

The Rotherham Local Plan Sites and Policies document defines Rotherham town centre boundary and Primary and Secondary Shopping Frontages. The latest survey has been carried out on 27th September 2022. Appendix 1 sets out the principles on which monitoring data have been gathered.

		Oct 2022		Summary
		No./sqm	%	
Whole town centre	Total Units	277	-	<ul style="list-style-type: none"> There are 277 units, amounting to 60,863 sqm. There are 76 vacant units (17,045 sqm), which amount to 27.4% of total units or 28% of total floorspace.
	Total Units Vacant	76	27.4	
	Total Floorspace (sqm)	60,863	-	
	Total Floorspace Vacant (sqm)	17,045	28.0	
	Total Units Demolished	-	-	
	Total Floorspace Demolished (sqm)	-	-	
	Derelict	5		
Primary shopping frontage	Total Units	131	-	<ul style="list-style-type: none"> There are 131 units, amounting to 35,437 sqm. There are 33 vacant units (6,840 sqm), which amount to 25.2% of units or 19.3% of floorspace within the Primary Shopping Frontage.
	Total Units Vacant	33	25.2	
	Total Floorspace (sqm)	35,437	-	
	Total Floorspace Vacant (sqm)	6,840	19.3	
	Total Units Demolished	-	-	
	Total Floorspace Demolished (sqm)	-	-	
Secondary shopping frontage	Total Units	103	-	<ul style="list-style-type: none"> There are 103 units, amounting to 15,123 sqm. There are 28 vacant units (4,587 sqm), which amount to 27.2% of units or 30.3% of floorspace within the Secondary Shopping Frontage.
	Total Units Vacant	28	27.2	
	Total Floorspace (sqm)	15,123	-	
	Total Floorspace Vacant (sqm)	4,587	30.3	
	Total Units Demolished	-	-	
	Total Floorspace Demolished (sqm)	-	-	

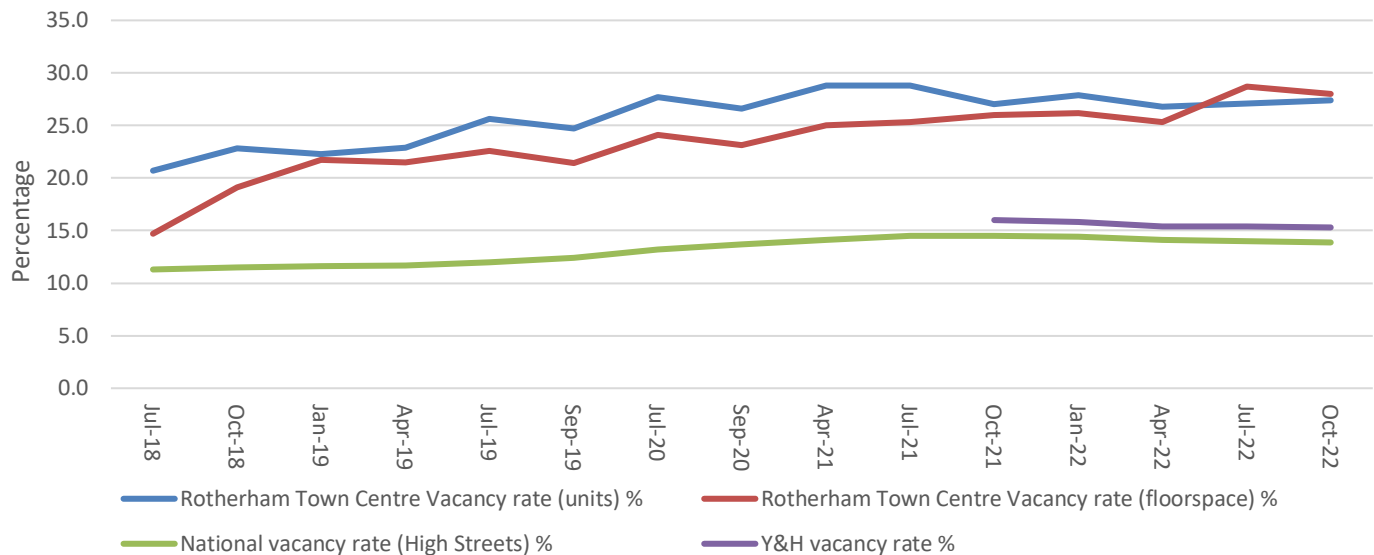
The latest vacancy figure has slightly increased from the last quarter (July 2022) 27.1% to **27.4%** of units in Town Centre (however vacant floorspace has reduced from 28.7% to **28%**). The vacancy rate remains significantly above the average vacancy rate on High Streets nationally (13.9% in Q3) which has slowly fallen for the fourth quarter in a row and regionally the vacancy rate has also reduced (15.3% in Q3)¹.

