is considered that the southern parts of the site may offer some potential to accommodate retail development in view of the fact that the southern part of the site is the most closely related to the primary shopping area. Potential Uses: ▪ Retail ▪ Education & Community Uses ▪ Residential ▪ Offices ▪ Multi-Storey Car Parking

England & Lyle
Chartered Town Planners

Barnsley Town Centre
Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Transport Interchange / Yorkshire Electricity	Site Reference	BTC002
Existing Land Use	Cleared former depot site		
Surrounding Land Uses	There are existing two-storey terraced houses to the north of the site along Mottram Street. Harborough Hill Road forms the eastern boundary of the site beyond which lies residential development. The Barnsley Transport Interchange lies to the west of the site beyond Schwabish Gmund Way. The southern boundary adjoins an electricity substation, beyond which lies Gala Bingo.		
Location Plan & Site Photograph			

SITE SUITABILITY			
Policy Considerations			Comments
Existing Development Plan Allocation			The main body of the site Is identified as a Development Site, although the western section of the site forms part of the Transport Interchange designation.
Retail Policy Status	Yes	No	
In-Centre	X		The site is classed as in-centre for non-retail uses
Edge-of-Centre	X		The site is classed as edge of centre for retail purposes.
Out-of Centre		X	
Edge of Centre and Out of Centre Sites Only			
Connectivity with Centre			There are footpaths on either side of Schwabish Gmund Way which provide linkages to the wider

	town centre to the south, although the railway line acts as a significant physical barrier. There is a level crossing approximately 190m to the south of the site, which enables pedestrians to safely cross the railway line and, as such, the site is considered to enjoy reasonable linkages with the town centre.
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A
Physical Limitations	
Transport / Access	It appears unlikely that access to the site could be achieved from Harborough Hill Road and, as such, it is assumed that access would be taken from Schwabish Gmund Way to the west.
Flood Risk	The site is located in Flood Zone 1
Contamination	The previous use of the site is likely to have caused contamination and any future proposals would need to be accompanied by appropriate Contaminated Land Assessments.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the presence of Harborough Hill Road, which forms the eastern boundary of the site. Furthermore, there is a fall in levels between the site and Schwabish Gmund Way to the west.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	There are existing residential properties to the north on Mottram Street.
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies to the south east of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	There are footpaths on either side of Schwabish Gmund Way which provide linkages to the wider town centre to the south. There is a level crossing approximately 190m to the south of the site, which enables pedestrians to safely cross the railway line.

SITE AVAILABILITY	
	Comments
Is the site subject to multiple ownerships?	No – it is understood that the site is owned by Npower.
Is the site being actively marketed for sale or has	No

England & Lyle

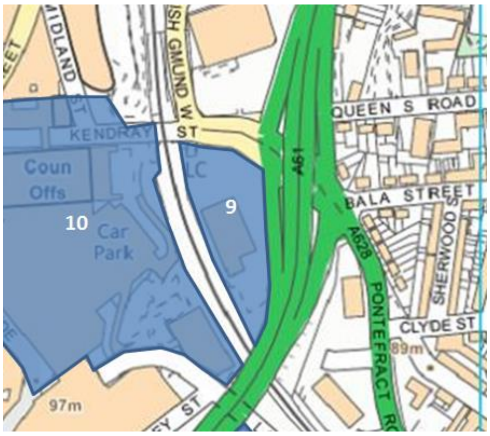
the landowner shown a willingness to sell?			
Are there any existing uses that would need to be relocated to facilitate development?			No
Current Planning Status	**Yes**	**No**	
Under Construction		X	N/A
Benefits from extant planning permission for main town centre uses		X	Whilst there is not an extant permission for main town centre uses, planning permission has previously been granted for a non-food bulky goods retail development (LPA Ref. 2010/1431). However, this consent was never implemented.
Planning permission previously refused for main town centre uses		X	N/A
Benefits from extant planning permission for other uses (e.g. residential)		X	N/A
Details of Planning Permission	LPA Reference		N/A
	Description of Development		N/A
	Date of Decision		N/A
	Expiry Date		N/A
CONCLUSIONS			
Can the site be considered suitable and available for main town centre uses?			The site lies approximately 200m to the north east of the Primary Shopping Area and, whilst the railway line acts as a strong physical barrier between the site and the wider town centre, a level crossing lies 190m to the south of the site to facilitate connectivity with the wider town centre. The site also lies in extremely close proximity to Barnsley Public Transport Interchange and therefore occupies a highly accessible location. There are no physical, heritage or amenity issues that are considered likely to prevent the site coming forward for redevelopment, although, in view of the previous use of the site, any future proposals would need to be accompanied by appropriate Contaminated Land Assessments. The site is therefore considered to be entirely suitable for redevelopment. Potential Uses: ▪ Education & Community Uses ▪ Residential ▪ Offices ▪ Transport Uses associated with neighbouring Transport Interchange ▪ Car Parking

