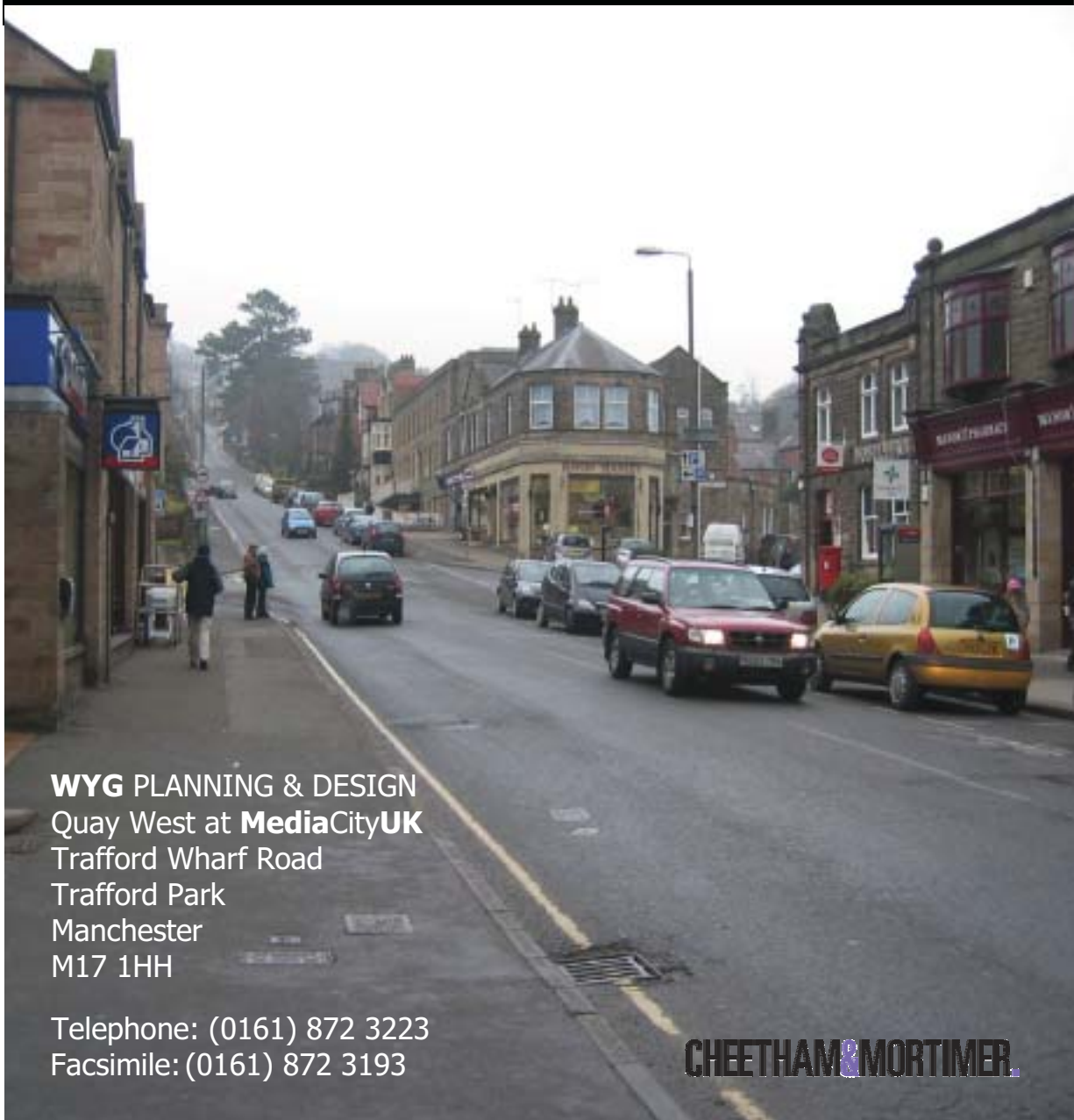




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1.0 INTRODUCTION

Background to the Study

- 1.01 WYG and Cheetham & Mortimer were appointed by Derbyshire Dales District Council¹ and Matlock Town Council in January 2010 to provide advice to enable the successful delivery of the development opportunities identified by the Matlock Town Centre Supplementary Planning Document (SPD), which was adopted in November 2008.
- 1.02 The study requirements and outputs were established by the tender brief, which was issued in November 2009. The brief sets out four particular requirements for the study, these being to:
- Review and update the evidence base which underpins the Matlock Town Centre SPD;
 - Appraise current retail market conditions and assess levels of retailer demand having regard to the size and location of existing units, rent, yield, incentive packages and so on, and the potential level of retailer demand having regard to the content of the Matlock Town Centre SPD;
 - Advise on the mechanisms available to the District Council and its partners, and provide a recommendation as to which are the most appropriate for delivering the objectives of the SPD; and
 - Identify any other elements which consultants consider would be useful to the District Council in ensuring the future delivery of the SPD.
- 1.03 In our interpretation, the principal purpose of the study is to provide a mechanism by which to direct public sector resources in order to provide greatest return through the regeneration of under-utilised sites and the improvement of the town centre offer for the benefit of local residents and visitors alike. The study seeks to complement the existing SPD and provide a practical means to realise its objectives. Accordingly, whilst the existing evidence base has been reviewed to ensure its ongoing relevance, care has been taken so as not to duplicate work which has already been undertaken and this study broadly accepts the development principles which have already been established by the SPD.

¹ For the avoidance of doubt, any reference in this report to 'the Council' should be taken to mean Derbyshire Dales District Council.



1.04 The content of the Matlock Town Centre SPD is summarised in Section 2 of this report but, in essence, the document seeks to establish guidance and outline proposals for the redevelopment and improvement of the town centre over the forthcoming 10 to 15 years. The proposals set out by the document are considered by the Council to represent an ambitious range of potential investment and development opportunities which will strengthen the town's role and improve its image. Whilst the SPD acknowledges that it will be for the private sector to deliver the majority of the SPD's proposals, the role of the public sector will be to enable and encourage such investment.

Report Format

1.05 The remainder of this report is structured as follows:

- **Section 2** considers the current performance of Matlock, its existing town centre offer and identifies the type of retailer which may wish to locate in the town centre in the future.
- **Section 3** matches operator requirements to the Key Development Areas established by the Matlock Town Centre SPD.
- **Section 4** sets out a series of possible options to secure the development of the Key Development Area opportunities and provides an Action Plan which provides, in our view, the best means to do so.
- **Section 5** provides a summary of the key findings of this study and sets out our conclusions in respect of the measures required to facilitate appropriate and sustainable development.
- **Appendix 1** comprises WYG's February 2010 Health Check Assessment.
- **Appendix 2** provides a plan extract from the Matlock Town Centre Supplementary Planning Document to illustrate the extent of identified Key Development Areas.
- **Appendix 3** provides an indicative proposed scheme for the Bakewell Road Key Development Area.



2.0 THE NEED FOR FUTURE DEVELOPMENT IN MATLOCK

Introduction

- 2.01 In order to prioritise Matlock's Key Development Areas and establish the means to secure their delivery, it is first necessary to understand the town centre's current performance and establish its future development needs. Accordingly, we provide below a review of the existing evidence base provided by the Matlock Town Centre SPD and the most recent retail study of relevance, this being the Peak Sub-Region Retail and Town Centre Study, which was undertaken by GVA Grimley and reported in February 2009. Furthermore, as part of the current commission, we undertook a Health Check assessment in February 2010 which considers Matlock's vitality and viability with reference to a series of key performance indicators. The recent Health Check is provided as Appendix 1 of this report and its findings are summarised below.
- 2.02 Further research has been carried out through discussions with operators who are either currently active in Matlock, or have previously expressed an interest in locating in the town, or who are present in towns which have a comparable size and role as Matlock. The discussions sought to establish retailer requirements in terms of new store openings and also each retailer's view of the town, its catchment and demographic. A general commentary on retailer demand is set out later in this section.

Matlock Town Centre SPD

- 2.03 Following its adoption in November 2008, the SPD forms part of the Derbyshire Dales Local Development Framework and, accordingly, it acts to provide detailed guidance for any future development in Matlock Town Centre and will be a significant material consideration for the Council to take into consideration when determining planning applications. The SPD provides a vision and a series of strategic and site-specific objectives in order to guide development in the town centre.
- 2.04 The vision seeks to capitalise on recent development in the wider area – including the restoration of Hall Leys Park, the significant Cawdor Quarry development and the opening of the Central Area Leisure Centre in summer 2011 – by attracting inward investment into the town centre to further improve its offer and enhance its image, thereby ensuring its long-term viability. The stated overarching vision for the Matlock Town Centre SPD is:



'To build on Matlock's unique character and create opportunities for sustainable investment to ensure the attractiveness, vitality and future prosperity of the town centre for residents and visitors alike.'

2.05 Five strategic objectives are identified to help achieve the vision and provide Matlock with an attractive, lively and prosperous town centre which meets the needs of all sectors of the community. The objectives are as follows:

- To encourage and facilitate the revitalisation of Matlock Town Centre's economy by improving its retail offer, tourism appeal and employment base;
- To ensure the delivery of sustainable and high quality development in the town centre;
- To prioritise ease of movement for pedestrians and cyclists whilst improving traffic flow and parking facilities within the town centre;
- To create a high quality network of streets and spaces to provide a more attractive town centre environment; and
- To further develop the potential of Matlock as a sustainable community including provision for affordable housing and social and cultural activities.

2.06 Of principal relevance to this commission is the SPD's identification of five Key Development Areas which are considered to be the locations in which change is most likely to occur. A range of potential uses have been identified for each site, though it is emphasised that the SPD should not be overly-prescriptive and that alternative uses may be acceptable if they accord with development plan policy and the general design and development principles set out by the SPD. A summary of the 'guiding principles' established for each of the five sites (which comprise three main 'quarters' and two further smaller areas) is provided below. A plan defining the extent of each of the five sites has been extracted from the SPD and is presented as Appendix 2.

Key Development Area 1: Bakewell Road

2.07 The Bakewell Road site comprises Matlock indoor market, the adjacent surface car park, the vehicle servicing premises and adjacent land, and land to the south which is located between Bakewell Road and the River Derwent. The SPD's guiding principles for the development of the Bakewell Road site are:



- To create a high quality 'riverside quarter' with a mix of uses, including a major retail scheme and residential development;
- To create a distinctive gateway into Matlock when arriving by road;
- To provide an attractive pedestrian route between Bakewell Road and Imperial Road
- To increase the number of car parking spaces to serve the town centre; and
- To maximise the potential of the riverside location.

Key Development Area 2: Imperial Road

2.08 The second identified Key Development Area comprises two separate parcels of land on either side of Bakewell Road. The most significant of these includes Matlock Lido, which is likely to be available for redevelopment following the relocation of facilities to the Central Area Leisure Centre (due to open in 2011), along with retail premises at 2 to 4 Bank Road. The second plot includes the Town Council Imperial Rooms (which would remain) and the adjacent surface pay and display car park. The SPD's guiding principles for the development of the Imperial Road site are:

- To create a high quality 'civic quarter' with a mix of uses, including commercial, residential, community and cultural facilities, possibly including a new library.
- To create an attractive multi-purpose public square which can be used for markets and events.

