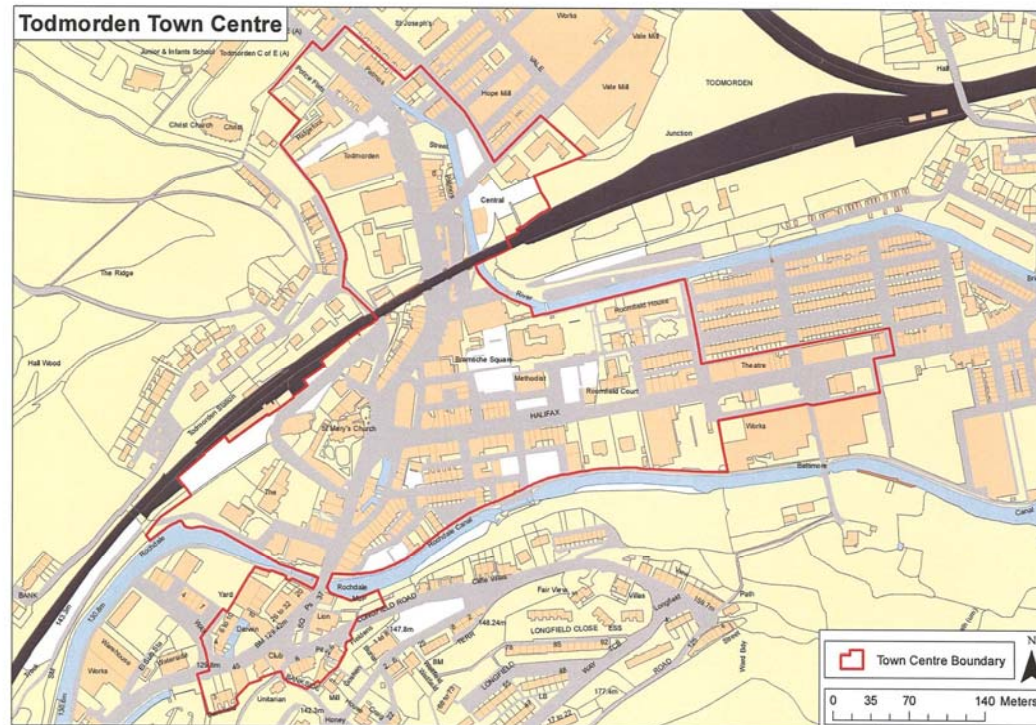


# TODMORDEN HEALTH CHECK ASSESSMENT

**Date of Site Visit:** 6 August 2009

**Status:** Town Centre (Replacement Calderdale UDP 2006)

**Figure 77:** Town Centre boundary of Todmorden Town Centre



Source: Calderdale UDP (2006)

