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ISLE OF ANGLESEY
COUNTY COUNCIL

CYNGOR GWYNEDD COUNCIL

Gwynedd Council
and
The Isle of Anglesey County Council
Joint Local Development Plan

Gwynedd and Anglesey Retail Study

Volume 1

December 2012

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CHARTERED TOWN PLANNING CONSULTANTS

Economic and Employment Land Review Study for the Anglesey and Gwynedd Planning Authority area

Executive Summary

July 2012

Economic and Employment Land Review Study for the Anglesey and Gwynedd Planning Authority area

Main Report

Final Report
July 2012




Astudiaeth Adolygiad Economaidd a Thir Cyflogaeth ar gyfer ardal Awdurdod Cynllunio Ynys Môn a Gwynedd

Crynodeb Gweithredol

Gorffennaf 2012




Gwynedd Council
and
The Isle of Anglesey County Council
Joint Local Development Plan

Gwynedd and Anglesey Retail Study

Volume 1: Main Centres

February 2013

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1 INTRODUCTION

1.1 This Study has been commissioned by Gwynedd Council and Anglesey County Council to form part of the evidence base underpinning the Joint Local Development Plan being prepared by the Councils. The Plan excludes those areas within the Snowdonia National Park but this Study will have regard to the wider area which depends on the centres within the Plan Area for some of its retailing needs and centres outside the Plan Area which attract spending from the Plan Area.

1.2 The Study analyses existing expenditure flows for various goods type to stores and centres within and beyond the Study Area and surveys each significant centre to ascertain how well each meets these demands within the region's retail hierarchy. The need for additional floorspace requirements to meet this demand is quantified throughout the plan period up to 2026.

1.3 The Study is arranged as follows:

Volume 1

- A review of existing national and local retail policies;
- A review of previous studies;
- An explanation of the study methodology;
- Health assessments of the six major centres; Bangor, Holyhead, Caernarfon, Pwllheli, Porthmadog and Llangefni; and
- Need assessments for both comparison and convenience goods for the major centres.

Volume 2

- An assessment of Local Centres; and

Volume 3

- Policy proposals.

Volume 4

- Technical appendices

Executive Summary (bilingual)

The Wider Retail Context

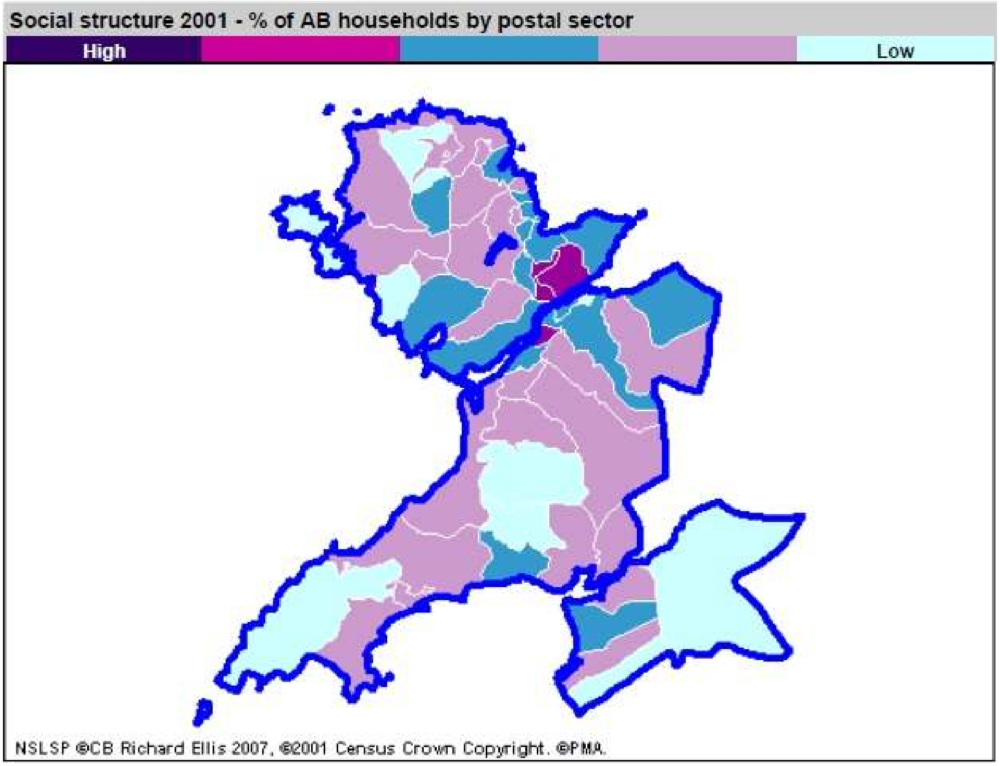
1.4 The Study has been produced during an extended period of economic recession which has impacted heavily on the retail market with the majority of centres throughout the UK experiencing higher vacancy rates and longer void periods. The results have been well documented and publicised through initiatives such as the report by Mary Portas. Many household names have disappeared altogether and many others have undergone restructuring that has led to the closure of weaker branches. The effects have been across all sectors from stores such as Woolworths, fashion outlets such as Ethel Austin, leisure based retailers such as Game and out-of-centre stores such as Focus DIY, MFI, Allied Carpets, Comet and Courts Furniture. Whilst these names will naturally make the headlines their effects have been felt mainly in the larger centres and it is the loss of many independent traders that has affected many smaller centres.

1.5 It is difficult to forecast how long the recession will last but, as recessions are cyclical, economic growth will return in due course which will lead to an improved retail environment. However, the problems being experienced by many centres are not wholly related to the recession. Competition from out-of-centre stores particularly the larger superstores selling a wide range of comparison goods as well as groceries and the growth of internet based retailing cannot be reversed and these changes are structural rather than cyclical. New retailers have moved into centres. We have witnessed the growth of mobile telephone shops, pay-day loans and pawn shops and a variety of fast-food and coffee shops. The challenge is to ensure that town centres remain the primary focus for retail activity along with complementary services and leisure uses and that these centres are attractive to their catchment populations. Town centres often set the character of an area and this is particularly important in areas such as North Wales which depend on tourism for a large element of their economy.

An Overview of Retailing in Gwynedd and Anglesey

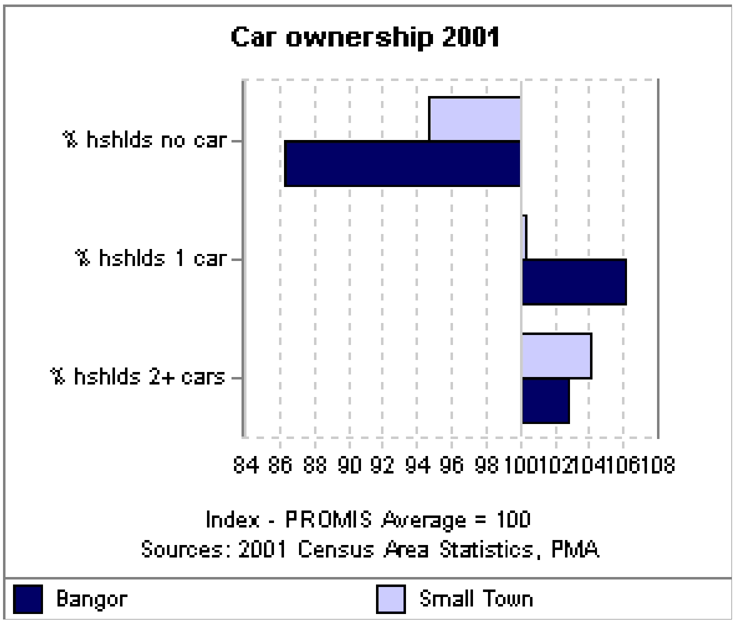
1.6 The population of the area is projected to increase to 270,281 by 2021 (an increase of 4.46% since the 2001) and the tendency towards an aging population structure is set to continue. The majority of the area is rural in nature and many communities are remote in terms of distance to centres and, perhaps more importantly, the time taken to travel to retail facilities. The Study Area's settlements are varied ranging from the main centre, Bangor, through to small centres serving a local community and others where tourism plays a major role. Income levels are lower than the Great Britain average due to high amounts of part time, seasonal and employment in the primary industries. Many areas are remote from major service centres and are dependent on Local Centres for services.

Plan 1: Social Structure. Source: PROMIS 2012



1.7 Car ownership is higher than the average for Great Britain which is as a result of the rural nature of much of the area where there is a lack of alternative transport options. The results of our surveys also show that the majority of shopping trips are made by car.

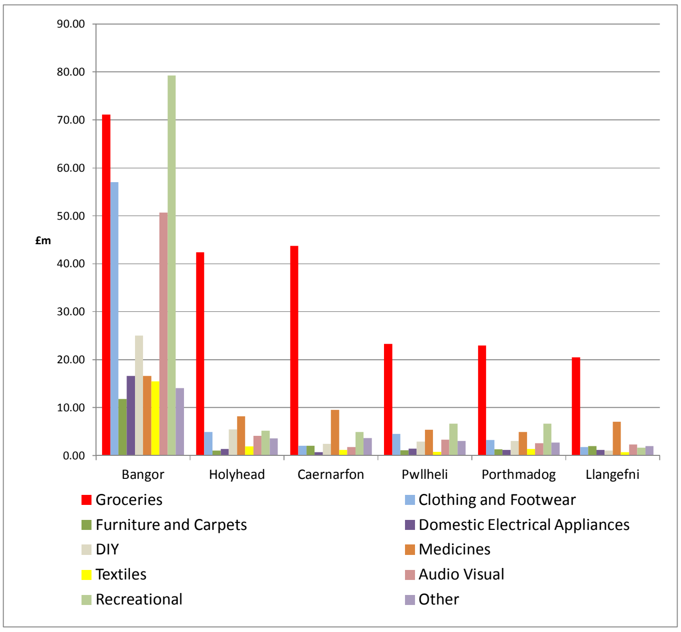
Chart 1: Car ownership 2001



1.8 The Study identifies the levels of 'leakage' to other centres; primarily to Llandudno to the east and Aberystwyth to the south as well as more distant centres such as Chester and Wrexham and considers how much of this trade could potentially be 'clawed-back' through improving the retail offer of centres within the Plan Area.

1.9 The following chart shows the relative importance of the six main centres and the distribution of goods type within each centre. The overall dominance of Bangor is clear to see but it is notable that Clothing and Footwear and DIY account for much smaller proportions of trade in the other centres whilst Grocery shopping is proportionally more important and the sale of Medicines including health and beauty products are significant.

Chart 2: Comparison Goods Distribution Source: Household Survey 2012



Convenience Retailing

1.10 The major supermarkets are present in Bangor (Tesco, Morrisons and an ADSA under construction at the time of the survey), Holyhead (Tesco and Morrisons), Caernarfon (Tesco and Morrisons), Pwllheli (ASDA), Porthmadog (Tesco) and Llangefni (ASDA). ASDA operate smaller stores in Caernarfon and Holyhead that were acquired from Kwik Save or Netto. These four supermarket operators account for nearly 60% of the Study Area's convenience turnover but this is proportionally less than for most areas of Great Britain.

1.11 Discount supermarkets Aldi and Lidl also have representation in the Study Area along with Farmfoods and Iceland. The Co-operative has a major presence in the area operating stores in most centres. Otherwise many smaller centres are served by small independent convenience stores often operating under the Spar, Londis and Premier brands. Small convenience stores attached to petrol filling stations also play an important role particularly in the more remote rural areas. Sainsburys do not have a store in Anglesey or Gwynedd and Waitrose have a single store which they have acquired from the Co-op in Menai Bridge. On-line shopping provided by many of the supermarkets is available throughout the Study Area.

1.12 The Study shows that whilst bulk main shopping is restricted to the larger centres, the area is generally well provided for in terms of meeting day-to-day needs and the overall level of choice and competition is healthy given the size of the market and rural nature of much of the area.

Comparison Retailing

1.13 Unlike convenience retailing which is generally localised, comparison retailing particularly for footwear and clothing is drawn to the larger centres where there is a wider product choice. Bangor accounts for over 36% of the Study Areas comparison goods turnover, with Llandudno taking 27%, Aberystwyth 4.8% (mainly from the south of the Study Area) and Holyhead 4.5%. There is evidence of long-distance leakage primarily to Chester and Wrexham each accounting for around 2% of the Study Area's comparison turnover with smaller amounts to Manchester, Merseyside and Midland towns.

2 PLANNING POLICY FRAMEWORK

2.1 Planning Policy is currently provided by the national Planning Policy Wales – Edition 5 (PPW), the Unitary Development Plans for Gwynedd, the Ynys Mon Local Plan 1996 and Gwynedd Structure Plan. The Unitary Development Plan for Anglesey is also used as a material consideration as it reached an advanced stage before being stopped. All of these Plans with the exception of PPW will be replaced by the Joint Local Development Plan for which this Study will form part of its evidence base but their policies will remain in place until the LDP has been approved. The LDP must conform to the requirements of PPW and the UDPs provide a reference for this Study.

PLANNING POLICY WALES – EDITION 5 (2012) (PPW)

Objectives

2.2 The following explains PPW's requirements as far as plan making is concerned and as such these requirements form the basis of this Study. The advice also contains advice on the making and determination of planning applications for retail uses.

2.3 The Welsh Government's objectives for retailing and town centres are to:

- secure accessible, efficient, competitive and innovative retail provision for all the communities of Wales, in both urban and rural areas;
- promote established town, district, local and village centres as the most appropriate locations for retailing, leisure and other complementary functions;
- enhance the vitality, attractiveness and viability of town, district, local and village centres; and to
- promote access to these centres by public transport, walking and cycling.

The Shopping Hierarchy

2.4 Development Plans should establish the existing hierarchy of centres, identify those which fulfil specialist functions and be clear about their future roles. Development Plans should also identify changing pressures and opportunities and devise appropriate responses to them. In some situations it may be necessary to take pro-active steps to identify town or city centre locations for expansion. In others it may be necessary to identify measures to reinvigorate centres, or to manage decline in the relative importance of a centre as other centres expand. Dealing with change may mean redefining the boundaries of centres or identifying acceptable changes of use.

2.5 Local planning authorities should consider through their Development Plans whether new sites should be identified in town, district, local or village centres for retail development. Uses which need to be accessible to a large number of people are preferably to be located in town centres. Smaller scale retail provision, including appropriately sized supermarkets should preferably be located in district, local and village centres.

Need

2.6 In deciding whether to identify sites for retail development local planning authorities should in the first instance consider whether there is a need for additional provision for these uses. Such need may be quantitative so as to address a provable unmet demand for the provision concerned. Precedence should be given to establishing quantitative need for both convenience and comparison floorspace, particularly as a basis for development plan allocations before qualitative factors are brought into play. Qualitative assessment should cover both positive and negative implications. Where the current provision appears to be adequate in quantity, the need for further allocations must be fully justified in the Plan. This may be the case if new provision can be located where it:

- supports the objectives and strategy of an up-to-date development plan or the policies in this guidance;
- is highly accessible by walking, cycling or public transport;
- contributes to a substantial reduction in car journeys;
- contributes to the co-location of facilities in existing town, district, local or village centres;
- significantly contributes to the vitality, attractiveness and viability of such a centre; or where it
- alleviates a lack of convenience provision in a disadvantaged area.

2.7 If there is no need for further development for retail development there will be no need to identify additional sites.

The Sequential Approach

2.8 Where a need is identified for such new development, local planning authorities should adopt a sequential approach to the selection of sites. The sequential approach should also be used when allocating sites for the other uses best located in existing centres. Adopting a sequential approach means that first preference should be for town centre locations, where suitable sites or buildings suitable for conversion are available. If they are not available, then consideration should be given to amending the boundaries of existing centres so that appropriate edge-of-centre sites are included, as referred to in paragraph 10.2.1. of PPW. Where this is not practical, then district and local centres might be considered and, only then, out-of-centre sites in locations that are accessible by a choice of means of transport. When proposing a development plan allocation in an edge-of-centre or out-of-centre location for uses best located in an existing centre, local planning authorities must have regard to need and to the sequential test and must be able to justify the proposal fully.

A Positive Approach

2.9 Local planning authorities should take a positive approach, in partnership with the private sector, in identifying additional sites which accord with this approach. In allocating sites for different types of retail developments they should take account of such factors as floorspace, quality, convenience, attractiveness and traffic. They should not however prescribe rigid floorspace limits, whether for town centres or other development, that would unreasonably inhibit the retail industry from responding to changing demand and opportunity. As proposals for development may come forward after the development plan has been adopted, and may be brought forward irrespective of whether the plan provides allocations, plans should also include a criteria-based policy in line with this guidance against which such proposals can be judged.

2.10 Development plans should:

- establish the strategic role to be performed by the main centres in the retail hierarchy;
- set out measures to reinvigorate particular centres, as appropriate;
- set out detailed policies to achieve vital, attractive and viable centres;
- allocate sites for new retail and leisure facilities and other uses best located in town centres, where there is assessed to be a quantitative or qualitative need using the sequential approach;
- include a criteria based policy against which proposals coming forward on unallocated sites can be judged; and
- set out policies for primary and secondary frontages, where appropriate.

GWYNEDD UNITARY DEVELOPMENT PLAN (APPROVED JULY 2009)

2.11 The Plan's Spatial Strategy is based on Eight Dependency Catchment Areas (DCA) as a basis for guiding development and addressing existing issues and conditions. The provision of retail facilities is a key element for these DCAs and the following issues are highlighted. The plan states:

> One of the Plan Area's characteristics is the number of 'Centres', which differ in terms of size and function, and are varied in terms of the level of their self-containment and the level of services and facilities available within them. Nonetheless the Centres are an important resource to the surrounding rural areas, and can offer the nearest cluster of shops, secondary school or health facility for a number of rural residents, particularly those that live in the more remote rural areas. The relationship between Centres, Villages and the Rural Villages is varied in nature and complex. However, there is a strong relationship between some Villages and Centres. Personal mobility has generally improved over the years, which has weakened the past relationship between settlements. At the same time, accessibility to a choice of workplaces, services and facilities for those rural residents without access to a car has deteriorated. Therefore, the interaction between them and the nearest Centre or Village is stronger.

2.12 The Plan recognises that the potential for economic growth is higher in the Bangor and Caernarfon Dependency Catchment Areas than in the rest of Gwynedd and the role of Bangor, and that of Caernarfon to a lesser degree, as gateways to the rest of Gwynedd and to the Snowdonia National Park is an important element of the Plan's overall strategy. The plan notes that many areas are peripheral and are heavily dependent on tourism. Incomes in many areas are generally low and some have experienced falls in population.