Key Development Area 3: Firs Parade/New Street

2.09 The third Key Development Area site is formed by premises to the north and east of Firs Parade, including existing retail units, the Royal Mail Matlock Delivery Office and Matlock Library. The SPD's guiding principles to shape the redevelopment of this site are as follows:

- To create a high quality 'park quarter' with a mix of uses including commercial and residential development;
- To improve pedestrian connections between Firs Parade and adjacent streets and greenspaces; and
- To create a safe and attractive pedestrian environment.



Key Development Area 4: Station Approach

- 2.10 The Station Approach site is of limited size and includes the Station House and adjacent land. The guiding principles are as follows:
- To create an attractive and high quality entrance to Matlock when arriving by train, bus, bicycle or car.
 - To create an attractive pedestrian link between the transport interchange and the rest of town.
 - To provide a safe and attractive area for socialising and public events.

Key Development Area 5: Bank Road

- 2.11 The final Key Development Area comprises the District Council surface car park and adjacent Town Hall annexe building. A single guiding principle is established for the site, this being:
- To replace the temporary District Council annexe building with a high quality development for office/civic uses, possibly including a new library.

The Peak Sub-Region Retail and Town Centres Study

- 2.12 The evidence base setting out the requirement for additional retail and town centre provision across the sub-region is provided by the Peak Sub-Region Retail and Town Centres Study (GVA Grimley, February 2009). The study was a joint commission by a partnership of Derbyshire Dales District Council, High Peak Borough Council, the Peak District National Park Authority and Derbyshire County Council, and sought to identify potential requirements for new retail floorspace in the sub-region's principal town centres, including Matlock. The study assessed both the qualitative and quantitative requirement for additional facilities and its pertinent findings in terms of Matlock are summarised below.
- 2.13 An in-centre shopper survey was commissioned as part of the study to elicit visitors' views on each principal centre's facilities. The survey found that the Matlock Town Centre had a strong role serving the convenience goods role of both local residents and visitors to the centre from further afield. However, the average spend during each visit was relatively limited, with few respondents expecting to spend more than £20 during the course of their visit. Local residents were attracted by the centre's proximity to either their home or place of work, whilst tourists cited the attractive surrounding environment as their reason for being in Matlock.



- 2.14 Local residents tended to have a more negative perception of the centre than those visiting from outside the area, with the limited range of shops accommodated in the centre considered to be a particular issue. Other identified weaknesses tended to be accessibility related (i.e. difficulty in parking near shops, the cost of car parking and poor bus services). In terms of suggested qualitative improvements, responses focused around the need to improve the overall offer, with the four most popular responses being: the provision of a new cinema; an improvement in the range of independent shops; an improvement in the choice of high street national multiples; and, the attraction of larger retailers to the town.
- 2.15 In quantitative terms, Matlock's main convenience goods² market share was found to have increased considerably since previous studies were undertaken, which is directly attributable to the opening of the Sainsbury's store at Cawdor Way, Matlock. Matlock as a whole was found to retain a 55.4% catchment market share and Sainsbury's was found to command 71.9% of all convenience goods spend within Matlock's immediate catchment.
- 2.16 However, notwithstanding this increase in market share, the study concludes that it would be desirable to improve the retention of convenience goods expenditure still further and the study models a scenario whereby Matlock's convenience goods market share is increased to 65%. It is indicated that such an increase in retained expenditure could be brought about through the provision of either one of the following within the town centre:
- **Medium Order / Discounter Retailer** – based on a sales density of £5,000 per square metre, the market share increase generates a requirement of 2,487 sq m (gross) in 2011, rising to 2,639 sq m (gross) by 2017; or
 - **Large Retailer** – based on a sales density of £12,040 per square metre, the market increase generates a requirement for 1,033 sq m (gross) floorspace in 2011, rising to 1,096 sq m (gross) by 2017.
- 2.17 In terms of comparison goods³ provision, Matlock's limited offer results in low levels of expenditure retention for both non-bulky (14.0% of expenditure retained) and bulky goods (11.2% of expenditure retained). For non-bulky goods, the study identifies a growth scenario whereby the market share performance of the town centre is increased in line with other centres in the Sub-Region to a 30% retention level within the immediate catchment. The Retail Study states, at paragraph 9.44, that:

² Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) defines convenience goods retailing as '...the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.'

³ PPS4 defines comparison goods retailing as '...the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.'



'This market share enhancement would generate an additional £10.7 million of expenditure within the town centre, which equates to a floorspace of 5,724 m² (gross) in 2011, rising to 6,368 m² (gross) in 2014, 7,050 m² (gross) by 2017 and 9,346 m² (gross) by 2026.

2.18 Paragraph 9.45 then advocates that **'...the District Council actively seek to create the conditions to achieve the growth scenario and plan through the Local Development Framework process to accommodate the forward capacity identified.'**

2.19 For bulky goods, the study again suggests that there is potential to enhance the market share performance of Matlock to the levels experienced by other comparable centres within the sub-region. The study proposes that a retention rate of 30% of bulky goods expenditure being spent in the immediate catchment is reasonable. Given this, the study indicates, at paragraph 9.53, that:

'The hypothetical increase in the market share retention generates quantitative capacity for 6,103 m² (gross) in 2011, rising to 6,975 m² (gross) in 2014, 7,907 m² (gross) in 2017 and 11,098 m² (gross) in 2026.'

2.20 The study considers Matlock to be particularly weak in catering for furniture and DIY goods, and states that a new DIY store within the town centre would accrue significant qualitative benefits by enhancing market share performance and facilitating the claw-back of expenditure presently flowing to competing centres outside the Sub-Region.

The Current Health of Matlock Town Centre

2.21 WYG has undertaken a comprehensive Health Check assessment for Matlock Town Centre which is provided as Appendix 1 of this report. The Health Check utilises both original survey work and established sources, such as Management Horizons Europe (MHE), Experian Goad and Focus, to ascertain the centre's performance against a series of key indicators.

2.22 The MHE index of UK shopping centres suggests that Matlock's performance over recent years has been poor, relative to other centres, as it slipped from 863rd position in 2004 to 1,247th position in 2008. The MHE hierarchy is well-respected as it takes into account each location's provision of national multiple retailers and anchor store strength, and a decrease in ranking of 384 places is considerable. However, it should be noted that during the same period the nearby centres of Ashbourne and Ripley have witnessed a decrease in ranking of 243 places and 352 places respectively.

2.23 In terms of the proliferation of town centre uses, the number of units in use for the sale of convenience goods broadly correlates with the national average, but there is an above average



proportion of floorspace dedicated to the use (21.9% of all units at February 2010, compared to 14.3% nationally). However, this is somewhat typical of small to medium sized centres which are used on a frequent basis and cater for local demand. The proportion of units in Matlock used for the sale of comparison goods is slightly above national average (38.2% of units were in this use at February 2010, compared to 34.1 nationally), whilst the proportion of floorspace dedicated to the use is slightly below (33.3%, compared to 37.3% nationally). Service sector representation in the town centre is very similar indeed to national average, with 43.3% of all units and 39.4% of floorspace in Matlock Town Centre dedicated to the provision of services.

- 2.24 Our review of the February 2010 Focus Report for Matlock indicates that, at this time, nine retailers had expressed a requirement for representation in the town, collectively requiring up to 4,618 sq m of floorspace⁴. Comparison traders account for the highest number of requirements (five) and are seeking the highest amount of floorspace (3,642 sq m gross). Retailer requirements for Matlock have reduced in recent years (from 13 requirements in January 2009 and 11 in April 2009) but, encouragingly, the decline is less than that experienced nationally.
- 2.25 A further positive is provided through analysis of the number of vacant units in the town centre. At February 2010, there were 14 vacant retail units in Matlock town centre, which occupy a total floorspace of 1,420 sq m. These vacancies represent 8.9% of all units and 5.3% of floorspace, which compares to respective national averages of 11.1% and 9.3%. Analysis of the Experian Goad plan of Matlock (as updated by WYG's survey work of February 2010) indicates a particular proliferation of vacant units at Dale Road (six units) and Crown Square (three units). The remaining vacant units are located at Causeway Lane, Firs Parade, Holt Lane, Park Head Road and Steep Turnpike. Vacant units tend to be located at the periphery of Matlock's retail pitch, with very few vacancies at the core of the town centre.
- 2.26 As would be expected, the Health Check assessment finds that one of the town's key strengths is the attractive and pleasant environment it provides for visitors and the number of independent shops which help differentiate Matlock from its competitors. This is currently being further enhanced by the IMPRESS public realm improvement scheme which is centred around the Crown Square area.
- 2.27 In summary, whilst we consider that Matlock's performance has been reasonable in recent years, the overall assessment is that it 'could do better'. Its relatively weak performance in the MHE index would appear to be a consequence of the relatively low number of quality high street multiples in the town and the lack of significant retail anchors. However, the town offers a balanced retail offer in pleasant

⁴ Our subsequent discussions through the course of this study have established a total of ten retailer requirements.



surroundings, and benefits from a reasonable consumer and operator demand, which is evidenced by on-going retailer requirements and relatively low vacancy rates.

Retailer Gap Analysis/Future Demand

General Retail Mix

- 2.28 Although Matlock is one of the key market towns in the Derbyshire Dales and serves as an important centre for the local and surrounding population it still comprises a relatively small retail offer, totalling approximately 17,500 sq m.
- 2.29 The quantity of floor space is characterised by two specific factors. Firstly, there is a large supply of small units and, secondly, there is a notable shortage of managed floorspace.
- 2.30 The town lacks a distinct prime retail core, consisting of more 'ribbon type' development, which is consistent with its Victorian heritage and is spread over two distinct pitches. The first of these comprises Bakewell Road through Crown Square and Causeway Lane to Firs Parade, and the second is situated along Dale Road. National multiple representation on both of these pitches is limited and predominantly comprises value convenience operators and Class A2 service providers. Furthermore, the recent acquisition of the former Woolworths by Iceland will do little to enhance the town as a retail destination.
- 2.31 In our opinion, Matlock lacks a cohesive heart to its shopping provision. There is an over-supply of small units set within an historic context and, accordingly, it is difficult to satisfy modern, national multiple retailer requirements for large space accommodation. As a consequence, the existing provision is characterised by a high percentage of local/regional operators, with national multiple representation limited to convenience goods providers and value retailers. Moreover, there are limited opportunities within the existing stock to provide the density, size and configuration of units required to attract the type of national multiple comparison goods operators which would reverse leakage and assist in securing long term vitality and viability of the town centre.

Competition

- 2.32 In terms of retail, there are four principal centres situated within reasonable proximity to Matlock, these being Sheffield, Meadowhall, Nottingham and Derby. In addition, Chesterfield is situated approximately 11 miles to the north of Matlock and, although poor road communications will deter some expenditure leakage, all of the above named centres benefit from a superior retail offer and, as such, will undoubtedly stimulate a deflection in trade for occasional high spend comparable goods



trips from Matlock's core catchment population. As a consequence, the national multiple retail offer in the town is predominately convenience-led.

