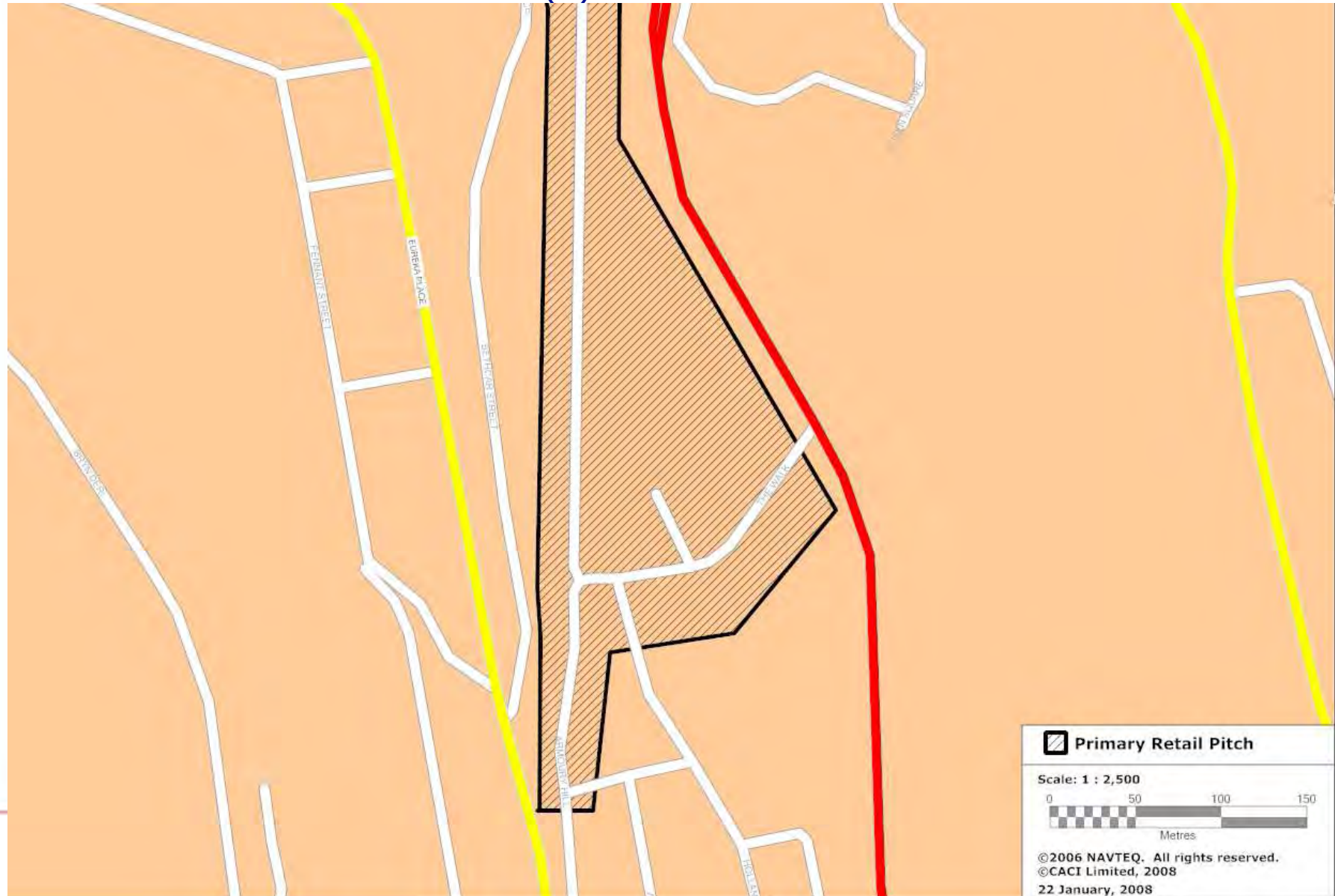


Ebbw Vale

Ebbw Vale: Plan of Retail Pitch (1)



Ebbw Vale: Plan of Retail Pitch (2)



Ebbw Vale: Ranking in Wales and UK

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
29	Broughton Park Shopping Park	51.9	39	Pontyclun - Glamorgan Vale Retail Park	41.8
30	Newport - Newport Retail Park	50.1	40	Ammanford	41.2
31	Monmouth	49.8	41	Swansea - Morfa Shopping Park	41.0
32	Pontyclun - Talbot Green Retail Park	47.9	42	Pontypool	40.9
33	Barry	46.1	43	Cardigan	39.9
34	Merthyr Tydfil - Cyfarthfa Retail Park	45.3	44	Pwllheli	39.7
35	Caerphilly	44.9	45	Tonypandy	35.4
36	Morrison	43.7	46	Welshpool	35.3
37	Caernarfon	43.4	47	Brecon	34.7
38	Ebbw Vale	42.8	48	Cardiff - Cardiff Gate Retail Park	34.4