2.13 The Service Centres in the eight Catchment Areas vary in size and in the range of services and facilities they provide. The prosperity of these centres depends to a large extent on the prosperity of their Catchment Areas. The City of Bangor is the only Sub-regional Centre in Gwynedd. It provides a range of services, such as transport, health, education and retail for the whole of North West Wales. The University has 10,000 students and 650 staff adding to the demand for retail facilities and town centre services. The Sub-regional Centres of Llandudno, Wrexham and Aberystwyth serve some of the County's eastern and southern communities. The Urban Centres of Pwllheli, Caernarfon, Porthmadog and Blaenau Ffestiniog have a strategic role and importance within their Catchment Areas and within the County. They are easily reached from the rest of the area and provide a wide range of community services and facilities and a high standard of public transport links. They serve areas outside their neighbouring communities. Together with Bangor, they are the main employment centres of the Plan Area.

2.14 **Local Centres** of Bethesda, Llanberis, Penygroes, Nefyn, Penrhyndeudraeth, Criccieth, Abermaw (Barmouth) and Tywyn have traditionally acted as centres for valleys, areas or groups of communities within the Dependency Catchment Areas. The facilities and services they provide meet the day-to-day needs of the local community, but they offer less variety and choice of additional facilities and services than the Urban Centres. They are also important centres in the context of providing jobs and employment opportunities and services connected with leisure and tourism.

2.15 Dolgellau, Bala, Harlech and Aberdyfi, which are within the boundaries of the Snowdonia National Park, serve parts of the Plan Area, and can also be considered Local Centres.

Table 1: Summary of the role and function of the Service Centres

Dependency Catchment Area (DCA)	Sub-regional Centres	Urban Centres	Local Centres
1. Bangor	Bangor		Bethesda
2. Caernarfon		Caernarfon	Llanberis Penygroes
3. Llŷn		Pwllheli	Nefyn
4. Porthmadog		Porthmadog	Penrhyndeudraeth Harlech* Criccieth
5. Ffestiniog		Blaenau Ffestiniog	
6. Dolgellau - Abermaw			Abermaw Dolgellau*
7. Bala			Bala*
8. Tywyn - Machynlleth			Tywyn Aberdyfi*

* - Within the Snowdonia National Park

Gwynedd UDP Policy D22 - New Development Within Defined Town Centres

2.16 Proposals for new retail development or extensions to existing retail developments within defined town centres identified on the Proposals Map will be approved provided all the following criteria can be met:

1. the development will not undermine the attractiveness, viability and vitality of the centre;
2. the development maintains an acceptable balance between retail and non-retail uses;
3. that the traffic network and car parks are able to cope with any additional traffic generated by the development;
4. there are appropriate arrangements for servicing the unit in place or provided as part of the development;
5. that the development is accessible and provides facilities for people with children, the elderly and the disabled (in accordance with the scale and nature of the development);
6. there is a provision for refuse collection and recycling facilities on the site (in accordance with the scale and nature of the development).

Gwynedd UDP Policy D27 - Comparison and Convenience Goods Retail Stores Outside Defined Town Centres.

2.17 Proposals for retail stores selling comparison and/or convenience goods or extensions to existing ones on sites within or near Service Centres but outside the defined town centres identified on the Proposals Maps will be approved provided all the following criteria can be met:

1. that a need exists for the additional comparison or convenience goods floor space
2. that the sequential test shows that a more suitable site is not available or likely to become available;
3. that the proposed development does not significantly harm the viability, vitality and attractiveness of the defined town centre or other adjacent shopping centres;
4. that the site is genuinely accessible to a variety of modes of transport enabling customers and staff to reach the site without using the private car;
5. that the development does not significantly harm travel patterns or create an unacceptable increase in the use of the private car;
6. there is provision for refuse collection and recycling facilities on the site (in accordance with the scale and nature of the development).

When a development will be approved planning conditions or agreements will be used to ensure that the unit will not change its make-up in a way that would significantly harm the attractiveness, viability or vitality of a town centre.

The Shopping Hierarchy

2.18 The UDP identifies Service Centres and categorises them as follows:

Sub-regional Centre; Only Bangor is a sub-regional centre providing a range of services to for the whole of North West Wales. Other Sub-regional Centres outside the County include Llandudno, Wrexham and Aberystwyth.

Urban Centres; Pwllheli, Caernarfon, Porthmadog and Blaenau Ffestiniog serve areas outside their immediate communities.

Local Centres; Bethesda, Llanberis, Penygroes, Nefyn, Penrhyndeudraeth, Criccieth, Abermaw (Barmouth) and Tywyn meet the day-to-day needs of the local community but offer less variety and choice of additional facilities and services than the Urban Centres. Dolgellau, Bala, Harlech and Aberdyfi, which are within the boundaries of the Snowdonia National Park, serve parts of the Plan Area, and can also be considered Local Centres.

YNYS MÔN DEPOSIT UNITARY DEVELOPMENT PLAN DECEMBER 2005 (STOPPED)

2.19 The Plan defines the retail hierarchy within Anglesey as follows :

Town Centres; Holyhead

District Centres; Beaumaris and Llangefni

Local Centres; Menai Bridge, Valley, Benllech, Amlwch, Gaerwen, Rhosneigr, Cemaes and Llanfairpwll.

2.20 The following policies set out the objectives of the Plan as far as retail development is concerned:

EP8. The vitality and viability and attractiveness of the centres identified within the plan will be maintained and enhanced by:

i) Ensuring that established centres remain the primary focus for a wide range of retail (A1,A2 and A3), commercial and public offices (B1), community facilities and institutions (D1) and entertainment and leisure (D2);

ii) Ensuring that all proposals are compatible with the scale, character and function of the centre;

iia) Requiring that either a quantitative or qualitative need for all proposals is demonstrated;

iii) Ensuring that, either individually or cumulatively, proposals within centres are not detrimental to the vitality and viability of any neighbouring centre;

iv) Promoting, in partnership with outside agencies and developers, a range of environmental and security improvements to ensure that all centres remain attractive as places to visit or live;

v) Securing improvements to accessibility and providing convenient and attractive short stay car parking facilities.

EP9. Permission for retail units outside the established centres will only be permitted where :

i) The development cannot reasonably be located within established centres and;

ii) The scale and nature of the development would not affect the vitality and viability of the established centres and;

iii) The applicant has demonstrated realistic flexibility in considering sequential alternatives and;

iv) There would be no adverse impact upon the future vitality and viability of established centres identified in the plan and;

iv) The development complies with the sequential test and is justified by a quantitative or qualitative need.

EP10. Within ground floor properties, in Holyhead, Llangefni and Beaumaris, a change of use from retail to other uses will be permitted provided the proposal would:

i. Enhance or increase trading confidence in the retail core and;

ii. Not individually or cumulatively lead to a loss of the predominantly retail character of the core.

In addition the re-use and redevelopment of land and existing floorspace adjacent to the retail core will be permitted.

EP12. The conversion of village or local shops to non-retail use will not be permitted unless :-

i. There is an equivalent alternative provision within reasonable walking distance either existing or proposed as part of the proposal; or

ii. The applicant can demonstrate to the satisfaction of the Local Planning Authority that the shop is no longer viable.

Previous Retail Studies

2.21 Previous retail studies were carried out in Gwynedd and Anglesey by Chesterton in 2001 and by Nathaniel Lichfield and Partners (NLP) for Anglesey in 2010.

2.22 The Chesterton report was not based on Household Survey data instead it comprised a detailed health check of each centre in the Study Area and consultation with retailers through a postal questionnaire. This concluded that Bangor, not surprisingly, is the most vital and viable centre throughout the whole of the Study Area. Bangor achieved a vitality score of 354, which is over twice the score achieved by the next strongest centre Caernarfon. Of the three next most viable centres, Porthmadog was identified as stronger than both Holyhead and Pwllheli. The smaller centres achieved similar scores with Blaenau Ffestiniog, Penygroes, Gaerwen, Nefyn, Aberdyfi and Penrhyndeudraeth being the lowest scoring.

2.23 The NLP report followed the standard methodology for retail studies and was based on a Household Survey. The findings were that there was no need for additional convenience floorspace over the study period to 2021 as stores were assessed at trading below company averages or benchmarks. However, the Study allowed for a 10% increase in available expenditure resulting from tourism. The evidence provided by the 2010 STEAM Report shows that tourist expenditure on ‘shopping’ is well in excess of this allowance which would have the effect of increasing the amount of retail floorspace that could be supported by the local economy.

2.24 The Report advises that applications for new convenience floorspace should be checked against the potential effects on vitality and viability of existing centres and any qualitative deficiencies should be dealt with by extensions to existing shops in order to extend their retail offer.

3 THE STUDY METHODOLOGY

3.1 The Study is based on well established best practice techniques and follows the following stages:

Stage 1: Assessment of Demand

- Definition of Study Area
- Subdivision of Study Area into Zones
- Current and forecast populations for each zone through a Pitney Bowes Business Insight (PBBI) AnySite Report
- Spending profile of each zone's population by each goods type from the AnySite Report
- Forecast future growth in retail spending per head by goods type from the AnySite Report
- Adjust spending capacity to take account of Special Forms of Retailing (internet and catalogue sales)
- Apportion zones' spending to centres and stores by a Household Survey
- Adjust available expenditure to take account of tourism spending to each centre

Stage 2: Assessment of Supply

- Survey each centre and calculate net trading floorspace for each retail category
- Estimate current retail capacity of each centre by calculating the 'trading density' (turnover per sq.m. net floorspace) for comparison and convenience goods by reference to expenditure flows identified in Stage 1 relative to 'benchmark' trading densities (the turnover that stores may be expected to achieve)
- Adjust the trading densities to take account of improvements in 'retail efficiency' (the ability of retailers to achieve greater turnovers from the same floorspace)
- Assess the effect of additional retail floorspace that could result from existing commitments and planned developments

Stage 3: Assessment of Need

- Calculate the quantitative need for additional retail floorspace for both comparison and convenience goods by comparing forecast demand over the plan period against the supply of floorspace
- Consider whether there is a need to make an allowance for any qualitative deficiencies
- Assess the amount of current vacant floorspace and, where this is excessive to maintain an adequate level of vitality and viability, adjust the need for additional floorspace accordingly

STAGE 1: ASSESSMENT OF DEMAND

Market Overview

Current Retailer Requirements

3.2 The following retailer requirements are reported by Focus and unless otherwise stated are for Bangor:

Table 2: Retailer Requirements Source: Focus May 2012

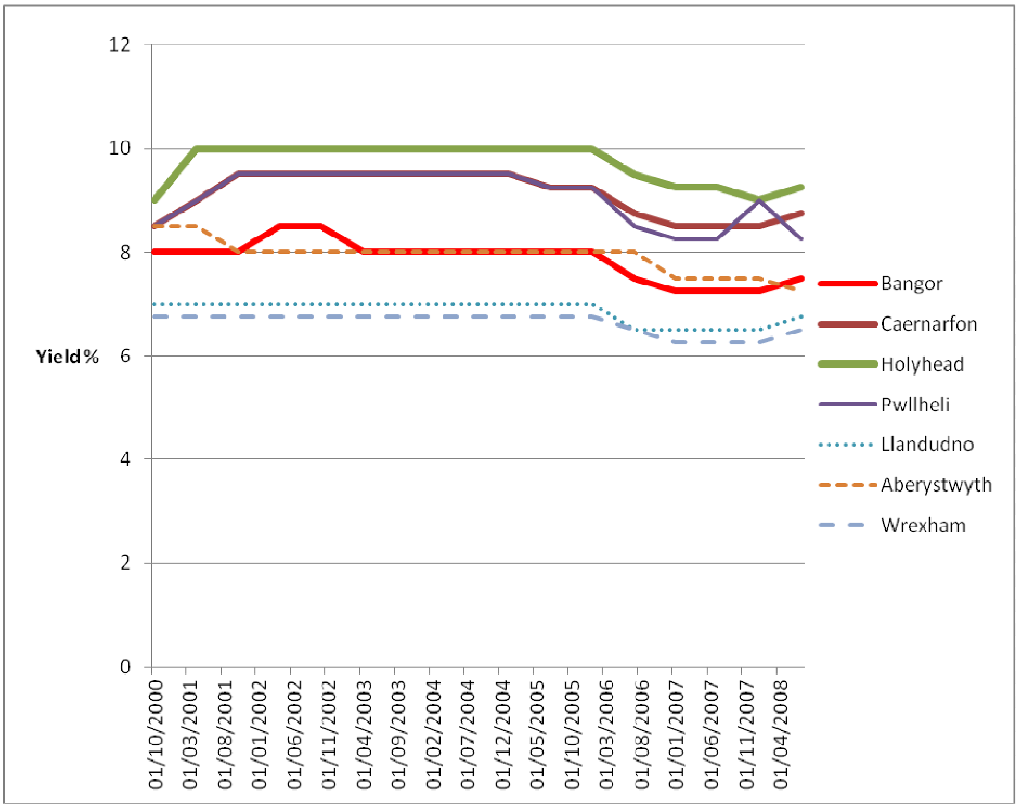
Retailer	Goods Type	Requirement (sq.ft)	Comments
Brighthouse	Variety	2,250 -3,500	High Street, and Holyhead
Bargain Booktime	Books	1,000 to 3,000 sq.ft	High Street, Menai; Porthmadog ,Pwllheli
Bensons	Beds	3,000 to 5,000	High St/Secondary, OOC
Frankie & Bennys	Restaurant	3,700 – 5,000	In centre or retail park
Greggs	Bakers	500 – 1,500	Caernarfon; Holyhead; Llangefni; Porthmadog; Pwllheli
Savers	Health & Beauty	1,750 – 2,500	High Street
HPJ	Jewellery	1,000 – 1,500	High Street
Costa Coffee	Coffee	750- 2,000	Caernarfon
Poundland	Discount	4,500 – 10,000	Caernarfon; Holyhead; Porthmadog; Pwllheli
Cooltrader	Freezer Centre	2,000 – 4,000	Porthmadog

Rents and Yields

3.3 Rental levels and growth and investment yields are often regarded as an indicator of a town's economic health. Higher demand for premises tends to force rental levels higher and the more attractive an investment is the lower the yield reflecting issues such as security of income and prospects for growth.

3.4 The Valuation Office published figures for rental yields in its 2008 Report for the years since 2000. Unfortunately this has not been updated since. This shows that as expected Bangor has performed better than Caernarfon, Holyhead and Pwllheli and similar to Aberystwyth. However both Llandudno and Wrexham have consistently produced lower yields.

Chart 3: Property Investment Yields %



Source: Valuation Office 2008

3.5 As far as rental values are concerned, the nearest centre for which the Valuation Office publishes data is Wrexham. The most recent report for 2011 shows Zone A rentals for town centre shops at £800 sq.m. and for retail warehouses £140 sq.m. These are the lowest values of all the UK centres surveyed. Values in Bangor, whilst being higher than other centres in Gwynedd/Anglesey, are likely to be lower that these quoted for Wrexham.

The Study Area

3.6 The first task is to establish the Study Area. This is drawn in such a way as to capture as high a percentage of regular customers to the area's centres as practically possible. The Study Area is shown on Plan 2.

3.7 Whilst the Joint Local Development Plan area excludes those areas of Gwynedd covered by the Snowdonia National Park the population of the Park may be expected to rely to a great extent on centres outside the Park Area and, similarly, centres within the Park will attract some spending from the Plan Area's population.

3.8 Therefore the Retail Study Area extends eastwards and southwards beyond the administrative boundaries of Anglesey and Gwynedd in order to establish the relationship in retail terms with Llandudno and Aberystwyth. The Study Area is subdivided into 16 Zones based around the main service centres and their hinterland as shown by the following table and plan.

Table 3: Post Code Zones

Zone		Study Centres
1	Northern Anglesey	Amlwch and Cemaes
2	Western Anglesey	Holyhead, Valley and Rhosneigr
3	Southern Anglesey	Llangefni, Menai Bridge, Beaumaris and Benllech
4	Eastern Anglesey	Gaerwen and LlanfairPG
5	Conwy and Llandudno	*Not in JLDP Area*
6	Llanfairfechan	*Not in JLDP Area*
7	Bangor	Bangor and Bethesda
8	Caernarfon	Caernarfon, Llanberis and Penygroes
9	Betws-y-Coed	*Not in JLDP Area*
10	Pwllheli	Pwllheli, Nefyn and Abersoch
11	Porthmadog	Porthmadog, Criccieth and Penrhyndeudraeth
12	Blaenau Ffestiniog	Blaenau Ffestiniog
13	Y Bala	*Not in JLDP Area*
14	Dolgellau	Barmouth (Abermaw)
15	Tywyn	Tywyn
16	Machynlleth	*Not in JLDP Area*

Plan 2: The Study Area and sub Zones

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Not to Scale

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The AnySite Report

3.9 An AnySite Report was commissioned from Pitney Bowes Business InSite (PBBI) in June 2012 which provides information on current and projected population levels throughout the Plan Period. The report also assesses the socio-economic profile of each zone which is a major determinant of an area's spending capacity and characteristics in terms of demand for particular types of goods.

3.10 The AnySite Report calculated the population of the Study Area in 2009 at 262,952. Compared to the overall structure of Great Britain's population the Study Area has a higher proportion of people over 65 and has a higher proportion of the population classified as C2 (Skilled manual), D (semis skilled and unskilled) and E (state benefit).

3.11 The existing and projected populations of the Study Zones is as follows:

Table 4: Population of Zones Source: PBBI AnySite Report June 2012

	2001	2012	2021
1 Amlwch	9,178	10,164	10,973
2 Holyhead	25,368	26,143	26,537
3 Llangefni Menai	21,875	21,964	22,254
4 Gaerwen	10,435	11,020	11,186
5 Conwy Llandudno	49,568	50,199	51,346
6 Llanfairfechan	7,839	7,900	8,055
7 Bangor	29,795	30,359	30,756
8 Caernarfon	29,142	29,610	30,045
9 Betwys y Coed	7,505	7,624	7,771
10 Pwllheli	16,844	17,095	17,506
11 Porthmadog	13,153	13,286	13,552
12 B. Ffestiniog	6,397	6,434	6,455
13 Y Bala	3,914	4,013	4,063
14 Dolgellau	9,195	9,390	9,488
15 Tywyn	6,067	6,475	7,308
16 Machynlleth	12,539	12,829	12,986

3.12 The following table compares the spending profile of the Study Area with the GB average. Values over 100 show a higher propensity to spend on that goods category. These figures are used to calculate the spending capacity of each Zone by goods type.

