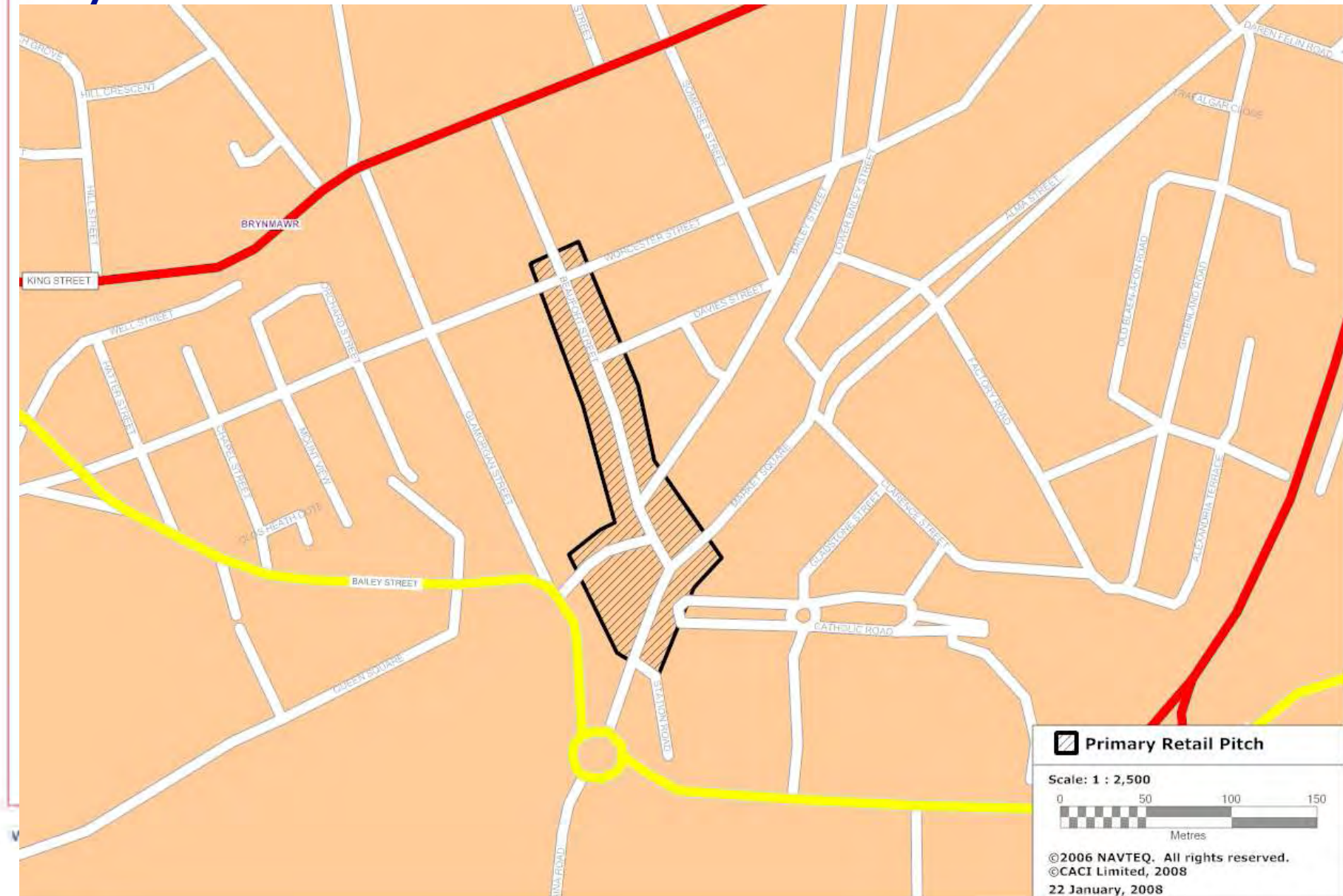


# Brynmawr

### Brynmawr: Plan of Retail Pitch



## Brynmawr: Ranking in Wales and UK

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
120	Haverfordwest - Withybush Retail Park	7.6	130	Buckley	6.1
121	Narberth	7.1	131	Aberystwyth - Rheidol Retail Park	6.0
122	Cowbridge	7.0	132	Cardiff - City Link	6.0
123	Merthyr Tydfil - Dowlais	6.9	133	Harleth	5.5
124	Coedkernew - Asda	6.8	134	Ystradgynlais	5.3
125	Pengam - Tesco-Extra	6.6	135	Gorseinon	5.2
126	Conwy	6.5	136	Pontardawe	5.1
127	Llandysul	6.4	137	Pyle	5.1
128	Blaenau Ffestiniog	6.3	138	Tregaron	4.6
<b>129</b>	<b>Brynmawr</b>	<b>6.1</b>	139	Crosshand Business Park	4.4