- 2.33 The two main competing centres are Derby and Chesterfield. Although a more comprehensive comparison goods retail offer would enable Matlock to compete with Chesterfield more effectively, as evidenced on a national basis, the majority of consumers now tend to focus their high end comparable spend on the larger regional centres. This is due to the enhanced shopping environment, leisure facilities, brand offers and often free parking they provide. Such factors will result in Derby remaining the main focus for the sub-region in this regard. Indeed, even though free parking is not provided, the recent 36,500 sq m extension to Westfield's Eagle Centre, anchored by Debenhams and Marks and Spencer, will exacerbate what in many cases is the long-term decline of neighbouring mid-ranking towns by acting as a constraint on future rental growth. Therefore development in Matlock, like in the majority of similar town centres, will need to be actively managed by the Council, in conjunction with key stakeholders, in order to safeguard its long-term vitality and viability.
- 2.34 In addition to competing centres, it is also important to acknowledge the influence of internet shopping on patterns of expenditure. Although the internet has historically been accepted as a possible threat to the high street, its importance has only fully been realised in recent years and it is now recognised as the fastest growth sector for the majority of retailers, who are adjusting their trading formats accordingly. It is still unknown what long term impact this will have on demand for traditional high street/shopping centre accommodation and, ultimately, what function it will serve. However, on the assumption that demand for the flagship/regional centre stores will remain due to the enhanced retail/leisure experience they offer, it is reasonable to assume that the negative impact of these retailing formats will predominately be on demand/values in small to mid-size towns, such as Matlock.

Values

- 2.35 Prime rental values within Matlock have remained relatively static in recent years, with figures ranging from approximately £25 per sq ft in terms of Zone A (ITZA) to £35 per sq ft ITZA. This higher level was reflected in the letting of prominent town centre premises in 2009. It should be noted, however, that these premises offered a rare opportunity, being located in a prime location and ideally suited to the operator's requirements. As a consequence, the rental level achieved may not offer a clear indicator of current values within the town. These rental values also largely pre-date the recent downturn which has resulted in a significant fall in demand on a national basis. In addition, the dramatic increase in failing retailers has resulted in a significant over supply of high street accommodation of varying sizes and configurations in both prime and secondary locations.



2.36 We would emphasise that in the current market, where retail demand for both prime and secondary accommodation remains limited, there is likely to be a distinction between the level of rent that can be proved for rent review purposes and the likely rental value obtainable from an open market letting. The majority of acquisitive retailers still operating in the market tend to be 'deal led', focusing on opportunities where attractive terms can be secured rather than on individual requirements. Due to the significant over-supply of high street accommodation in most towns and cities throughout the country – allied to the change in empty rates legislation and, very often, service charge liabilities – landlords' priorities tend to be focused on securing tenants and maintaining income, rather than on underpinning rental values.

Demand

2.37 Historically, the stagnation of rental values in Matlock Town Centre has not been due to a weakness in demand but more to a lack of suitable accommodation conducive to satisfying modern retailer requirements. Although Matlock has undoubtedly suffered to some degree due to wider economic circumstances, any increase in the number of vacancies would appear negligible and certainly below national average. Notwithstanding this, the lack of rental growth and the proliferation of local occupiers in the town would appear to indicate that the type of accommodation available does not meet the requirements of the wider market.

2.38 We have contacted active retailers to determine possible requirements of Matlock. Most of these requirements appear to be deemed low priority on the basis that the majority of acquisitive retailers now tend to be 'deal led', i.e. analysing opportunities on a national basis and subsequently focusing resources where the most attractive terms can be secured. In the current market this often will not only mean flexible lease terms and significantly reduced rents, but also substantial incentives.

2.39 A number of the indicated requirements will also be long standing, on the basis that it has not been possible to accommodate an operator satisfactorily within existing accommodation and it is not economically viable to consider new standalone development. These occupiers tend to comprise value retailers who, due to their relatively low rental parameters and, in some instances, prohibitive fit out costs, often require significant cash incentives which would deem any proposals unviable, unless part of a more comprehensive scheme.

2.40 With regard to national multiple retailers already represented within the town, the majority would appear satisfied with their representation. Although they perceive Matlock as a satisfactory trading centre, it is considered a finite market where there would be generally be little advantage gained from relocating within the town on the basis it would result in only a limited increase in store turnover,



negated by the prohibitive costs of relocation and existing liabilities. Notwithstanding this, a number of retailers do indicate that they are currently accommodated in compromised premises and that, if a comprehensive scheme were proposed, providing accommodation conducive to modern retailer requirements, with suitable national multiple representation, and with any relocation being cost neutral (or at least heavily incentivised), then they would possibly seek to move.

- 2.41 We have also contacted a broad spectrum of operators who are not currently represented within Matlock in order to provide a proper representation of views. In doing so, we have targeted those retailers that would not only usually consider representation in a town the size of Matlock, but who also the type of operators required to enable the town to compete with neighbouring comparable retail destinations. We acknowledge that there may be a number of aspirational names who haven't been contacted. Unfortunately, this is a reflection of the current market where the majority of retailers are either non-acquisitive or, alternatively, are in the process of rationalising their portfolios. Furthermore, although a number of omitted operators may have previously considered representation in towns with a catchment and demographic profile comparable to Matlock, they now deem such towns to be too low a priority in the short to medium term.
- 2.42 Notwithstanding the above, from our knowledge of the retail market and confirmed by a number of those retailers contacted, we believe that, if an appropriately anchored scheme were to be delivered, providing accommodation conducive to modern retailer requirements in either a town centre or edge-of-centre location, then a number of the brands identified as key to the town's long term vitality and viability would seek representation.



3.0 MATCHING FUTURE NEEDS TO OPPORTUNITIES

Introduction

- 3.01 As we have set out at Section 2, Matlock has suffered from its inability to attract the type and quality of retailers required to underpin it as a retailing destination. As discussed, this has been predominately due to the lack of modern retail accommodation, specifically the need for a modern, well anchored scheme, with adequate car parking provision and units of a size and configuration appropriate to modern retailer requirements. On the assumption that any comprehensive development proposals would take a number of years to deliver – and thereby, one would assume, not be intrinsically tied to current market conditions – we have undertaken an analysis of the sites identified by the Matlock Town Centre SPD with a view to identifying a suitable opportunity or opportunities to address these issues.
- 3.02 In terms of our discussion with operators, it is evident that there is significant latent demand from a number of key comparison goods national multiple retailers for Matlock. Notwithstanding this, it is our opinion that in order to secure representation from a number of these operators it would not be enough to provide individual infill units in order to address identified weaknesses within Matlock’s existing provision. The nature of retailers is that they are ‘risk adverse’, particularly in the current market where supply tends to exceed demand.
- 3.03 In our opinion, a comprehensive retail development is required, of a scale large enough to ensure a significant density of adjacent occupiers in order to provide a strong destination, and with adequate car parking provision. In addition, retailers are becoming increasingly sensitive to occupational costs and therefore any new scheme should, whilst offering an attractive retail environment, be cost effective in terms of occupational costs, i.e. being subject to only modest service charges.

Key Development Area 1: Bakewell Road

- 3.04 Of the sites identified we are strongly of the opinion this offers the best opportunity for a viable, comprehensive retail development within the town centre, capable of addressing the issues identified both in the tender brief and elsewhere in this delivery document. On the assumption that the existing Co-op store is not available for inclusion in any proposed redevelopment, we consider that a site of approximately 1.9 hectares could be assembled, which is identified on the indicative plan provided for the site at Appendix 3. However, it is considered that the inclusion of the Co-op store would be



essential in order to provide a large format foodstore of a scale attractive to a major operator. Notwithstanding this, and acknowledging that some of the site is outside of the Council's ownership, we are of the opinion that the proposed site could still accommodate a comprehensive and viable retail development (including a medium-sized foodstore).

- 3.05 In terms of location, the site sits immediately adjacent to the existing town centre retail offer and is within the town centre boundary as defined by the Derbyshire Dales Local Plan (adopted 2005). As such, the site represents a sequentially preferable location for future retail growth. In addition, on the assumption that any development would be appropriately anchored and/or comprise a high density of strong national multiple retailers, the proposed site would be capable of drawing footfall, thereby creating a natural extension to the town's existing prime retail core.
- 3.06 In light of the envisaged retailer demand for such a scheme, we have undertaken an initial layout proposal which is provided as Appendix 3. At this stage we would emphasise that this is an indicative proposal only and more detailed access and servicing arrangements have yet to be considered. In addition, as the proposed rooftop car parking forms an extension to the existing rooftop provision, the proposed development would be the subject of height constraints. However, it has been assumed that a minimum floor to ceiling height of approximately 7 to 8 metres could be provided to facilitate the provision of mezzanine accommodation. On this basis, the development shown would comprise the type of large two storey retail units – ranging from approximately 7,500 sq ft (697 sq m) to approximately 25,000 sq ft (2,323 sq m) gross internal area – which have previously been identified as being absent from the town.
- 3.07 It is considered that such a scheme may be of interest to a quality foodstore operator, which would provide the diversity and qualitative improvement in offer which is currently absent from the core catchment area. The presence of a quality food retailer should help reverse leakage and provide a strong anchor for the scheme. In addition, we are of the opinion that a majority of comparison goods retailers would consider such a retailer to be a strong draw and would be satisfied with its representation within the scheme.
- 3.08 Therefore, our proposed indicative development would comprise a retail development with a footprint of approximately 63,000 sq ft (5,853 sq m), with additional sales/ancillary mezzanine accommodation and approximately 195 car parking spaces. This additional car parking accords with the general aspiration articulated in the SPD to achieve a sensitively designed extension to the existing rooftop car park (although the SPD stops short of quantifying how many spaces should be provided as part of



such a scheme). We provide below an indication of the type of retailer who may feasibly wish to operate from the development, but it should be noted that these are indicative and are provided to give a flavour of the mix of retailers who, in our view, would complement Matlock's existing offer.

Table 3.1: Indicative Schedule of Floorspace for Opportunity Site 1

Unit	Indicative Operator	Ground Floor Floorspace	Mezzanine Floorspace
1	Quality Food Retailer	15,000 sq ft (1,394 sq m)	7,500 sq ft (697 sq m)
2	Mid-Range Fashion Retailer	10,000 sq ft (929 sq m)	9,000 sq ft (836 sq m)
3	Mid-Range Fashion Retailer	7,500 sq ft (697 sq m)	4,000 sq ft (372 sq m)
4	Further Comparison Goods Retailer	13,000 sq ft (1,208 sq m)	8,000 sq ft (743 sq m)
5	Further Comparison Goods Retailer	15,000 sq ft (1,394 sq m)	Possible option
6*	Homeware Retailer	10,000 sq ft (929 sq m)	Not likely to be scope for mezzanine accommodation

* Unit 6 is the current Indoor Market Hall and the possible relocation of the stall market in the town is addressed by the SPD.

3.09 We reiterate that both the above floorspace and the type of operators are indicative at this stage. However, it is considered that development of the type indicated would form a viable scheme. As such, we consider it likely that the Council would generate developer interest with a brief which corresponds with the aims of aspirations of the SPD. As indicated, it is envisaged that the retailers catered for would predominantly comprise the quality national multiple retailers – including a number of the mid-range fashion operators – required to enable Matlock to contend with the other competing comparable spend retail destinations.