England & Lyle
Chartered Town Planners

Barnsley Town Centre
Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Former CEAG site, Land South of Jumble Street	**Site Reference**	BTC003
Existing Land Use	Cleared former depot site		
Surrounding Land Uses	The site is roughly triangular in shape and the western boundary is formed by the railway line, beyond which lies Barnsley Market and the wider Primary Shopping Area of the town centre. The eastern boundary adjoins a slip road off Harborough Hill Road and the northern boundary is formed by Kendray Street. There is a level crossing at the junction between Kendray Street and the railway line, which enables vehicular and pedestrian traffic to cross the railway.		

Location Plan & Site Photograph



SITE SUITABILITY			
Policy Considerations			**Comments**
Existing Development Plan Allocation			The site lies within the defined Town Centre boundary and an area of land within the eastern part of the site is also designated as a Development Site.
Retail Policy Status	**Yes**	**No**	
In-Centre	X		The site is classed as in-centre for non-retail purposes.
Edge-of-Centre	X		The site is edge of centre for retail purposes.
Out-of Centre		X	
Edge of Centre and Out of Centre Sites Only			
Connectivity with Centre			There is a footpath to the southern edge of Kendray

	Street, which provides linkages to the wider town centre to the west. Whilst the railway line acts as a physical barrier between the site and the town centre, there is a level crossing adjacent to the site which enables pedestrians to safely cross the railway line and, as such, the site enjoys a strong degree of connectivity with the town centre.
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A
Physical Limitations	
Transport / Access	There is an existing access point located towards the north western corner of the site and it is not considered that there would be any transport / access issues that would prevent the redevelopment of the site coming forward.
Flood Risk	The site is located in Flood Zone 1
Contamination	There is potential that previous uses of the site may have caused contamination and any future proposals would need to be accompanied by appropriate Contaminated Land Assessments.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the presence of Harborough Hill Road and the railway line, which form the eastern and western boundaries of the site respectively.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies approximately 70m to the north west of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	There is a footpath to the southern edge of Kendray Street, which provides linkages to the wider town centre to the west. Whilst the railway line acts as a physical barrier between the site and the town centre, there is a level crossing adjacent to the site which enables pedestrians to safely cross the railway line.

SITE AVAILABILITY			
			Comments
Is the site subject to multiple ownerships?			The site is owned by the LPA
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?			No
Are there any existing uses that would need to be relocated to facilitate development?			No
Current Planning Status	**Yes**	**No**	
Under Construction		X	N/A
Benefits from extant planning permission for main town centre uses		X	N/A
Planning permission previously refused for main town centre uses		X	N/A
Benefits from extant planning permission for other uses (e.g. residential)		X	N/A
Details of Planning Permission	LPA Reference		N/A
	Description of Development		N/A
	Date of Decision		N/A
	Expiry Date		N/A

CONCLUSIONS	
Can the site be considered suitable and available for main town centre uses?	The site lies to the direct east of the Primary Shopping Area and, whilst the railway line acts as a strong physical barrier between the site and the wider town centre, the existing level crossing facilitates connectivity with the wider town centre. The site also lies in extremely close proximity to Barnsley Public Transport Interchange and therefore occupies a highly accessible location. There are no physical, heritage or amenity issues that are considered likely to prevent the site coming forward for redevelopment, although, in view of the previous use of the site, any future proposals would need to be accompanied by appropriate Contaminated Land Assessments. The site is therefore considered to be entirely suitable for redevelopment. Potential Uses: ▪ Retail ▪ Multi Storey Car Park ▪ Leisure

	▪ Offices ▪ Transport related uses

Barnsley Town Centre
Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Marketplace	**Site Reference**	BTC004
Existing Land Use	The site lies at the heart of the town centre, adjacent to Market Parade, May Day Green, Cheapside and Midland Street. The site accommodates the Metropolitan Centre in which the markets are located, retail units fronting onto Cheapside, former Council offices, multi-storey car and surface-level car parking and the former Zone Ice premises.		
Surrounding Land Uses	The site lies at the heart of the primary shopping area of the town centre and the surrounding area therefore accommodates a range of retail and commercial uses, including the Alhambra Centre which lies to the direct south of the site. The railway line forms the eastern boundary of the site and the Barnsley Public Transport Interchange lies to the direct north of the site.		
Location Plan & Site Photograph			

