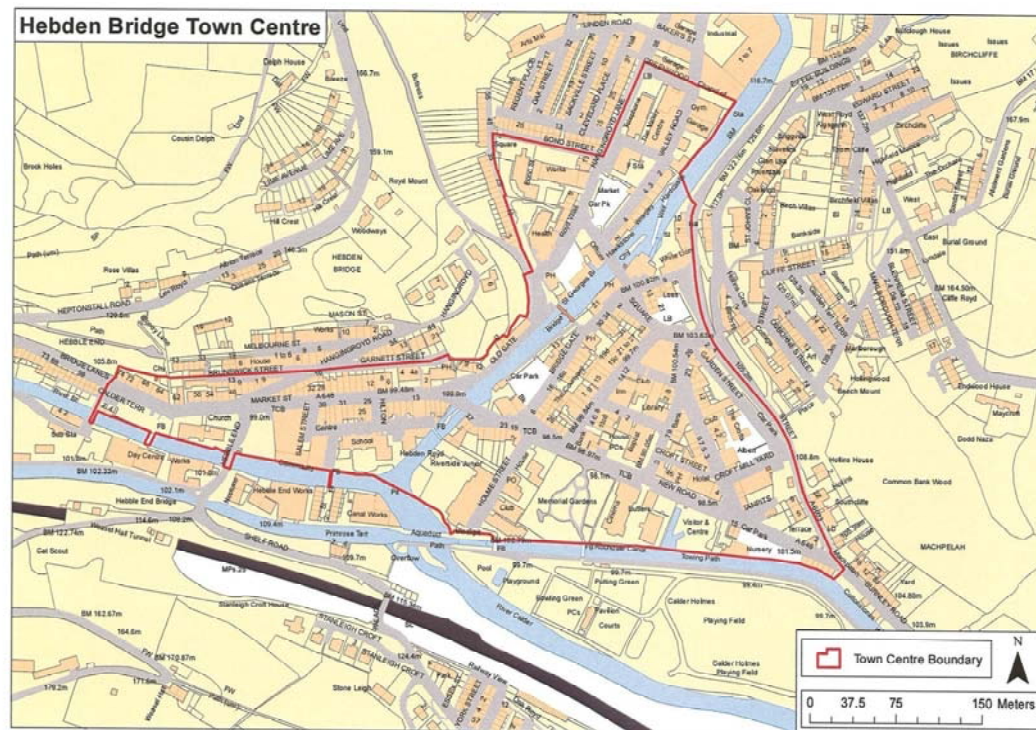


HEBDEN BRIDGE HEALTH CHECK ASSESSMENT

Date of Site Visit: 6 August 2009

Status: Town Centre (Replacement Calderdale UDP 2006)

Figure 59: Town Centre boundary of Hedben Bridge Town Centre



Source: Calderdale UDP (2006)

Photographs of Hebden Bridge Town Centre



Figure 60 (top left): Pedestrian zone, Bridge Gate

Figure 61 (top centre): Retail frontages, St Georges Square

Figure 62 (top right): Street furniture, St Georges Square

Figure 63 (bottom left): Car park, West End

Figure 64 (bottom right): Retail frontages, Bridge Gate



Centre Overview

Hebden Bridge is defined as a town centre by the Replacement Calderdale Unitary Development Plan (August 2006). It is located on the A646, Halifax Road. Halifax is situated to the east with Leeds and Bradford located to the north west and accessible by the M62.

The main focus of retailing within Hebden Bridge is the pedestrianised zone of Bridge Gate and St Georges Square, and the neighbouring Crown Street. There are also a number of shops located on Market Street and New Road. Hebden Bridge has many attractive communal areas including a small park located off New Road, the before mentioned St Georges Square and a seating area overlooking Hebden Water just off Bridge Gate.

Figure 65: Land Use map for Hebden Bridge Town Centre (August 2009)



Source: GOAD base validated by WYG August 2009 site visit

Table 28: Diversity of Uses in Hebden Bridge Town Centre (2009)

| Number of Outlets | | | |
|---------------------------------|------------|-------------------|------------|
| | Number | Hebden Bridge (%) | UK (%) |
| Convenience | 14 | 8.5% | 8.8 |
| Comparison | 71 | 43.3% | 34.6 |
| Retail Service | 18 | 11.0% | 13.0 |
| Leisure Services | 40 | 24.4% | 21.5 |
| Financial and Business Services | 12 | 7.3% | 11.2 |
| Vacant | 9 | 5.5% | 10.6 |
| Total | 164 | 100% | 100 |