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
662	Morrison	43.7	672	Droitwich	42.8
663	Palmer's Green	43.6	673	Stranraer	42.8
664	Caernarfon	43.4	674	Fort William	42.7
665	Caterham	43.3	675	Bournemouth - Winton	42.7
666	New Malden - Shannon Corner Retail Park	43.3	676	Stone	42.6
667	Cambridge - Cambridge Retail Park	43.2	677	Cumbernauld	42.6
668	Nottingham - Riverside Retail Park	43.2	678	Montrose	42.6
669	Hawick	43.0	679	Wirral - South Wirral Retail Park	42.6
670	Basildon - Pipp's Hill Retail Park	42.9	680	Leominster	42.3
671	Ebbw Vale	42.8	681	Broadstairs - Westwood Retail Park	42.3

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

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
1	Blackwood	84.1	11	Swansea - Ashmount Business Park	35.3
2	Colwyn Bay	62.9	12	Clydach	34.7
3	Newtown	52.4	13	Rhosllanerchrugog	33.0
4	Monmouth	49.8	14	Blaenavon	32.4
5	Caernarfon	43.4	15	Pontardulais	30.8
6	Ebbw Vale	42.8	16	Neath - Skewen	29.5
7	Ammanford	41.2	17	Treherbert	28.0
8	Cardigan	39.9	18	Burry Port	27.9
9	Pwllheli	39.7	19	Cross Hands	27.2
10	Tonypandy	35.4	20	Cardiff - Hadfield Road	26.6

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
52	Shaftesbury	45.7	62	Stranraer	42.8
53	Leatherhead	45.4	63	Fort William	42.7
54	Herne Bay	45.0	64	Montrose	42.6
55	St Ives - Cambridgeshire	44.9	65	Leominster	42.3
56	Uckfield	43.9	66	Marlborough	42.0
57	Chard	43.8	67	Uttoxeter	41.9
58	Caernarfon	43.4	68	Kingsbridge	41.8
59	Caterham	43.3	69	Redruth	41.8
60	Hawick	43.0	70	Driffield	41.5
61	Ebbw Vale	42.8	71	Royston	41.4

Ebbw Vale: Retail Rental Levels and Yield

This table shows the Yield and Rental figures for Ebbw Vale.

Yield	7.5%
Rent	£27.50 per sq ft (zone A)

Ebbw Vale: Gross floor space for convenience and comparison goods

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

	Total Retail Space (sq ft)	Convenience (sq ft)	Comparison (sq ft)	Sales Density Comparison Goods £ per sq ft
Net	100,088	18,211	81,877	209.32
Gross	142,983	26,016	116,967	-

Ebbw Vale: 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 Ebbw Vale per annum.

Sector	Total Market Potential (£m)	% of Total Market Potential	Estimated Turnover (£m)
Clothing	12.0	13.9%	4.8
Footwear	1.7	1.9%	0.7
House & Home	2.7	3.2%	1.1
Leisure Goods	8.1	9.4%	3.3
Personal Goods	2.1	2.5%	0.9
Personal Care	5.1	5.9%	2.0
Durable Goods	11.0	12.8%	4.4
Comparison Goods Total	42.8	49.6%	17.1
Catering	8.1	9.4%	3.2
Convenience	35.4	41.0%	14.2
Grand Total	86.4	100.0%	34.5

Ebbw Vale: Type and quantity of commercial units

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

Type of Commercial Unit	Count
Amusement arcade	2
Bank	5
Financial/Mortgages/solicitors	5
Book makers	2
Café/restaurant	5
Estate agent	2
Hair/beauty	6
Hotel	
Launderette/dry cleaner	
Medical/dentist	5
Miscellaneous	4
Offices	2
Post office	1
Pub	2
Social club	1
Support/advice centre	3
Take away	5
Travel	5
Total	55

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

Ebbw Vale: Vacancy rate

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

	Total	Retail	Non retail	Charity	Vacant
Count of units	114	47	55	4	8
Percentage	100%	41%	48%	4%	7%