In this quarter (July – September 2022), noting:

- **Premier Eyecare** has moved from 1 Effingham Square (33.5 sqm) to a larger unit at 17 Effingham Street (213.8 sqm)
- **LGBT Charity Shop** at 2-6 High Street (115.8 sqm) has closed.
- **Costa** at 30 Corporation Street (157 sqm) is closed for a long time and the unit is no longer identified as being a Costa franchise. Furniture from within the unit has been removed in this quarter.

¹ The national vacancy rate analyses the top 650 town centres across England, Wales and Scotland.
<https://www.localdatacompany.com/blog/press-release-brc-ldc-vacancy-monitor-q3-2022>

Vacancy Trend (July 2018 – October 2022)



Town Centre Uses Distribution

With the introduction of the E use class, some of the former A class uses have changed to Sui Generis, the table below summarises the main uses within the Rotherham Town Centre and the Primary Shopping Frontages. The percentage represents each use class among the units that are in active use.

Use *	Jul 2022				Oct 2022			
	No. of units	%	Primary Frontage	%	No. of units	%	Primary Frontage	%
Class E (total)	154	55.6	83	63.4	150	54.2	82	62.6
(a) Shop	111	72.1	68	81.9	105	70.0	64	78.0
(b) Café or restaurant	23	14.9	4	4.8	22	14.7	4	4.9
(c) Financial and professional services	15	9.7	8	9.6	18	12.0	11	13.4
(d) Indoor sports and recreation	1	0.6	0	0.0	1	0.7	0	0.0
(e) Medical services	3	1.9	3	3.6	3	2.0	3	3.7
(f) Creche / Daycare	1	0.6	0	0.0	1	0.7	0	0.0
Sui Generis+ (total)	42	15.2	14	10.7	43	15.5	14	10.7
Drinking Establishment	8	19.0	1	7.1	8	18.6	1	7.1
Hot Food Takeaway	9	21.4	3	21.4	10	23.3	3	21.4
Betting Office	6	14.3	4	28.6	6	14.0	4	28.6
Others	19	45.2	6	42.9	19	44.2	6	42.9
F1 (Education/ Institution)	3	1.1	1	0.8	3	1.1	1	0.8
F2 (Community use)	2	0.7	1	0.8	2	0.7	1	0.8
C3 (Residential)	1	0.4	0	0	3	1.1	0	0

* See Appendix 1 for a summary of Use Classes.

+ Uses which do not fall within a specific use class

Redevelopment and Demolition

There were no demolitions or redevelopment, that removed units from the supply, taking place in this quarter.

	Jan-22	Apr-22	Jul-22	Oct-22
Units Demolished	-	-	2	-
Units to be Redeveloped**	15	15	15	15
Units to be Refurbished	5	5	3	3
Units to be Demolished	2	2	-	-
Eastwood Lane Units to be demolished or refurbished	6	6	6	6

**The units to be redeveloped include those that are currently demolished or vacant that are earmarked for redevelopment (excluding Eastwood Lane)

Indoor market survey by RIDO (Oct 2022)

Between July - October 2022, two new non-food commodities have moved into the indoor market.

