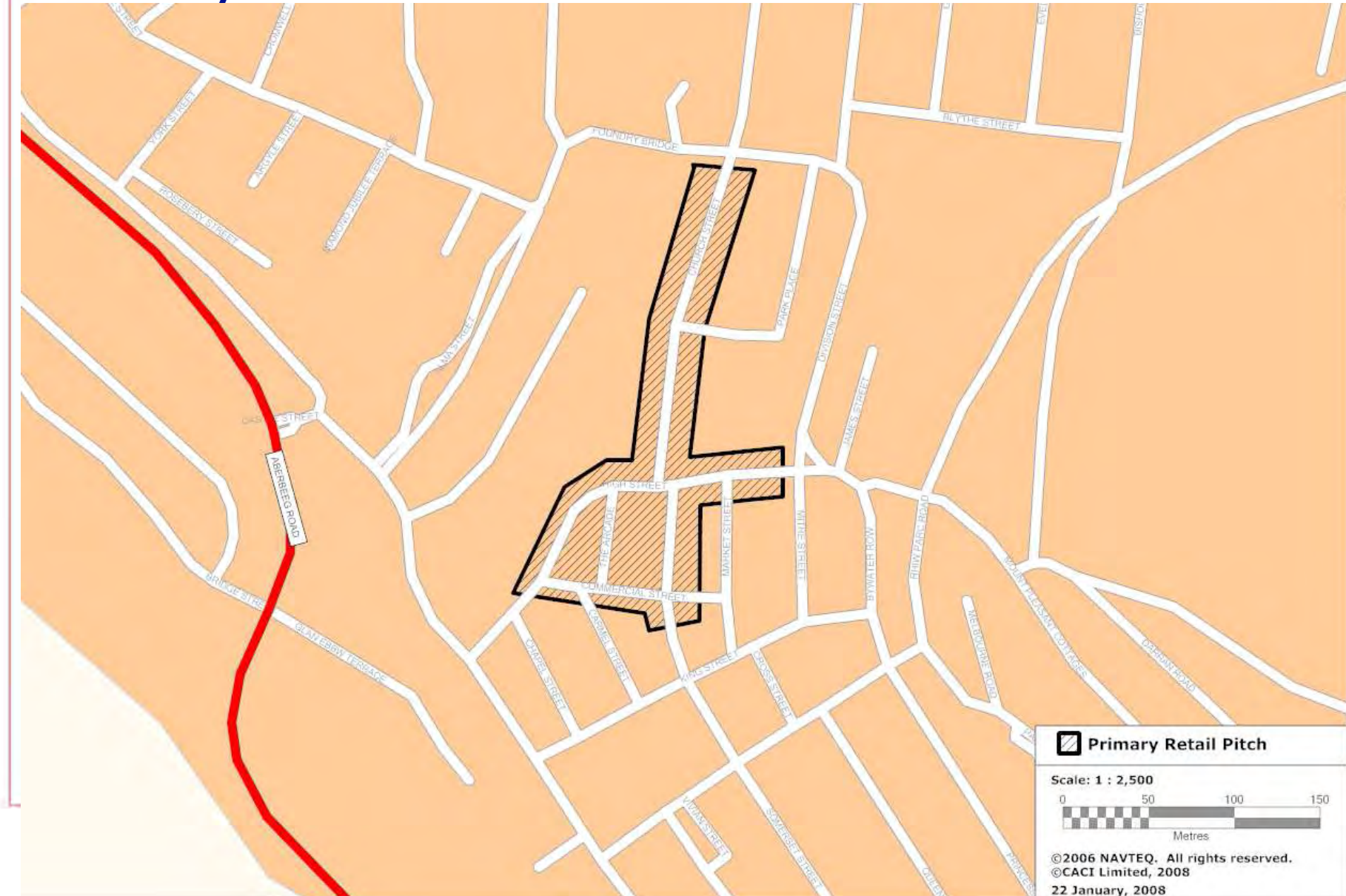


Abertillery

Abertillery: Plan of Retail Pitch



Abertillery: Ranking in Wales and UK

Below is a table showing the position of Abertillery in the Welsh ranking.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
62	Cardiff - Newport Road	25.0	72	St Asaph - The Tweedmill	25.0
63	Swansea - St Davids Estate	24.8	73	Denbigh	24.8
64	Chepstow	24.7	74	Newcastle Emlyn	24.7
65	Cardif - Excelsior Road	24.3	75	Porthcawl	24.3
66	Llangefni	23.6	76	Cardiff - Asda Wal-Mart	23.6
67	Talbot Green	23.5	77	Cwmbran - Lockgate Retail Park	23.5
68	Tredegar	23.1	78	Milford Haven	23.1
69	Wrexham - Island Green Retail Park	23.1	79	Llandudno - Mostyn Champneys Retail Park	23.1
70	Bargoed	22.5	80	Bridgend - Bridgend Retail Park	22.5
71	Abertillery	22.5	81	Porth	22.5

Below is a table showing the position of Abertillery in the UK ranking.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
1048	Cowdenbeath	22.8	1058	Wednesbury	22.8
1049	Crawley - County Oak Retail Park	22.8	1059	West Wickham	22.8
1050	Aldridge	22.7	1060	Keswick	22.7
1051	Sheffield - Guernsey Road	22.5	1061	Shepton Mallet	22.5
1052	Huish - Tesco	22.5	1062	London - Cannon Retail Park	22.5
1053	Perth - St Catherines Retail Park	22.5	1063	Crieff	22.5
1054	Hartlepool - Jacksons Landing Outlet Centre	22.5	1064	Blackpool - Clifton Retail Park	22.5
1055	Basildon - Westgate Retail Park	22.5	1065	Frinton-on-Sea	22.5
1056	Bargoed	22.5	1066	Crewkerne	22.5
