

Tredegar

Tredegar: Plan of Retail Pitch



Tredegar: Ranking in Wales and UK

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
59	Holyhead - Penrhos Retail Park	27.1	69	Wrexham - Island Green Retail Park	23.1
60	Holyhead	26.6	70	Bargoed	22.5
61	Cardiff - Roath	25.9	71	Abertillery	22.5
62	Cardiff - Newport Road	25.0	72	St Asaph - The Tweedmill	21.9
63	Swansea - St Davids Estate	24.8	73	Denbigh	21.4
64	Chepstow	24.7	74	Newcastle Emlyn	21.3
65	Cardif - Excelsior Road	24.3	75	Porthcawl	21.1
66	Llangefni	23.6	76	Cardiff - Asda Wal-Mart	19.8
67	Talbot Green	23.5	77	Cwmbran - Lockgate Retail Park	19.4
68	Tredegar	23.1	78	Milford Haven	19.2

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
1028	Shrewsbury - Meole Brace Retail Park	23.3	1038	Nottingham - Chilwell Retail Park	23.1
1029	Purley	23.3	1039	Wrexham - Island Green Retail Park	23.1
1030	Kirkintilloch	23.3	1040	Eastbourne - Lottbridge Drive	23.1
1031	Stockton-on-Tees - Portrack Lane	23.3	1041	Aylesbury - Junction Retail Park	23.1
1032	Esher	23.2	1042	Naim	23.1
1033	Eccles	23.2	1043	Cheadle - Manchester	23.0
1034	London - Walworth Road	23.2	1044	Warrington - Tesco	22.9
1035	Stockport - Tesco-Extra	23.1	1045	London - Notting Hill Gate	22.9
1036	Pollok	23.1	1046	Exeter - Exbridge Centre Retail Park	22.9
1037	Tredegar	23.1	1047	The Village - Emerson Green	22.9

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

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
15	Lampeter	30.8	25	Bargoed	22.5
16	Prestatyn	29.5	26	Abertillery	22.5
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

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
145	Hunstanton	24.9	155	Nairn	23.1
146	Oxted	24.7	156	Bargoed	22.5
147	Chepstow	24.7	157	Abertillery	22.5
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	Oakhams	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

Tredegar: Retail Rental Levels and Yield

This table shows the Yield and Rental figures for Tredegar.

Yield	7%
Rent	£25 per sq ft (zone A)

Tredegar: Gross floor space for convenience and comparison goods

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

	Total Retail Space (sq ft)	Convenience (sq ft)	Comparison (sq ft)	Sales Density Comparison Goods £ per sq ft
Net	63,186	24,378	38,808	238.33
Gross	90,266	34,826	55,440	-

Tredegar: 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 Tredegar per annum.

Sector	Total Market Potential (£m)	% of Total Market Potential	Estimated Turnover (£m)
Clothing	6.5	13.8%	2.6
Footwear	0.9	1.9%	0.4
House & Home	1.5	3.2%	0.6
Leisure Goods	4.4	9.4%	1.8
Personal Goods	1.2	2.5%	0.5
Personal Care	2.8	5.9%	1.1
Durable Goods	6.0	12.7%	2.4
Comparison Goods Total	23.1	49.4%	9.2
Catering	4.4	9.3%	1.7
Convenience	19.3	41.3%	7.7
Grand Total	46.8	100.0%	18.7

Tredegar: Type and quantity of commercial units

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

Type of Commercial Unit	Count
Amusement arcade	2
Bank	3
Financial/Mortgages/solicitors	4
Book makers	2
Café/restaurant	10
Estate agent	3
Hair/beauty	13
Hotel	
Launderette/dry cleaner	1
Medical/dentist	3
Miscellaneous	1
Offices	1
Post office	1
Pub	5
Social club	
Support/advice centre	7
Take away	10
Travel	1
Total	67

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

Tredegar: Vacancy rate

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

	Total	Retail	Non retail	Charity	Vacant
Count of units	151	61	67	3	20
Percentage	100%	40%	45%	2%	13%

Tredegar: Primary, Secondary and Tertiary catchment areas

The table below shows details of the Primary, Secondary and Tertiary Catchments for Tredegar. It also gives the market share of Tredegar. 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	21,881	9,469	44.0	13.1	2,010	29.68%
Secondary	29,003	12,253	58.0	5.0	2,001	8.69%
Tertiary	36,895	15,657	77.1	2.8	2,090	3.66%
Quaternary	138,771	59,308	290.7	2.2	2,095	0.76%
Core Catchment	50,884	21,722	102.0	18.1	2,005	17.74%
Major Catchment	87,779	37,379	179.1	20.9	2,041	11.68%
Total Catchment	226,550	96,687	469.8	23.1	2,074	4.92%

Core Catchment – Primary and Secondary Catchment
 Major Catchment – Primary, Secondary and Tertiary Catchment

Tredegar: 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
43	18	61
70%	30%	-

National Retailers in Primary Retail Pitch

Aldi
 bargain booze
 Birthdays
 Blockbusters
 Boots
 Card Factory
 Farmfoods
 Ferrais bakery
 Greggs
 Gus Jones
 Lidl
 Motorworld
 New Look
 Peacock's
 Pound world
 Select
 Superdrug
 Woolworths

Tredegar: SWOT analysis

Strengths

- Good quality public realm especially near the clock and pedestrian area surrounding it
- Retail pitch is pedestrian friendly and away from main through road
- Large car park at Aldi

Weaknesses

- Vacancies at edge of pitch locations
- High level provision of Value groceries

Opportunities

- To attract more comparison goods retailers to the town (both independent and multiple)

Threats

- Lack of Mass market multiples
- Proximity to Merthyr Tydfil may draw trade away from town