3.10 If a development similar in scale and type to that set out above was implemented, then we are of the opinion that this could stimulate future development on the opposite side of Bakewell Road, possibly incorporating a leisure element to take advantage of the river aspect to the rear. Such development may require future consideration to traffic calming measures or similar along Bakewell Road.

Key Development Area 2: Imperial Road

3.11 Comprising the Lido facilities and public car park to the north of Imperial Road, these two sites extend to approximately 0.3 hectares and 0.2 hectares respectively. Due to the lack of visibility of the Lido site from the prime retail core, existing retail premises at Bank Road would likely need to be incorporated within the scheme. However, this would require the acquisition of property and, as any subsequent development would do little to enhance existing values (with envisaged demand likely to comprise value operators similar to those already in occupation), it is unlikely that any retail proposals



in this location would be economically viable. With regard to the car park site, this is identified as a possible civic square in the SPD.

- 3.12 Unless the Lido site formed part of a larger development proposal or was subject to alternative funding streams, we have doubts as to how the provision of any community and cultural facilities, including a possible public library, would be economically viable. In addition, we would emphasise that initial appraisals in respect of the proposed Bakewell Road development indicate that its development could be marginal and unlikely to produce sufficient funds to facilitate the scale of investment needed to develop the Lido site for community uses. It is considered that, subject to scale, prominence and the provision of suitable public realm, demand does exist in the leisure or residential sectors, most probably retirement home development, where a number of key operators are now again actively acquiring land.
- 3.13 We would also envisage that the Lido site could be of interest to budget hotel operators. Although this type of development would usually require a larger site than that provided by the Lido to accommodate the associated parking requirements, due to the proximity of the Co-op, the proposed additional car parking and the Council car park opposite, it is assumed that agreement may be able to be reached in order to accommodate a development of a scale of interest to the leading budget hoteliers.

Key Development Area 3: Firs Parade/New Street

- 3.14 Although this area forms part of Matlock's existing prime retail core, the topography of the site would make comprehensive redevelopment difficult. In addition, the existing values and fragmented ownership could not only make site assembly difficult, but also economically unviable. With regards to the existing provision, this replicates what exists in the rest of the town being of a size and configuration already in oversupply due to only limited demand from national multiple retailers. Some minor development in this location may be feasible, e.g. the existing Library premises, possibly incorporating the garage site or a redevelopment of the medical centre, incorporating the units fronting Firs Parade. Notwithstanding this, the costs involved in site assembly, the relocation of existing facilities which would likely require bespoke new build accommodation, possible level issues and likely demand (being value retailers with the rental parameters and incentives associated with these uses) would again likely result in redevelopment proposals being unviable.



- 3.15 With regard to the comparison goods retailers identified as being key to the town's long term vitality and viability, as previously discussed, they are 'risk averse'. As such, they are unlikely to consider individual sites removed from any main car parking provision and with limited quality national multiple representation in close proximity.
- 3.16 Evidently, any mid to large size redevelopment in this location is likely to be unviable in the short to medium term. Notwithstanding this, as the area forms part of the town's existing prime retail core, it is our opinion that this part of Matlock could benefit from the long term 'positive ripple effect' created by the development of a comprehensive scheme elsewhere in the town. Operator demand could also likely be enhanced without wholesale redevelopment through a programme to improve the public realm and the overall ambience of the area.

Key Development Area 4: Station Approach

- 3.17 This area forms one of the town's main transport hubs, removed from the existing retail provision and, as such, suited to the type of development specified by the SPD, i.e. an appropriately designed and landscaped public area, to complement a potential food and drink (ideally café) use. Although this may be complemented by other small-scale uses (such as leisure facilities and minor convenience goods outlets), these would principally act to facilitate the comprehensive renewal of the public realm. Accordingly, any such proposals would again require alternative funding to be brought forward, which, in the light of anticipated government strategies, is likely to be difficult to achieve in the current economic climate.

Key Development Area 5: Bank Road

- 3.18 Again, we agree with the principles established by the SPD, in that this location best suits office or civic facility development, such as a public library, as it is some distance from the town's existing prime retail core and is not of sufficient size for any other type of commercial development. However, we are of the opinion that any such proposal would be the subject of significant funding issues which would unlikely be resolved in the current economic climate.



Summary and Overview

- 3.19 Although Matlock's role is as a secondary retail destination and is generally deemed a low priority for future expansion by retailers, it remains a strong market for convenience and low spend comparison goods shopping. As such, the town will continue to exist as a retail destination for the catchment population, although it is likely to reflect general retail trends and witness a contraction of its prime in the short to medium term with demand for its existing stock limited.
- 3.20 However, our discussions with retailers indicate that there is still some ongoing demand for accommodation in Matlock from the type of quality convenience and comparison goods operators identified as being key to its long term vitality and viability. It is the lack of modern retail accommodation and, more pertinently, a well anchored scheme with adequate car parking provision and units of a size and configuration appropriate to modern retailer requirements, which has undoubtedly been to the detriment of the town and has impacted upon its ability to attract the type and quality of retailers required to underpin it as a retailing destination.
- 3.21 For the majority of opportunities identified, current market conditions would render any large scale retail scheme proposals unviable. However, on the assumption that any comprehensive development proposals would take a number of years to deliver, and in light of the possible latent demand identified for the town, we are of the opinion that there is still scope for a medium sized development, possibly incorporating a high end foodstore anchor, on the Bakewell Road site.
- 3.22 These proposals could address a number of the aims of the SPD without having a detrimental impact on the town's existing retail offer. Although it is possible that a number of key retailers would seek to relocate, due to the scale of the development proposed it is envisaged that this disruption to the existing prime retail core would be minimal. In addition, the scheme should help improve retailers' perceptions of the town and ultimately the centre as a retail destination, helping reverse comparison goods spend leakage previously lost to stronger competing centres and ultimately lift Matlock in the national retail hierarchy. This, in turn, should help create a 'positive ripple effect' by increasing demand for the town's existing prime retail core, thereby securing its long term vitality and viability.



4.0 FUTURE DELIVERY AND ACTION PLAN

Introduction

- 4.01 It is our view that Opportunity Site 1 at Bakewell Road offers the best opportunity for meaningful, sustainable development within Matlock Town Centre, possibly incorporating the Lido site as discussed. It is acknowledged that the Council has only a part interest in the existing site and that significant site assembly would be required almost certainly requiring the use, or at least the threat of, the authority's CPO powers. On the understanding that the Council is prepared to give its support to the comprehensive development of this site, and invoke its CPO powers should it be necessary, it must now determine its preferred delivery strategy to bring the opportunity forward.

Delivery Options

Council Driven/Funded

- 4.02 This option would have the advantage of providing maximum profit and control to the local authority, thereby achieving 'best value' on the basis that any developer either on a sale basis or as joint venture partner would seek a minimum return of 15% to 20% profit on costs, plus enhancements, management fees, and so on. The Council would need to replace the skills provided by the developer either in-house or using external consultants (which would clearly incur costs from the outset). Any such proposals would require substantial borrowings from the inception of the project, with the obvious interest liabilities this would incur.

Joint Venture or Partnership with Preferred Developer

- 4.03 This second option would provide the Council with a chosen partner having the relevant expertise and funds to deliver a project of the type and scale under consideration.
- 4.04 As previously mentioned, it is likely that any developer would require a minimum return of 15% to 20% plus enhancements, and on completion of the development, after all costs had been determined, the local authority would receive payment based on the agreed split of profit. If a capital receipt was not the Council's preferred strategy then it could retain an interest in the completed development producing a future income stream. As a joint venture, both parties would have an input in the design



and delivery of the scheme but the Council should ultimately retain control via a detailed Development Brief and subsequent Development Agreement.

- 4.05 This option would obviously restrict the Council's direct exposure to funding and development matters on the basis that the joint venture developer would take the leading role in this regard.

Sale of Site

- 4.06 The third means of bringing the development forward would involve the Council undertaking the site assembly (with the use of CPO powers, if required) then subsequently going to the market with a view to identifying a preferred developer to undertake a specific development. Clearly, if the Council undertook a disposal on this basis, even by way of a long leasehold agreement, it would ultimately lose control of the completed asset.
- 4.07 For both options which rely on a developer, it should be borne in mind that developers will often 'over bid' or embellish proposals on the basis that they may be able to renegotiate or simplify development proposals when they have secured preferred developer status. Evidently, this type of exposure can be mitigated at the outset by ensuring all the relevant documentation, including contracts and Development Agreements, clearly stipulate each party's obligations.

Marketing the Opportunity – Appointing a Development Partner

- 4.08 If it is the Council's preferred strategy to progress the development through a sale or joint venture partnership as indicated, then they would firstly prepare a detailed Development Brief with a view to inviting expressions of interest from relevant parties by a specific date. To ensure maximum market penetration, marketing would be undertaken not only on a general and targeted basis, but also through advertisements in national property journals.
- 4.09 Following the formulation of a short list from the expressions of interest, interested parties would then be invited to submit a detailed proposal which would include cost plans/development appraisals, timescales/programme for delivery and an indication of the local authority's expected return in light of its aspirations for the site. Obviously, the need to secure 'best value' does not necessarily mean that the most attractive financial package would be pursued given the Council's aim to secure the wider objectives of the SPD. Such objectives may otherwise be deemed unviable in the current economic climate.



- 4.10 Once a preferred developer has been chosen (a process which may incorporate a public consultation exercise), then a process of detailed negotiation would be undertaken to finalise the Development Agreement with a view to subsequently submitting a detailed planning application as soon as possible. This is on the understanding CPO procedure is better implemented on a fully consented scheme with planning approval to mitigate likely objections.

Understanding the Need for CPO

- 4.11 In order to achieve a deliverable, meaningful, regenerative development, the Council will need to consider all the relevant interests and adjacent holdings in order to formulate the required site assembly/strategy. Clearly, the aim would be to seek to negotiate by private treaty with all parties with an interest in the site. Unfortunately, some parties may well seek unrealistic values or refuse to sell due to individual interests. Evidently, these situations could quickly render any redevelopment proposals unviable and therefore CPO powers, or at least the threat of CPO, will be required. In these circumstances if a joint venture partnership or sale is proposed then it is usual that the CPO costs would be borne by the developer.



5.0 SUMMARY AND CONCLUSIONS

- 5.01 From our review of the existing evidence base and discussions with retailers, it is evident that, although Matlock performs an important ongoing role to serve local needs, there is significant scope to improve its offer. This would allow local residents to spend a greater proportion of their income within the town and, in doing so, assist in safeguarding its long-term vitality and viability.
- 5.02 Retailers are 'risk averse' by nature, but this is particularly true in the current economic climate. Accordingly, it is our view that, in order to attract the type of retailers to the town who will attract custom which would otherwise be lost to centres elsewhere (such as Chesterfield), a comprehensive redevelopment scheme is required. Such a scheme must offer a complementary blend of operators, be of a scale large enough to encourage significant footfall and have adequate car parking to serve, as a minimum, its own needs.
- 5.03 The single site identified by the Matlock SPD which lends itself to fulfilling these requirements is the Bakewell Road Key Development Area site. It is considered that the Council should focus on the redevelopment of this site as a priority, due to it being a commercially viable proposition and due to its likely ability to act as a catalyst for further future development.
- 5.04 It will be critical for any such scheme to be underpinned by an appropriate and significant anchor tenant. Having spoken to broad range of retailers, we consider that there would likely be strong interest in the site from foodstore operators and the right convenience retailer could result in a significant qualitative improvement in Matlock's offer. In our view, the presence of a quality food retailer would provide such an improvement and create the diversity and quality of offer which is currently absent from the core Matlock catchment area and the majority of nearby competing centres. Comparison goods retailers consider the inclusion of a quality food retailer within a scheme such as this to be a strong draw and a complementary fit to their retail offer.
- 5.05 In order to bring the development opportunity to the market, it is recommended that the Council give consideration to the preparation of a detailed Development Brief with a view to inviting expressions of interest from potential developer partners. Interested parties would then be invited to submit a detailed proposal which would address costs, timescales and the Council's expected return. Following the selection of a preferred developer, then a process of detailed negotiation would be undertaken to finalise the Development Agreement with a view to subsequently submitting a detailed planning application as soon as possible.



