

## Appendix A

**Key insights from the Retail Reviews****Bingham**

- The review considered 102 high street business locations in the centre of Bingham, falling within an area bounded by Fairfield Street to the west, Cherry Street to the east, the railway to the north and Long Acre to the south.
- The average monthly footfall in Bingham is around 466,000 people, in a range of 424,000 to 535,000.
- There are around 12,400 people in 5,100 households within a five-minute drive time of Bingham Centre.
- At around £36,600, the average household income for Bingham is about 13% higher than the national average household income, though about 2% below the Rushcliffe average.
- Between 2011 and 2021 the population of Bingham grew by 12%, reflecting local housing development during that period.
- In comparison to GB, the retail mix in Bingham is biased toward service businesses (47% in Bingham versus 26% in GB), has a lower vacancy rate (5% in Bingham versus 14% in GB), and has a smaller share of convenience and leisure businesses.
- Bingham Centre has a higher proportion of independent high street businesses than the national and borough averages.
- The overall vulnerability<sup>1</sup> of Bingham centre to the high street's evolution is moderate, with a relatively balanced mix of businesses across different vulnerability categories. In April 2023, Bingham centre had 5 vacant units, distributed across the area and had minimal impact on the high street experience.
- The review has given rise to key recommendations around mobilising stakeholder groups around town centre curation opportunities, providing targeted support programmes for high street traders, and carrying out a feasibility study to reimagine 21 and 22 Market Place.

**Cotgrave**

- The review considered 40 high street business locations found in the centre of Cotgrave in and around the Cotgrave Shopping Centre (including Scotland Bank and Cotgrave Business Hub), on and near Woodview, and around Main Road, The Cross and Bingham Road including neighbouring Plumtree Road, Candleby Court and Candleby Lane.

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<sup>1</sup> As the high street evolves, the vulnerability of some high street businesses to the emergence of experience-based shopping, online offerings, and digitally enabled business models is likely to increase. For example, product retail has seen a retreat from physical locations to online sales, accelerated by the pandemic. Service businesses handling physical goods (e.g. dry cleaning, parcel shipping, picture framing) are adopting collection/return models, operating from non-high street locations. A high street of the future is likely to be less dependent on Product retail and more dependent on Experiences, In-person services and Right now! offerings.

- Average monthly footfall in Cotgrave is around 213,000 people, in a range of 190,000 to 250,000.
- There are around 6,800 people in 2,900 households within a five-minute drive time of Cotgrave centre.
- At around £35,400, the average household income for Cotgrave is about 10% higher than the national average household income, though about 5% below the Rushcliffe average.
- Between 2011 and 2021 the population of Cotgrave increased by 14%, the second fastest growth rate across the seven Rushcliffe centres after East Leake.
- In comparison to GB, the retail mix in Cotgrave is biased to service businesses (48% in Cotgrave versus 26% in GB), has a smaller share of comparison businesses (13% in Cotgrave versus 24% in GB), and appears to have no vacant units at the time of review.
- Cotgrave centre has a much higher proportion of independent high street businesses than the national and borough averages.
- The overall vulnerability of Cotgrave centre to the high street's evolution is relatively low, with a balanced mix of businesses across different vulnerability categories. In April 2023, no vacant units were identified in Cotgrave.
- The review has given rise to key recommendations around mobilising stakeholder groups around town centre curation opportunities, establishing a formal traders group, and providing targeted support programmes for high street traders.

### **East Leake**

- The review considered 48 high street business locations in the centre of East Leake concentrated around Main Street and Gotham Road.
- The average monthly footfall in East Leake is around 206,000 people, in a range of 181,000 to 252,000.
- There are around 9,112 people in 3,766 households within a five-minute drive time of East Leake centre.
- At around £41,400, the average household income for East Leake is about 28% higher than the national average household income, and about 11% higher than the Rushcliffe average.
- Between 2011 and 2021 the population of East Leake increased by 32%, the fastest growth rate across the seven Rushcliffe centres.
- In comparison to GB, the retail mix in East Leake is biased to service businesses (40% in East Leake versus 26% in GB), has a lower vacancy rate (6% in East Leake versus 14% in GB), has a smaller share of convenience and comparison businesses, and larger share of leisure businesses.
- There is a balanced distribution of independent, regional, and national businesses, aligning with national and regional averages.
- The overall vulnerability of East Leake centre to changes in the high street is relatively low to moderate, with a balanced mix of businesses across different vulnerability categories.

- In April 2023, East Leake centre had 3 vacant units with minimal impact on the high street experience, and its retail vacancy rate was lower than the East Midlands average, indicating a stable retail environment.
- The review has given rise to key recommendations around mobilising stakeholder groups around village centre curation opportunities and providing targeted support programmes for high street traders.

### **Keyworth**

- The review considered 38 high street business locations in the centre of Keyworth, concentrated around Main Street The Square and Bunny Lane.
- Average monthly footfall in Keyworth is around 86,000 people, in a range of 75,000 to 97,000.
- There are around 8,800 people in 3,900 households within a five-minute drive time of Keyworth centre.
- At around £41,300, the average household income for Keyworth is about 28% higher than the national average household income, and about 11% higher than the Rushcliffe average.
- Between 2011 and 2021 the population of Keyworth increased by 0.3%. T
- In comparison to GB, the retail mix in Keyworth is biased to service businesses (43% in Keyworth versus 26% in GB), has a lower vacancy rate (8% in Keyworth versus 14% in GB), and has a smaller share of comparison and leisure businesses.
- Keyworth centre has a higher proportion of independent high street businesses than the national and borough averages.
- The overall vulnerability of Keyworth centre to the high street's evolution is moderate, with a relatively balanced mix of businesses across different vulnerability categories
- In April 2023, Keyworth centre had 3 vacant units, distributed across the area
- The review has given rise to key recommendations around mobilising stakeholder groups around village centre curation opportunities, establishing a formal traders group, providing targeted support programmes for high street traders and implementing a high street incubator.