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
1831	Bromyard	6.2	1841	New Romney	6.1
1832	Portchester	6.2	1842	Duns	6.1
1833	Aboyne	6.2	1843	Buckley	6.1
1834	Aberdeen - Haudagain Retail Park	6.1	1844	Harrow - Rayners Lane	6.0
1835	Crediton	6.1	1845	Leicester - Uppingham Road	6.0
1836	Darlaston	6.1	1846	Lamberhead Green	6.0
1837	South Norwood	6.1	1847	Hindley	6.0
1838	Sedgley	6.1	1848	Aberystwyth - Rheidol Retail Park	6.0
1839	Luton - Limbury	6.1	1849	Glasgow - Jordanhill	6.0
<b>1840</b>	<b>Brynmawr</b>	<b>6.1</b>	1850	Cullompton	6.0

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

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
49	Llanrwst	8.6	59	Harleth	5.5
50	Llandeilo	8.5	60	Ystradgynlais	5.3
51	Llandovery	8.4	61	Pyle	5.1
52	Pembroke	8.4	62	Tregaron	4.6
53	Narberth	7.1	63	Kilgetty	4.2
54	Cowbridge	7.0	64	Presteigne	3.8
55	Conwy	6.5	65	Caldicot	3.6
56	Llandysul	6.4	66	Hengoed	3.6
57	Blaenau Ffestiniog	6.3	67	Mountain Ash	3.2
<b>58</b>	<b>Brynmawr</b>	<b>6.1</b>	68	Whitland	3.0

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
307	Amesbury	6.5	317	New Romney	6.1
308	Conwy	6.5	318	Duns	6.1
309	Llandysul	6.4	319	Cullompton	6.0
310	Westbury	6.4	320	Budleigh Salterton	6.0
311	Loftus	6.4	321	St Austell - Mount Charles	5.9
312	Alford - Lincs	6.4	322	Bedale	5.9
313	Blaenau Ffestiniog	6.3	323	Harleston	5.9
314	Bromyard	6.2	324	Rochester	5.9
315	Aboyne	6.2	325	Auchterarder	5.8
<b>316</b>	<b>Brynmawr</b>	<b>6.1</b>	326	Liphook	5.8

## Brynmawr: Retail Rental Levels and Yield

This table shows the Yield and Rental figures for Brynmawr.

<b>Yield</b>	7.5%
<b>Rent</b>	£15 per sq ft (zone A)

## Brynmawr: Gross floor space for convenience and comparison goods

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

	<b>Total Retail Space (sq ft)</b>	<b>Convenience (sq ft)</b>	<b>Comparison (sq ft)</b>	<b>Sales Density Comparison Goods £ per sq ft</b>
Net	24,118	2,356	21,762	112.20
Gross	34,454	3,366	31,088	-

## Brynmawr: 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 Brynmawr per annum.

Sector	Total Market Potential (£m)	% of Total Market Potential	Estimated Turnover (£m)
Clothing	1.7	13.8%	0.7
Footwear	0.2	1.9%	0.1
House & Home	0.4	3.2%	0.2
Leisure Goods	1.2	9.4%	0.5
Personal Goods	0.3	2.5%	0.1
Personal Care	0.7	5.9%	0.3
Durable Goods	1.6	12.7%	0.6
<b>Comparison Goods Total</b>	<b>6.1</b>	<b>49.3%</b>	<b>2.4</b>
Catering	1.2	9.3%	0.5
<b>Convenience</b>	<b>5.1</b>	<b>41.4%</b>	<b>2.1</b>
<b>Grand Total</b>	<b>12.4</b>	<b>100.0%</b>	<b>5.0</b>

## Brynmawr: Type and quantity of commercial units

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

<b>Type of Commercial Unit</b>	<b>Count</b>
Amusement arcade	
Bank	2
Financial/Mortgages/solicitors	2
Book makers	2
Café/restaurant	2
Estate agent	3
Hair/beauty	11
Hotel	
Launderette/dry cleaner	1
Medical/dentist	2
Miscellaneous	2
Offices	2
Post office	1
Pub	7
Social club	
Support/advice centre	2
Take away	6
Travel	1
<b>Total</b>	<b>46</b>

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

## Brynmawr: Vacancy rate

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

	<b>Total</b>	<b>Retail</b>	<b>Non retail</b>	<b>Charity</b>	<b>Vacant</b>
Count of units	92	29	46	2	15
Percentage	100%	32%	50%	2%	16%