- 5.06 We are aware that the Bakewell Road site is in a variety of land ownerships and, clearly, it would be advantageous if agreement could be reached with all parties with an interest in the site. Unfortunately, some parties may well seek unrealistic values or refuse to sell due to individual interests. Evidently, such a situation could quickly render any redevelopment proposals unviable and therefore the Council will in all likelihood need to deploy its CPO powers – or at least be prepared to use such powers – in order to facilitate the development.
- 5.07 It is considered that the other Key Development Area sites identified by the SPD have significant redevelopment potential for the uses previously identified. However, our research would appear to indicate that such opportunities are unlikely to be realised in the current economic climate and that the redevelopment of Bakewell Road should be the clear priority. The comprehensive and successful development of this site would act decisively to improve the vitality and viability of Matlock Town Centre and, accordingly, would undoubtedly improve the chances of development being secured on other sites at a later date.



Appendices





Appendix 1 – Recent Matlock Health Check Assessment





MATLOCK HEALTH CHECK ASSESSMENT

Introduction

Set out below is WYG's assessment of the vitality and viability of Matlock Town Centre. The assessment has been prepared with reference to WYG's observations when undertaking site visits (in particular, through a comprehensive walkover of the centre on 17 February 2010) and through analysis of recognised data sources such as Experian Goad and Focus.

The Importance of Town Centres

Matlock has an important role to play in Derbyshire Dales in serving the needs of the local community. The centre forms a focal point for the community and provides a wide range of services that are accessible to the local population over a reasonably large catchment area, including retail, employment, leisure, education and transport.

Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) emphasises the need for local authorities to monitor the 'health' of their town centres and how they change over time. Vital and viable town centres help to foster civic pride and local identity and can contribute towards the aims of sustainable development.

Since the turn of the century, town centres nationally have witnessed high levels of vitality and viability with strong retail sales growth and the implementation of major town centre redevelopment schemes. Therefore, despite the previous growth of out-of-centre retail development, development activity has more recently been focused within established centres and has primarily been linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Next, Primark, and so on. However, recent indications suggest that the onset of the 'credit crunch' has had an impact on consumer spending, which in turn has had an impact on the vitality of the high street nationally.



Purpose

It is important that Matlock remains competitive in light of increased competition and continues to attract shoppers, visitors and businesses. To achieve this, Matlock must continually strive to build on its strengths, alleviate its weaknesses and continually improve the facilities it provides to the community. Successful town centres must respond effectively to the changing needs and demand of their users.

The Town Centre Health Check for Matlock serves a number of important functions, these being to:

1. Assist in the production of the Matlock Town Centre Strategy;
2. Help assess the success of retail policies in the existing Derbyshire Dales Local Plan and assist in the formulation of new policies where necessary;
3. Provide useful baseline data that will facilitate a process of monitoring that can be undertaken each year to assess how the town centre is performing over time;
4. Allow positive and negative aspects of the town centre to be identified and for appropriate action to be taken; and
5. Provide data which can be used to compare the performance of town centres in the District to other neighbouring centres in the region and to ensure that Matlock remains competitive.



Regional Hierarchy

Table 1 illustrates the position of Matlock within the hierarchy of centres based on the Management Horizons Europe's (MHE) UK Shopping Index (2008). The index ranks 6,721 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlets) based on current retail provision. Towns and major shopping centres are rated using a straightforward weighted scoring system which takes account of each location's provision of multiple retailers and anchor store strength. However, it should be noted that the 2004 data includes only 1,672 centres.

Table 1: The Sub-Regional Shopping Hierarchy

Centre	MHE Score	Location Grade	Rank 2008	Rank 2004	Change in Rank 2004 - 2008
Nottingham	509	Major City	7	4	-3
Sheffield	295	Major Regional	33	25	-8
Derby	249	Regional	58	39	-19
Mansfield	182	Sub-Regional	128	105	-23
Chesterfield	175	Sub-Regional	145	122	-23
Worksop	111	Major District	271	231	-40
Buxton	86	District	381	317	-64
Leek	77	District	440	462	+22
Sutton-in-Ashfield	69	District	499	404	-95
Uttoxeter	65	District	532	546	+14
Alfreton	56	Minor District	612	452	-160
Ashbourne	37	Minor District	959	716	-243
Ripley	33	Minor District	1,095	743	-352
Matlock	29	Local	1,247	863	-384
Bakewell	17	Local	1,950	-	-

Source: Management Horizons Europe: UK Shopping Index (2008)

Matlock is ranked 1,247th of retail venues surveyed, placing it within the top 19% of UK shopping venues. Matlock is identified as a 'local centre' by Management Horizons Europe. However, Matlock's ranking has decreased by 384 places since 2004, when it was ranked 863rd. During the same period, the nearby centres of Ashbourne and Ripley have also witnessed a decrease in their ranking since 2004 (243 places and 352 places respectively).



Date of Site Visit: 17 February 2010

Status: Town Centre (Derbyshire Dales Local Plan (2005))

Centre Overview

Matlock is situated at the south eastern edge of the Peak District National Park and is twinned with Eaubonne in France. It is identified as a Town Centre by the Derbyshire Dales Local Plan (adopted 24 November 2005, with relevant policies being 'saved' to remain part of the statutory development plan on 24 November 2008). Matlock Bath lies immediately south of the town on the A6. Matlock is 10 miles south west of Chesterfield and is within commuting distance of the cities of Manchester, Sheffield and Derby. Due to its close proximity to the Peak District, Matlock is a destination for visitors and tourists, particularly in the summer months.

The main focus for retailing in Matlock comprises Bakewell Road, Bank Road, Causeway Lane, Crown Square, Dale Road and Firs Parade. Dale Road is separated from the other main streets by the River Derwent; however, there is a bridge which connects it to the rest of the centre. There are also secondary retail frontages along Lime Grove Walk, New Street, Snitterton Road and Steep Turnpike.

There are few national multiples present, with the centre being dominated by independent retailers. The Co-op store on Bakewell Road and the Sainsbury's store on Cawdor Way (to the north of the town centre) anchor the town in convenience terms. M&Co, Derwent Carpets & Curtains and Wilkinson are the largest comparison units on offer. A land use plan of Matlock Town Centre as defined by Experian Goad is provided at Figure 6, although this does not include the Sainsbury's store.

In addition to the retail offer, Matlock also contains a number of civic buildings and the popular Hall Leys Park.

Photographs of Matlock Town Centre



Figure 1 (top left): Co-op store, Crown Square

Figure 2 (top centre): Wilkinson store, Bank Road

Figure 3 (top right): Retail frontages, Causeway Lane

Figure 4 (bottom left): Retail frontages, Firs Parade

Figure 5 (bottom right): Park, Causeway Lane

Figure 6: Land Use Plan for Matlock Town Centre (2010)



Source: Experian Goad Plan Updated by WYG Site Visit (February 2010)

Table 2: Diversity of Uses in Matlock Town Centre (2006)

Number of Units			
	Number	Matlock (%)	UK (%)
Convenience	15	9.4	8.5
Comparison	63	39.6	36.7
Retail Service	25	15.7	12.7
Leisure Services	25	15.7	20.9
Financial and Business Services	21	13.2	11.6
Vacant	10	6.3	9.7
Total	159	100	100

Source: Experian Goad Report (September 2006)

Table 4: Diversity of Uses in Matlock Town Centre (2010)

Number of Units			
	Number	Matlock (%)	UK (%)
Convenience	15	9.6	8.8
Comparison	60	38.2	34.1
Retail Service	23	14.6	13.1
Leisure Services	29	18.5	21.6
Financial and Business Services	16	10.2	11.1
Vacant	14	8.9	11.1
Total	157	100	100

Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Table 3: Existing Floorspace in Matlock Town Centre (2006)

Existing Floorspace			
	Sq m	Matlock (%)	UK (%)
Convenience	5,110	19.1	13.7
Comparison	9,850	36.9	39.5
Retail Service	2,450	9.2	7.0
Leisure Services	5,410	20.3	22.5
Financial and Business Services	2,820	10.6	9.3
Vacant	1,060	4.0	8.0
Total	26,700	100	100

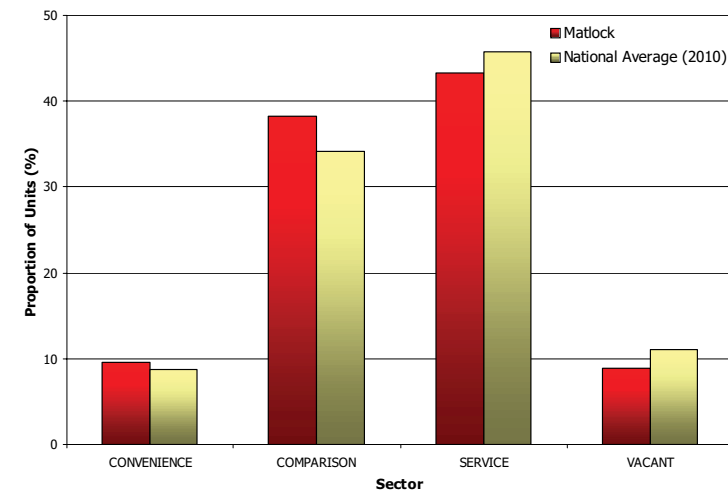
Source: Experian Goad Report (September 2006)

Table 5: Existing Floorspace in Matlock Town Centre (2010)

Existing Floorspace			
	Sq m	Matlock (%)	UK (%)
Convenience	5,810	21.9	14.3
Comparison	8,840	33.3	37.3
Retail Service	1,950	7.3	7.0
Leisure Services	6,110	23.0	22.7
Financial and Business Services	2,430	9.1	8.7
Vacant	1,420	5.3	9.3
Total	26,560	100	100