SITE SUITABILITY			
Policy Considerations			**Comments**
Existing Development Plan Allocation			The site lies within the defined Town Centre boundary and forms part of the Principal Shopping Frontage
Retail Policy Status	**Yes**	**No**	
In-Centre	X		The site forms part of the defined Principal Shopping Frontage and is therefore classed as in-centre in retail policy terms.
Edge-of-Centre		X	
Out-of Centre		X	

Edge of Centre and Out of Centre Sites Only	
Connectivity with Centre	N/A
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A
Physical Limitations	
Transport / Access	There is an existing vehicular access point to the rear of the site from Llambra Street that provides vehicular access to the existing car parks, as well as access for service vehicles and it is assumed that these arrangements would be retained as part of any future redevelopment proposals. There are not considered to be any transport / access issues that would prevent the redevelopment of the site coming forward.
Flood Risk	The site is located in Flood Zone 1
Contamination	No significant contamination issues.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the presence of the railway line, which forms the eastern boundary of the site.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies to the direct north of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	The site is located within the pedestrianised heart of Barnsley Town Centre and therefore enjoys excellent pedestrian connectivity. It is however considered that new / improved pedestrian linkages with the wider town centre could be provided as part of any future redevelopment.

SITE AVAILABILITY	
	Comments
Is the site subject to multiple ownerships?	The site is currently in multiple ownership, however, it is likely that it will soon be entirely owned by the LPA as negotiations are at an advanced stage.
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?	The site has been identified as a long term redevelopment option and there is a clear intention to bring forward redevelopment.

Are there any existing uses that would need to be relocated to facilitate development?	The site currently accommodates the market and a number of retail units and the redevelopment of the site will need to be phased and undertaken in consultation with existing tenants.

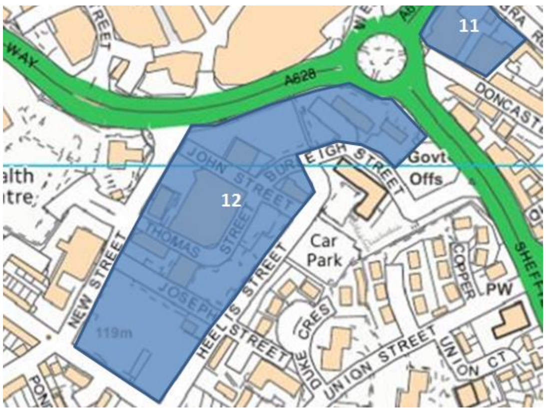
Current Planning Status		Yes	No	
Under Construction			X	N/A
Benefits from extant planning permission for main town centre uses		X		Planning permission was granted for the comprehensive redevelopment of the site in September 2011 (see below).
Planning permission previously refused for main town centre uses			X	N/A
Benefits from extant planning permission for other uses (e.g. residential)			X	N/A
Details of Planning Permission	LPA Reference			2011/0714
	Description of Development			Mixed use redevelopment comprising of demolition of existing buildings on application site and replacement with retail and leisure elements, including new market, multi-storey car park and surface level car park, new pedestrian routes, public realm, means of access and landscaping.
	Date of Decision			7th September 2011
	Expiry Date			7th September 2014

CONCLUSIONS	
Can the site be considered suitable and available for main town centre uses?	The site lies at the heart of the primary shopping area and constitutes the key regeneration opportunity within the town centre. The site enjoys extant planning permission for a mixed-use scheme and is therefore clearly suitable and available for redevelopment for main town centre uses. It is considered that the redevelopment of the site provides an opportunity to provide new links to and within the town centre and the creation of an improved public realm, including the provision of a new high quality public space. Potential Uses: ▪ Retail (including replacement market) ▪ Leisure ▪ Offices ▪ Cultural / Community ▪ Car Parking

Barnsley Town Centre
Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Heelis Street & New Street	**Site Reference**	BTC005
Existing Land Use	The site lies to the south of Westway to the southern edge of Barnsley Town Centre. New Street and Heelis Street form the western and eastern boundaries of the site respectively and are linked by Joseph Street, Thomas Street and John Street, which run through the site. There are existing office buildings and a surface level car park towards the north eastern corner of the site, adjacent to Westway. There is a large vacant warehouse building that was previously occupied by Gala Bingo towards the northern edge of the site and a range of retail warehouse and light industrial units within the northern and central parts of the site. The southern parts of the site are predominantly cleared parcels of land and are currently occupied by a hand car wash and surface level car parking.		
Surrounding Land Uses	The northern boundary of the site is formed by Westway beyond which lies the primary shopping area of Barnsley Town Centre. Morrisons and the associated petrol filling station lies to the west of the site beyond New Street and the New Street Health Centre also lies to the west. There is existing residential development to the south beyond Princess Street and there is also further housing to the east beyond Heelis Street.		