## Brynmawr: Primary, Secondary and Tertiary catchment areas

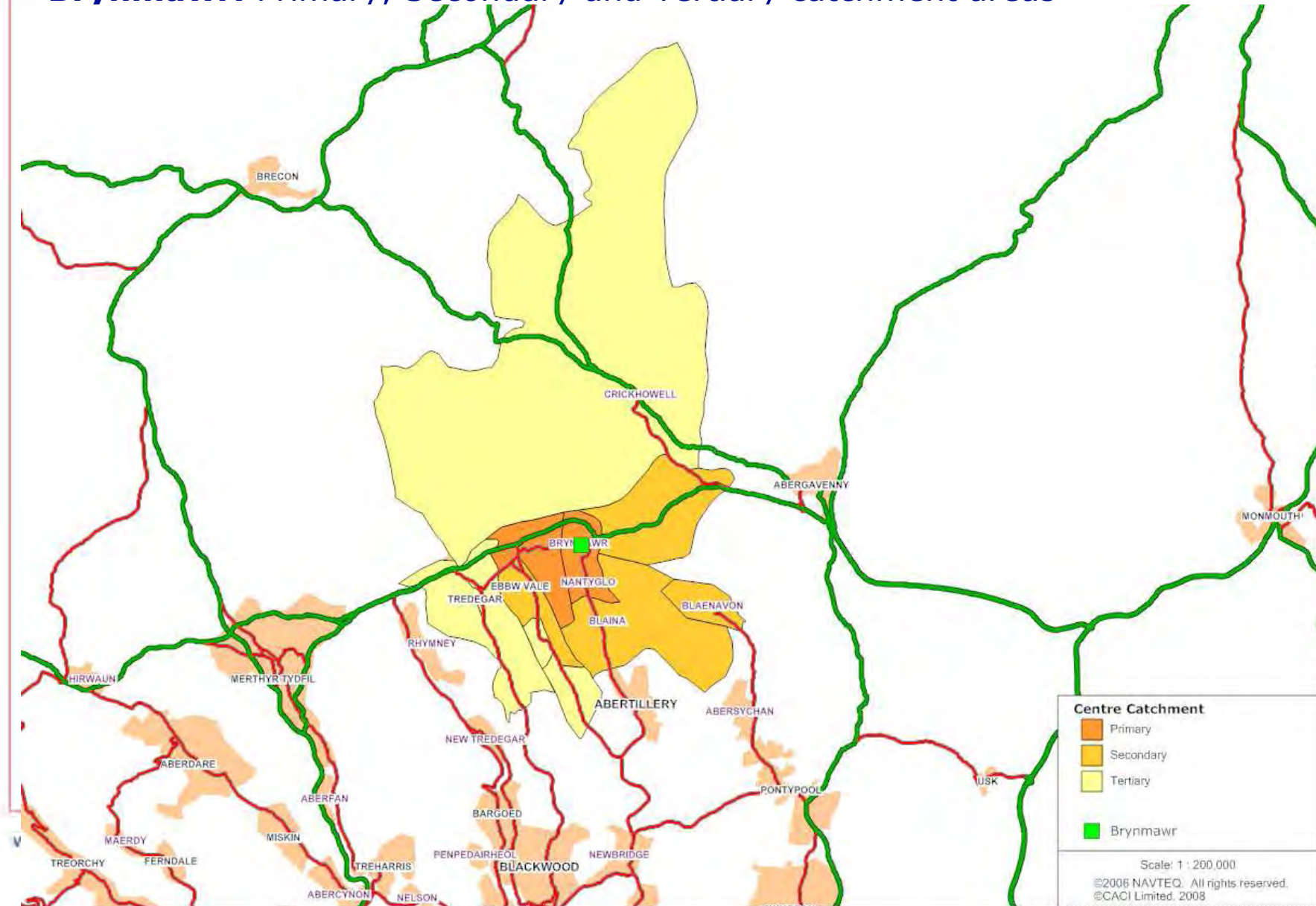
The table below shows details of the Primary, Secondary and Tertiary Catchments for Brynmawr. It also gives the market share of Brynmawr. A map showing the catchments is also shown.

<b>Catchment</b>	<b>Total Population</b>	<b>Total Households</b>	<b>Total Expenditure (£million) per annum</b>	<b>Market Potential (£million) per annum</b>	<b>Spend per capita (£) per annum</b>	<b>Market Share</b>
Primary	15,042	6,418	29.4	3.3	1,956	11.30%
Secondary	14,261	5,928	30.8	1.3	2,159	4.15%
Tertiary	36,319	15,682	75.6	1.0	2,082	1.33%
Quaternary	38,700	16,534	80.6	0.5	2,083	0.62%
Core Catchment	29,303	12,346	60.2	4.6	2,055	7.64%
Major Catchment	65,622	28,028	135.8	5.6	2,070	4.13%
<b>Total Catchment</b>	<b>104,322</b>	<b>44,562</b>	<b>216.4</b>	<b>6.1</b>	<b>2,075</b>	<b>2.82%</b>

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



**Brynmawr: Primary, Secondary and Tertiary catchment areas**



## Brynmawr: 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.

<b>Independent</b>	<b>National</b>	<b>Total Number of Retail Units</b>
26	3	29
90%	10%	-

### **National Retailers in Primary Retail Pitch**

Costcutter  
Greggs  
New Look

## Brynmawr: SWOT analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Attractive Market Hall and associated public realm area</li> <li>- Some well maintained shop fronts</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Lack of parking</li> <li>- Lack of critical mass especially comparison goods retailing</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Market Hall could also hold craft markets, Christmas markets etc to diversify offer and create draw</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Asda and other retailers on edge of town increases competition for comparison goods retailers</li> </ul>