1057	Abertillery	22.5	1067	Atherton	22.5

Abertillery: Ranking in Wales and UK (same Retail Footprint class only)

Below is a table showing the position of Abertillery in the Welsh ranking of rural centres.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
17	Maesteg	28.0	27	Denbigh	21.4
18	Llandrindod Wells	27.9	28	Newcastle Emlyn	21.3
19	Porthmadog	27.2	29	Porthcawl	21.1
20	Holyhead	26.6	30	Milford Haven	19.2
21	Chepstow	24.7	31	Porth	17.7
22	Llangefni	23.6	32	Fishguard	16.5
23	Talbot Green	23.5	33	Knighton	16.4
24	Tredegar	23.1	34	Builth Wells	15.9
25	Bargoed	22.5	35	Treorchy	15.1
26	Abertillery	22.5	36	Flint	14.8

Below is a table showing the position of Abertillery in the UK ranking of rural centres.

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
148	Tain	24.0	158	Keswick	22.4
149	Girvan	24.0	159	Shepton Mallet	22.4
150	Llangefni	23.6	160	Crieff	22.3
151	Oakham	23.5	161	Frinton-on-Sea	22.2
152	Talbot Green	23.5	162	Crewkerne	22.2
153	Spennymoor	23.4	163	Sheringham	21.9
154	Tredegar	23.1	164	Denbigh	21.4
155	Nairn	23.1	165	Newcastle Emlyn	21.3
156	Bargoed	22.5	166	Porthcawl	21.1
157	Abertillery	22.5	167	Thorne	21.0

Abertillery: Retail Rental Levels and Yield

This table shows the Yield and Rental figures for Abertillery

Yield	7%
Rent	£20 per sq ft (zone A)

Abertillery: Gross floor space for convenience and comparison goods

The table below shows the Net and Gross Floor Space for Convenience and Comparison Goods in Abertillery.

