



# Blaenau Gwent County Borough Council

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# Blaenau Gwent County Borough Council

## 1. Introduction

# Introduction

- ▶ CACI have been instructed by Blaenau Gwent County Borough Council to carry out a 'Health Check' on the retail centre of Blaina.
- ▶ This report uses CACI models such as Retail Footprint and ProVision along with audit data collected specifically for this project to give a summary of the current situation with regards to retail in the primary retail pitch.

# Blaenau Gwent County Borough Council

## 2. Methodologies

# Methodologies

- Plan of retail pitch

Extent of the primary retail pitch was gathered during an audit of the towns and the boundaries were recorded.

# Methodologies

- Type and quality of commercial units  
This data was collected during an audit of the towns.
- Vacancy rate  
This data was collected during an audit of the towns.

# Retail Footprint 2008: An Overview



Output, retail sales, population, expenditure, retail sales, and population data  
Retail Footprint recognises that shoppers have a choice therefore catchments overlap – Retail Footprint defines primary, secondary, tertiary and quaternary sub-catchments for each retail centre.

- ▶ Retail Footprint is used by a significant and increasing number of local authorities and retailers to understand local shopping patterns, current and future retail capacity, town centre performance and as a key input into store location planning.



# Retail Footprint 2008: Gravity Modelling Methodology

- ▶ In Retail Footprint, centres are described by their Class, which defines the role or function of centres within the retail hierarchy and the consequent characteristics of shopping trips. For instance, Classes such as 'Primary Centres' see strong shopper flows over large distances, and very strong flows from local customers. At the other end of the hierarchy customers will only travel to 'Small Rural Centres' or 'Small Local Centres' if they live very close by.

Blaina is classified as a Rural Centre.

Rural Centres have a lower level of retail provision and corresponding smaller catchments than Regional Centres. These isolated centres tend to serve the local community effectively but do not have the mix of outlets to encourage shoppers from further distances. Conversely, these centres tend to have fairly high levels of loyalty from locals due to the 'cost' of travelling to an alternative centre. Some of these centres are highly isolated and have a small but loyal and relatively static retail catchment.

Similar sized centres in less remote areas would see much higher levels of competition

# ProVision 2008

[www.caci.co.uk](http://www.caci.co.uk)

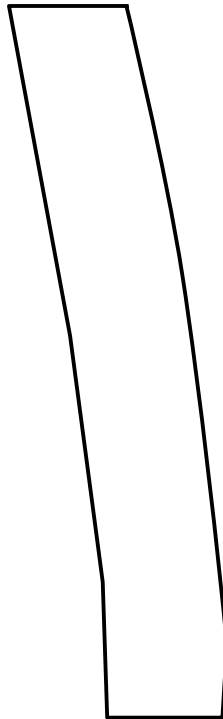
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## 3. Blaina Current Market Review

# Blaina: Plan of Retail Pitch





## Blaina: Ranking in Wales & UK (same Retail Footprint class only)

- Below is a table showing the position of Blaina in the Welsh ranking of Rural Centres.

## Blaina: Retail Rental Level and Yield

- This table shows prime retail yield and rental figures for Blaina.

	<b>Blaina</b>
<b>Zone A Rent (£ psf)</b>	£15
<b>Yield (%)</b>	10.0%

Source: Cooke & Arkwright, October 2008

## Blaina: Gross Floorspace for Convenience & Comparison Goods

- The table below shows the net and gross floorspace for Convenience and Comparison Goods in the primary retail pitch in Blaina.

<b>Blaina</b>	<b>Total Retail Floorspace (sq ft)</b>	<b>Convenience Floorspace (sq ft)</b>	<b>Comparison Goods Floorspace (sq ft)</b>	<b>Sales Density Comparison Goods (£ per sq ft)</b>
Net	7,031	4,584	2,447	£62.1
Gross	10,044	6,549	3,496	-



# Blaina: Estimated Expenditure and Turnover for Convenience and Comparison Goods sales in the catchment

## Blaina: Type and quantity of commercial units

## Blaina: Vacancy rate

- The table below shows the breakdown of units including the vacancy rate in the primary retail pitch in Blaina.

<b>Blaina</b>	<b>Total</b>	<b>Retail</b>	<b>Non retail</b>	<b>Charity</b>	<b>Vacant</b>
Count of Units	43	10	20	1	12
Percentage	100%	23%	47%	2%	28%

## Blaina: Primary, Secondary and Tertiary catchment areas

- The table below shows details of the Primary, Secondary and Tertiary Catchments for Blaina. It also gives the market share of Blaina. A map showing the catchments is also shown.

<b>Catchment</b>	<b>Total Unweighted Population</b>	<b>Total Unweighted Households</b>	<b>Total Expenditure (£ 000s) per annum</b>	<b>Market Potential (£awVgUNDay%7PnMh</b>
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# Blaina: Primary, Secondary and Tertiary catchment areas



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## Blaina: National retail chains and independent stores

- ▶ A count was taken of the retail units in the primary retail pitch and the percentage of national and independent retailers was calculated. A list of the national retailers is also given below.

<b>Independent</b>	<b>National</b>	<b>Total Number of Retail Units</b>
9	2	11
82%	18%	-

<b>National Retailers in Primary Retail Pitch</b>	<b>Count</b>
Co-operative Supermarket	1
Premier Stores	1

# Blaina: SWOT Analysis

## Threats

- Vacant units not being filled may lead to decline of centre