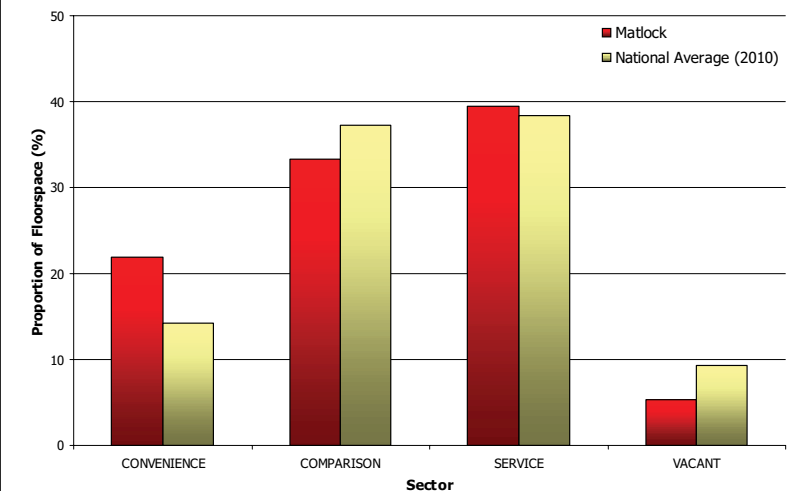
Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Figure 7: Proportion of Units in Matlock Town Centre (2010)



Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

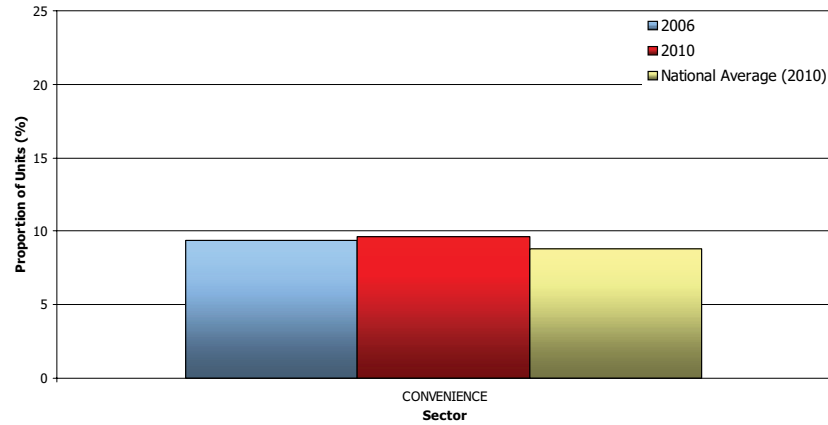
Figure 8: Proportion of Floorspace in Matlock Town Centre (2010)



Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

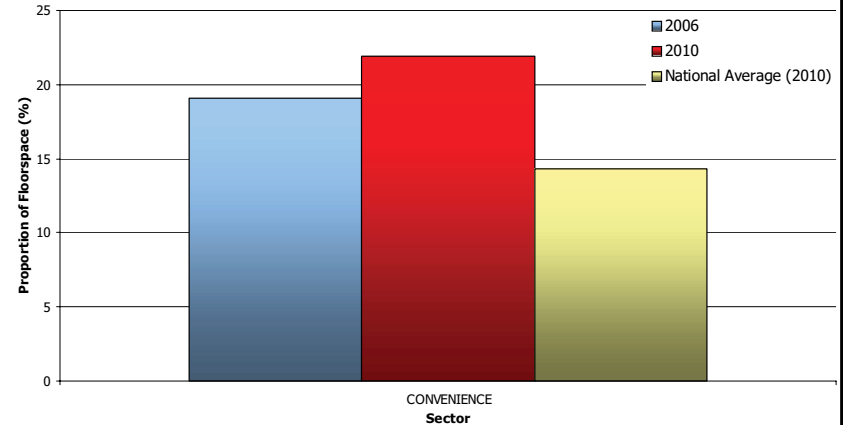


Figure 9: Proportion of Convenience Units in Matlock Town Centre



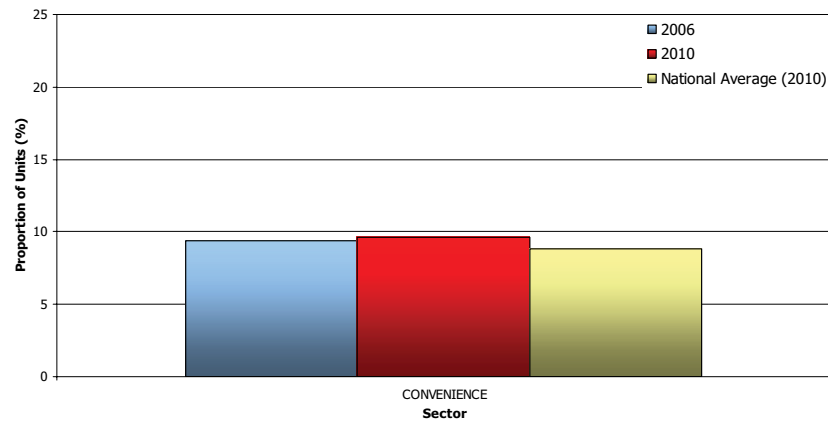
Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Figure 10: Proportion of Convenience Floorspace in Matlock Town Centre



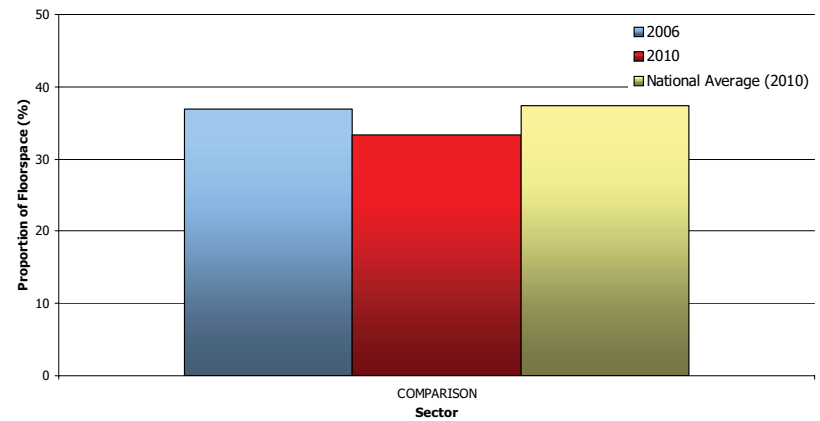
Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Figure 11: Proportion of Comparison Units in Matlock Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

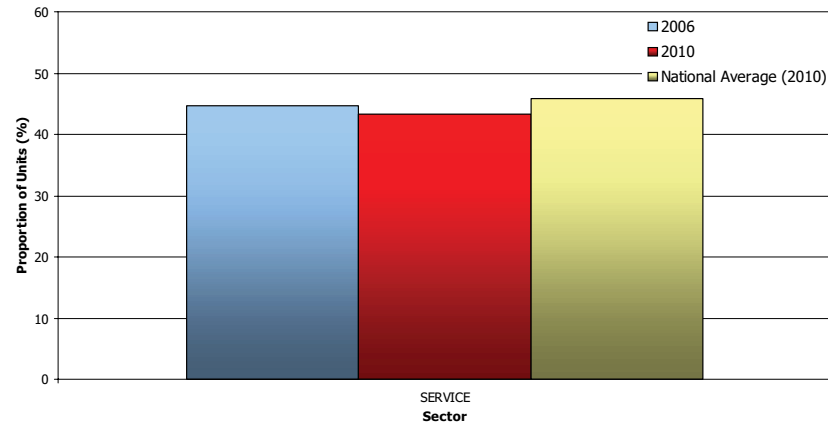
Figure 12: Proportion of Comparison Floorspace in Matlock Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

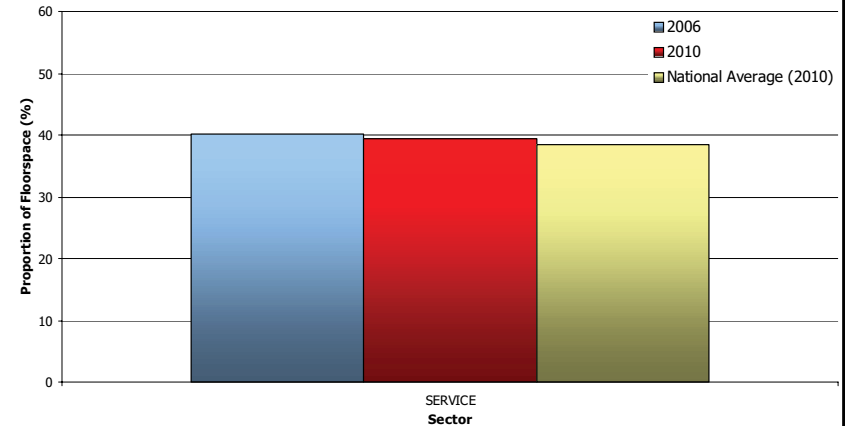


Figure 13: Proportion of Service Units in Matlock Town Centre



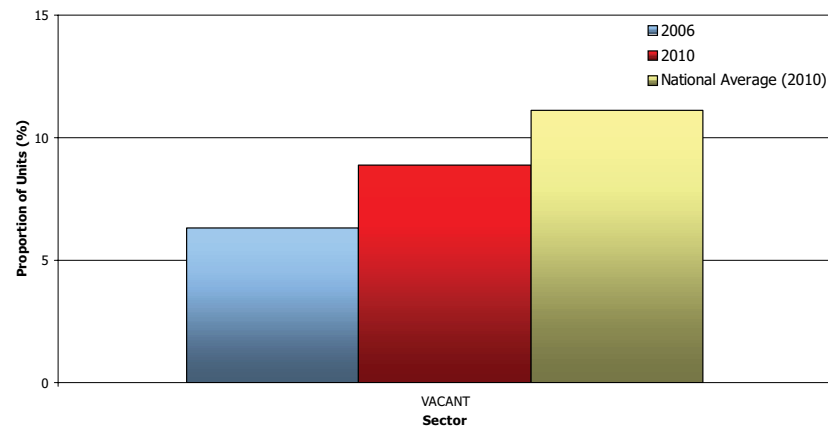
Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Figure 14: Proportion of Service Floorspace in Matlock Town Centre



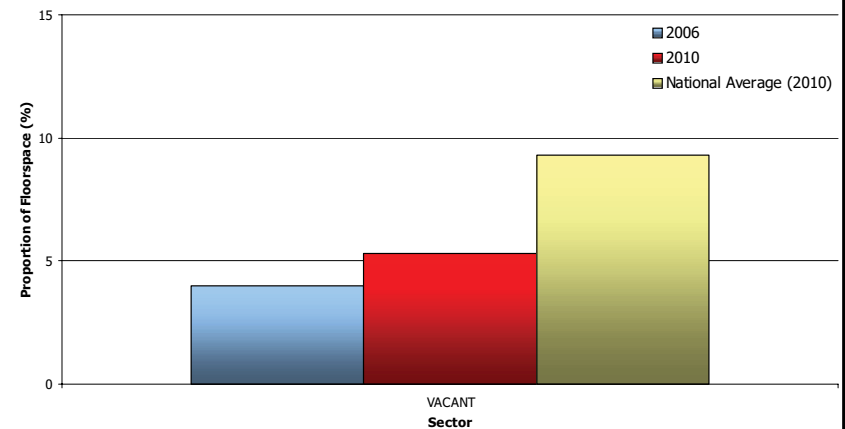
Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Figure 15: Proportion of Vacant Units in Matlock Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

Figure 16: Proportion of Vacant Floorspace in Matlock Town Centre



Source: Experian Goad Report Updated by WYG Site Visit (February 2010)



Convenience

9.6% of all units in Matlock are in use for the sale of convenience goods. This is slightly above the national average of 8.8%. However, the proportion of floorspace dedicated to this use is significantly above the national average (21.9% compared to 14.3% nationally). At present, within the town centre, this sector is dominated by the Co-op store on Bakewell Road. However, the Sainsbury's store on Cawdor Way (which has a sales area of 2,414 sq m) represents the principal convenience offer in the area. Other convenience traders in the centre include an Iceland store on Firs Parade. There are also a number of independents including three 'bakers and confectioners', three 'grocers and delicatessens' and two 'butchers'. There is an indoor market on Bakewell Road, which is open every Tuesday, Friday and Saturday. Since 2006, the proportion of convenience units has increased by 0.2% and the proportion of convenience floorspace has increased by 2.8%.