**Photographs of Todmorden Town Centre**



**Figure 78 (top left):** Open market, Burnley Road

**Figure 79 (top centre):** Cobbled pavement, Water Street

**Figure 80 (top right):** Car park, Dale Street.

**Figure 81 (bottom left):** Car park, Union Street

**Figure 82 (bottom right):** Vacant building, Burnley Road

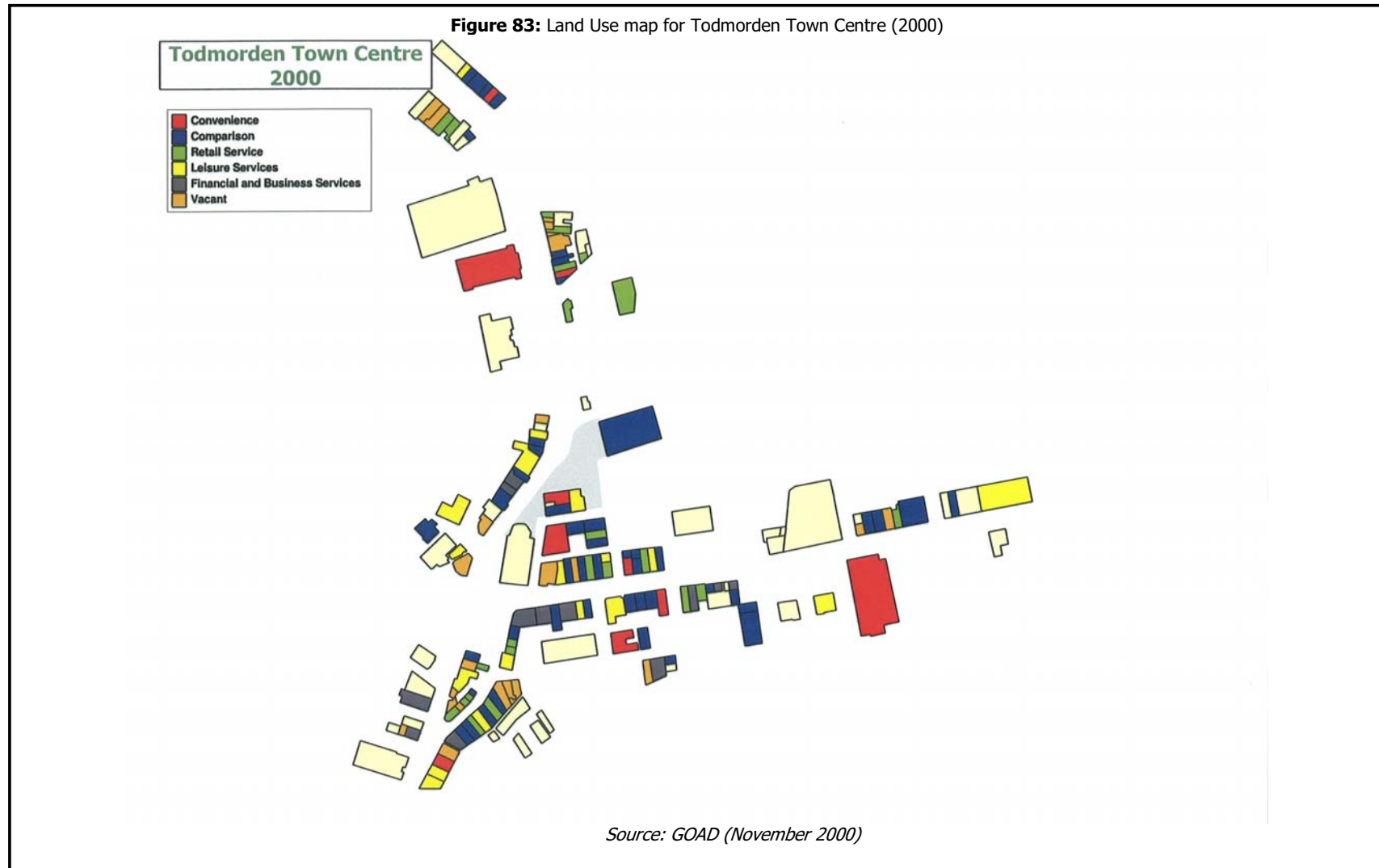


### **Centre Overview**

Todmorden is defined as a town centre by the Replacement Calderdale Unitary Development Plan (August 2006). It is located on the A6033 Rochdale Road, to the west of Halifax. The major conurbations of Bradford and Leeds are located north east and are accessible via the M62 approximately 20km to the east. According to the 2001 census, Todmorden has a population of 11,826.

The main focus of retailing within Todmorden is on Burnley Road and Halifax Road, there is also a small retail area located off Halifax Road on Water Street. Todmorden has a covered market located off Burnley Road with a large open market area located adjacent. A land use plan of Todmorden Town Centre as defined by GOAD is set out overleaf.

**Figure 83:** Land Use map for Todmorden Town Centre (2000)



**Figure 84:** Land Use map for Todmorden Town Centre (August 2009)



Source: GOAD base validated by WYG August 2009 site visit

**Table 39: Diversity of Uses in Todmorden Town Centre (2000)**

Number of Outlets			
	Number	Todmorden (%)	UK (%)
<b>Convenience</b>	13	9.5	9.6
Comparison	43	31.4	38.3
Retail Service	25	18.3	12.1
Leisure Services	20	14.6	17.9
Financial and Business Services	14	10.2	12.2
Vacant	22	16.1	9.8
<b>Total</b>	<b>137</b>	<b>100</b>	<b>100</b>