Location Plan & Site Photograph



SITE SUITABILITY	
Policy Considerations	**Comments**
Existing Development Plan Allocation	The site lies within the defined Town Centre boundary and the Southern Development Area. A number of Development Sites are designated within

			the site.
Retail Policy Status	**Yes**	**No**	
In-Centre	X		The site is in-centre for non-retail purposes
Edge-of-Centre	X		The site is edge of centre for retail purposes.
Out-of Centre		X	
Edge of Centre and Out of Centre Sites Only			
Connectivity with Centre			Westway acts as a physical barrier between the site and the wider town centre, however, pedestrian crossings are available and, as such, the site is considered to enjoy relatively good pedestrian connectivity with the wider town centre.
Heritage Considerations			
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)			N/A
Physical Limitations			
Transport / Access			It is not anticipated that there would be any significant transport / access issues that would prevent the redevelopment of the site coming forward, although the presence of existing public highways running through the site will need to be considered.
Flood Risk			The site is located in Flood Zone 1
Contamination			The existing uses of the site may have caused contamination issues and any future proposals will need to be accompanied by appropriate Contaminated Land Assessments.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)			There is a significant rise in levels across the site from Westway towards the south eastern corner of the site. The provision of any noise sensitive developments would need to pay regard to the presence of the A61, which forms the northern boundary of the site.
Amenity Considerations			
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?			None
Accessibility			
Public Transport Infrastructure			There are existing bus stops located within easy walking distance of the site, which offer regular services to a range of local destinations.
Pedestrian Environment			Westway acts as a physical barrier between the site and the wider town centre, however, pedestrian crossings are available and, as such, the site is considered to enjoy relatively good pedestrian connectivity with the wider town centre.

SITE AVAILABILITY				
				Comments
Is the site subject to multiple ownerships?				The site is in multiple ownership, although the LPA owns a large part of the site.
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?				No
Are there any existing uses that would need to be relocated to facilitate development?				There are a number of existing uses occupying the site and land ownership / tenancy issues will need to be resolved before the comprehensive redevelopment of the site can be brought forward.
Current Planning Status		Yes	No	
Under Construction			X	N/A
Benefits from extant planning permission for main town centre uses		X		Extant planning permission for a superstore development (see below)
Planning permission previously refused for main town centre uses			X	N/A
Benefits from extant planning permission for other uses (e.g. residential)			X	N/A
Details of Planning Permission	LPA Reference			2012/0196
	Description of Development			Erection of new superstore with associated petrol filling station, car parking, access, servicing and landscaping
	Date of Decision			6th September 2012
	Expiry Date			6th September 2015
CONCLUSIONS				
Can the site be considered suitable and available for main town centre uses?				The site lies to the southern edge of Barnsley Town Centre and is currently occupied by a range of office, retail warehouse and light industrial uses. There are also a number of vacant units and large areas of cleared land within the site, which contribute to the area having a relatively rundown appearance. Whilst Westway acts as a physical barrier between the site and the wider town centre, there are pedestrian crossings available which ensures that the site enjoys relatively good connectivity with the centre. The site occupies a prominent position adjacent to Westway, however, due to the presence of a number of vacant units, cleared sites and premises in poor repair, the site does little to enhance the visual amenity of the

	wider area. The comprehensive redevelopment of the site therefore provides an opportunity to improve the visual appearance of the site, with particular reference to the prominent frontage adjoining Westway. There are no physical, heritage or amenity issues that are considered likely to prevent the site coming forward for redevelopment, although there is a substantial rise in levels across the site from Westway towards the south eastern corner of the site. There are a number of existing uses occupying the site and land ownership / tenancy issues will need to be resolved before the comprehensive redevelopment of the site can be brought forward. Potential Uses: ▪ Retail ▪ Offices ▪ Leisure ▪ Residential