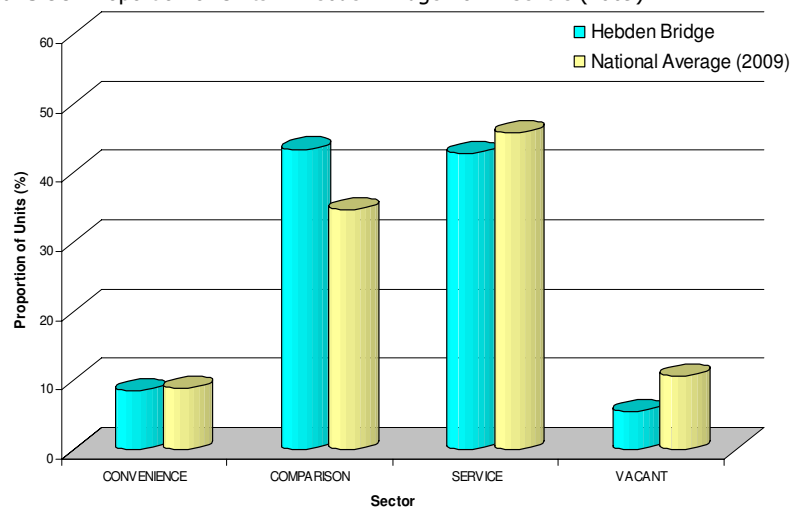
Source: Experian GOAD (August 2009)

Table 29: Existing Floorspace in Hebden Bridge Town Centre (2009)

| Existing Floorspace | | | |
|---------------------------------|---------------|-------------------|------------|
| | Sq m | Hebden Bridge (%) | UK (%) |
| Convenience | 2,180 | 12.6% | 14.2 |
| Comparison | 5,730 | 33.0% | 37.8 |
| Retail Service | 1,150 | 6.6% | 7 |
| Leisure Services | 6,380 | 36.8% | 22.7 |
| Financial and Business Services | 1,130 | 6.5% | 8.7 |
| Vacant | 780 | 4.5% | 8.9 |
| Total | 17,350 | 100 | 100 |

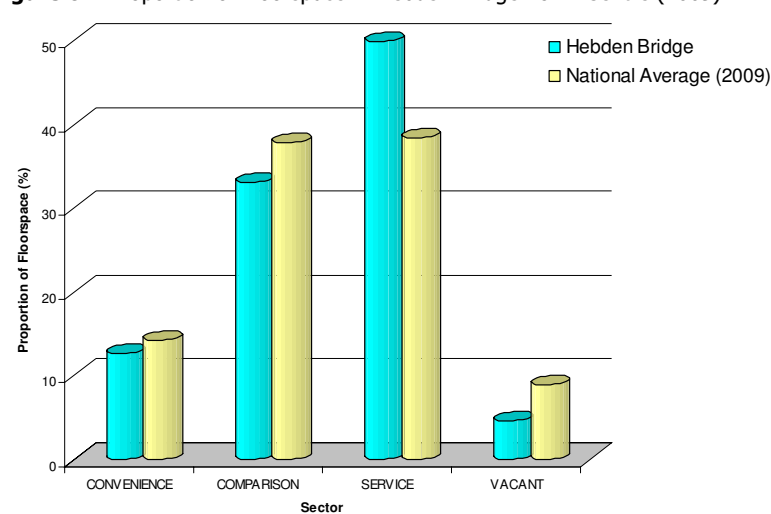
Source: Experian GOAD (August 2009)

Figure 66: Proportion of Units in Hebden Bridge Town Centre (2009)



Source: Experian GOAD 2009

Figure 67: Proportion of Floorspace in Hebden Bridge Town Centre (2009)



Source: Experian GOAD 2009



Convenience

In August 2009, 8.5 of all units in Hebden Bridge were in use for the sale of convenience goods, which is slightly below the current national average. Hebden Bridge has a large number of independent delicatessens and convenience stores. Hebden Bridge has many small independent convenience units this is reflected in the total floor space that they command in the town centre, 12.6% which is below the national average of 14.2%. Hebden Bridge's convenience floor space is dominated by the existing CO-OP located on Market Street. Other convenience traders in the centre are: SPAR on Crown Street; Waites Bakers on St Georges Square, two 'butchers' and two 'grocers and delicatessens'. There is an open market located on Valley Road that operates on Wednesday and Thursdays.

Comparison

Comparison traders in Hebden Bridge occupy 43.3% of outlets against a national average of 34.6%. However, comparison goods make up just 33% of the overall floor space with Hebden Bridge compared to a national average of 37.8%. The town is made up of mostly independent comparison traders with small units including 12 clothing shops and 10 crafts, gifts, china and glass establishments.

Overall Service

In 2008, the service sector comprised 70 units and occupied 8,660 sq m of floorspace. The proportion of service outlets (42.7%) is below the national average (45.66%); however the proportion of service floorspace (49.9%) is well above the national average (38.4%).