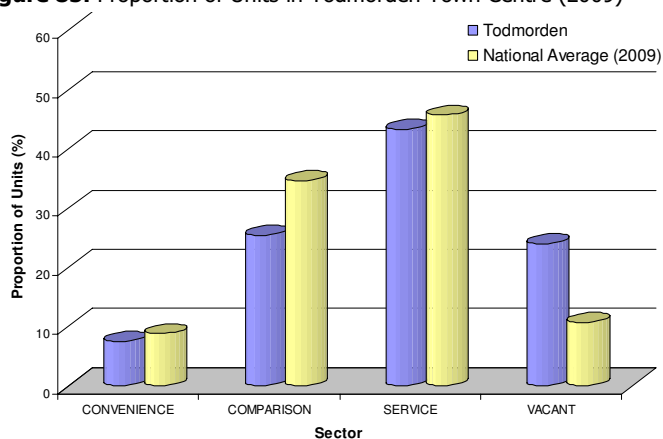
Source: GOAD Report November 2000

**Table 40: Diversity of Uses in Todmorden Town Centre (2009)**

Number of Outlets			
	Number	Todmorden (%)	UK (%)
<b>Convenience</b>	10	7.5	8.8
Comparison	34	25.4	34.6
Retail Service	23	17.2	13.0
Leisure Services	24	17.9	21.5
Financial and Business Services	11	8.2	11.2
Vacant	32	23.9	10.6
<b>Total</b>	<b>134</b>	<b>100</b>	<b>100</b>

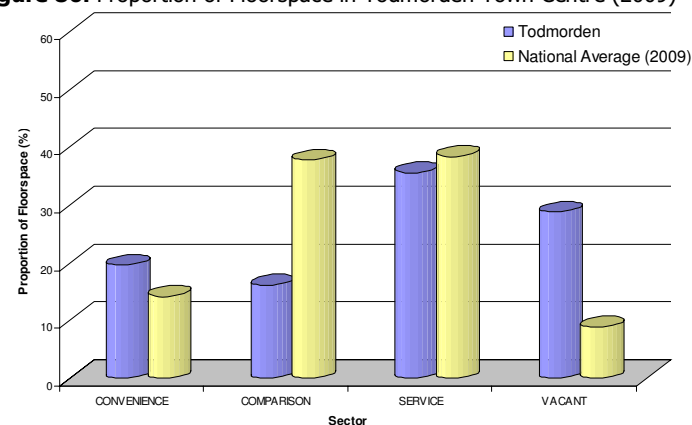
Source: Experian GOAD (August 2009)

**Figure 85: Proportion of Units in Todmorden Town Centre (2009)**



Source: Experian GOAD (August 2009)

**Figure 86: Proportion of Floorspace in Todmorden Town Centre (2009)**



Source: Experian GOAD (August 2009)

**Table 41: Existing Floorspace in Todmorden Town Centre (2000)**

Existing Floorspace			
	Sq m	Todmorden (%)	UK (%)
<b>Convenience</b>	3,930	27.1	14.4
Comparison	3,070	21.2	40.5
Retail Service	1,840	12.7	7.4
Leisure Services	2,790	19.2	19.8
Financial and Business Services	1,380	9.5	10.5
Vacant	1,490	10.3	7.4
<b>Total</b>	<b>14,500</b>	<b>100</b>	<b>100</b>

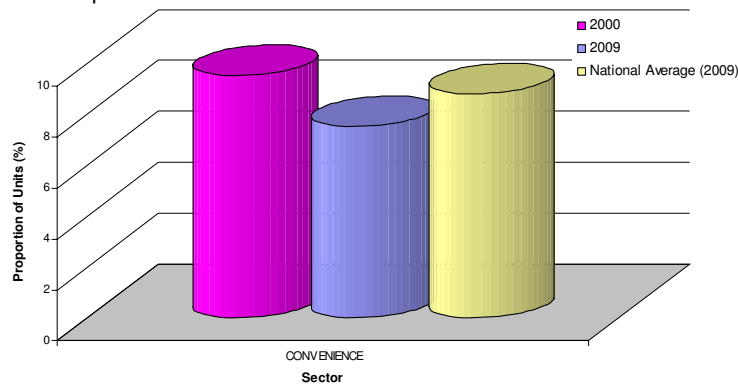
Source: GOAD Report November 2000

**Table 42: Existing Floorspace in Todmorden Town Centre (2009)**

Existing Floorspace			
	Sq m	Todmorden (%)	UK (%)
<b>Convenience</b>	3,170	19.6	14.2
Comparison	2,600	16.1	37.8
Retail Service	1,670	10.3	7
Leisure Services	3,050	18.9	22.7
Financial and Business Services	1,030	6.4	8.7
Vacant	4,650	28.8	8.9
<b>Total</b>	<b>16,170</b>	<b>100</b>	<b>100</b>