Table 5: Distribution of Comparison Spending Source: PBBI AnySite Report

Goods Category	Index
Food	104
Alcoholic Drink	102
Tobacco	115
Books, Newspapers	100
Clothing & Footwear	89
Furniture & Textiles	66
Audio Visual Equipment	113
Hardware & DIY	107
Other Goods	103
All Convenience	105
All Comparison	97
Bulky Goods	82
DIY Related Goods	103

Adjustment for Special Forms of Retailing

3.13 In order to provide a robust base for the Study we have assumed the national average for Special Forms of Retailing (which includes catalogue mail order shopping as well as internet shopping). According to the advice in PBBI's Retail expenditure Guide 2011/2012 Special Forms of Retailing is forecast to rise from 11.9% of comparison spending in 2012 to 14.7% in 2021 and for convenience goods the rise is from 5.1% to 6.5%.

Adjustment for Tourism

3.14 Tourism plays an important role in the economy of Gwynedd and Anglesey. Reports were undertaken for both counties in 2010 by Global Tourism Solutions (UK) Limited using the Scarborough Tourism Economic Activity Model (STEAM) which is the standard methodology for analysing the impact of tourism on local economies. The reports conclude that tourists spent £45.68m on shopping in Anglesey and £183.26m in Gwynedd including centres in the National Park area. This equates to approximately 23.2% of all available shopping expenditure.

3.15 The effects of this tourism expenditure will not be uniform over the whole Study Area and whilst the standard methodology would be to increase available expenditure by a set percentage across the whole Study Area we feel that such an approach unduly benefits the larger centres and under represents those smaller centres such as Abersoch that are proportionally more dependent on tourism rather than serving the resident market.

3.16 Therefore we have classified each centre in to one of four bands shown in Table 6 below. These bands are then allocated an uplift in turnover which distributes tourist expenditure separately to convenience and comparison goods expenditure with proportionately more tourist expenditure flowing to Band A decreasing to Band D. The result factors in the size of the centre and the perceived relative importance of tourism to that centre. Whilst this approach is largely subjective we consider that it gives a more accurate distribution of tourist expenditure.

Table 6: Tourism Spend Classification of Centres

Band A	Band B	Band C	Band D
Abersoch Beaumaris Criccieth Menai Bridge Llanberis	Barmouth (Abermaw) Benllech Caernarfon Cemaes LlanfairPG Porthmadog Pwllheli Rhosneigr Tywyn	Amlwch Bangor Llangefni	Bethesda Blaenau Ffestiniog Holyhead Gaerwen Nefyn Penrhyndeudraeth Penygroes Valley

3.17 Table 7 over page shows the amounts of spending by residents in each centre, the amount of tourism attracted and the percentage of total spending that is attributable to tourism. We consider that this gives a fair distribution of tourism expenditure spending on shopping. Bangor, for instance, attracts the largest amount of tourist expenditure in absolute terms which is to be expected as the largest centre, but one of the lowest in percentage of overall expenditure. This reflects its primary role in providing top level comparison and bulk convenience shopping to much of the Study Area's population. Conversely, Abersoch attracts a relatively small amount of expenditure in absolute terms but a very high percentage of its turnover is from tourists which reflects its primary role as a tourist centre with limited facilities for its resident population.

Table 7: Spending by Resident Population and Tourists by Centre

Centre	Resident £m	Tourism £m	Total £m	Tourism %
Bangor Total	303.95	53.74	357.69	15.02
Caernarfon	64.68	18.18	82.87	21.94
Holyhead	69.31	17.67	86.98	20.32
Llangefni	30.80	8.07	38.87	20.76
Porthmadog	40.53	15.78	56.31	28.02
Pwllehli	45.14	13.46	58.60	22.97
Abersoch	0.66	1.84	2.51	73.49
Amlwch	6.31	2.62	8.93	29.35
Barmouth	10.16	6.99	17.15	40.76
Beaumaris	3.09	2.60	5.69	45.68
Benllech	3.77	1.41	5.18	27.19
Bethesda	3.01	1.08	4.09	26.34
Blaenau Ffestiniog	6.87	2.91	9.78	29.77
Cemaes	1.29	0.68	1.97	34.55
Criccieth	3.42	2.30	5.72	40.20
Gaerwen	2.36	0.40	2.76	14.60
Llanberis	2.34	2.41	4.75	50.77
Llanfairpwll	8.48	4.37	12.85	34.01
Menai Bridge	8.78	5.12	13.90	36.85
Nefyn	2.96	0.60	3.56	16.83
Penrhyndeudraeth	2.59	0.63	3.22	19.71
Penygroes	3.72	0.96	4.68	20.52
Rhosneigr	0.30	0.74	1.04	71.49
Tywyn	12.87	6.11	18.98	32.17
Valley	3.42	1.14	4.56	25.07

3.18 The quantitative need assessment examines the expenditure flows to each centre and compares that with the existing capacity of those centres. From this analysis any existing need for additional retail floorspace provision or need that is likely to arise during the study period can be identified. This takes into account increases in population and/or spending profiles of the catchment area population along with committed floorspace that has yet to come on stream.

Projection of Future Spending

3.19 By using long-term forecasts the effects of relatively short-term recessions and booms are evened out. Over the Study Area as a whole comparison expenditure is forecast to grow by 44.9% in real terms between 2011 and 2021 whereas convenience expenditure is expected to increase by only 0.7% over the same period. Part of this growth is due to population increase. The actual growth rates will vary from zone to zone depending on the socio-economic profile of the population.

Household and in Centre Surveys

3.20 In order to inform both the Quantitative and Qualitative Need Assessments RMG Clarity were commissioned to carry out 1,750 interviews by telephone and 400 in centre interviews of shoppers in Bangor, Caernarfon, Holyhead, Llangefni and Porthmadog. In addition to ascertaining which stores and centres shoppers used, the survey also asked additional questions in order to provide a wider understanding of shoppers' views and habits.

3.21 The headline findings of the survey are set out below.

Most Popular Supermarkets

3.22 Overall, the most popular supermarkets for main food shopping within the Study Area were

- Tesco Extra, Bangor (9.8% of available expenditure)
- ASDA, Llandudno (6.9%)
- Morrisons, Bangor (6.8%)
- Morrisons, Caernarfon (5.9%)
- Tesco, Llandudno Junction (5.3%)
- Morrisons, Holyhead (5.1%)
- Tesco, Holyhead (4.3%)
- Tesco, Porthmadog (4.2%)

3.23 For top-up shopping, as might be expected, the results were more evenly spread although 17% of those asked said they didn't do top-up shopping.

- ASDA, Llangefni (2.1%)
- Morrisons, Caernarfon (1.8%)
- Tesco Extra, Bangor (1.7%)
- Morrisons, Bangor (1.7%)
- Waitrose, Menai Bridge (1.3%)
- ASDA, Llandudno (1.3%)
- Tesco, Llandudno Junction (1.2%)

Reasons for Choice of Store

3.24 By far the greater reason why a particular store was chosen for main grocery shopping was Convenience to Home (41.9%) with Low Prices (20.7%) and Good Range of Goods (14.3%) some way behind. Again, not surprisingly, being Convenient to Home is even more important for top-up shopping (59.9%).

Travel

3.25 65.3% of shoppers used a car for their main food shopping trips with an additional 18.7% as a passenger, 8.1% walked and 6.1% used the bus. For top-up shopping car usage dropped to 53.7% with a further 6.1% as a passenger, 32.9% walked and again 6.1% used the bus.

3.26 For non-food shopping, travel by car scored 62.1%, as a passenger 17.7% and by bus 12.1%. Taken together these figures demonstrate that an overwhelming number of shopping trips are by car.

Clothing and Footwear

3.27 Within the Study Area as a whole Llandudno was the most popular centre when shopping for Clothing and Footwear, attracting 28% of available expenditure. Bangor attracted 24.6%, 5.1% used the internet and a further 4.7% catalogues. Even within Zone 7 (Bangor) 20.6% of expenditure was attracted to Llandudno for these items whereas, perhaps surprisingly, nobody within Zone 5 (Llandudno/Conwy) shopped in Bangor.

Furniture and Carpets

3.28 15.8% of respondents bought their Furniture and Floor Coverings in Llandudno, 15.3% in Bangor City Centre and a further 8.7% at Bangor's out-of-centre stores and 4.2% via the internet.

Electrical Items

3.29 18.7% of respondents said that they bought their Electrical and Gas Appliances at the out-of-centre retail parks in Bangor and a further 16.8% in Bangor City Centre. 12.4% were purchased in Llandudno and 12.1% via the internet.

DIY

3.30 Bangor's out-of-centre stores accounted for 16.8% of sales of DIY and related goods, with a further 13.2% being bought in Bangor City Centre. Llandudno accounted for 11.8%.

Medicines, Health Products and Cosmetics

3.31 The distribution of these products was more evenly spread across all centres with Bangor City Centre accounting for 10.7% of sales, Llandudno 7.4% and Caernarfon 6.2%.

Audio Visual Goods including Computers

3.32 Bangor City Centre accounted for 17.7% of sales, Bangor out-of-centre stores 17.3%, the internet 13.8% and Llandudno 12.3%.

Household Textiles, Bedding and Soft Furnishings

3.33 18.3% of sales went to Bangor City Centre, 15.9% to Llandudno and 12.6% to the Bangor out-of-centre stores.

The Internet

3.34 Use of the internet along with competition from out-of-centre superstores is often blamed for problems facing town centres. The Household Survey revealed the following levels of penetration by Internet based shopping.

- Main food shopping 2.1%
- Top up food shopping 0.2%
- Clothing & Footwear 5.1%
- Furniture & Carpets 4.2%
- Audio Visual 13.8%
- 35.7% respondents did not have access to a computer or the internet.

- 17.5% of respondents said that they liked to examine products before purchase and 10.9% had fears over credit card security
- Most respondents (79.9%) expected their levels of internet spending to remain unchanged over the next 12 months with 12.6% expecting a slight increase. Only 2.2% expected a significant increase and 5.3% expected levels to decrease.

3.35 These results are well below the estimated UK levels of internet spending which could be explained by the population's age structure, low computer ownership compared to the UK average and poor broadband coverage. However given the area's limited access to major centres and remoteness of many communities we would otherwise expect shopping via the internet to account for significant levels of spending and we take the view that over the plan period, levels will attain those of the UK as a whole.

In Centre Survey

3.36 80 on-street interviews were undertaken by market research consultancy RMG Clarity in each of Bangor, Caernarfon, Porthmadog, Holyhead and Llangefni. The following table shows the numbers that either lived locally, lived elsewhere in North Wales, owned holiday homes (regular visitors) or were occasional tourists/day trippers.

Table 8: On-Street Suvey Source: RMG Claity Survey

	Base: All respondents		Holyhead		Llangefni		Bangor		Caernarfon		Porthmadog	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	406	100.0%	82	100.0%	81	100.0%	82	100.0%	81	100.0%	80	100.0%
Live locally	199	49.0%	66	80.5%	54	66.7%	47	57.3%	8	9.9%	24	30.0%
Live elsewhere in North Wales	39	9.6%	1	1.2%	14	17.3%	20	24.4%	1	1.2%	3	3.8%
Own a holiday home (regular visitor)	17	4.2%	2	2.4%	3	3.7%	1	1.2%	0	.0%	11	13.8%
A tourist (occasional visitor/ day tripper, living outside North Wales)	151	37.2%	13	15.9%	10	12.3%	14	17.1%	72	88.9%	42	52.5%

3.37 The headline findings of the survey are set out below:

- Occasional visitors were between 12% and 17% except in Caernarfon (89%) and Porthmadog (52.5%). Although this is a limited survey carried out in the peak summer months this marked variation tends to confirm that tourists are proportionally more numerous in those two centres.
- The highest number of people asking the interview to be conducted in Welsh was 8.5% in Bangor, significantly higher than the other centres with a nil response in Holyhead and Llangefni,

Of those living locally:

- 47.6% travelled by car. In both Holyhead and Caernarfon more respondents walked to the centre.
- Most respondents took less than 15 minutes to travel to the centre.
- Most people expected to spend less than an hour in the centre although in Bangor there was a tendency for people to stay longer.

- Overall most respondents were in the respective centre for food shopping (31.5%) and for financial/business services (19.7%). Comparison shopping was relatively low except in Bangor where 14.9% were shopping for footwear and clothes. 13% of all respondents also expected to eat or drink whilst visiting the centre. Again this was highest in Bangor at 20.9% and Porthmadog at 22.2%..
- 52.2% of respondents in Bangor and 46.3% of respondents in Holyhead stated that they never visited their town centre for food shopping.
- Around 50% of people never visited the town centre for clothing or footwear except in Bangor where this fell to 19.4% and Porthmadog at 33.3%. It was highest in Holyhead at 79.1%.
- Banks generally attracted people once a week and personal services (hairdressers) once a month. Caernarfon was the most popular centre for eating and drinking during the day or in the evening but the figures were generally low.
- The reason most people chose that centre was because it was closer to home or work.
- With regards to satisfaction with the quality of the centre, Bangor, Llangefni and Porthmadog were rated as Quite Good or Very Good in terms of the quality of shops. 66.6% of respondents in Caernarfon rated the shops as Quite Poor or Very Poor and in Holyhead this dissatisfaction increased to 74%.
- With regards to satisfaction with the range of shops, nearly 50% of people in Bangor thought the range good or very good, whereas in Holyhead 91% thought the range Quite Poor or Very Poor.
- There was general satisfaction with car parking provision in all centres except Caernarfon where 44.4% rated the facilities as Very Poor with the same number rating parking charges as Very Poor.
- High levels of satisfaction were recorded with the appearance of all centres. Holyhead had the lowest rating for the provision of toilets and seating.
- More or better shops was the main factor that would attract people to use the centres more regularly ranging from only 22.2% in Porthmadog to 89.7% in Llangefni, 95.5% in Holyhead and 100% in Caernarfon. Even in Bangor 68.7% gave this as the prime factor in encouraging more visits.
- Owning a holiday home. There was only 17 respondents falling within this category. 7 from NW England, 6 from the Midlands and 4 from Wales.
- Tourists. 151 respondents. 17.9% from NW England, 15.9% from Southern England, 10.6% from the Midlands and 9.3% from Ireland.

STAGE 2: ASSESSMENT OF SUPPLY

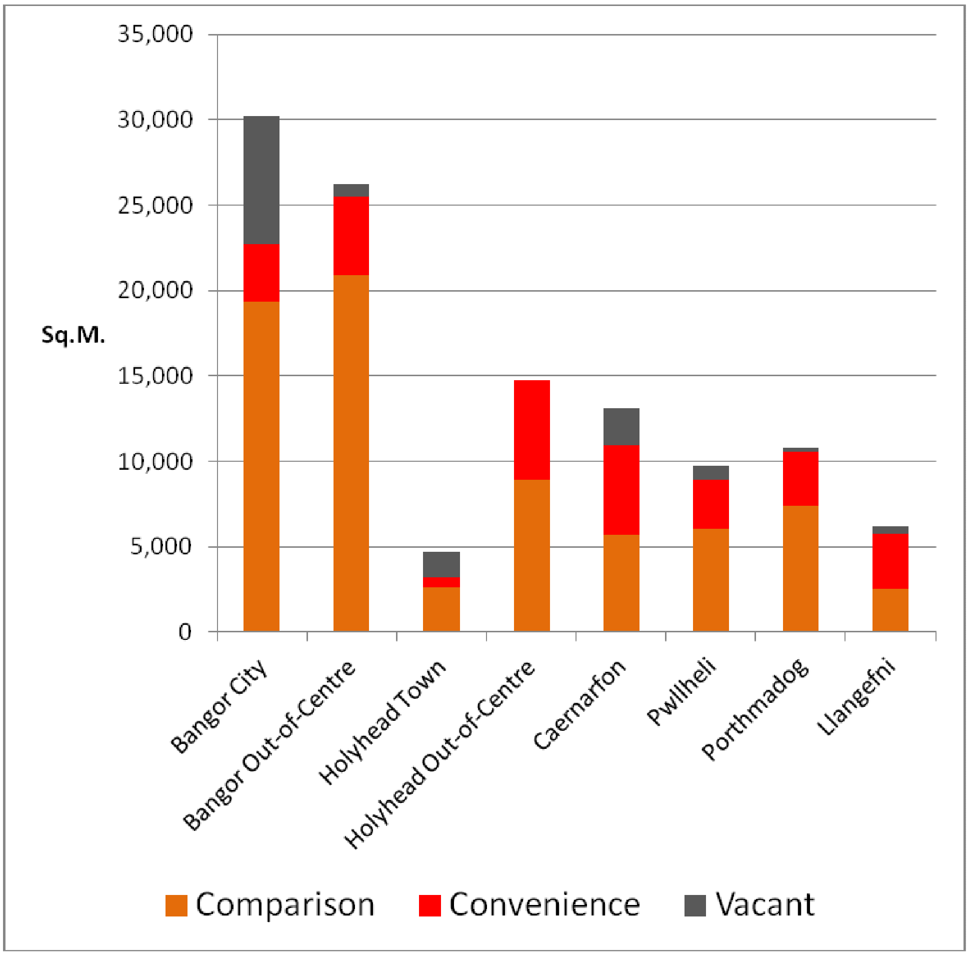
3.38 The existing floorspace for each centre was calculated for convenience and comparison goods and for vacant buildings that have been in retail use or would be suitable for that purpose. The figures for Bangor City Centre were provided by a 2011 Goad report with out-of-centre floorspaces derived from the Institute of Grocery Distribution (IGD) data base and our own assessment. The assessment of floorspace in the other centres was by our own survey and where available from IGD.

3.39 The net retail trading floorspace (sq.m.) for properties used for convenience and comparison goods retailing and vacant premises which appear to have been last used for A1 retail use for each centre is shown in the following table and chart. These figures have been derived from Applied Planning surveys in June and October 2012 and in the case of Bangor City from the 2011 Goad report.

Table 9: Retail Floorspace (Net Sq M)

	Comparison	Convenience	Vacant
Bangor City	19,334	3,408	7498
Bangor Out-of-Centre	20,944	4,511	753
Holyhead Town	2,632	558	1,554
Holyhead Out-of-Centre	9.810	5,843	0
Caernarfon	5,677	5,262	2,157
Pwllheli	6,083	2,838	816
Porthmadog	7,397	3,176	245
Llangefni	2,518	3,265	459

Chart 4: Retail Floorspace Distribution



Source: Applied Planning Suvey and Goad (Bangor)

Trading Density

3.40 Trading Density is the amount of turnover per sq.m. of net retail floorspace. The benchmark or company average figures are derived from Mintel's Retail Rankings. These figures are used to assess the trading capacity of a store or a centre by using a typical 'basket' of values. Convenience based supermarkets such as Tesco typically turnover approximately £12,000/sq.m. with smaller convenience stores such as Spar averaging approximately £6,500/sq.m. Comparison stores are more variable but Marks and Spencer achieves around £6,000/sq.m.