	Total Retail Space (sq ft)	Convenience (sq ft)	Comparison (sq ft)	Sales Density Comparison Goods £ per sq ft
Net	35,568	7,679	27,889	322.15
Gross	50,812	10,970	39,841	-

Abertillery: Estimated Expenditure and Turnover for convenience and comparison goods sales in the catchment

The table below shows the estimated expenditure, estimated turnover of convenience and comparison goods in Abertillery per annum.

Sector	Total Market Potential (£m)	% of Total Market Potential	Estimated Turnover (£m)
Clothing	6.2	13.7%	2.5
Footwear	0.9	1.9%	0.3
House & Home	1.4	3.1%	0.6
Leisure Goods	4.3	9.4%	1.7
Personal Goods	1.1	2.5%	0.5
Personal Care	2.7	6.0%	1.1
Durable Goods	5.8	12.8%	2.3
Comparison Goods Total	22.5	49.3%	9.0
Catering	4.2	9.2%	1.7
Convenience	18.9	41.5%	7.6
Grand Total	45.5	100.0%	18.2

Abertillery: Type and quantity of commercial units

The table below shows type and quantity of commercial units in the primary retail pitch of Abertillery.

Type of Commercial Unit	Count
Amusement arcade	1
Bank	6
Financial/Mortgages/solicitors	5
Book makers	2
Café/restaurant	5
Estate agent	4
Hair/beauty	7
Hotel	
Launderette/dry cleaner	
Medical/dentist	3
Miscellaneous	
Offices	
Post office	1
Pub	3
Social club	
Support/advice centre	2
Take away	6
Travel	1
Total	46

NB Miscellaneous included units such as Shoe repairs, vets, bowling, bingo and police stations

Abertillery: Vacancy rate

The table below shows the vacancy rate of units in the primary retail pitch in Abertillery.

	Total	Retail	Non retail	Charity	Vacant
Count of units	103	30	46	4	23
Percentage	100%	29%	45%	4%	22%