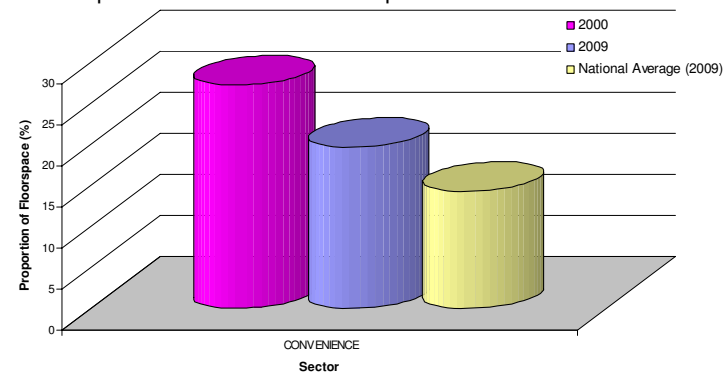
Source: Experian GOAD (August 2009)

**Figure 87:** Proportion of Convenience Units in Todmorden Town Centre



Source: Experian GOAD

**Figure 88:** Proportion of Convenience Floorspace in Todmorden Town Centre



Source: Experian GOAD

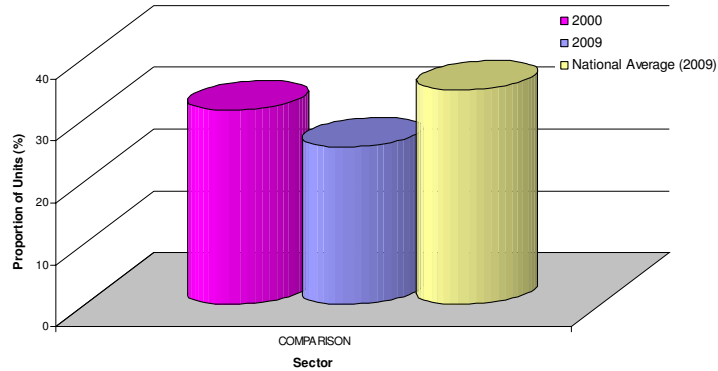
**Convenience**

In August 2009, 7.5% of all the units in Todmorden were in use for the sale of convenience goods. This compares to a national average of 8.8%. The proportion of convenience floorspace is above that of the national average (14.2%) standing at 19.6%. Therefore, there are an average number of convenience outlets and it would appear that these units are large in size compared to that of the national average. At present, this sector is dominated by the LIDL supermarket located on Halifax Road on the edge of the defined town centre. Other convenience traders in the centre include a One Stop store located on Calder Street and a number of independent traders including Oddies Baker on Dale Street.

A large Netto store used to be located on Burnley Road to the north of the town centre, this store has now ceased trading and the building remains vacant. A large covered market is situated close the bus station off Burnley Road, the market is open 6 days a week (Monday – Saturday) with 42 stalls operating, adjacent there is an open market area that is open Wednesday – Sunday with 72 stalls operating.

Table 39 indicates that in the year 2000 there were 13 convenience retailers in the town centre accounting for 3,930 sq m of retail floorspace. In the nine year period the number of convenience operators in Todmorden has declined by three units, whereas the amount of convenience floorspace has declined by 760 sq m. This decrease in floorspace is relatively minor as it is considered that the amount of convenience floorspace in the town centre is well above the national average.

**Figure 89:** Proportion of Comparison Units in Todmorden Town Centre

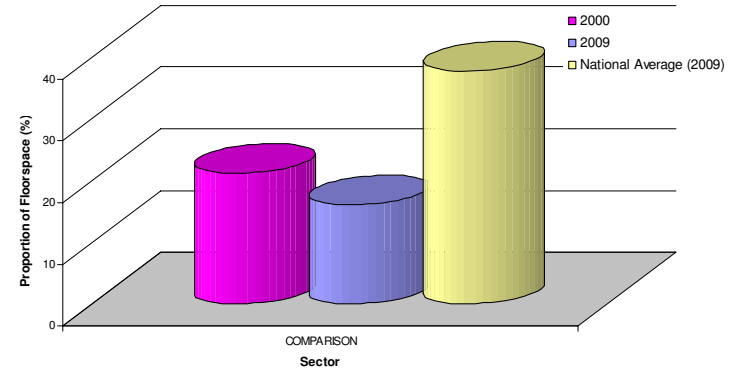


Source: Experian GOAD

**Comparison**

Comparison traders in Todmorden occupy 25.4% of the total outlets against a national average of 34.6%. In addition, when it comes to the proportion of comparison goods floorspace, Todmorden is considerably below the national average with a figure of 16.1% compared to a national average of 37.8%. The town contains a mixture of multiple and independent comparison traders. Since 2000, the number of comparison units has decreased by nine, with the level of floorspace also decreasing by 470 sq m.