3.41 To take account of the range of stores we have adopted a convenience benchmark figure of £10,000 for each of the six main centres. Reflecting Bangor's role as the Sub-Regional centre we have adopted a comparison benchmark figure of £6,000/sq.m. and a lower figure of £5,000 for the other main centres. The Local Centres are expected to achieve much lower figures for both convenience and comparison shopping.

Retail Efficiency

3.42 Retail efficiency relates to expected improvements to the trading density in the future as retailers benefit from growth in spending and sell more goods from the same floorspace. We have adopted the advice from the Experian Retail Planner Briefing Note 9 (September 2011). In the case of comparison goods they forecast improvements in efficiency of 2.2% per annum for 2012 increasing to 3.6% p.a. in 2014 before dropping back to 3.4% from 2018 onwards. Improvements to convenience retailing is currently estimated to be 0.4% p.a. and this is forecast to reduce to 0.2% p.a. after 2017.

Commitments and Vacant Space Allowance

3.43 These factors are considered in the assessments of each centre in the following Section.

4 BANGOR

Summary	
Study Zone	6
Population (2001 Census)	13,725
Comparison Floorspace (Net Sq.m.)	40,278
Convenience Floorspace (Net Sq.m.)	7,919
Comparison Turnover £m	273.14
Convenience Turnover £m	84.56
Percent of Turnover from Tourism	15.02
No. Comparison Shops (centre)	105*
No. Convenience Shops (centre)	16*
No. Vacant Units (centre)	47*

* Source: Goad 2011

General

4.1 Bangor is the only Sub-Regional centre in Gwynedd and dominates retailing within the Gwynedd and Anglesey JLDP area. Map 3 on the following page shows Bangor's catchment area based upon the results of the CBRE National Survey of Local Shopping Patterns. The area is defined on the basis of the market share of the town and includes all postal sectors where the proportion of people who use the town as their main non food shopping destination exceeds 15%. The map shows that the catchment area is truncated to the east as a result of competition from Llandudno and to a lesser extent by Aberystwyth to the south.

4.2 These results of the Household Survey confirm these findings as demonstrated by the fact that 60% of Llanfairfechan's comparison expenditure is drawn to Llandudno with only 25.25% going to Bangor. Bangor only attracted 1.3% of Llandudno Zone's comparison expenditure whereas 6.35% of Bangor's Zone was drawn to Llandudno.

4.3 The Household Survey results show that Bangor City Centre attracts £147.83m of resident's comparison expenditure from the Study Area whilst the out-of-centre stores contribute a further £85.02m. We have estimated that Bangor also benefits from £40.28m of tourist expenditure for comparison goods. Resident's expenditure on convenience goods in Bangor amounts to £71.1m of which £61.13m is spent in out-of-centre stores. Tourism is estimated to contribute £13.46m.

Plan 3: Bangor's Catchment Area Source: PROMIS

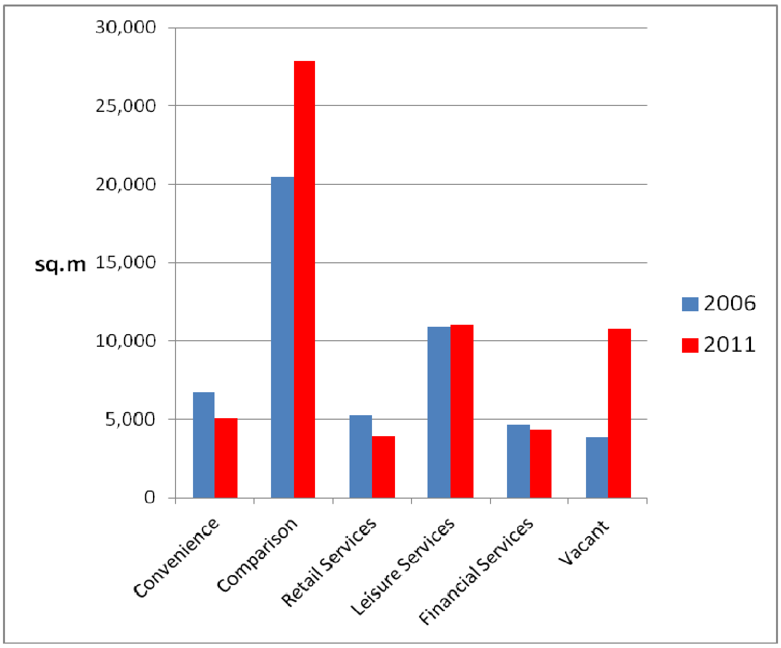
Recent Trends

4.4 The following table compares data from Goad surveys for 2006 and 2011 in order to see how the centre has fared during the current recession. Over the past five years there have been major changes in Bangor's retailing. There has been a 21% increase in floorspace but a 177% increase in vacancy levels. The figures also show a reduction in the amount of convenience floorspace. In terms of the number of shops, units in convenience use fell from 20 in 2006 to 16 in 2011 and in comparison the number fell from 118 to 105. The number of vacant retail units rose from 20 to 47.

Table 10: Bangor's Retail Use Distribution 2006-2011 Source: Goad Surveys

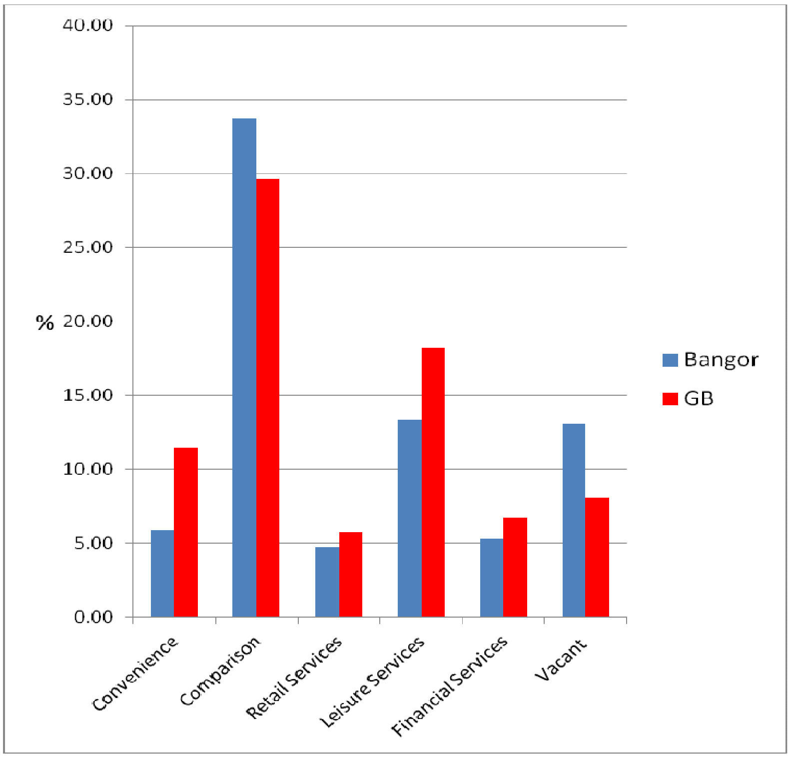
Floorspace sq.m.gross	2006	2011	Change	%
Convenience	6,761	5,101	-1,660	-25
Comparison	20,461	27,879	7,417	+36
Retail Services	5,298	3,929	-1,369	-26
Leisure Services	10,887	11,037	150	+1
Financial Services	4,707	4,370	-338	-7
Vacant	3,901	10,812	6,911	+177
Total	52,016	63,128	-11,112	+21

Chart 5: Changes to Bangor's Floorspace 2006 - 2011.



Source: Goad 2006, 2011

Chart 6: Town Centre Uses compared to GB average 2011.



Source: Goad, 2011

The City Centre

4.5 The form of the city centre is essentially linear along the pedestrianised High Street (Stryd Fawr) with two adjacent shopping centres the Deiniol and more recent Menai at the core of the Centre around the Clock Tower where pedestrian flow is at its peak. There are few streets running off High Street and shopping tends to be secondary beyond Well Street to the north and Glanrafon to the south.

4.6 The Plan on the following page shows the retail structure of the Centre by broad retail type; Convenience, Comparison, Food and Drink, Financial & Professional Services (Bank, Estate agents etc), Personal Services (Hairdressers, Beauty Parlours and Tattoo Artists) and Vacant Premises.

Comparison Retailing

4.7 National retailers are well represented in the City and include Debenhams, H&M, River Island, Clarks, Boots, HMV, Topshop, New Look, Peacocks and JD Sports, Bodyshop and Superdrug. The 2012 Household Survey shows that out-of-centre stores which include Next, Argos, Comet, Pets at Home, Currys, Carpet Right, TK Maxx, Matalan, JJ Sports, B&Q, Halfords, Blockbuster, Laura Ashley, Home Bargains, Caprice (Furniture), Next and Dunelm account for 36.7% of comparison sales.

Photo 1: Bangor High Street

Plan 4: Retail Structure, Bangor

appliedplanning
CHARTERED TOWN PLANNING CONSULTANTS

Not to Scale

Source: Applied Planning survey, June 2012

N

Plan 4a: Retail Structure, Bangor Core Area

appliedplanning
CHARTERED TOWN PLANNING CONSULTANTS

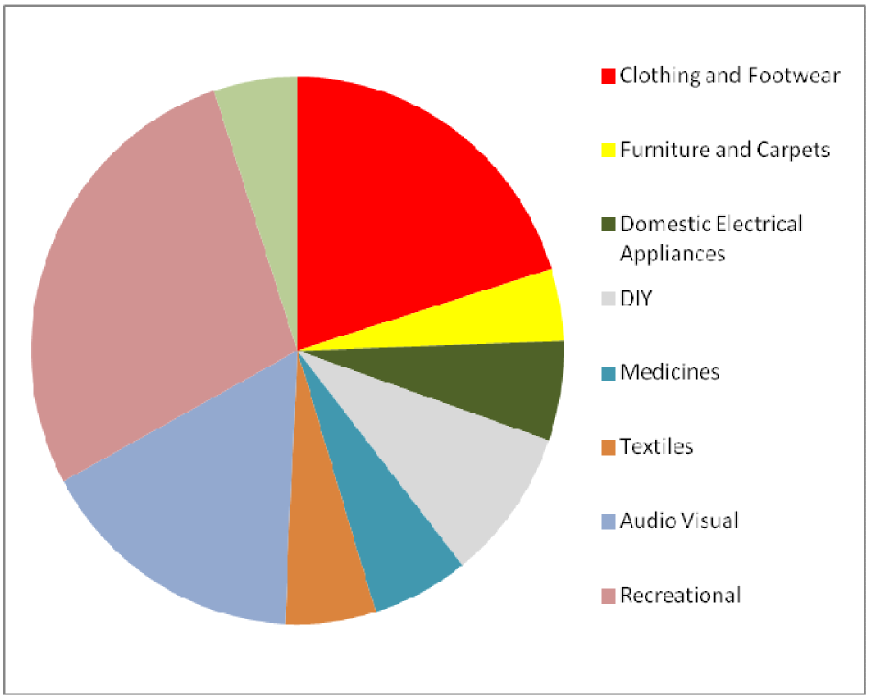
Not to Scale

Source: Applied Planning survey, June 2012

N

4.8 The following chart shows the distribution of comparison goods sales by goods type demonstrating the importance of Clothing and Footwear and 'leisure goods'.

Chart 7: Comparison Goods Distribution Bangor Source: Household Survey



4.9 In common with others centres, there are a number of charity shops which is often taken as an indicator of weakness. However, particularly in times of recession they provide rental income to landlords and the well known charities are regarded as having a good covenant strength. Most of the charity shops in the core area are permanent and do not detract markedly from the vitality of the centre.

Convenience Retailing

4.10 Convenience stores in the City Centre include discount stores Aldi and Lidl, freezer centres Iceland and Cool Traders, M&S Food, a butchers and bakers. There is no fruit and vegetable shops or fishmonger or Market Hall. The Plan also shows the location of an ASDA store which was under construction at the time of the survey. When operational this store will compensate for the loss of convenience floorspace in the town centre revealed by the analysis of the Goad data.

4.11 86% of all convenience retail expenditure is accounted for by out-of-centre retailers, primarily Tesco and Morrisons. Analysis of Goad data shows that compared to the UK average, Bangor is well provided by frozen food, health food and delicatessens but particularly lacking in fishmongers, greengrocers and markets of which there are none.

Other Town Centre Uses

4.12 There is a high number of non retail uses such as banks and building societies within the prime area which, whilst attracting customers, tends to detract from interest in the shopping street by introducing 'dead' retail frontage. The centre also contains a wide range of food and drink outlets ranging from cafes, coffee shops and fast-food and snack bars to a number of licensed premises serving the large student population as well as residents and tourists. However, there appeared to be a lack of more up-market facilities.

Vacant Floorspace

4.13 The Goad Surveys show a significant increase in vacancy rates between 2006 and 2011. Whereas the 2006 figure was similar to the UK average (5.9% compared to 6%) the figures are now over 13% compared to a UK average of 8%. These reflect the effects of the recession which continues to impact heavily on the retail sector. This can be partially explained by the opening of the Menai Centre where over 4,000 sq.m. remained unlet at the time of the survey (June 2012) there were seven vacant units in the Deiniol Centre. Many of the closures are a result of the failures of nationally based retailers rather than for Bangor specific reasons. Change is quite normal for a variety of reasons; what is important is how quickly units are relet and maintaining or improving the quality of the overall retail offer.

4.14 The City has fared better than most in the reletting of larger units. Debenhams vacated a large unit in the High Street when relocating to the Menai Centre and this has been taken by the Castle Arcade. The former Woolworths unit was taken by Boots whose former unit is now let to Republic Fashion. Trespass Outdoor have taken the former Dorothy Perkins unit and Greggs have taken the unit vacated by Game whereas Costa Coffee has taken the vacated Dewhursts Butchers unit. JD Sports relocated to the unit previously used by Adams Children's Wear but the two units vacated by JD Sports remain unlet. WH Smith, HMV and Sports Direct have taken previously vacant units. At the time of the survey the main vacant units were FADS which is in a secondary location and Stead and Simpson and JJB Sports (vacated it is assumed because of their out-of-centre store on Caernarfon Road) in the main body of the High Street.

Accessibility

4.15 The city is well served by surface and multi storey car parks adjacent to the main shopping areas as well as a bus station with seven stands for services to the surrounding area operated by Arriva Buses Wales, Express Motors, Padarn Bus, National Express, Eifions Coaches, Eurolines and Lloyds Coaches.

Photo 2: The Clock Tower and Deiniol Shopping Centre

Environment

4.16 Bangor is an attractive, largely pedestrianised centre which is relatively free of litter and graffiti and improvements to both hard and soft landscaping have been made. With the exception of the two shopping centres, the City is based on a traditional shopping street with a variety of largely Victorian buildings of render with occasional stone and slate roofs. The general condition of the building stock appears to be good in the prime area although some buildings in the more secondary locations, where there are concentrations of vacant premises, are often in a poorer state of repair. Compared to many centres of similar size it retains a high degree of individuality but, as with many towns, shop fronts, fascias and window displays could be improved to add to the appearance of the centre.

Safety

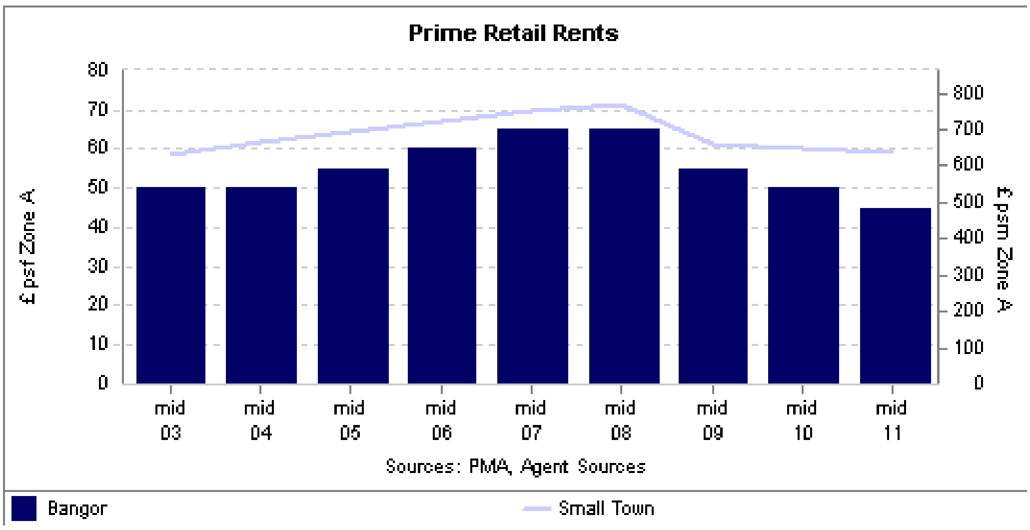
4.17 Bangor gives the impression of providing a safe environment with well lit visible routes between the shopping centre and, for instance, main car parks. However, we are aware that in the summer of 2012 a curfew was imposed on under 16 year olds in the City Centre which was covered nationally in news programmes which may have had a negative effect on the perception of the City.

Photo 3: The New Debenhams Store at the Menai Centre

Rents and Yields

4.18 According to PROMIS, prime Zone A town centre rents in mid 2011 were £45 per sq.ft (£485 sq.m.) compared to an average for 'Small Towns' of £59 (£635 sq.m.). (This compares with the Valuation Office's estimate of £800 sq.m. for Wrexham) Between mid 2003 and mid 2008 rents had increased by 5.4% compared to an average of 4.1%. However between mid 2008 and mid 2011 rents had declined by 11.5% compared to benchmark of -6.2%. Focus report that 262 – 266 High Street was acquired at the equivalent yield of 7.84%.

Chart 7: Prime Retail Rent, Bangor 2003 - 2011 Source: PROMIS



Satisfaction

4.19 The on-street survey recorded high levels of shoppers' satisfaction in Bangor. 11.9% of respondents rated the quality of the shops as Very Good and 56.7% as Quite Good. 15% rated them as either Quite Poor or Very Poor. On the range of shops nearly half rated the centre as Good or Very Good but 30% thought the range Quite Poor or Very Poor. 33% rated the car parking provision as Very Good or Quite Good with 19% rating provision as Quite Poor or Very Poor.

4.20 Approximately 56% thought public transport Very Good or Quite Good and over 53% thought the quality of Cafes, Bars and Restaurants as Quite or Very Good. The appearance of the Centre was rated as Quite or Very Good by 68.7% and the provision of seating and toilets also achieved scores in excess of 60%.