Comparison

Comparison traders in Matlock occupy 38.2% of outlets against a national average of 34.1%. However, when it comes to comparison goods floorspace, Matlock has below average provision, with this use accounting for 33.3% of all floorspace compared to a national average of 37.3%. The comparison goods retail offer in Matlock is made up of mostly independent traders. Since 2006, the proportion of comparison units has decreased by 1.4%, whilst the proportion of comparison floorspace has decreased by 3.6%.

Overall Service

The service sector comprises 68 units and occupies 10,490 sq m of floorspace. The proportion of service outlets (43.3%) is slightly below the national average (45.8%). However, the proportion of service floorspace (39.4%) is slightly above the national average (38.4%). Since 2006, the proportion of service units has decreased by 1.3%, whilst the proportion of service floorspace has decreased by 0.7%.



Retail Service

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 14.6% of units and 7.3% of floorspace in Matlock, which broadly corresponds to national averages of 13.1% and 7.0% respectively. 'Health and beauty' traders are particularly dominant in this sector, accounting for nine (or 39%) of all retail service outlets. Matlock has a Post Office on Bank Road. Since 2006, the proportion of retail service units has decreased by 1.1%, whilst the proportion of retail service floorspace has decreased by 1.9%.

Leisure Services

Leisure services, as defined by Experian Goad, include uses such as restaurants, cafes, bookmakers and public houses. Matlock is under-provided for in terms of the proportion of units against the national average (18.5% compared to 21.6%). However, the proportion of floorspace occupied (23.0%) is just above the national average (22.7%). Fast-food and take away uses are the most prevalent in this sector, occupying a total of seven units. Other well represented traders include restaurants (six units), cafes (five units), and bars and wine bars (four units). Since 2006, the proportion of leisure service units has increased by 2.8%, whilst the proportion of leisure service floorspace has increased by 2.7%.

Financial Services

In terms of the proportion of units occupied by financial and business services, the proportion of units are slightly below national average (10.2% compared to 11.1%). A number of 'high street' banks and buildings societies are present in the town centre, including Britanni, HSBC, Lloyds TSB, NatWest, Nationwide, the Derbyshire and the Royal Bank of Scotland. Since 2006, the proportion of financial and business services units has decreased by 3.0%, whilst the proportion of financial and business services floorspace has decreased by 1.5%.

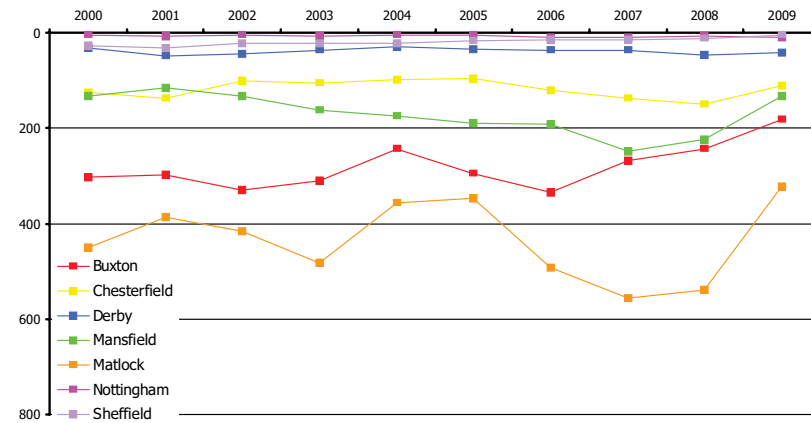
Non Retail

In addition to the retail service on offer, there are offices, information and advice centres, and local authority buildings present in the town centre.



Retail Demand

Figure 17: Retail Ranking in Matlock and Surrounding Centres



Source: Focus Report (February 2010)

Matlock's retail ranking based on retail demand has fluctuated since 2000. However, since 2007, its ranking based on retailer demand has increased, mirroring trends in the nearby centres of Buxton, Mansfield and Sheffield.

Retailer Requirements

Table 6: Retailer Requirements

	Number of Requirements	Minimum Floorspace (sq m)	Maximum Floorspace (sq m)
Convenience	2	228	372
Comparison	5	2,025	3,642
Service	2	325	604
TOTAL	9	2,578	4,618

Source: Focus Report (February 2010)

At February 2010 there were nine retailers seeking representation within Matlock, collectively requiring up to 4,618 sq m (gross) retail floorspace. Comparison traders account for the highest number of requirements in outlet terms (five) and are seeking the highest amount of floorspace (3,642 sq m gross). Retailer requirements in Matlock have declined in recent years (there were 13 requirements in January 2009 and 11 in April 2009). However, the decline in requirements is, generally speaking, less than that experienced nationally, hence the increase in ranking based upon retail demand set out at Figure 17.



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 of town centres. However, they can be a useful indicator of the level of demand. For example, some properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are 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 7: Vacancies in Matlock (2010)

	Vacancy		
	Total	Matlock (%)	UK (%)
No. of Units	14	8.9	11.1
Floorspace	1,420	5.3	9.3

Source: Experian Goad Report Updated by WYG Site Visit (February 2010)

At February 2010, there were 14 vacant retail units in the town centre, which occupied a floorspace of 1,420 sq m. This represents 8.9% of all units and 5.3% of floorspace, compared to respective national averages of 11.1% and 9.3%. From examining the Experian Goad plan of Matlock, it can be seen that Dale Road (six units) and Crown Square (three units) have the highest number of vacant units within the town centre. Aside from this, the remaining vacant units are located on Causeway Lane, Firs Parade, Holt Lane, Park Head Road and Steep Turnpike. The largest vacant units are located at Firs Parade (460 sq m), Crown Square (160 sq m) and Dale Road (140 sq m).

There are now four more vacant units in Matlock than there were in 2006 and vacant floorspace has increased by 360 sq m in this time period. The proportion of vacant units has increased by 2.6%, whilst the proportion of vacant floorspace has increased by 1.3%. Whilst this is a negative trend, it also reflects the picture nationally and is probably due to current economic conditions. Of the three largest vacancies mentioned above, the vacant unit on Crown Square has been unoccupied since 2006. It is likely that there are distinct reasons as to why this unit has not been re-occupied, e.g. the owner might not want to sell/let, the asking price may be too expensive, the premises may be inadequate in their current state or there may be planning restrictions in place which would hinder potential occupiers. The two other largest vacancies on Firs Parade and Dale Road have become vacant since 2006. Five of the units currently vacant are particularly small (50 sq m or less). It is no surprise that premises of this size have become vacant as smaller units usually have limited appeal for retailers.

Figure 18: Vacancies in Matlock Town Centre (2010)



Source: Experian Goad Plan Updated by WYG Site Visit (February 2010)



Accessibility

Car: Matlock is situated on the A6, which leads to Derby to the south and Sheffield to the north. Road communications are generally good, with the A6, A615 and A61 providing access to the M1. However, these roads can get busy at commuting times.

Car parks: A mixture of on-street and off-street car parking is located throughout the centre. There are four main pay and display car parks in Matlock. These include Bakewell Road (120 spaces), English Road (36 spaces) and two further car parks at Station Approach (40 and 50 spaces). Typical car park pricing is as follows.

Table 8: Typical Car Parking Prices

Time Period	Charge (£)
Up to 1 hour	1.00
1 to 2 hours	1.50
2 to 3 hours	2.50
3 to 4 hours	3.50
Over 4 hours	4.50

Source: Derbyshire Dales District Council

Public transport: The town centre also benefits from good accessibility by public transport. Matlock has a railway station at Station Yard. Rail services along the Derwent Valley Line are provided to Beeston, Derby, Long Eaton and Nottingham amongst others. Main bus services to Matlock include the hourly Transpeak service from Nottingham, Derby, Belper, Bakewell and Buxton, with services every two hours from Stockport and Manchester. An hourly bus service also operates from Chesterfield. Services from Sheffield also serve Matlock.

Environmental Quality

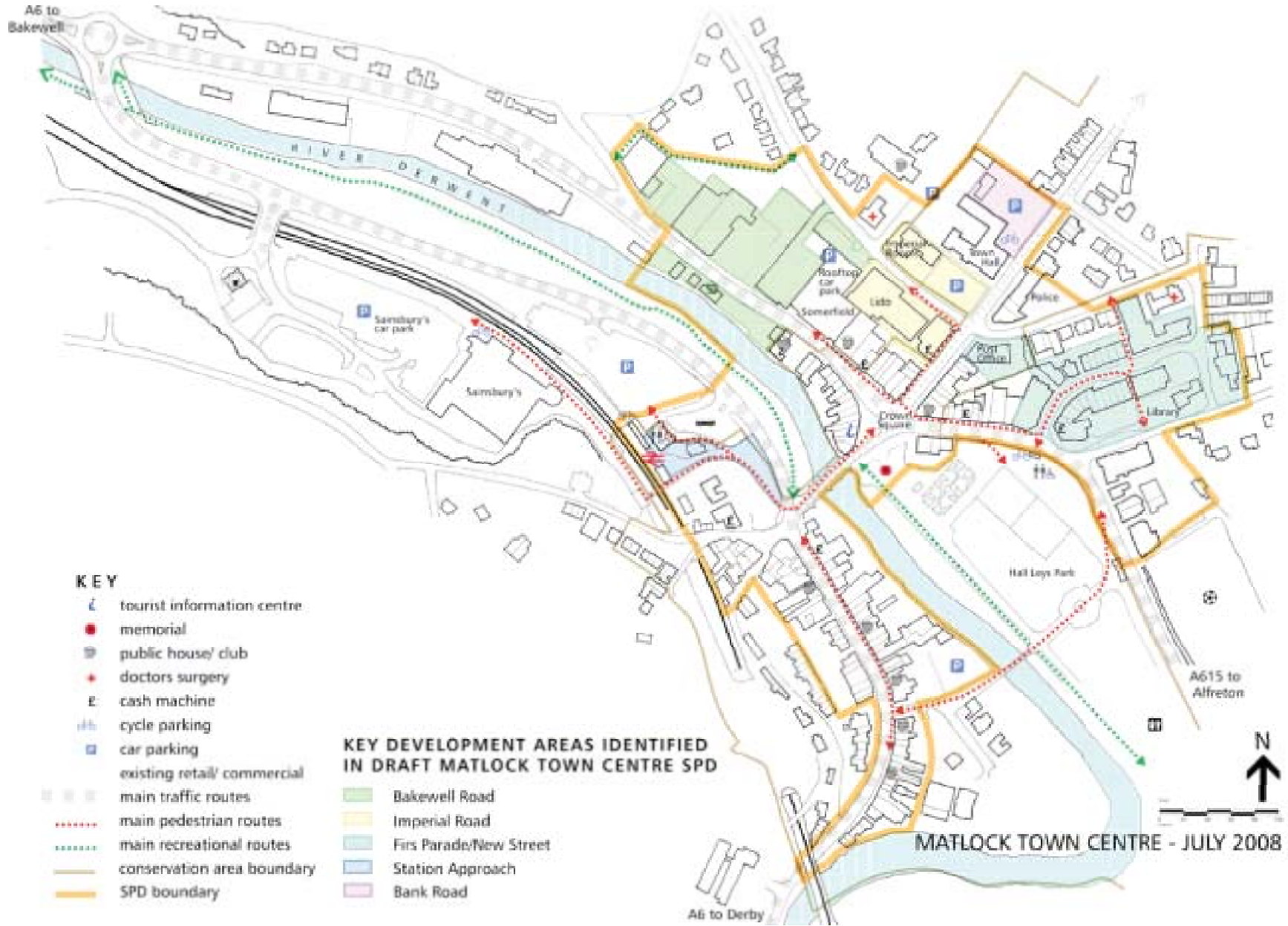
Matlock is a relatively small but attractive town centre. None of the centre is pedestrianised, however, it provides a safe environment for shoppers. Where the centre meets busy roads, pedestrian crossings aid movement by foot. The built environment is well maintained and open spaces within the centre provide attractive public spaces. The park in the centre of Matlock, situated off Causeway Lane, is particularly attractive. The built environment comprises mostly traditional and historic buildings and street furniture includes lighting, benches, bins and trees. The current IMPRESS project seeks to improve the street scene in and around Crown Square. There are numerous independent shops in Matlock, which help distinguish Matlock from typical town centres. The vacant units in the centre generally do not detract from the environmental quality of the centre. There are public toilets located on Causeway Lane. The centre is adequately signposted for pedestrians and the tourist information centre provides further information for visitors.