**Figure 90:** Proportion of Comparison Floorspace in Todmorden Town Centre

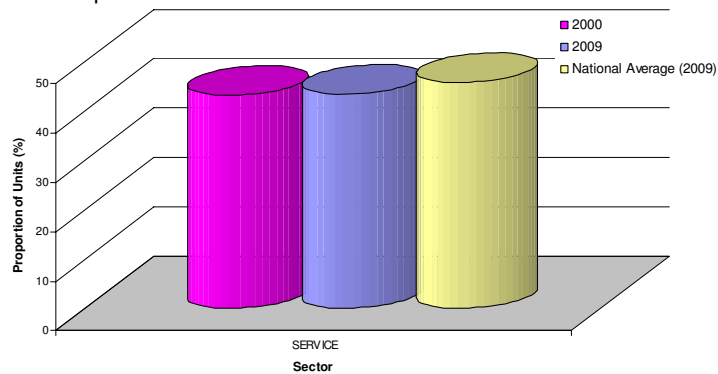


Source: Experian GOAD

**Overall Service**

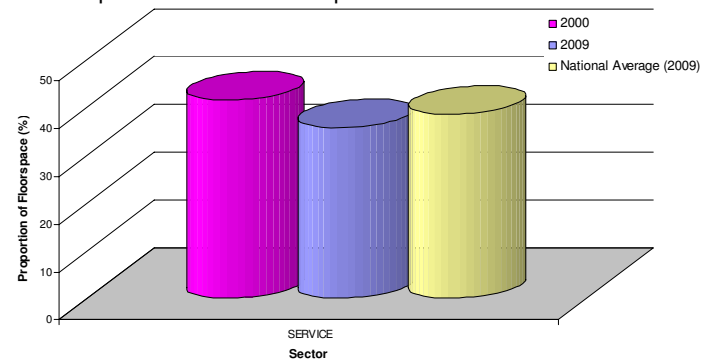
In August 2009, the service sector comprised 58 units and occupied 5,750 sq m of floorspace. The proportion of service outlets (43.3%) is below the national average (45.7%) as is the proportion of service floorspace (38.4% compared to 35.6%). The results demonstrate a very strong service provision within the centre of Todmorden.

**Figure 91:** Proportion of Service Units in Todmorden Town Centre



Source: Experian GOAD

**Figure 92:** Proportion of Service Floorspace in Todmorden Town Centre



Source: Experian GOAD



### Retail Service

Retail services, which comprise uses such as hairdressers, dry cleaners and petrol filling stations, account for 17.2% of outlets and 10.3% of floorspace in Todmorden, which compares to a national average of 13% and 7% respectively. 'Health and beauty' traders are particularly dominant in this sector, accounting for 12 of the 23 retail service units (or 52%) of all retail service outlets. Other uses include two launderettes and a post office located on Brook Street.

### Leisure Services

Leisure services as defined by GOAD include uses such as restaurants, cafes, bookmakers and public houses. Todmorden is adequately provided in this sector with both the amount of units and the floor space capacity falling slightly below the national level. Leisure services make up 17.9% of all units compared to a national average of 21.5% and 18.9% of the floor space in Todmorden is of a leisure service usage compared the national average of 22.7%. Fast-food and takeaway units and cafes are the most common in this sector, occupying 6 units each. Other well represented traders include public houses (5 units) and clubs (3 units).

### Financial Services

In terms of the proportion of units occupied by financial and business services the figures closely reflect the national average occupying 8.2% of all outlets compared to a figure of 11.2% nationally and commanding a floor space of 6.4% of all Todmorden floorspace which is below the national average of 8.7%. A number of 'high street' banks are present in the town centre, including; Lloyds TSB, Yorkshire Bank, Halifax and NatWest.

### Non Retail

In addition to the established retail services with Todmorden Town Centre, there is a community centre, two religious institutions and a community college. Todmorden town centre also houses a number of residential dwellings particularly located along Dale Street in addition to a number of single unit flats and apartments located above the retail units located on Halifax Road.