4.21 The following is our assessment of the strengths and weaknesses of the centre along with potential opportunities to improve the centre and threats that may harm the centre in the future; referred to as a SWOT analysis.

Table 11: SWOT Analysis, Bangor

Strengths	Weaknesses
Good range of comparison shops with national retailer representation. Attractive town centre. Good provision of supermarkets within the centre or in edge-of-centre locations. Good levels of accessibility by public transport and a good level of convenient car parks.	Limited independent or specialist convenience food retailers.
Opportunities	**Threats**
Develop specialist retailing that would be particularly attractive to tourists.	Increased trade leakage to Llandudno. Greater impact from Internet Sales

Health Assessment Conclusion

4.22 Bangor is an attractive shopping centre providing a range of goods and services whilst maintaining a high degree of individuality. Whilst attracting large numbers of tourists, the centre appears to primarily serve the local resident population and has few shops which are specifically tourist related. Clearly the current recession has taken its toll and the amount of vacant units is a concern but, taking this into account, the centre appears healthy in retail terms.

4.23 Improvements could be made to shop fascias and to some extent the quality of food and drink outlets and there maybe scope to further exploit the tourist market through the grouping of souvenir, clothing and craft shops.

NEED ASSESSMENT

Quantitative Need

4.24 The need assessment tables for Bangor and the other centres are derived from the data contained in the Technical Appendices in Volume 4 of the Study.

Comparison Goods

4.25 The following table shows the current level of turnover for comparison stores in Bangor derived from the resident population and from tourism. In 2012, we estimate that tourism contributed £40m to the total turnover. This expenditure is then predicted for 2016, 2021 and 2026. We would expect comparison stores to have an overall turnover per sq.m. or trading density based on a current benchmark figure of £6,000 per sq.m.. The trading density for future periods allows for improved floorspace efficiency and allowance has been made in accordance with advice in Experian Retail Planner Briefing Note 9 (September 2011).

Table 12: Comparison Goods Need Analysis, Bangor

	Total Turnover	Trading Density	Floorspace sq m		Target Density	Requirement
Year	£m	£/sq.m.	Required	Existing	£/sq.m.	sq.m. Net
2012	273	6,781	45,523	40,278	6,000	5,245
2016	309	7,672	46,477	40,278	6,649	6,199
2021	383	9,509	50,670	40,278	7,559	10,392
2026	460	11,410	53,478	40,278	8,594	13,200

4.26 From this we calculate that there is an existing requirement of 5,245 sq.m. rising to 13,200 sq.m. by the end of the plan period in 2026. However it is necessary to deduct existing commitments and an allowance to take account of excessive levels of vacant retail property.

Vacant Floorspace Allowance

4.27 According to the 2011 Goad survey there was 7,498 sq.m. net of vacant retail and service floorspace within the city centre equating to 13.09% of the total retail and service floorspace available in the City Centre. The pre-recession vacancy rate in 2006 for Bangor was approximately the same as Great Britain average, 6%, which would equate to 3,435 sq.m. In our view the strategy should be to plan to return to this level to ensure that the centre retains a high degree of vitality and viability. Therefore an allowance of 4,822 sq.m. to include vacant out-of-centre floorspace should be made against the need for new floorspace. As this vacant space is primarily in the City Centre we consider it most likely that this will be taken up by comparison retailers.

Commitments

4.28 As far as commitments are concerned, we assume that 20% of the floorspace of the ASDA store which was under construction at the time of the survey in June 2012 will be used for the sale of comparison goods amounting to 465 sq.m.

Table 13: Comparison Goods Need Analysis, Bangor

	2012	2016	2021	2026
Requirement	5,245	6,199	10,392	13,200
Less Commitments	465			
Less Vacant Space	4,822			
Need (sq.m. net)	-42	912	5,105	7,913

4.29 Taking these factors into account the above table shows that there is a modest surplus of 42 sq.m. net in 2012 rising to a need for 912 sq.m. in 2016. By 2021 there will be a need for an additional 5,105 sq.m. net of comparison floorspace increasing to 7,913 sq.m. by the end of the plan period.

Convenience Goods

4.30 Repeating the exercise for convenience floorspace but using a current benchmark turnover of £10,000 sq. m. with allowances for future improvements in floorspace efficiency in accordance with advice in Experian Retail Planner Briefing Note 9 (September 2011) it can be seen that there is a current need for 537 sq.m. rising to 730 sq.m. by 2026.

Table 14: Convenience Spending Analysis, Bangor

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	85	10,678	8,456	7,919	10,000	537
2016	86	10,824	8,436	7,919	10,161	517
2021	88	11,061	8,535	7,919	10,263	616
2026	90	11,322	8,649	7,919	10,366	730

4.31 Allowance should also be made for 80% of the new ASDA's floorspace being used for convenience sales (1859 sq.m.) which results in a current surplus of 1,322 sq.m. and by the end of plan period surplus of 1,129 sq.m.

Conclusion

4.32 **Currently there no immediate need for additional comparison floorspace but there will be a significant need for an additional 7,913 sq.m. by the end of the plan period. There will be no need to allocate additional convenience floorspace in Bangor during the plan period to 2026.**

Qualitative Need

4.33 Marks and Spencer and BHS in Llandudno are amongst the stores that appear to attract comparison shoppers along with nationally promoted out-of-centre stores such as DFS and SCS that are not represented in Bangor. On the convenience side, ASDA Llandudno attracts shoppers from Bangor. Although the new ADSA Bangor will be more modest in size, some of this trade leakage will be 'clawed-back' when the new store opens as some ASDA customers will presumably choose to shop locally.

4.34 The take up of existing floorspace and the potential to provide additional comparison floorspace towards the end of the plan period will ensure that Bangor maintains its role as the sub-regional for the JLDP area. We do not consider that there is justification to allocate any additional floorspace based on qualitative need.

5 HOLYHEAD (*CAERGYBI*)

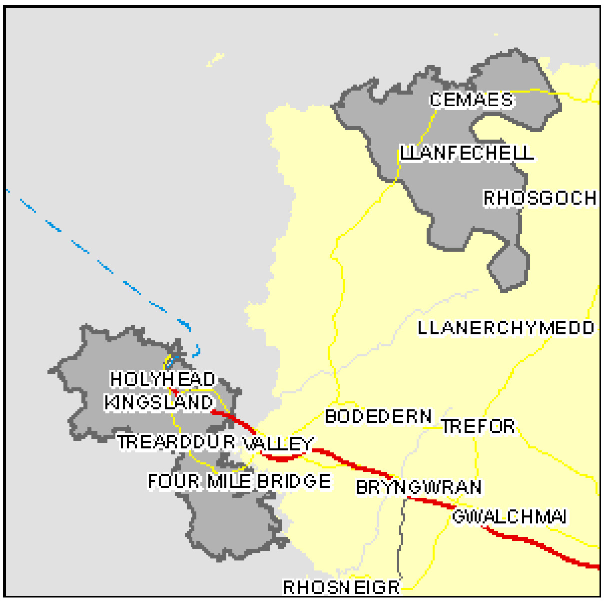
Summary	
Study Zone	2
Population (2001 Census)	11,237
Comparison Floorspace (Net Sq.m.)	12,422
Convenience Floorspace (Net Sq.m.)	6,401
Comparison Turnover £m	35.63
Convenience Turnover £m	51.35
Percent of Turnover from Tourism	20.32
No. Comparison Shops (centre)	30*
No. Convenience Shops (centre)	4*
No. Vacant Units (centre)	23*

*Source: Local Authority Survey

General

5.1 Holyhead is the largest town in Anglesey, situated at the north-western corner of the island it is a major ferry terminal. In retail terms the town provides convenience and comparison shopping for residents of the town and surrounding villages. In total, 84.7% of Holyhead's comparison trade, including out-of-centre stores, comes from Zone 2 (Holyhead and surrounding area) which demonstrates that limited trade is attracted from beyond its immediate catchment area. Even within this Zone, Bangor captures 42.3% of the available comparison spend compared to Holyhead's 37.2%.

Plan 5: Holyhead's Catchment Area Source: Goad

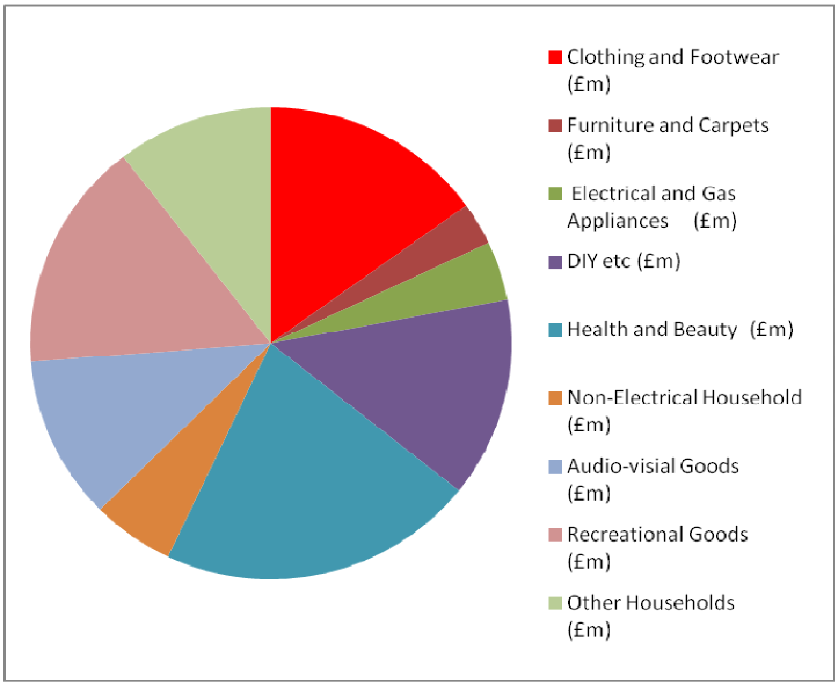


5.2 The main shopping is on Market Street and Stanley Street with secondary shops in Williams Street. Whilst our tourism model allocates £17.67m of expenditure to Holyhead and surrounding area, some of which could be attributed to the ferry terminal, we doubt that currently the town centre will attract significant amounts of this trade due to the type and quality of retailers present.

Comparison Retailing

5.3 The town centre retains 53% of the town's comparison shopping. The remainder is attracted to out-of-centre stores largely located at Penrhos Retail Park which includes clothing and footwear shops Brantano, Peacocks, New Look, Store 21 along with Argos, Poundstretcher and Wilkinson. With the exception of Boots and Shoe Zone there are no national multiple remaining in the town centre. Homebase, Carpetright and Topps Tiles also trade from the Penrhos Retail Park. The following chart shows the distribution of comparison goods turnover by goods type for the whole of Holyhead including the out-of-centre stores.

Chart 8: Comparison Goods Distribution by Turnover, Holyhead



Convenience Shopping

5.4 The town centre retains only 4.2% of convenience expenditure the reminder being attracted to the out-of-centre stores including large Tesco and Morrisons stores, Lidl, ASDA (formerly Netto), Iceland and Farmfoods. Only the Co-operative still remains in the town centre although there are independent butchers, bakers and a fishmonger.

Vacant Premises

5.5 The Chesterton Retail study noted that Holyhead's vacancy rate was twice the national average. The report also identified the existence of national multiples as a strength. The centre has continued to suffer from high vacancies largely as a result of the failure of national multiples. The former Woolworths unit which had been vacant since December 2008 is now a YMCA shop. The unit was under consideration by the Original Factory Shop who have taken over Woolworths shops in a number of centres including Caernarfon, Pwllheli and Porthmadog but decided that competition from out-of-centre stores in Holyhead was too great. The closure of the Ethel Austin store in Stanley Street and Clinton Cards in Market Street are the latest closures. National retailers are now essentially limited to Boots and Co-operative Food both in Market Street.

5.6 It should be noted that our survey does not include properties in the St Cybi Street/Water Street/Victoria Rd/lower Boston Street area which are included in the Goad survey. Many of the retail premises in this area are vacant.

5.7 Action for Market Towns (AMT) reported that in 2009 Holyhead had the highest vacancy rate of any town centre in the UK – with 39% of premises empty. The work of the Plas Cybi Partnership, a community-owned regeneration organisation who aim is to encourage the reuse of empty premises, has resulted in the reuse of a number of vacant shops in the town.

Accessibility

5.8 Pay and display car parking is available at Hill Street (100 spaces), Trearddur Square (60) and Swift Square (48) along with on-street parking along Victoria Road. Holyhead is well connected to the rail network with services to Bangor, Chester, Liverpool, and Birmingham as well as some local stations. There are bus services to Bangor and the rest of Anglesey from the bus station in Summer Hill.

Environment

5.9 The majority of buildings in the Town Centre are Victorian with render and slate roofs. The condition of the majority of the buildings in the retail core of Market Street is good but many in the more secondary locations are poor. There is no significant evidence of litter or graffiti. The number of vacant properties is exacerbated by the fact that many properties are shuttered outside trading hours which can give a feeling of oppressive dereliction. In addition to the pedestrianisation scheme that was undertaken some time ago there has been some environmental improvement with the construction of a pedestrian bridge linking Market Street with the railway station and port area. The retail area would benefit from additional street furniture, planting and possibly a scheme to encourage better quality fascia boards and window displays.

Photo 4: Market Street, Holyhead

Rents and Yields

5.10 There is sparse evidence of recent rental and sale transactions. Given the long term issue of empty properties rental levels will be low particularly when incentives are annualised and investment yields are relatively high reflecting covenant strength, void allowance and prospects for rental growth. According to Focus, 33 – 33a Williams Street was sold as an investment equating to £438 per sq.m. and 44 Market Street achieved £548 per sq.m.. 41-43 Market Street was let at a rental of £72.33 sq.m. which would equate to a yield of over 13%. As far as out-of-centre is concerned, 1-5 Holyhead Retail Park was sold as an investment at 6.9%.

Satisfaction

5.11 66.6% of respondents thought that the quality of shops were Quite Poor or Very Poor and 77.7% thought that the range of shops were Quite Poor or Very Poor. 65.5% thought that the availability of car parking was Quite Poor or Very Poor and 66.6% thought that the cost of car parking was too high.

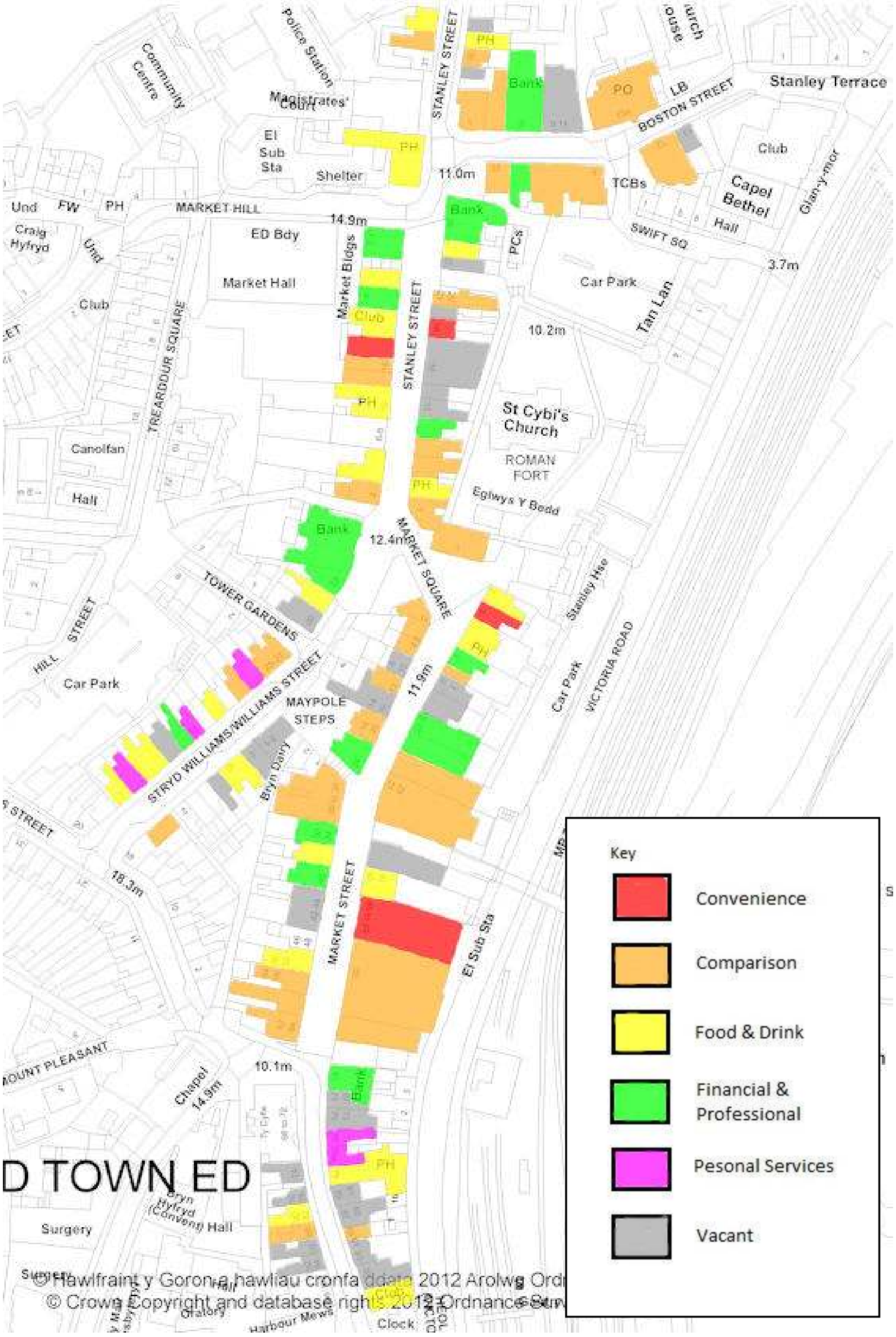
5.12 On the positive side, 55.6% of respondents thought that the frequency of public transport was Quite Good and 55.6% thought that the appearance of the town centre was Quite Good. Whilst there was no clear view on seating, 66.5% rated the provision of toilets as being Very Good or Quite Good.

Photo 5: Environmental Improvements, Market Street, Holyhead

Retail Structure

5.13 Plan 6 shows the retail structure of Holyhead Town Centre. Uses are classified as Convenience and Comparison Goods both A1 Use Class, Food & Drink which includes bars, restaurants, cafes and take-aways, Financial & Professional which includes Banks, Bookmakers and Estate Agents and Personal Services which includes Hairdressers, Beauty Salons, Nail Bars and Tattoo Parlours. Vacant properties which were previously in A1 are identified. It should be noted that the vacancy rates stated in this report are the amount of vacant properties expressed as a total of the stock of A1 premises (comparison, convenience and vacant properties).