Abertillery: Primary, Secondary and Tertiary catchment areas

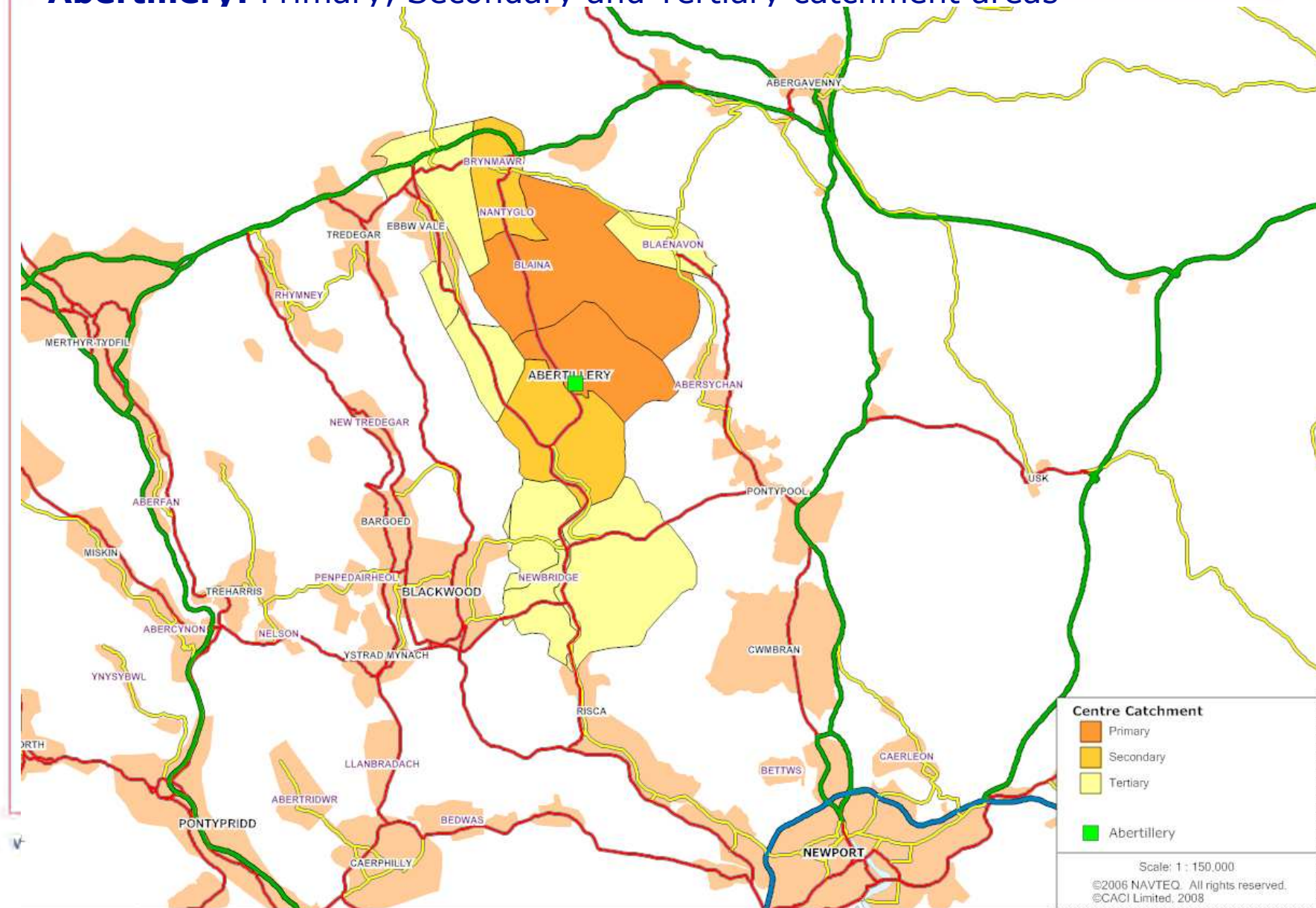
The table below shows details of the Primary, Secondary and Tertiary Catchments for Abertillery. It also gives the market share of Abertillery. A map showing the catchments is also shown.

Catchment	Total Population	Total Households	Total Expenditure (£million) per annum	Market Potential (£million) per annum	Spend per capita (£) per annum	Market Share
Primary	15,011	6,472	29.6	13.8	1,969	46.83%
Secondary	7,912	3,320	15.8	3.1	1,993	19.40%
Tertiary	26,809	11,435	55.4	3.3	2,068	5.95%
Quaternary	141,570	60,200	304.3	2.3	2,150	0.74%
Core Catchment	22,923	9,792	45.3	16.9	1,978	37.28%
Major Catchment	49,732	21,227	100.8	20.2	2,026	20.05%
Total Catchment	191,302	81,427	405.1	22.5	2,118	5.54%

Core Catchment – Primary and Secondary Catchment

Major Catchment – Primary, Secondary and Tertiary Catchment

Abertillery: Primary, Secondary and Tertiary catchment areas



Abertillery: National retail chains and independent stores

A count was taken of the retail units in the primary retail pitch and the Percentage of National and Independent Retailers was calculated. A list of the National retailers is also given below.

Independent	National	Total Number of Retail Units
21	9	30
70%	30%	-

National Retailers in Primary Retail Pitch

Boots
 FADS
 Greggs
 New Look
 Peacocks
 Shoe Fayre
 Somerfield
 Superdrug
 Woolworths

Abertillery: SWOT analysis**Strengths**

- Paved street gives pedestrian friendly feel
- Attractive shopping arcade

Weaknesses

- High level of vacant units especially on edge of pitch
- Parking on pavement on main street undermines effort with public realm
- Lack of catering provision

Opportunities

- Attractive arcade; possibility to attract some good independent retailers to make it a feature and to encourage through flow
- Improve catering provision

Threats

- New developments in Newport may draw shoppers away