### Unit Sizes

Table 43 below highlights the composition of Todmorden Town Centre in August 2009 in terms of the size of units. This is taken from an assessment of retailing facilities provided by Experian GOAD for 2009.

**Table 43:** Size of Units

Size of Unit (ground floor area)	Number of units	Proportion of Total (%)	
		Halifax	GB
Under 93 sq m (1,000 sq ft)	92	68.7	39.1
93-232 sq m (1,000-2,499 sq ft)	31	23.1	39.6
232-464 sq m (2,500-4,999 sq ft)	5	3.7	12.6
465-929 sq m (5,000-9,999 sq ft)	3	2.2	5.1
929-1,393 sq m (10,000-14,999 sq ft)	3	2.2	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
<b>Total</b>	<b>134</b>	<b>100</b>	

Source: Experian GOAD 2009

Todmorden has a very large proportion of small units less than 93 sq m (68.7%) compared to the national average (39.1%). Todmorden does not reflect the national average in any of the unit size categories, falling well below the national average because of its high stock of under 93 sq m units. This highlights the nature of a rural market town.

**Table 44:** Vacancies' in Todmorden (2000)

	Vacancy		
	Total	Todmorden (%)	UK (%)
No. of Outlets	22	16.1	9.8
Floorspace	1,490	10.3	7.4

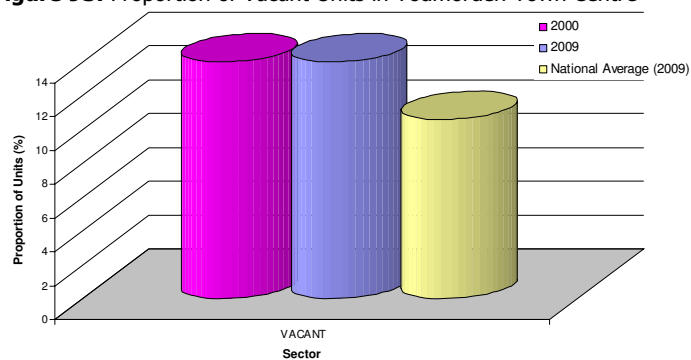
Source: GOAD Report November 2000

**Table 45:** Vacancies' in Todmorden (2009)

	Vacancy		
	Total	Todmorden (%)	UK (%)
No. of Outlets	32	23.9	10.6
Floorspace	4,650	28.8	8.9

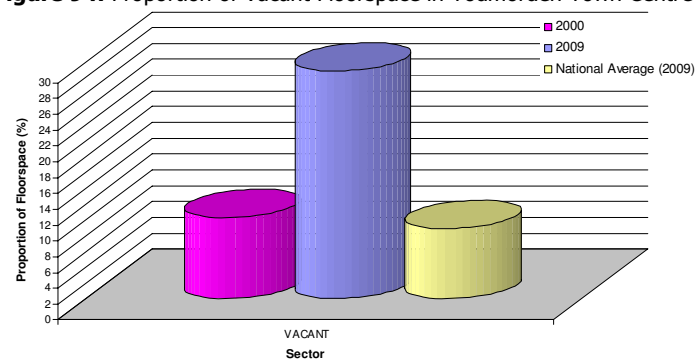
Source: Experian GOAD (August 2009)

**Figure 93:** Proportion of Vacant Units in Todmorden Town Centre



Source: Experian GOAD

**Figure 94:** Proportion of Vacant Floorspace in Todmorden Town Centre



Source: Experian GOAD

**Vacancies**

Table 45 illustrates that in August 2009 there were 32 vacant retail units in the town centre, which accounted for 4,650 sq m of floorspace. This represents 23.9% of all outlets and 28.8% of floorspace, compared to respective national averages of 10.6% and 8.9%.

Since 2000, the number of vacant units has increased by ten units, with the level of floorspace also significantly increased, from 1,490 sq m in 2000 to 4,650 sq m in 2009. The northern end of Burnley Road contain a high level of vacant units, in addition to the former Netto supermarket. The health centre on Myrtle Street is now vacant, with a new building located on Lower George Street, opposite the Lidl supermarket.