Plan 6: Retail Structure, Holyhead



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Source: Applied Planning survey, Oct 2012

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Photo 6: Market Street, Holyhead during a 'Fun Day' event

Table 15: SWOT Analysis, Holyhead

Strengths	Weaknesses
Parts of the town centre are reasonably attractive in townscape terms	Isolated at the end of the end of the A5 - limited natural catchment area High number of vacant premises Lack of national retailers Low level of confidence Low market demand Developments are not likely to be viable without significant levels of public funding
Opportunities	**Threats**
Redefine Holyhead's retail role	Increased leakage

Health Check Conclusion

5.14 Holyhead could not be described as being 'healthy' in retail terms. Clearly high vacancy rates have been long-term and any likelihood of this being reversed by attracting national retailers is likely to be difficult owing to the amounts of expenditure available and the level of competition from the out-of-centre stores.

5.15 Efforts by organisations such Plas Cybi Partnership to encourage the take up of space by small local businesses has had a beneficial effect but the challenge is to find a niche position for the town centre possibly by encouraging events such as regular farmers markets in Market Street that would provide a retail offer not available out-of-centre and attracting shoppers from farther afield is one way forward.

5.16 A more drastic solution would be to plan for a reduction and concentration of the retail centre by encouraging changes of use or redevelopment to others uses such as residential. Improvements to street furniture and shop fascias would also have a beneficial effect as would a reduction in car parking charges in order to compete more effectively with the out-of-centre stores.

NEED ASSESSMENT

Quantitative Need

5.17 By following the same methodology as used for Bangor, the need analysis for Holyhead taking town centre and out-of centre stores combined is as follows:

Comparison Goods

5.18 Recognising Holyhead's place in the retail hierarchy we have adopted a reduced initial trading benchmark figure of £5,000 sq.m. From this it can be seen that there is a surplus of floorspace throughout the plan period. It should be noted from our calculations tourism contributes £8.7m to comparison goods turnover.

Table 16: Comparison Goods Need Analysis, Holyhead

	Total Turnover	Trading Density	Floorspace sq m		Target Density	Requirement
Year	£m	£/sq.m.	Required	Existing	£/sq.m.	sq.m. Net
2012	36	2,864	7,126	12,442	5,000	-5,316
2016	40	3,240	7,245	12,442	5,541	-5,167
2021	50	4,016	7,932	12,422	6,299	-4,510
2026	60	4,819	8,371	12,422	7,162	-4,071

Convenience Goods

5.19 For the analysis for convenience goods we have retained a current benchmark of £10,000 sq.m. which we consider to be reasonable given that the majority of turnover is accounted for by the Tesco and Morrisons out-of-centre stores. Again, this shows that there is no quantitative need for additional retail floorspace to cater for convenience shopping needs over the plan period. Again, it should be noted that our calculations include £8.96m of spending attributed to tourism.

Table 17: Convenience Goods Need Analysis, Holyhead

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	51	8,022	5,135	6,401	10,000	-1,266
2016	52	8,131	5,122	6,401	10,161	-1,279
2021	53	8,309	5,182	6,401	10,263	-1,219
2026	54	8,506	5,252	6,401	10,366	-1,149

Commitments

5.20 We are advised that additional retail floorspace has been permitted in the proposed marina development. This floorspace is intended to serve and generate tourist demand but may deflect further potential tourist spending away from the town centre.

Vacant Floorspace

5.21 Our Survey identified 1,554 sq.m. of vacant floorspace in the town centre which represents approximately 8% of total retail floorspace including out-of-centre floorspace but represents 32.76% of retail (Use Class A1) floorspace in the town centre which is clearly unsustainable if the centre is to achieve a reasonable level of vitality and viability. This figure is in line with the Action for Market Towns figure of 39%. This would need to be reduced to around 475 sq.m. to bring the vacancy rate down to around 10% which we believe should be the target over the plan period. The figure for the town centre is exacerbated due to the fact that some of the empty units such as those previously occupied by Woolworths and Ethel Austin are large. If and when these units are relet the percentage of vacant space within the town centre will reduce to more manageable proportions.

5.22 We have reported the success that the Plas Cybi Partnership has had in bringing a number of units back in to use. These efforts have had a significant effect on improving the vitality of the centre but it must also be recognised that this has been achieved at concessionary or peppercorn rents which can only be a short term solution. It is hoped that these businesses flourish and in due course are able to pay rents that would reflect an overall improvement in the viability of the town centre.

Conclusion

5.23 **There is no need for additional retail floorspace to meet a quantitative need in Holyhead over the plan period up to 2026.**

Qualitative Need

5.24 Whilst it may be the case that proposals to assist with the wider regeneration of the town may require a retail component to underpin funding, any such proposals must be carefully judged against the deflection of potential trade from the town centre. There is a clear need to improve the quality of retailing in the town centre but this should be primarily achieved by upgrading existing premises and bringing vacant property in to use.

6 CAERNARFON

Summary	
Study Zone	8
Population (2001 Census)	9,611
Comparison Floorspace (Net Sq.m.)	5,677
Convenience Floorspace (Net Sq.m.)	5,262
Comparison Turnover £m	27.81
Convenience Turnover £m	55.06
Percent of Turnover from Tourism	21.94
No. Comparison Shops	79
No. Convenience Shops	9
No. Vacant Units	24

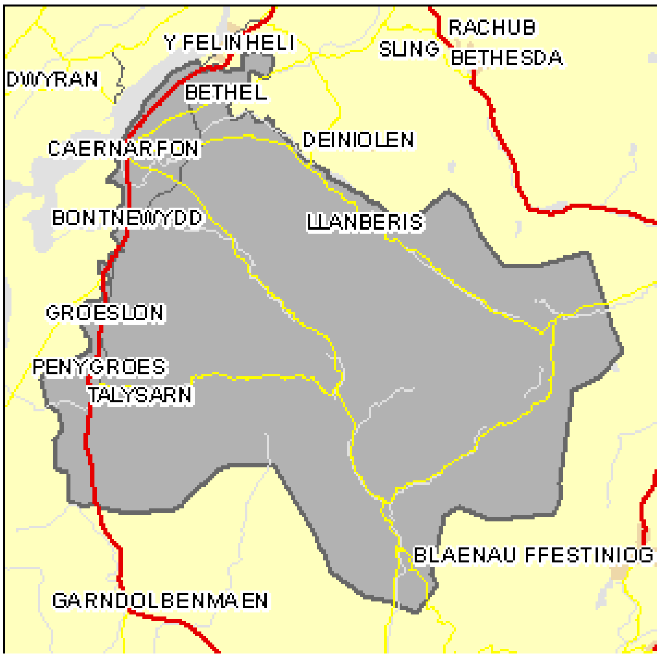
General

6.1 Caernarfon is the second largest retail centre in the Study Area after Bangor. The town has a sizeable catchment area to the south but to the east it is truncated due to the influence of Bangor. The town is a major destination for tourists drawn primarily to the Castle and waterfront areas and to some extent this is reflected in the town's retail offer. The centre has two distinct areas with national multiples and stores serving mainly the local market on Pool Street and Bridge Street and shops within the walled section of the centre along High Street and Palace Street linking through to Castle Ditch and Castle Square which has a high proportion of restaurants, bars, craft and gift shops interspersed with residential and business premises.

Comparison Retailing

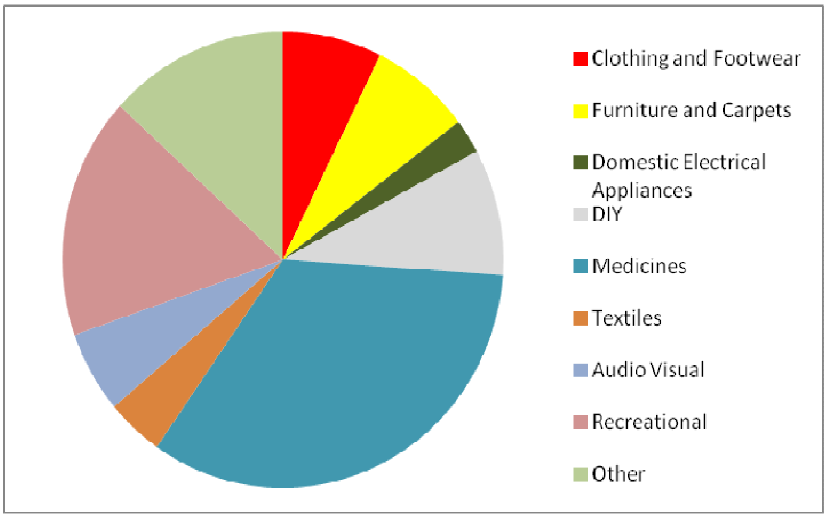
6.2 Caernarfon has a comparison turnover of £27.81m of which we estimate that £6.87m is derived from tourism. The distribution of spending on comparison goods is shown by the following diagram. This shows a high spend on Medicines including health and beauty products and a modest amount spent on Clothing and Footwear. 70% of this expenditure comes from the town and surrounding area (Zone 8). Perhaps not surprisingly there is a high degree of leakage (£51.75m in total) to Bangor City Centre and the Bangor retail parks which are very accessible from Caernarfon

Plan 7: Caernarfon's Catchment Area Source: Goad



6.3 The principal national retailers are Boots, Argos, Poundstretcher and WH Smith. With the closure of Ethel Austin (which is now a Spec Savers store), Peacocks and New Look are the only national fashion retailers in the town.

Chart 9: Comparison Goods Distribution by Turnover, Caernarfon



Convenience Retailing

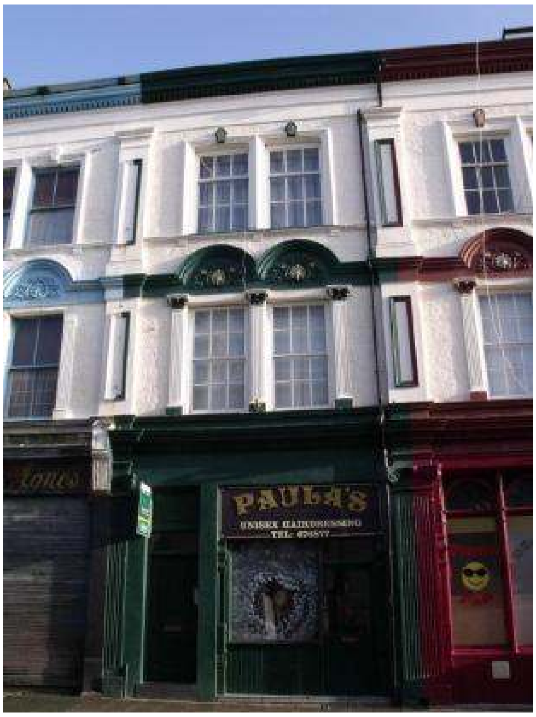
6.4 Convenience retailing attracts £55.06m of expenditure, £37.5m of which is accounted for by out-of-centre stores. Tourism contributes a further £11.31m. Convenience shopping is provided by ASDA (a former Kwik Save store), Farmfoods and Iceland along with a Spar and Londis and Palace Street Market in the Town Centre and out-of-centre Morrisons and Tesco Stores.

Photo 7: Palace Street, Caernarfon showing the Market Hall

Vacant Shops

6.5 Our survey shows that approximately 16% of retail floorspace is vacant which is twice the Goad GB average. Vacant properties are concentrated along High Street in the Old Town which does detract from an area of otherwise high architectural and environmental value.

Photo 8: Premises in Bangor Street, Caernarfon



Accessibility

6.6 There are regular bus services to most towns and villages in the sub-region including Pwllheli, Porthmadog, Bangor, Holyhead, Llanberis, Betwys Y Coed. There are approximately 1,200 parking spaces throughout the town centre many of which are long stay to encourage visitors to remain in the town for longer periods. Within the prime retail area there is a multi-storey car park along with parking at Slate Quay. There is little on-street parking.

Environment

6.7 The general environment is good, buoyed by the castle and the walled 'Old Town' which contains some fine, largely Georgian, buildings. There is limited traffic in the Old Town and Castle Square provides a largely pedestrianised area. The Old Town is to some degree compromised by vacant properties, many of which appear to have been unused for some period of time and in some cases the building fabric has deteriorated. The main section of the town has examples of typical 60's/70's redevelopment that is not sympathetic to the overall character of the town. The overall impression is that whilst of a reasonable standard that there is room for improvement particularly through upgrading of properties and the provision of better shop frontages.

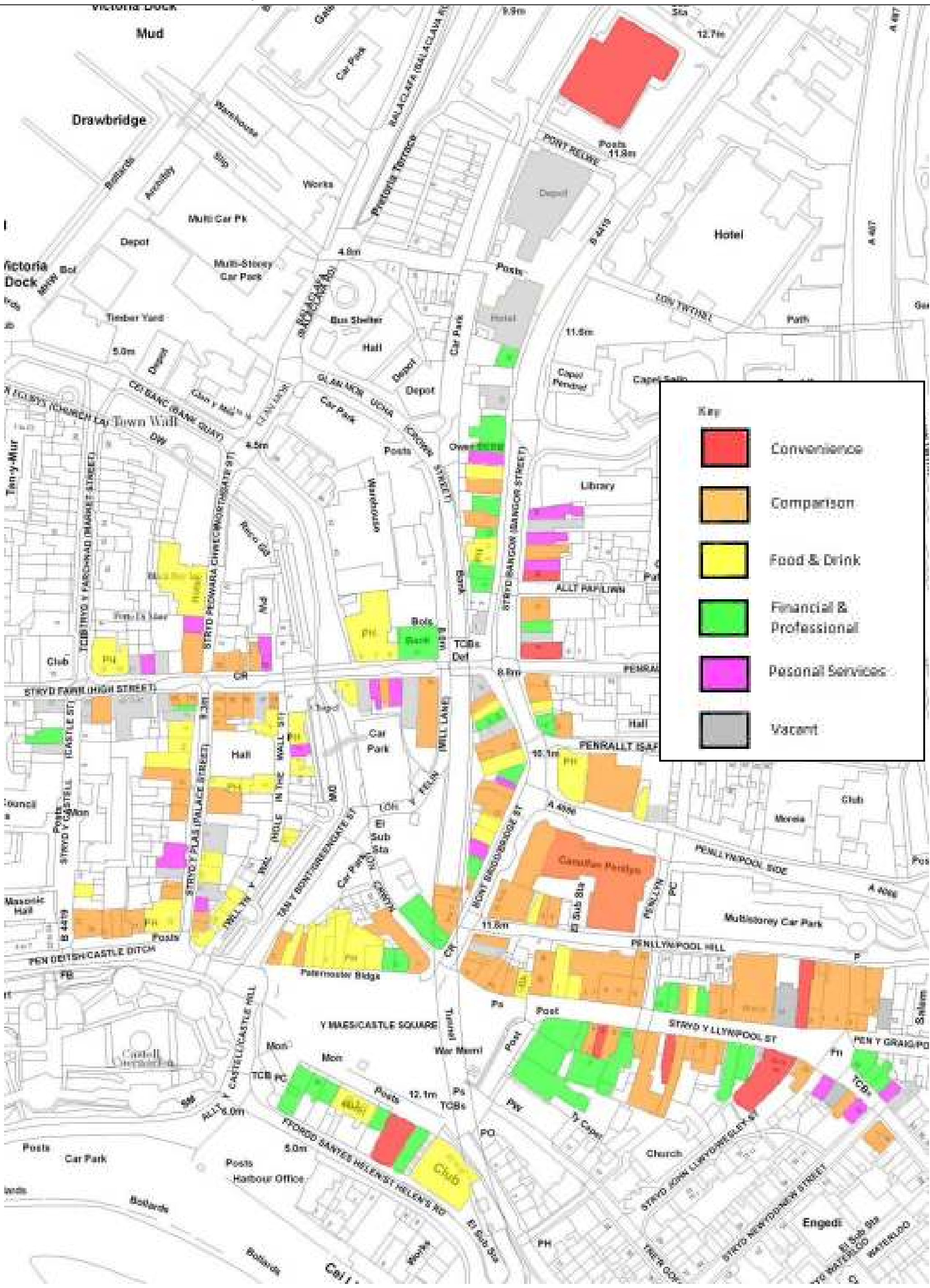
Satisfaction

6.8 Of those local residents surveyed 33.3% rated the quality of the shops as being Quite Good but the remainder rated them as Quite Poor or Very Poor and only 22.2% were satisfied with the range of shops. 7.7% thought that car parking facilities were Quite Poor or Very Poor with the same number being of the opinion that costs were too high. However 55.6% thought that public transport was Quite Good. Most thought that the appearance of the town was Quite Good and there was no real level of dissatisfaction with seating and the provision of toilets.

Rents and Yields

6.9 There is no strong evidence on rental levels and yield but we would expect the rents to be lower than Bangor and the yields slightly higher. As with the other centres, trends can be expected to track those of Bangor.

Plan 8: Retail Structure, Caernarfon



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Not to Scale

Source: Applied Planning survey, June 2012

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Table 18: SWOT Analysis, Caernarfon

Strengths	Weaknesses
A positive image Significant tourist, historical and environmental assets.	Lack of a well defined retail role. Lack of retail attractions Proximity of Bangor
Opportunities	**Threats**
Has the potential to develop its own niche in the retail hierarchy by attracting better quality independent retailers providing a differentiated retail offer to Bangor which would also tap in to the available tourist expenditure.	Could decline in relation to Bangor

Health Check Conclusion

6.10 In retailing terms the town could only be described as moderately healthy. The level of vacancies particularly in the Old Town is at an unacceptably high level and as it is this part of the town that is the main asset, particularly in the all important tourist market. The town has very limited representation of national retailers but this is to be expected given the proximity of Bangor City Centre and the out-of-centre retail parks that are highly accessible to Caernarfon.

NEED ANALYSIS

Quantitative Need

6.11 As with Holyhead we have adopted initial benchmark turnover figures of £5,000 per sq.m. for comparison outlets and £10,000 sq.m. for convenience outlets.

Comparison Goods

6.12 The following Table shows a small current surplus of floorspace until 2016, becoming a need for an additional 47 sq.m. by 2016 increasing to 910 sq.m. by the end of the plan period. We calculate that tourism contributes £7.1m to comparison spending in Caernarfon in 2012.