### **Radcliffe on Trent**

- The review considered 73 high street business locations in the centre of Radcliffe-on-Trent, concentrated around Main Road, Bingham Road and Shelford Road and on adjacent roads including Cropwell Road, Hunt Close, New Road, Richmond Terrace, Station Terrace, Vicarage Lane and Walkers Yard.
- Average monthly footfall in Radcliffe-on-Trent is around 263,000 people, in a range of 233,000 to 290,000.
- There are around 9,200 people in 4,100 households within a five-minute drive time of Radcliffe-on-Trent centre.

- At around £33,600, the average household income for Radcliffe-on-Trent is about 4% higher than the national average household income, though about 10% below the Rushcliffe average.
- Between 2011 and 2021 the population of Radcliffe-on-Trent decreased by 1.3%.
- In comparison to GB, the retail mix in Radcliffe-on-Trent is biased to service businesses (47% in Radcliffe-on-Trent versus 26% in GB), has a lower vacancy rate (5% in Radcliffe-on-Trent versus 14% in GB), and has a smaller share of comparison businesses.
- Radcliffe-on-Trent centre has a higher proportion of independent high street businesses than the national and borough averages
- The overall vulnerability of Radcliffe-on-Trent centre to the high street's evolution is low to moderate, with a relatively balanced mix of businesses across different vulnerability categories.
- In April 2023, Radcliffe-on-Trent centre had 4 vacant units, distributed across the area and had minimal impact on the high street experience, and its retail vacancy rate was lower than the East Midlands average, indicating a stable retail environment
- The review has given rise to key recommendations around mobilising stakeholder groups around village centre curation opportunities, establishing a formal traders' group, providing targeted support programmes for high street traders, and carrying out a feasibility study to reimagine 1A Bingham Road.

## **Ruddington**

- The review considered 85 high-street business locations in the centre of Ruddington concentrated around High Street, Church Street, Kempson Street, Wilford Road, Easthorpe Street, Charles Street, Shaw Street, Chapel Street, Distillery Street and The Green.
- The average monthly footfall in Ruddington is around 314,000 people, in a range of 287,000 to 360,000.
- There are around 28,400 people in 12,000 households within a five-minute drive time of Ruddington centre
- At around £34,000, the average household income for Ruddington is about 5% higher than the national average household income, though about 9% below the Rushcliffe average.
- Between 2011 and 2021 the population of Ruddington increased by 10%.
- In comparison to GB, the retail mix in Ruddington is biased to service businesses (39% in Ruddington versus 26% in GB), has a lower vacancy rate (5% in Ruddington versus 14% in GB), has a larger share of leisure businesses (32% in Ruddington versus 25% in GB) and has a smaller share of comparison and convenience businesses.
- Ruddington centre has a much higher proportion of independent high-street businesses than the national and borough averages. Ruddington has the highest share of independent businesses of all seven Rushcliffe centres considered, reinforcing the independent nature of Ruddington centre.

- The overall vulnerability of Ruddington centre to the high street's evolution is moderate, with a relatively balanced mix of businesses across different vulnerability categories.
- The review has given rise to key recommendations around mobilising stakeholder groups around village centre curation opportunities and providing targeted support programmes for high street traders.

### **West Bridgford**

- The review considered 138 high-street business locations in the centre of West Bridgford, within an area bounded by the junction of Bridgford Road with Millicent Road to the north, to Gordon Square in the south, from the junction of Rectory Road with Bridgford Road to the west to the M&S Foodhall on Albert Road in the east.
- The average monthly footfall in West Bridgford is around 1.28 million people, in a range of 1.18 million to 1.45 million.
- There are around 16,300 people in 6,800 households within a five-minute drive time of West Bridgford centre
- At around £42,700, the average household income for West Bridgford is about 32% higher than the national average household income, and about 15% above the Rushcliffe average.
- Between 2011 and 2021 the population of West Bridgford decreased by 1.7% (note - the output area geography changed slightly between the 2011 and 2021 census, which means the two data sets are not a complete like-for-like comparison).
- In comparison to GB, the retail mix in West Bridgford is biased to service businesses (46% in West Bridgford versus 26% in GB), has a lower vacancy rate (9% in West Bridgford versus 14% in GB), and has a smaller share of comparison, convenience and leisure businesses.
- The overall vulnerability of West Bridgford centre to the high street's evolution is moderate to high, with a relatively balanced mix of businesses across different vulnerability categories In April 2023,
- West Bridgford centre had 13 vacant units, distributed across the area, with a concentration around Tudor Square and the south end of Central Avenue, with a vacancy rate lower than for the East Midlands and for GB, though higher than for other Rushcliffe centres.
- The review has given rise to key recommendations around mobilising stakeholder groups around town centre curation opportunities, establishing a formal traders' group, providing targeted support programmes for high street traders, implementing a high street incubator, and carrying out a feasibility study to reimagine from a short list of units at 1 Central Avenue, 68 Bridgford Road, 26 Tudor Square and 24a Gordon Road.