**Figure 95:** Vacancies in Todmorden Town Centre (2000)



Source: GOAD (November 2000)

**Figure 96:** Vacancies in Todmorden Town Centre (August 2009)



Source: GOAD base validated by WYG August 2009 site visit

## In Street Survey Results

### Accessibility

In respect of accessibility, the on-street visitors survey undertaken by NEMS identified the following:

- 59% of visitors to Todmorden had no access to a car for personal use during the daytime. During the evening/ night-time, the proportion of visitors who did not have access to a car for personal use was 60%;
- 49% of visitors walked to the centre, with a further 26% arriving by car/van (either as driver/passenger). 20% arrived by bus, minibus or coach;
- Of those visitors who drove, the most popular place to leave their vehicle was on-street with 27% of drivers parking here. The most popular car park was Stansfield Road (12%);
- 86% of drivers did not encounter any difficulty when obtaining a car parking space on the day of the survey;
- 58% of visitors travelled for 10 minutes or less to reach the centre. An additional 14% travelled for between 11 and 15 minutes, with 9% travelling for between 16 and 20 minutes and 3% for between 21 and 30 minutes. Only 7% of visitors travelled for over an hour to reach the centre;
- Visitors were asked to consider car parking provision in Todmorden. Of those that answered this question, most (40%) deemed this to be 'about the same' as that in other centres;
- In terms of car parking prices, most (37%) considered prices to be 'about the same' as in other centres; and
- Accessibility by public transport was stated by 47% of visitors as being 'about the same' as in other centres, although 34% felt that this was 'better' or 'much better' in Todmorden than in other shopping centres.

## Perception of Safety and Occurrence of Crime

The on-street visitors survey asked specific questions to visitors about their perceptions of crime in Todmorden. During the day-time, some 66% of visitors indicated that safety in Todmorden was 'about the same' as that in other centres, with 23% considering it to be 'better' or 'much better' than in other centres.

However, with respect to safety during the evening/ night-time, the proportion of visitors who deemed safety to be 'about the same' as in other centre fell to 43%, with some 27% considering safety to be either 'worse' or 'much worse' than that in other centres. 8% of visitors felt that evening/ night-time safety in the centre was 'better' or 'much better' than other centres, with 22% indicating that they did not know either way.

### Customer Views and Behaviour

The main findings of the on-street survey undertaken by NEMS Market Research were:

- 87% of visitors to the town had travelled directly from home;
- Most of those shoppers interviewed (71%) live in the centre, with 26% visiting the centre and the remaining 3% working in the centre;
- The main reasons why visitors indicated that they were in the centre were: food and grocery shopping (40%), social/ leisure activities (12%), due to work/ school/ college (10%) and to visit the bank/ building society/ Post Office (9%);
- 35% of visitors planned to stay in the centre for up to half an hour, with a further 54% planning to stay in the centre for up to two hours and 7% planning to stay in the centre for up to half a day;
- The majority of visitors (60%) did not plan to undertake their main food shop on the day of the survey;



- When asked whether they were planning to buy anything other than food goods on the day of the survey, 26% of respondents stated that they planned to purchase clothing, footwear or household goods;
- 51% of visitors stated that they visited Todmorden 'about as frequently' today as compared to five years ago. 25% stated that they visited the centre 'more' or 'much more frequently' than five years ago; and
- 67% of visitors indicated that they did not visit the centre during the evening.

Visitors to Todmorden were asked to consider a number of different aspects of the centre compared to other shopping centres which they used. The majority of aspects were considered to be 'about the same' in Todmorden by the largest proportion of visitors. Notwithstanding this, areas of weakness were seen to be choice of shops, which 56% of visitors rated as being either 'worse' or 'much worse' than other centres, the quality of shops (51% stating that this was worse than elsewhere), entertainment/ events/ performances (27%) and evening/ night safety (27%).

Visitors were asked about the types of shops and services they would like to see more of in the centre. Popular responses were clothing stores (37%) and footwear stores (24%). Visitors were also asked about the types of leisure facilities they would like to see more of in the centre. Popular responses were a cinema (26%), a bowling alley (11%) and a swimming pool (6%).