Table 19: Comparison Goods Need Analysis, Caernarfon

	Total Turnover	Trading Density	Floorspace sq m		Target Density	Requirement
Year	£m	£/sq.m.	Required	Existing	£/sq.m.	sq.m. Net
2012	28	4,898	5,562	5,677	5,000	-115
2016	31	5,542	5,678	5,677	5,541	1
2021	39	6,869	6,191	5,677	6,299	514
2026	47	8,242	6,533	5,677	7,162	856

Convenience Goods

6.13 The following table shows a modest need of 244 sq.m. which with forecast increased spending on convenience goods will increase to 370 sq.m. by the end of the plan period.

Table 20: Convenience Goods Need Analysis, Caernarfon

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Floorspace sq m Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	55	10,463	5,506	5,262	10,000	244
2016	56	10,606	5,493	5,262	10,161	231
2021	57	10,839	5,557	5,262	10,263	295
2026	58	11,095	5,632	5,262	10,366	370

Commitments

6.14 We are not aware of any significant commitments that would increase the amount of retail floorspace available. However we are aware of a current planning application on the site of the vacant Prince of Wales hotel and ATS tyre depot to provide a 995 sq.m. trading unit for Home Bargains. It is anticipated that 60% of the space would be for comparison goods.

Vacant Property Allowance

6.15 From our survey, we calculate that there is 2,157 sq.m. of vacant floorspace in Caernarfon which amounts to 16.5% of the retail stock. We do not feel that it is likely that this could be reduced to the Bangor target of 6% but we are of the opinion that the strategy should be to reduce this level to 10% (1,307 sq.m.) to improve and maintain the vitality of the centre particularly in and around High Street. This would bring 850 sq.m. of floorspace back into use and applying a 80:20 ratio this would amount to 680 sq.m. of comparison floorspace and 170 sq.m. of convenience floorspace. The result of factoring vacant space is shown in the following table.

Table 21: Retail Floorspace Need 2012 - 2026, Caernarfon

	Comparison Need	Convenience Need
2012	-795	74
2016	-679	61
2021	-166	125
2026	176	200

Conclusion

6.16 **There is no quantitative need for addition comparison floorspace until after 2021, with a requirement for 176 sq.m. by 2026. There is a small current need for additional convenience floorspace of 74 sq.m. increasing to 200 sq.m. by 2026.**

Qualitative Need

6.17 We can see no case for allocating addition retail space to meet qualitative need.

7 PWLLHELI

Summary	
Study Zone	10
Population (2001 Census)	3,861
Comparison Floorspace (Net Sq.m.)	6,083
Convenience Floorspace (Net Sq.m.)	2,838
Comparison Turnover £m	29.18
Convenience Turnover £m	29.43
Percent of Turnover from Tourism	22.97
No. Comparison Shops	93
No. Convenience Shops	7
No. Vacant Units	10

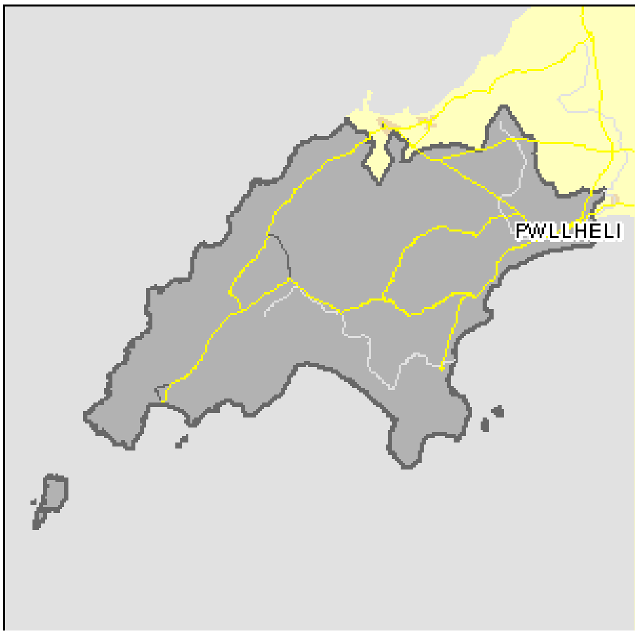
General

7.1 Pwllheli essentially provides services for the Llyn Peninsula, an area popular with tourists attracted to the coastline, marina, the well known Haven Holiday Park and numerous caravan parks. Its catchment area abuts that of Porthmadog to the east and Caernarfon to the north-east. A total of 88.9% of Pwllheli's comparison trade is derived from the town and surrounding area (Zone 10) which also includes Abersoch and Nefyn.

Comparison Shopping

7.2 Comparison shopping accounts for approximately 62% of the town's retail floorspace achieving a turnover of over £29m per annum allowing for £7.36m of tourist expenditure. As the following pie-chart shows, the retail offer is well distributed amongst the goods types including Clothing and Footwear and most needs of the local population are met. There is some leakage to Caernarfon and Porthmadog which are of a similar size, and to Bangor and Llandudno which are higher order centres. There is no out-of-centre competition which results in the Centre retaining independent traders in areas such as DIY supplies. There is a well defined retail circuit around High Street, Goal Street and Penlan Street giving a bustling atmosphere. The size of units are generally small, the largest being the former Woolworth store which is now The Original Factory Shop and the Ethel Austin store on Goal Street which was vacant at the time of the survey (June 2012).

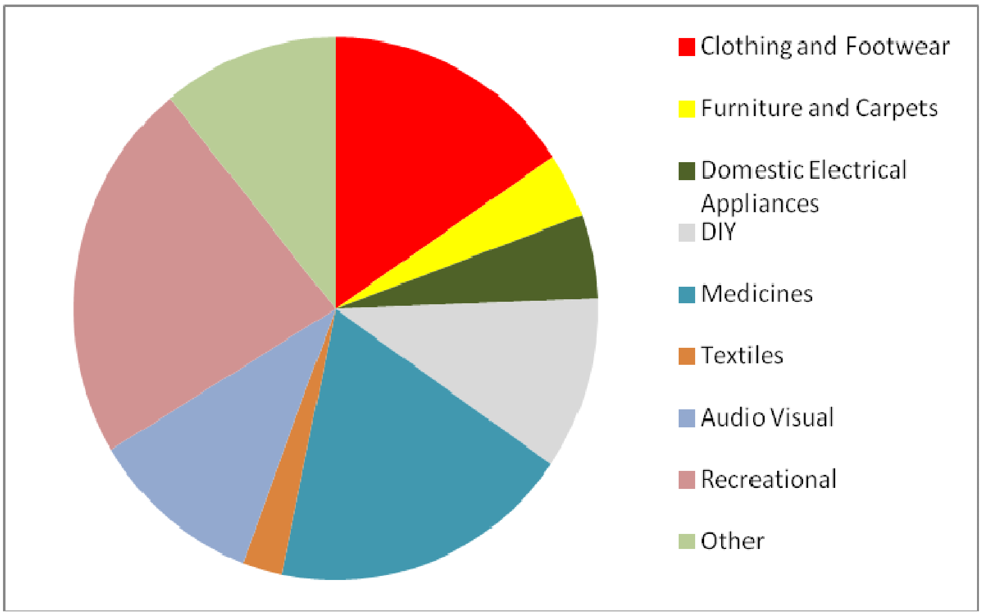
Plan 9: Pwllheli's Catchment area. Source: Goad



Convenience Shopping

7.3 Convenience shopping needs are met by ASDA, Co-operative, Lidl, Iceland and Spar in peripheral locations. In addition there is a delicatessen, butchers, bakers and fishmongers. Pwllheli also has a popular market which is held on the Y Maes Car Park every Wednesday which is well represented by fruit and vegetable and other convenience goods stalls.

Chart 10: Distribution of Comparison Goods by Turnover, Pwllheli



Vacant Properties

7.4 Vacant shops account for 8% of floorspace which is around the GB average. This figure includes the recently vacant Ethel Austin store and this distorts the figures to some extent because of its relative size.

Accessibility

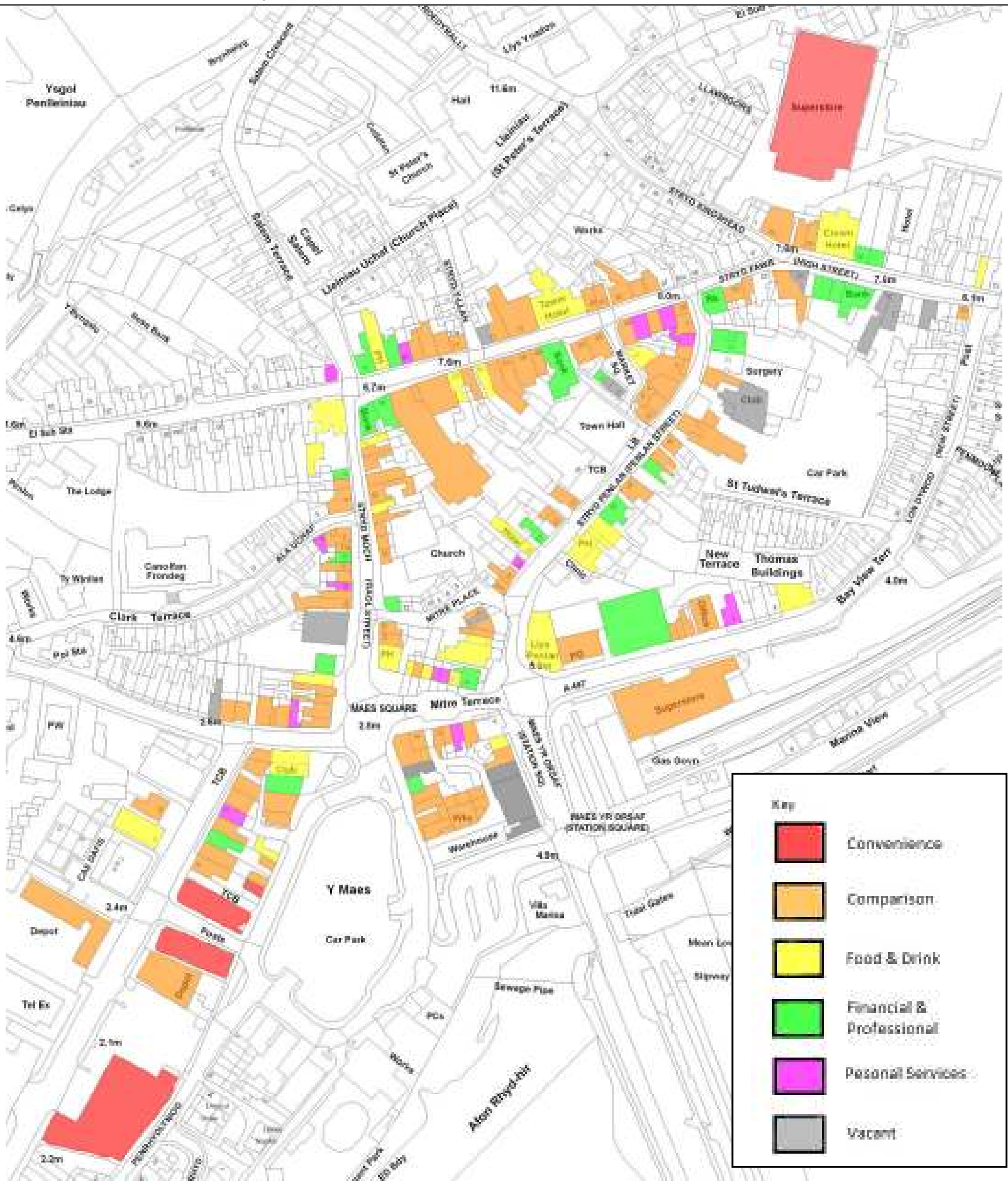
7.5 Pwllheli is well connected by local public transport services and by rail to farther afield. Car parking is primarily provided off New Street and at Y Maes but the latter is not available on market days when demand is high. Otherwise there is short-term parking at the main supermarkets and at the railway station with limited amounts of on-street parking.

Photo 9: High Street, Pwllheli

Environment

7.6 Pwllheli is an attractive town centre with a variety of building styles, mainly of render but with some stone, pebble-dash and red brick. The streets are of limited width and are open to through traffic and on-street parking which results in the pavements being crowded at peak periods but conversely adds to the sense of bustle. The amount of vacant property does not detract markedly from the appearance of the centre or its sense of vitality.

Plan 10: Retail Structure, Pwllheli



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Source: Applied Planning survey, June 2012

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Table 22: SWOT Analysis, Pwllheli

Strengths	Weaknesses
A compact bustling town centre with a relatively low vacancy rate.	Lack of national retailers Congestion on roads and footpaths and car parking at peak periods and market days.
Opportunities	**Threats**
Improve pedestrian areas, better quality shop fronts, fascias and window displays.	Dependency on tourist market Increased competition from other centres such as Porthmadog

Health Check Conclusion

7.7 Pwllheli is a traditional small town which appears to have good levels of vitality and viability.

NEED ANALYSIS

Quantitative Need

7.8 Based on current benchmark turnovers of £5,000 sq.m. for comparison shops and £10,000 sq.m. for convenience stores the following calculations are made.

Comparison Goods

7.9 The following Table shows that there is no quantitative need for additional comparison retail floorspace until 2021 when there will be a requirement for 413 sq.m. rising to 772 sq.m. by the end of the plan period.

Table 23: Comparison Goods Need Analysis, Pwllheli

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Floorspace sq m Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	29	4,797	5,836	6,083	5,000	-247
2016	33	5,427	5,958	6,083	5,541	-125
2021	41	6,726	6,496	6,083	6,299	413
2026	49	8,071	6,855	6,083	7,162	772

Convenience Goods

7.10 The following Table shows that there is a small existing requirement for an additional 105 sq.m. rising to 172 sq.m. over the Plan period.

Table 24: Convenience Goods Need Analysis, Pwllheli

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	29	10,369	2,943	2,838	10,000	105
2016	30	10,510	2,936	2,838	10,161	98
2021	30	10,741	2,970	2,838	10,263	132
2026	31	10,994	3,010	2,838	10,366	172

Commitments

7.11 We are not aware of any commitments which would significantly affect the amount of retail floorspace available.

Vacant Floorspace Allowance

7.12 We calculate that there is approximately 816 sq.m. of vacant floorspace in the town centre. This equates to around 8% of the total retail floorspace and we therefore consider that no adjustment to the above need analysis is required.

Conclusion

7.13 **There is no need to increase comparison floorspace until after 2016. By 2021 there will be a need for an additional 413 sq.m. rising to 772 sq.m. by the end of the plan period. There is a small current need for 105 sq.m. of convenience floorspace which will increase to 172 sq.m. by the end of the plan period.**

Qualitative Need

7.14 We can see no case for allocating addition retail space to meet qualitative need.

8 PORTHMADOG

Summary	
Study Zone	11
Population (2001 Census)	4,187
Comparison Floorspace (Net Sq.m.)	7,397
Convenience Floorspace (Net Sq.m.)	3,176
Comparison Turnover £m	26.54
Convenience Turnover £m	29.77
Percent of Turnover from Tourism	22.97
No. Comparison Shops	63
No. Convenience Shops	7
No. Vacant Units	6

General

8.1 Porthmadog's natural catchment area is limited by Bangor to the north, Pwllheli to the west and Aberystwyth to the south. It serves an area rich in tourist attractions including Criccieth, Portmeirion, Harlech and the Ffestiniog Steam Railway with much of its catchment area falling within the National Park. The shopping centre is essentially linear anchored in the north by Tesco and the south by Wilkinson and the Edinburgh Woollen Mill.

8.2 Porthmadog attracts £17.59m of comparison expenditure from residents of the Study Area plus an estimated additional £8.95m from tourism. Convenience shopping attracts £22.95m from residents and an additional £6.83m as a result of tourism.

Comparison Retailing

8.3 For the size of town Porthmadog provides a good comparison shopping offer including quality retailers. The main comparison stores are Kerfoots Department Store, Quaecks Furniture, Edinburgh Woollen Mill, Portmeirion China shops, Wilkinsons and the Original Factory Shop which trades from the former Woolworth store.

Plan 11: Porthmadog's Catchment Area Source: Goad

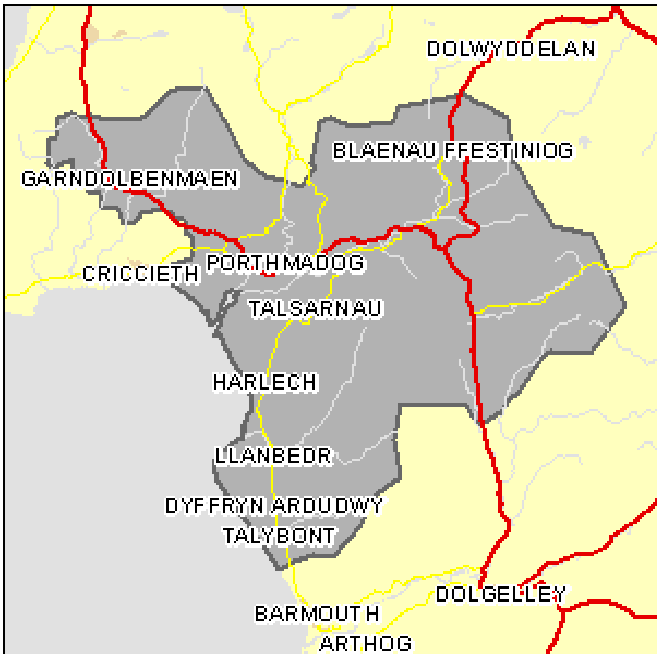
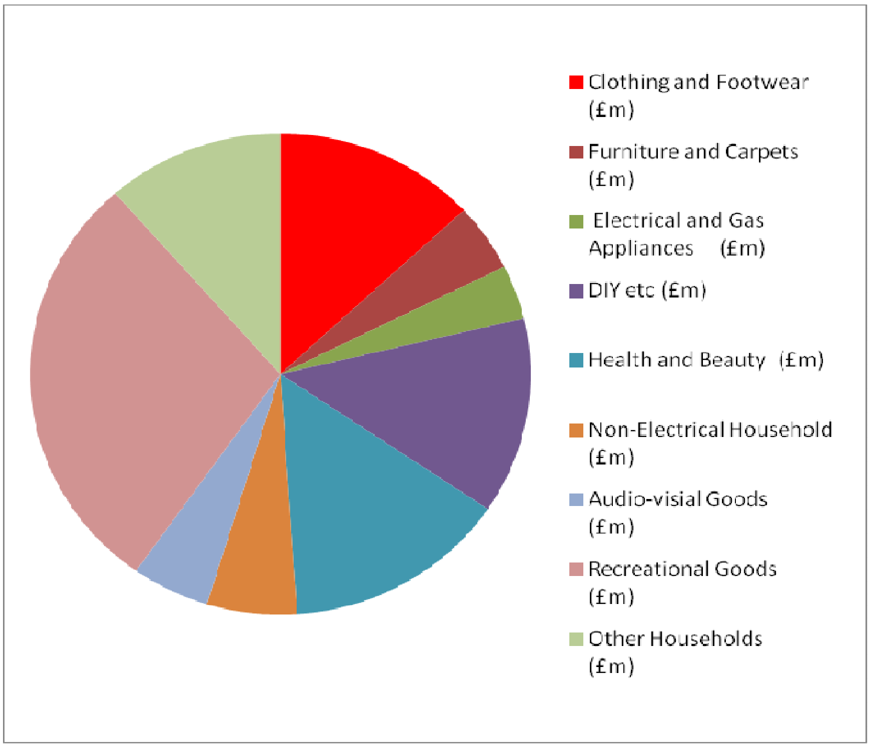


Chart 11: Comparison Goods Distribution by Turnover, Porthmadog



Convenience Retailing

8.4 Convenience shopping is provided by Tesco, Aldi and Lidl along with Spar and local butchers and bakers. Both Aldi and Lidl are located on the Penamser Industrial Estate at the entrance to the town from the north-west.