Appendix 2 – Matlock Town Centre SPD Extract: Key Development Area Boundaries



Figure 1 Matlock Town Centre



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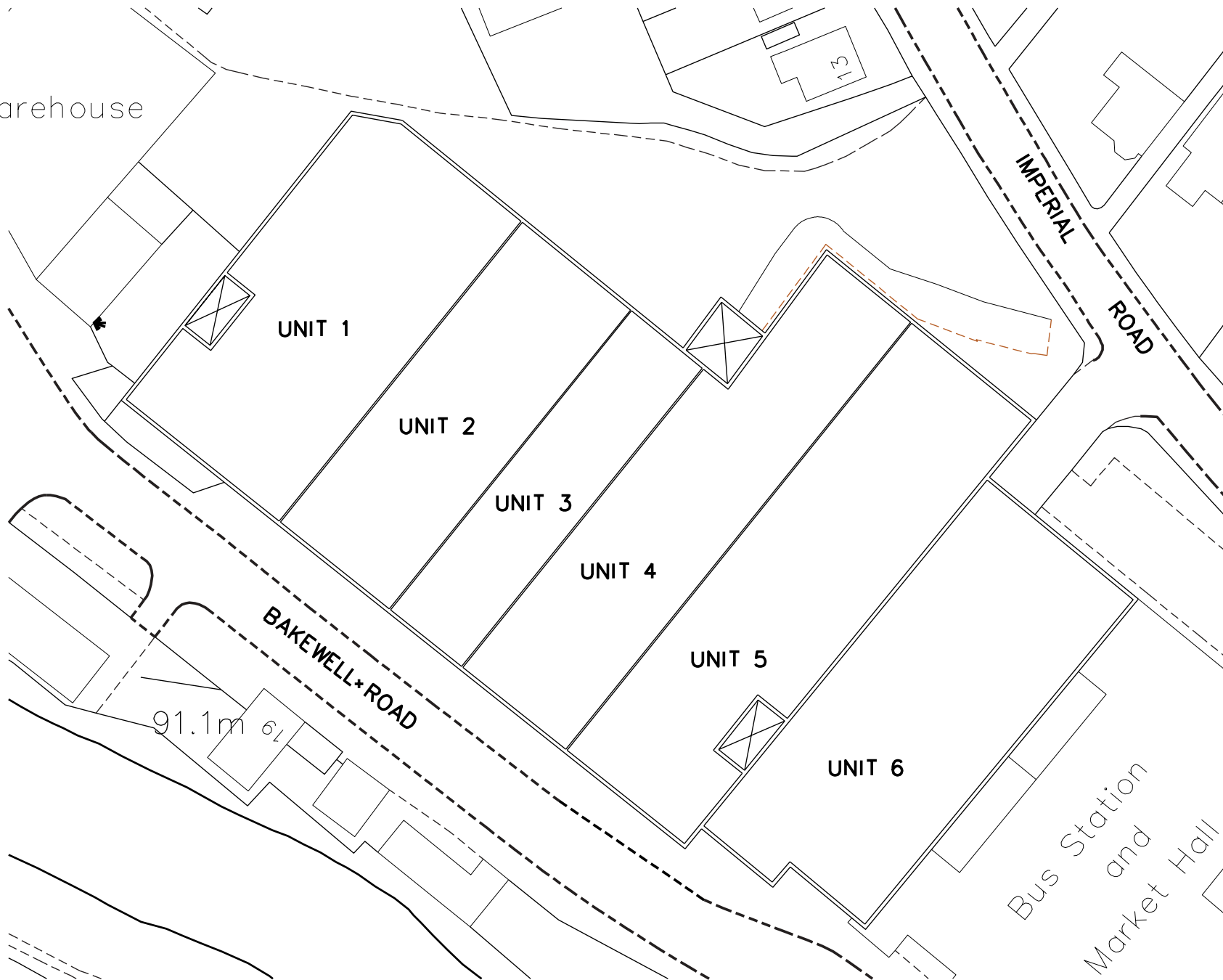


Appendix 3 – Bakewell Road Indicative Proposed Layout



DO NOT SCALE: CONTRACTOR TO CHECK ALL DIMENSIONS AND REPORT ANY OMISSIONS OR ERRORS

Warehouse



SK01	ISSUED FOR INFORMATION	DC		00:00:00	
REV	DESCRIPTION	BY	CHK	APP	DATE

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FAX: +44 (0)161 872 3193
e-mail: manchester@wyg.com



Project:
BAKEWELL ROAD
MATLOCK
DERBYSHIRE

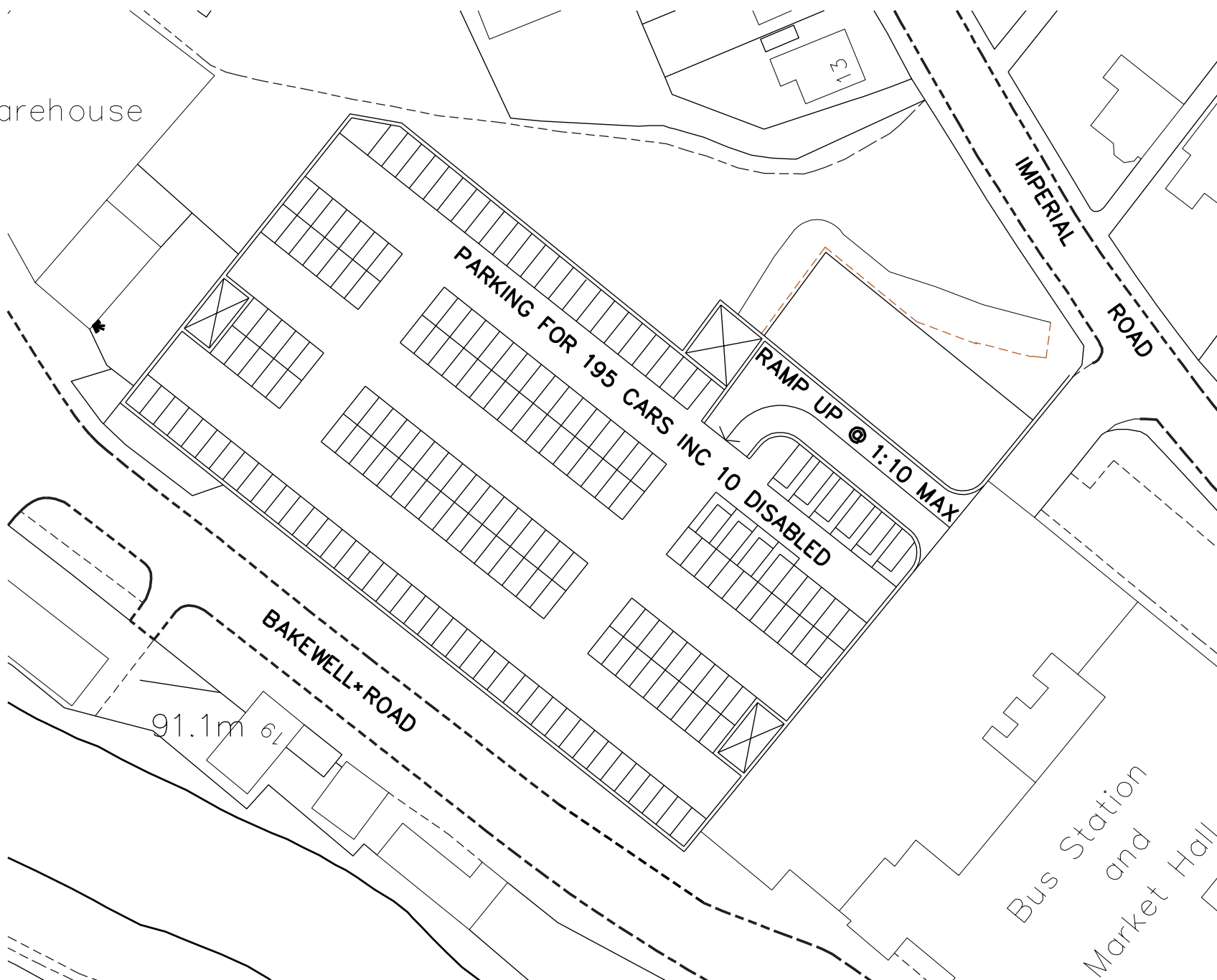
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RETAIL UNIT

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Project No.	Office	Type	Drawing No.	Revision		
A062030	27	CS	000X-2/2	SK02		

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Warehouse



PARKING FOR 195 CARS INC 10 DISABLED

RAMP UP @ 1:10 MAX

IMPERIAL ROAD

BAKEWELL ROAD

Bus Station and Market Hall

91.1m

SK01	ISSUED FOR INFORMATION	DC		10:05:10
REV	DESCRIPTION	BY	CHK APP	DATE

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Project:
BAKEWELL ROAD
MATLOCK
DERBYSHIRE

Drawing Title:
ROOF CARPARK LAYOUT

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Scale @	A3	Drawn	Date	Checked	Date	Approved	Date
1:500		DC	10_05_10				
Project No.	Office	Type	Drawing No.	Revision			
A062030	27	CS	000X-1/2	SK02			