		Lower Ground Floor	Upper Ground Floor	Total Units
Indoor market	Non-food Commodities	37	18	55
	Fresh Food	6	2	8
	Cooked Food	2	1	3
	Vacant	14	-	14
	Total Units	59	21	80

2022 Survey Results

		Jan 2022		Apr 2022		Jul 2022	
		No./sqm	%	No./sqm	%	No./sqm	%
Whole Town Centre	Total Units	276	-	276	-	277	-
	Total Units Vacant	77	27.9	74	26.8	75	27.1
	Total Floorspace (sqm)	60,534	-	60,534	-	60,863	-
	Total Floorspace Vacant (sqm)	15,863	26.2	15,301	25.3	17,454	28.7
	Total Units Demolished	-	-	-	-	2	-
	Total Floorspace Demolished (sqm)	-	-	-	-	1,088	-
	Derelict	5	-	5	-	5	-
Primary Shopping Frontage	Total Units	131	-	131	-	131	-
	Total Units Vacant	30	22.9	30	22.9	32	24.4
	Total Floorspace (sqm)	35,437	-	35,437	-	35,437	-
	Total Floorspace Vacant (sqm)	5,752	16.2	5,905	16.7	6,997	19.7
	Total Units Demolished	-	-	-	-	1	-
	Total Floorspace Demolished (sqm)	-	-	-	-	374	-
Secondary Shopping Frontage	Total Units	103	-	103	-	103	-
	Total Units Vacant	31	30.1	29	28.2	27	26.2
	Total Floorspace (sqm)	15,123	-	15,123	-	15,123	-
	Total Floorspace Vacant (sqm)	4,836	32.0	4,587	30.3	4,472	29.6
	Total Units Demolished	-	-	-	-	1	-
	Total Floorspace Demolished (sqm)	-	-	-	-	714	-

To improve the monitoring process and to recategorize the data, the methodology on data capturing has been under on-going review since January 2022. A process of data cleansing has been undertaken following the publishing of the January, April, and July 2022 data series. See Appendix 2 for further details.

National Trends

The Local Data Company has published a Retail and Leisure Trends Report for H1 (1st January – 30th June) 2022 and held a market trends webinar for public sector detailing the performance of the physical retail and leisure market nationally. To access the report and the webinar recording, visit:

<https://www.localdatacompany.com/insights/webinars/retail-trends-public-sector-h1-2022>

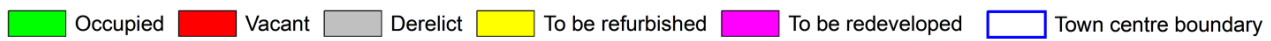
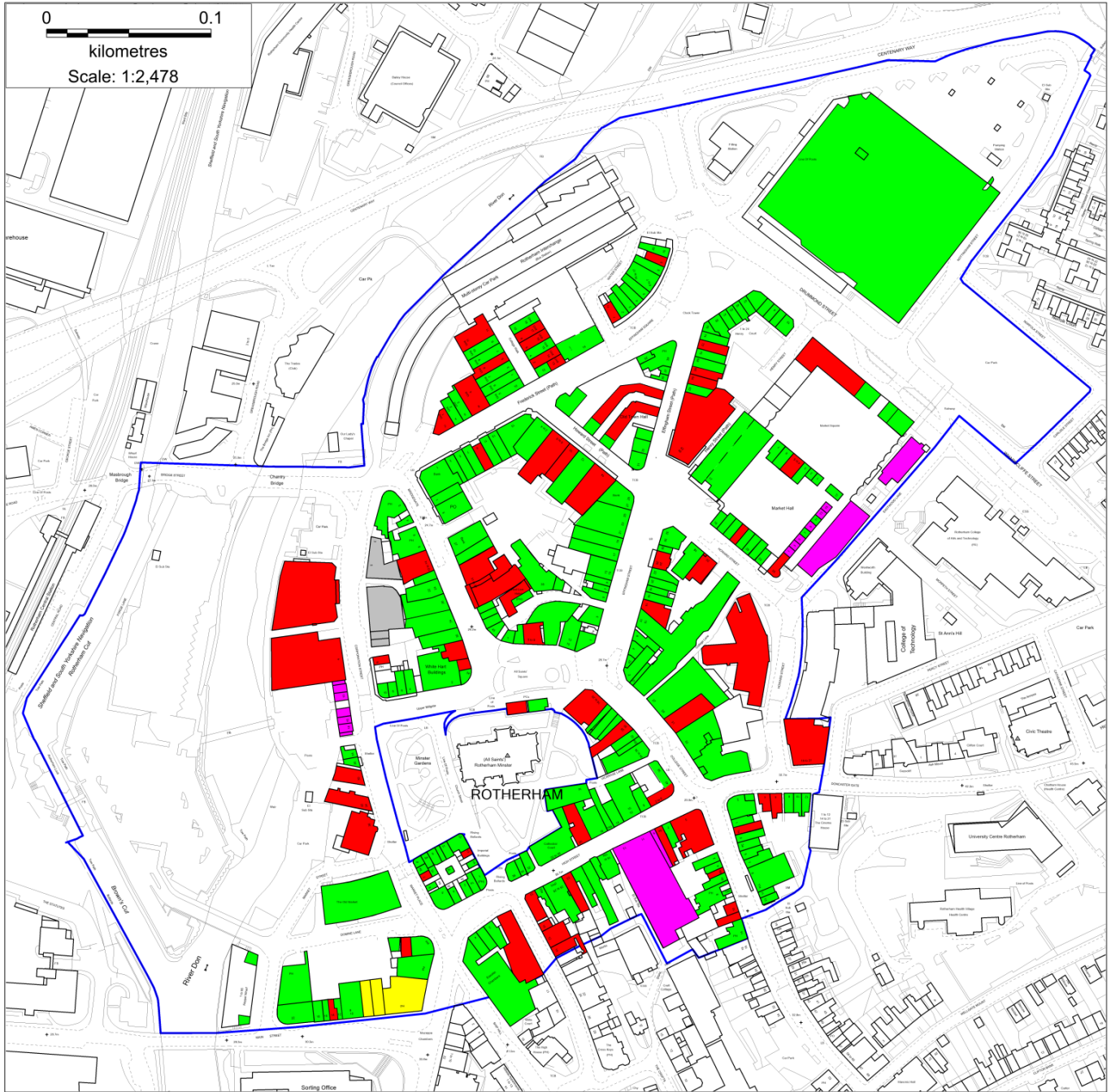
Savills published the third issue of Reimagining Retail that highlights the facets and challenges related to environmental sustainability in the retail sector. To view the previous and latest issue, visit:

<https://www.savills.com/ReimaginingRetail/>

The Office for National Statistics² has found more than 1 in 20 (6%) food and drinks service businesses planned to stop trading for two or more additional days a week to reduce energy costs. They were also the most likely to reduce trading hours, even if they were still operating for the same number of days (21%).

² Article: Food and drink service firms are most likely to cut trading to tackle energy costs

<https://www.ons.gov.uk/businessindustryandtrade/business/businessservices/articles/foodanddrinkservicefirmsaremostlikelytocuttradingtotackleenergycosts/2022-11-14>



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Appendix 1: Data monitoring principles

The monitoring of town centre data is undertaken based on the following principles:

- A. Data is measured for three distinct areas in accordance with the Rotherham Local Plan: the whole town centre, that part of the centre defined as Primary Shopping Frontage, and that part defined as Secondary Shopping Frontage.
- B. Primary and Secondary Shopping Frontages each consist of several physically separate areas. Data is monitored based on the total combined areas for Primary and for Secondary Frontages.
- C. Ground floor uses only are monitored; uses on upper floors and basements are excluded.
- D. Premises are not counted where they are derelict or where they are unoccupied, and redevelopment is expected to take place within a reasonable period of time. This approach reflects the fact that these premises are not available to come back into use within a reasonable period of time. For example, currently the derelict buildings on Corporation Street are excluded, as is Riverside Precinct which has been demolished for redevelopment.
- E. The following data is recorded: business type, operator name, estimated floorspace, and the planning Use Class which the use falls within.

In September 2020, the Use Class Order changed significantly with the introduction of Class E which includes the former Classes A1, A2, A3, B1 and some D1/D2 uses. A summary of the changes³ is set out below:

Use	Use Class up to 31 August 2020	Use Class from 1 September 2020	Use	Use Class up to 31 August 2020	Use Class from 1 September 2020
Shop not more than 280sqm mostly selling essential goods, including food and at least 1km from another similar shop	A1	F.2	Hotels, boarding and guest houses	C1	C1
Shop	A1	E	Residential institutions	C2	C2
Financial and professional services (not medical)	A2	E	Secure residential institutions	C2a	C2a
Café or restaurant	A3	E	Dwelling houses	C3	C3
Pub or drinking establishment	A4	Sui generis	Use of a dwellinghouse by 3-6 residents as a 'house in multiple occupation'	C4	C4
Take away	A5	Sui generis	Clinics, health centres, creches, day nurseries, day centre	D1	E
Office other than a use within Class A2	B1a	E	Schools, non-residential education and training centres, museums, public libraries, public halls, exhibition halls, places of worship, law courts	D1	F.1
Research and development of products or processes	B1b	E	Cinemas, concert halls, bingo halls and dance halls	D2	Sui generis
For any industrial process (which can be carried out in any residential area without causing detriment to the amenity of the area)	B1c	E	Gymnasiums, indoor recreations not involving motorised vehicles or firearms	D2	E
Industrial	B2	B2	Hall or meeting place for the principal use of the local community	D2	F.2
Storage or distribution	B8	B8	Indoor or outdoor swimming baths, skating rinks, and outdoor sports or recreations not involving motorised vehicles or firearms	D2	F.2

Sui Generis includes uses which do not fall within any use class such as: public house, wine bar, or drinking establishment, drinking establishment with expanded food provision, hot food takeaway, betting offices/shops, pay day loan shops, theatres, nightclubs, taxi businesses and casinos.

³ <https://lichfields.uk/media/6158/guide-to-the-use-classes-order-in-england.pdf>

Appendix 2: Data Series Differences

Differences between previously published January, April and July 2022 figures, and the new series of January, April, and July 2022 figures. The **new data series**, Table 2, results from development of a new fully automated Excel spreadsheet to make reporting on town centre occupancy, and vacancy rates, more robust and accountable. There have been no changes to the actual data which reflects the status of each unit at the time of the survey.

Table 1 – The published data (July 2022)

		Jan 2022		Apr 2022		Jul 2022	
		No./sqm	%	No./sqm	%	No./sqm	%
Whole Town Centre	Total Units	274	-	274	-	275	-
	Total Units Vacant	77	28.1	74	27.0	76	27.6
	Total Floorspace (sqm)	60,443	-	60,443	-	60,772	-
	Total Floorspace Vacant (sqm)	15,955	26.4	15,393	25.5	17,578	28.9
	Total Units Demolished	-	-	-	-	2	-
	Total Floorspace Demolished (sqm)	-	-	-	-	1,088	-
	Derelict	5	-	5	-	5	-
Primary Shopping Frontage	Total Units	131	-	131	-	131	-
	Total Units Vacant	30	22.9	30	22.9	32	24.4
	Total Floorspace (sqm)	35,437	-	35,437	-	35,437	-
	Total Floorspace Vacant (sqm)	5,752	16.2	5,905	16.7	6,997	19.7
	Total Units Demolished	-	-	-	-	1	-
	Total Floorspace Demolished (sqm)	-	-	-	-	374	-
Secondary Shopping Frontage	Total Units	103	-	103	-	103	-
	Total Units Vacant	32	31.1	30	29.1	29	28.2
	Total Floorspace (sqm)	15,123	-	15,123	-	15,123	-
	Total Floorspace Vacant (sqm)	4,971	32.9	4,722	31.2	4,640	30.7
	Total Units Demolished	-	-	-	-	1	-
	Total Floorspace Demolished (sqm)	-	-	-	-	714	-

Table 2 – The reviewed data (October 2022)

Marked red are the data that differ from the published data shown in Table 1.

		Jan 2022		Apr 2022		Jul 2022	
		No./sqm	%	No./sqm	%	No./sqm	%
Whole Town Centre	Total Units	276	-	276	-	277	-
	Total Units Vacant	77	27.9	74	26.8	75	27.1
	Total Floorspace (sqm)	60,534	-	60,534	-	60,863	-
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	Total Units Demolished	-	-	-	-	2	-
	Total Floorspace Demolished (sqm)	-	-	-	-	1,088	-
	Derelict	5	-	5	-	5	-
Primary Shopping Frontage	Total Units	131	-	131	-	131	-
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	Total Units Demolished	-	-	-	-	1	-
	Total Floorspace Demolished (sqm)	-	-	-	-	374	-
Secondary Shopping Frontage	Total Units	103	-	103	-	103	-
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	Total Floorspace Vacant (sqm)	4,836	32.0	4,587	30.3	4,472	29.6
	Total Units Demolished	-	-	-	-	1	-
	Total Floorspace Demolished (sqm)	-	-	-	-	714	-