Vacant Shops

8.5 Our survey shows a very small amount of vacant floorspace amounting to just 2.3% of total retail floorspace.

Accessibility

8.6 Accessibility from the surrounding area and farther afield by bus and train is good. Notwithstanding the positive results of the on-street survey, car park provision is dependent on supermarket car parks and the public car park adjacent to the station.

Environment

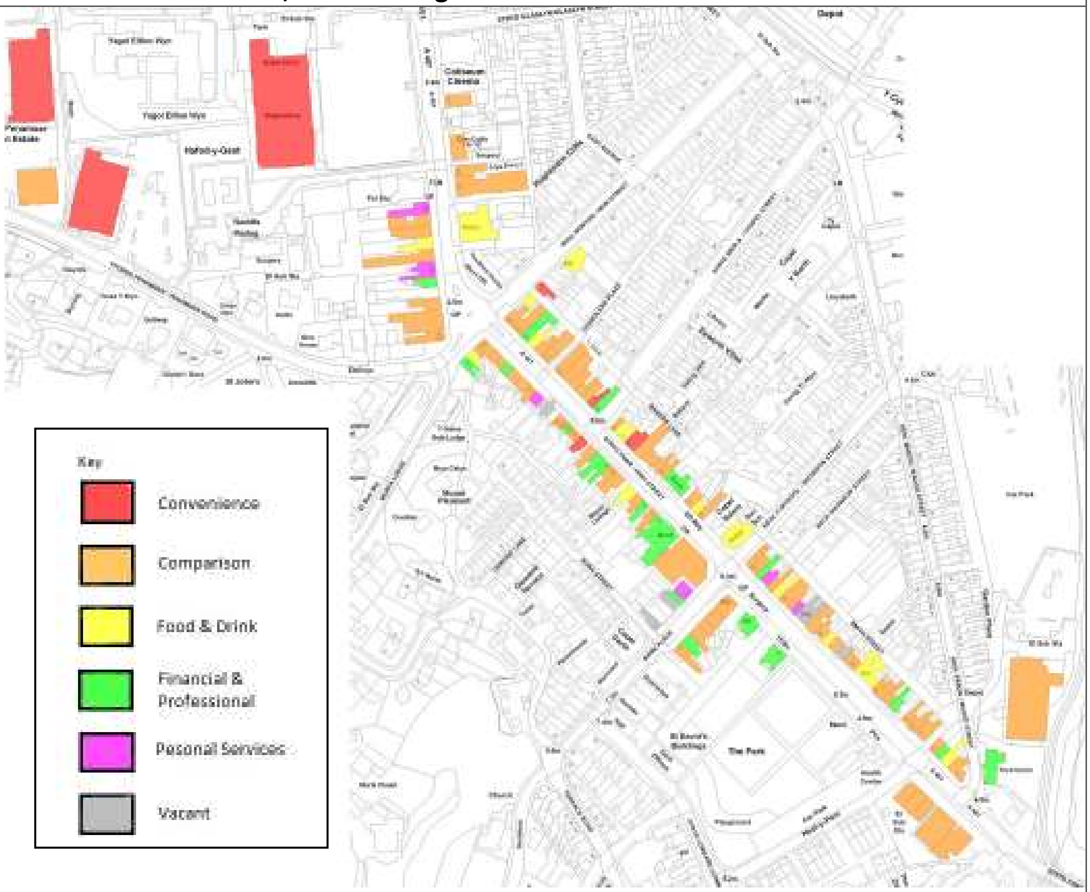
8.7 The general environment is good with an attractive well maintained High Street free from litter and graffiti. The main drawback are the high levels of traffic using the High Street which detracts from the retail environment and can be difficult for pedestrians to cross.

Satisfaction

8.8 The in-street survey shows that 77.7% of those questioned thought that the quality of shops were either Very Good or Quite Good with about the same number rating the range of shops as being Very Good or Quite Good. Car Parking was also rated highly with only 22.2% considering it Quite Poor or Very Poor although a slightly higher number, 25.9% thought that car park charges were too high. Only 14.8% were not happy with public transport.

8.9 A very large number, 81.5% responded positively to the appearance of the town centre, with no complaints about seating and only 11% considering toilet provision Quite Poor.

Plan 12: Retail Structure, Porthmadog



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Not to Scale

Source: Applied Planning survey, June 2012

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Photo 10: Porthmadog's High Street

Table 25: SWOT Analysis, Porthmadog

Strengths	Weaknesses
Good range of quality comparison shops Very low vacancy rate Tourist market High level of shopper satisfaction	Effects of traffic in the High Street
Opportunities	**Threats**
A strong and secure base	Edge-of-centre/out-of-centre commitments

Health Check Conclusion

8.10 Porthmadog portrays very high levels of vitality and viability as evidenced by the very low vacancy rates, and is clearly very popular with shoppers.

NEED ANALYSIS

Quantitative Need

8.11 Based on current benchmark turnovers of £5,000 sq.m. for comparison shops and £10,000 sq.m. for convenience stores the following calculations are made.

Comparison Goods

Table 26: Comparison Goods Need Analysis, Porthmadog

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Floorspace sq m Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	27	3,588	5,308	7,397	5,000	-2,089
2016	30	4,059	5,419	7,397	5,541	-1,978
2021	37	5,031	5,908	7,397	6,299	-1,489
2026	45	6,037	6,235	7,397	7,162	-1,162

8.12 The above Table shows that there is currently an oversupply of comparison goods floorspace which will reduce over the plan period but not to the point that there is a need for additional retail floorspace.

Convenience Goods

Table 27: Convenience Goods Need Analysis, Porthmadog

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Floorspace sq m Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	30	9,375	2,977	3,176	10,000	-199
2016	30	9,503	2,970	3,176	10,161	-206
2021	31	9,711	3,005	3,176	10,263	-171
2026	32	9,940	3,046	3,176	10,366	-130

8.13 The above Table shows that there is a an over provision of convenience floorspace which lasts over the plan period.

Commitments

8.14 We are aware of two extant planning permissions at the Penamser Industrial Estate which would accommodate 1,817 sq m and 3,290 sq m. net respectively. Taking these commitments in to account the effective surplus of comparison floorspace at the end of the plan period will be 6,200 sq.m.

Vacant Floorspace Allowance

8.15 Notwithstanding the very low levels of vacant shop units, we do not recommend any adjustment to the need analysis to account for vacant floorspace due to the amount of development that is already committed.

Conclusion

8.16 **There is no qualitative need for any retail floorspace allocations in Porthmadog.**

Qualitative Need

8.17 We are of the opinion that no qualitative need exists which would justify the allocation of additional retail floorspace in Porthmadog.

9 LLANGEFNI

Summary	
Study Zone	3
Population (2001 Census)	4,662
Comparison Floorspace (Net Sq.m.)	2,518
Convenience Floorspace (Net Sq.m.)	3,265
Comparison Turnover £m	12.81
Convenience Turnover £m	26.06
Percent of Turnover from Tourism	20.76
No. Comparison Shops	30
No. Convenience Shops	7
No. Vacant Units	7

General

9.1 Llangefni is the smallest of the main centres. Situated in the centre of Anglesey on the A5 mid way between Holyhead and Bangor the town is well positioned to provide main convenience shopping to a wide area of central Anglesey. Llangefni is also the administrative centre for Anglesey with local authority, financial and professional offices located in the town. Because of the relative proximity of Bangor and the out-of-centre retail development at Holyhead convenience shopping is less represented. Shops are along High Street, Bridge Street and Church Street with ASDA, Aldi, Lidl and Home Bargains in more peripheral locations.

Comparison Shopping

9.2 Comparison shopping attracts £10.29m from residents of the Study Area with tourism accounting for a further £2.52m. Chart 12 below shows the product distribution of this spending with a significant representation of Health and Beauty products.

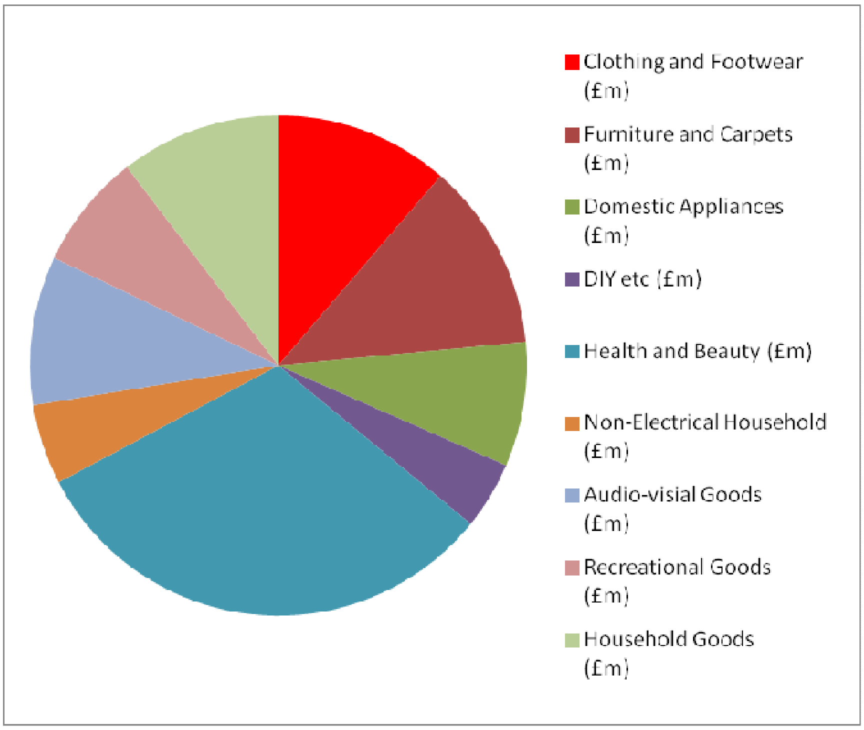
Convenience Shopping

9.3 Convenience shopping attracts £20.51m with tourism adding another £5.55m. Trade is primarily attracted to ASDA with over 60% of the town's convenience turnover.

Accessibility

9.4 Accessibility to the surrounding area by public transport is good. There is on-street car parking along High Street and there are also pay-and-display public car parks for longer stay visitors as well as those intended for the supermarket customers.

Chart 12: Distribution of Comparison Goods Turnover, Llangefni



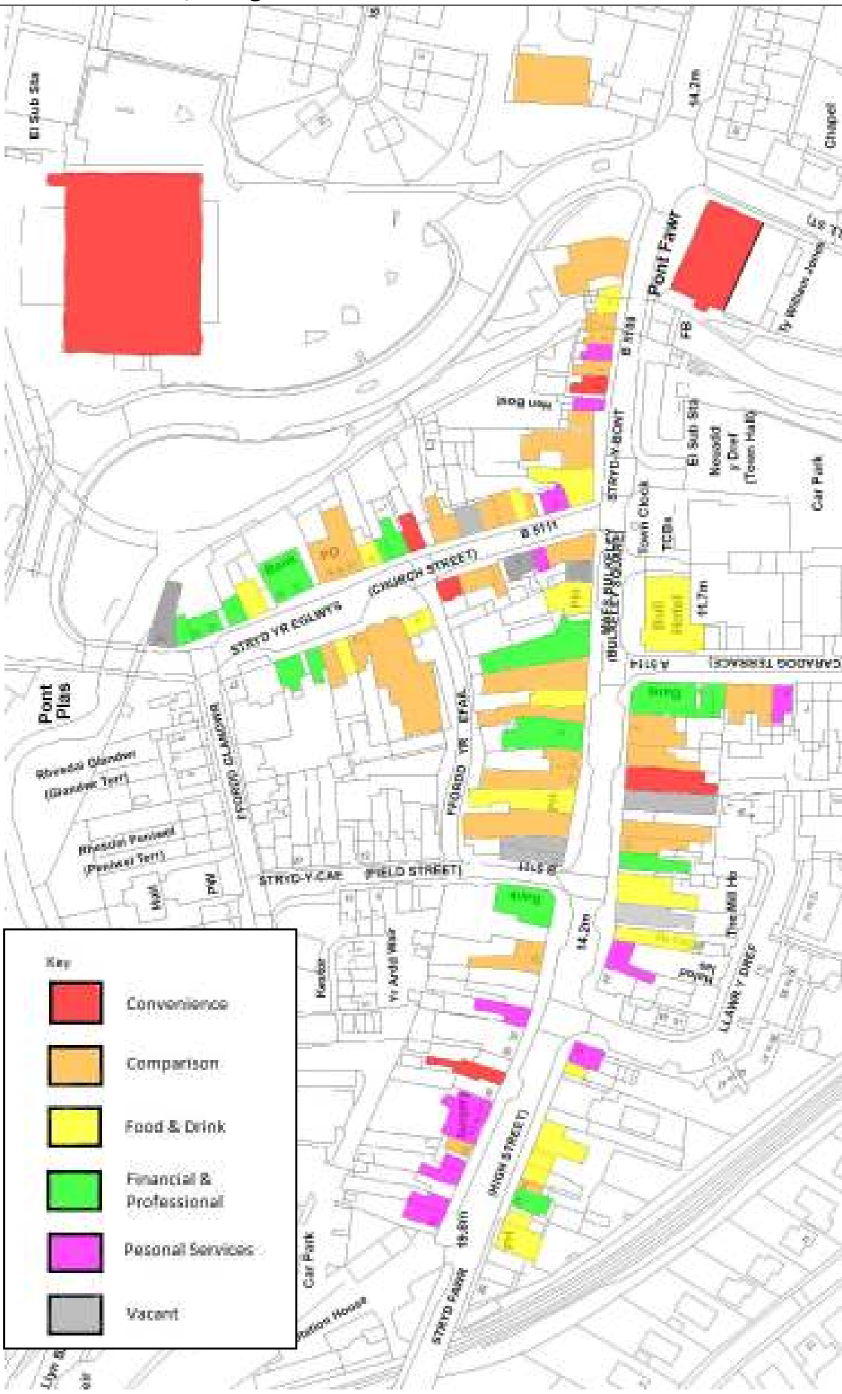
Environment

9.5 The general environment is good with no graffiti or litter and the general character and condition of the built environment is also good compromised in part by the amount of vacant premises, the proliferation of external shutters and inappropriate design of shop fronts. There is no pedsetrianisation in the town and, whilst by-passed by the A5 and A55, High Street/Bridge Street still carries significant volumes of traffic.

Satisfaction

9.6 In the on-street survey over 50% of respondents rated the quality of shops as being Quite Good or Very Good but 55.9% thought that the range was Quite Poor or Very Poor. 55.5% thought that the availability of car parking was Quite Poor or Very Poor and 66.6% thought the costs were too high. Only 13.2% were dissatisfied with the frequency of public transport. 55.6% of respondents thought the appearance of the centre was Quite Good and the general view of seating and toilet facilities were favourable.

Plan 13: Retail Structure, Llangefni



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Not to Scale

Source: Applied Planning survey, Oct 2012

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Table 28: SWOT Analysis, Llangefni

Strengths	Weaknesses
Good convenience offer Quality of the built environment	Limited comparison offer Level of vacant properties
Opportunities	**Threats**
Identified need for additional floorspace	Competition from Bangor and Holyhead out-of-centre parks

Photograph 11: High Street, Llangefni

NEED ANALYSIS

Quantitative Need

9.7 Based on current target benchmark turnovers of £5,000 sq.m. for comparison shops and £10,000 sq.m. for convenience stores the following calculations are made.

Comparison Goods

Table 29: Comparison Goods Need Analysis, Llangefni

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Floorspace sq m Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	13	5,088	2,562	2,518	5,000	44
2016	14	5,756	2,616	2,518	5,541	98
2021	18	7,135	2,852	2,518	6,299	334
2026	22	8,561	3,010	2,518	7,162	492

9.8 The above Table shows a small need for an additional 44 sq.m. of comparison floorspace rising to 492 sq.m. over the plan period.

Convenience Goods

Table 30: Convenience Goods Need Analysis, Llangefni

Year	Total Turnover £m	Trading Density £/sq.m.	Floorspace sq m Required	Floorspace sq m Existing	Target Density £/sq.m.	Requirement sq.m. Net
2012	26	7,982	2,606	3,265	10,000	-659
2016	26	8,091	2,600	3,265	10,161	-665
2021	27	8,268	2,630	3,265	10,263	-635
2026	28	8,463	2,666	3,265	10,366	-599

9.9 The above Table shows that there is a current over supply of convenience goods floorspace which is projected to remain over the plan period.

Commitments

9.10 We are not aware of any commitments which would significantly alter the amount of available retail floorspace

Vacant Floorspace Allowance

9.11 We calculate that there is approximately 459 sq.m. of vacant floorspace in Llangefni amounting to 7.4% of stock which is low. Consequently no adjustment to the above floorspace need calculations are necessary.

Conclusion

9.12 **Taking vacant properties in to account, there is a current shortfall of 44 sq.m. of comparison floorspace which would become a need for 492 sq.m. by the end of the plan period. There is no need for additional convenience retail floorspace throughout the plan period.**

Qualitative Need

9.13 We can see no case for allocating addition retail space to meet qualitative need.

10 CONCLUSION

Overall Quantitative Assessment of the Main Centres

10.2 The following table and chart summarise the needs in each centre by 2026.

Table 31: Overall Floorspace Need, Major Centres 2026

	Comparison Floorspace sq.m.	Convenience Floorspace sq.m.
Bangor	7,913	NIL
Holyhead	NIL	NIL
Caernarfon	176	200
Pwllheli	772	172
Porthmadog	NIL	NIL
Llangefni	492	NIL

10.3 We have not identified a case for additional floorspace to meet a qualitative need in any of these centres.