### **Business Survey Results**

A questionnaire was distributed to all local businesses within Todmorden by WYG in conjunction with Calderdale Council in order to gain an understanding of the opinions and views of retailers. A total of 197 questionnaires were distributed 34 being returned: a response rate of 17%. The main findings of the business survey results were as follows:

- 80% of respondents had been trading in the town centre for in excess of twenty years, with some 8% having been in operation for under three years;
- 91% of respondents were independent traders, with 9% being part of a national group or chain;
- 32% of respondents indicated that they were professional services, with 25% being non-food retailers, 21% being leisure services, 11% being food retailers and 11% being retail services;
- Most businesses (71%) employed between six and ten members of staff;
- 59% of traders stated that since they had begun trading business had either 'grown significantly' or 'grown moderately', with 24% indicating that business had 'remained largely static'. 18% indicated that their business had declined to some degree since they began trading;
- 53% of respondents indicated that their business was currently performing either 'very well' or 'well', illustrating strong performance, with 34% stating that their business was currently trading 'moderately';
- The majority of respondents (55%) owned their premises;



- The survey indicated that 70% of traders relied primarily upon local residents for the majority of their business, although a further 19% relied primarily on residents in the wider Calderdale area and 8% on tourists/ leisure visitors. 3% relied mainly on office employees;
- When asked about measures that would improve the town centre, 37% of respondents stated that an increased choice/ range of shops would have this affect. Other important measures included more parking (35%), more independent/ specialist traders (32%) and improved security/ CCTV (28%);
- 62% of respondents felt that there was a good balance between shops and other non-retail uses in the town centre, with 27% stating that there were too many non-retail uses and 12% that there were not enough non-retail uses;
- Respondents identified the main barriers to trading performance as being a lack of day visitors/ tourists to the town centre (22%), anti-social behaviour (22%) and inadequate customer car parking (18%);
- Just less than half of respondents (47%) indicated that they had no plans to alter their business in any way over the next five years, with a further 18% planning to extend their existing floorspace;
- 36% of respondents considered that shop front improvement grants would help their businesses;
- The greatest proportion of respondents (18%) considered Hebden Bridge to be their biggest competitor.

The business survey asked respondents to rate a number of different aspects of Todmorden in terms of whether they were 'good', 'average' or 'poor'. The majority of aspects were rated as being 'average' by the largest proportion of respondents.

However, a number of aspects were rated as being 'poor' by a majority of respondents. These aspects were: evening security (35%), car parking (28%), entertainment/ leisure (23%) and public toilets (23%). Respondents were also able to add any additional comments they would like to make at the end of the survey. Through this process a number of retailers highlighted that the market and its facilities needed improvement. On a positive note, certain retailers felt that the market is crucial to attracting customers to Todmorden, and lower rates would help attract market traders back to the centre.



### Accessibility

**Car:** Todmorden is situated on the A6033, which connects the area to Rochdale. The M62 (Junction 26) is nearby and offers excellent links to Leeds, Manchester and Halifax.

**Car parks:** There are excellent parking provisions within Todmorden. There are ten main car parks within the town centre, these car parks are; Bramsche Square (66 spaces), Dale Street (10 spaces), Dalton Street (23 spaces), Fielden Square (5 Spaces), Halifax Road (33 spaces), Lever Street (34 spaces), Oxford Street (27 spaces), School Lane (10 spaces), Stansfield Road (35 spaces) and Union Street (12 spaces). The majority of the car parks are free within the town centre, the only car parks that charge a fee are, Bramsche Square, Halifax Road, School Lane, Union Street. For those car parks that do charge a typical pricing is set out below (table 46).

**Table 46:** Car park pricing

Time (hours)	Price (£)
Up to 1	0.30
1 to 2	0.60
2 to 3	0.90
3 to 4	1.20
4 to 5	1.50
5 to 6	1.80
6 to 7	2.10
7 to 8	2.40
8 to 9	2.70
9 to 10	3.00

*Source: Validated by site visit*

**Public transport:** The town also benefits from good accessibility by public transport. There is a bus station accessed off Burnley Road serving many of the local areas. There is also a railway station located on Rise Road, which provides services to Blackpool, Leeds, Manchester, Wakefield and York. There is also a taxi rank located on Stansfield Road.

### Environmental Quality

Todmorden is an attractive town centre experiencing good levels of footfall. At the time of the survey the majority of the footfall was focused on Burnley Road and Halifax Road. The open market was in an attractive position and was seemingly very well maintained. The bus station was in a busy location within the town and offered a good regular bus service to many of the surrounding areas.

Car parking provision was excellent with many free car parks located within the centre of Todmorden making access easy for older pedestrians and less mobile members of the public. The streets and roads were well maintained and there was very little litter on the pavements. The town centre offers good areas of public realm including a pocket park located at the junction of Hall Street and Rochdale Road. Water Street is a particularly attractive location for pedestrians boasting a traditional cobbled street that is also very well maintained.