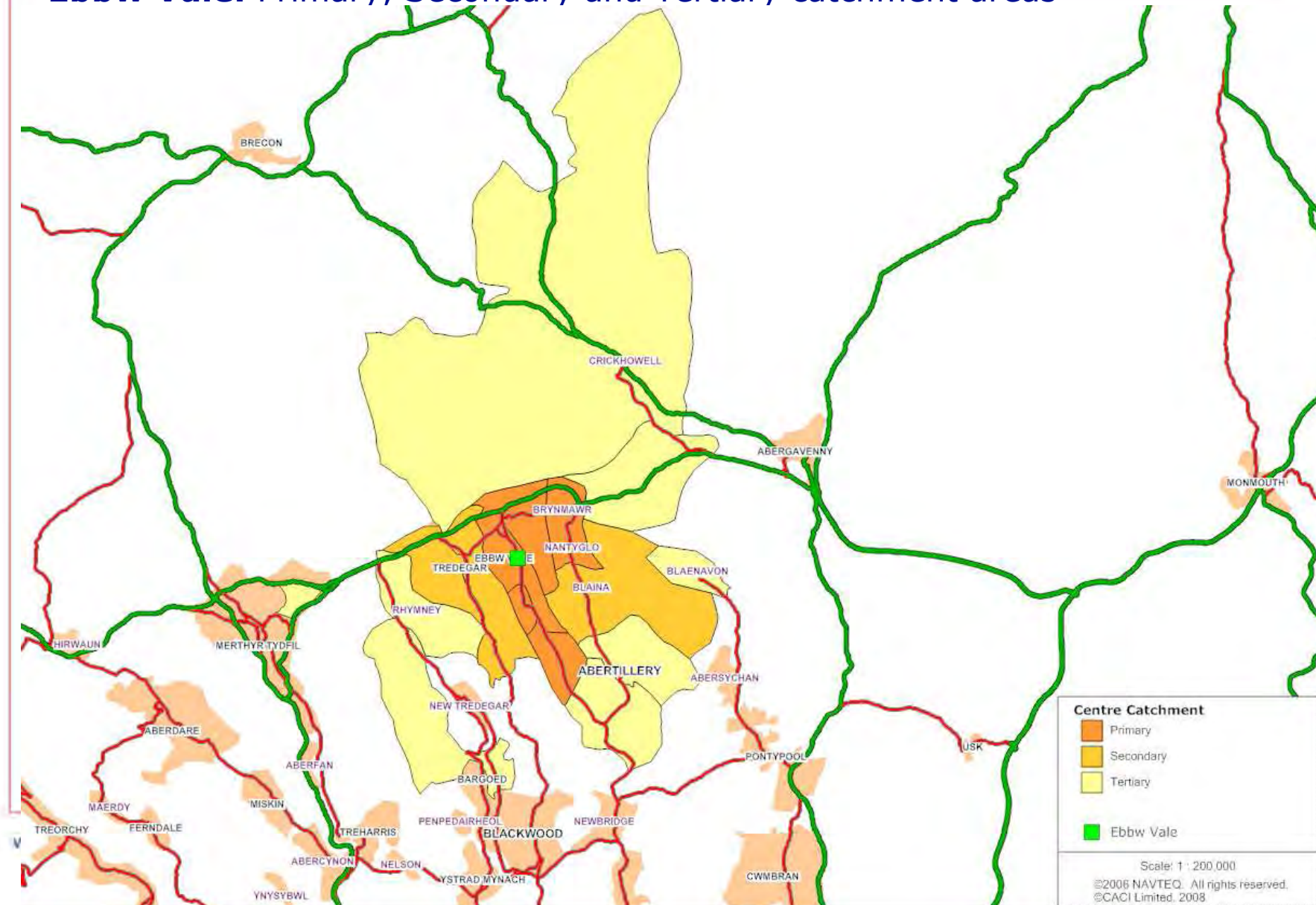
Ebbw Vale: Primary, Secondary and Tertiary catchment areas

The table below shows details of the Primary, Secondary and Tertiary Catchments for Ebbw Vale. It also gives the market share of Ebbw Vale. 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	22,937	9,550	47.2	22.6	2,056	47.84%
Secondary	24,919	10,731	50.0	10.5	2,007	20.90%
Tertiary	42,112	18,272	87.2	5.9	2,071	6.75%
Quaternary	183,730	78,501	389.5	3.9	2,120	1.01%
Core Catchment	47,856	20,281	97.2	33.0	2,030	33.97%
Major Catchment	89,968	38,553	184.4	38.9	2,049	21.10%
Total Catchment	273,698	117,054	573.9	42.8	2,097	7.47%

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

Ebbw Vale: Primary, Secondary and Tertiary catchment areas



Ebbw Vale: 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
30	17	47
64%	36%	-

National Retailers in Primary Retail Pitch

£ Stretcher
 Aldi
 Argos Extra
 Blockbuster Video
 Boots
 Ethel Austin
 Greggs Bakery
 Iceland
 Lloyds Pharmacy
 New Look
 Peacocks
 Pets Ahead
 QS
 Seconds Ahead
 Shoe Fayre
 Shoe Zone
 Woolworths

Ebbw Vale: SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> - Good car parking provision - Large format, modern units near to main high street pitch with catalogue and convenience stores - High market potential and large catchment population 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Lack of catering units - Lack of comparison goods retailers - Under provided relative to size of catchment population
<p>Opportunities</p> <ul style="list-style-type: none"> - Possible catering opportunities - Opportunity to cater for commuters due to new rail link to Cardiff (convenience/service offer) - Rejuvenation and aesthetic improvements to town centre 	<p>Threats</p> <ul style="list-style-type: none"> - New train link to Cardiff, making access to Cardiff's retail offer easier for local residents