Retail Service

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 11% of outlets and 6.6% of floorspace in Hebden Bridge, which compares to a national average of 13% and 7% respectively. 'Health and beauty' are particularly dominant in this sector, accounting for 12 (or 67%) of all retail service outlets. The town boasts a large post office located on Holme Street.

Leisure Services

Hebden Bridge is well provided in this sector with both the proportion of outlets (24.4%) and the proportion of floorspace occupied (36.8%) being above the national average (21.5% and 22.7% respectively). There is a good spread of leisure services offered within Hebden Bridge including a number of public houses (8 units), cafes (8), fast food and take away outlets (7) and restaurants (5). This service area is well served by tourists attracted to the town centre and surrounding areas.

Financial Services

The financial services are not very well represented within Hebden Bridge. Just 7.3% of all units are associated with the financial services compared to a national average of 11.2% and they occupy just 6.5% of the floorspace with the town centre compared to a national average of 8.7%. However 3 of the main national banks are situated within the town, they are, Barclays, Lloyds and NatWest.

Non Retail

In addition to the retail services on offer, Hebden Bridge incorporates a lot of residential apartments within its town centre leading to a thriving community. There are 2 educational institutions and 3 religious institutions.

Unit Sizes

Table 30 below highlights the composition of Hebden Bridge Centre in August 2009 in terms of the size of retail units. This is taken from an assessment of retailing facilities provided by Experian GOAD for 2009.

Table 30: Size of Units within Hebden Bridge Town Centre

| Size of Unit (ground floor area) | Number of units | Proportion of Total (%) | |
|--|-----------------|-------------------------|------|
| | | Hebden Bridge | GB |
| Under 93 sq m (1,000 sq ft) | 116 | 70.7 | 39.1 |
| 93-232 sq m (1,000-2,499 sq ft) | 35 | 21.3 | 39.6 |
| 232-464 sq m (2,500-4,999 sq ft) | 10 | 6.1 | 12.6 |
| 465-929 sq m (5,000-9,999 sq ft) | 2 | 1.2 | 5.1 |
| 929-1,393 sq m (10,000-14,999 sq ft) | 1 | 0.6 | 1.5 |
| 1,393-1,858 sq m (15,000-19,999 sq ft) | 0 | 0 | 0.7 |
| 1,858-2,787 sq m (20,000-29,999 sq ft) | 0 | 0 | 0.7 |
| Above 2,787 sq m (30,000 sq ft) | 0 | 0 | 0.8 |
| Total | 164 | 100 | |

Source: Experian Goad 2009

Hebden Bridge has a far higher proportion of small units less than 93 sq m (70.7%) compared to the national average (39.1%). There are no units in the centre with a floorspace above 1,393 sq m. Due to the size of the existing retailers a number of landlords and tenants have combined 2 or more units together to establish greater floorspace.

Retailer Requirements

Table 31: Retailer Requirements

| | Number of Requirements | Minimum Floorspace (sq m) | Maximum Floorspace (sq m) |
|--------------------|------------------------|---------------------------|---------------------------|
| Convenience | 0 | 0 | 0 |
| Comparison | 2 | 358 | 1,254 |
| Service | 0 | 0 | 0 |
| TOTAL | 2 | 358 | 1,254 |

In August 2009 there were two comparison retailers seeking representation within Hebden Bridge, collectively requiring up to 1,254 sq m (gross) in retail floorspace.

Vacancies

The number of vacant units within a centre can provide a good indication of how a shopping centre is performing. However, care should be taken when interpreting figures. Vacancies can occur for positive as well as negative reasons for example the opening of a new retail centre elsewhere in a town may draw retailers from older properties or more peripheral areas of the city. Vacant units will be found in even the strongest town centre and are simply an indicator of the level of demand. For example some properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or simply not being actively marketed. Conversely a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations. Despite these issues, it is still a useful indicator of town centre performance.

Table 32: Vacancies' in Hebden Bridge (2009)

| | Vacancy | | |
|----------------|---------|-------------------|--------|
| | Total | Hebden Bridge (%) | UK (%) |
| No. of Outlets | 9 | 5.5 | 10.6 |
| Floorspace | 780 | 4.5 | 8.9 |

Source: Experian GOAD August 2009

Table 32 illustrates that in August 2009 there were nine vacant retail units in the town centre, which occupied a floorspace of 780 sq m. This represents 5.5% of all outlets and 4.5% of floorspace, compared to respective national averages of 10.6% and 8.9%. This indicates that there is an excellent occupancy level apparent within Hebden Bridge. The former vacant unit on Cheetham Street now accommodates the Council offices and library. Hebden Bridge attracts a good range of tourists that use many of the leisure and comparison services on offer.

Figure 68: Vacancies in Hebden Bridge Town Centre (August 2009)



Source: GOAD base validated by WYG August 2009 site visit