

Abertillery

Abertillery: Plan of Retail Pitch

Abertillery: Ranking in Wales and UK

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
62	Cardiff - Newport Road	25.0	72	St Asaph - The Tweedmill	25.0
63	Swansea - St Davids Estate	24.8	73	Denbigh	24.8
64	Chepstow	24.7			

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

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

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
17	Maesteg	28.0	27	Denbigh	21.4
18	Llandrindod Wells	27.9	28	Newcastle Emlyn	21.3
19	Porthmadog	27.2	29	Porthcawl	21.1
20	Holyhead	26.6	30	Milford Haven	19.2
21	Chepstow	24.7	31	Porth	17.7
22	Llangefni	23.6	32	Fishguard	16.5
23	Talbot Green	23.5	33	Knighton	16.4
24	Tredegar	23.1	34	Builth Wells	15.9
25	Bargoed	22.5	35	Treorchy	15.1
26	Abertillery	22.5	36	Flint	14.8

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

Rank	Centre	Comparison Spend (£m) per annum	Rank	Centre	Comparison Spend (£m) per annum
148	Tain	24.0	158	Keswick	22.4
149	Girvan	24.0	159	Shepton Mallet	22.4
150	Llangefni	23.6	160	Crieff	22.3
151	Oakham	23.5	161	Frinton-on-Sea	22.2
152	Talbot Green	23.5	162	Crewkerne	22.2
153	Spennymoor	23.4	163	Sheringham	21.9
154	Tredegar	23.1	164	Denbigh	21.4
155	Nairn	23.1	165	Newcastle Emlyn	21.3
156	Bargoed	22.5	166	Porthcawl	21.1
157	Abertillery	22.5	167	Thorne	21.0

Abertillery: Retail Rental Levels and Yield

This table shows the Yield and Rental figures for Abertillery

Yield	7%
Rent	£20 per sq ft (zone A)

Abertillery: Gross floor space for convenience and comparison goods

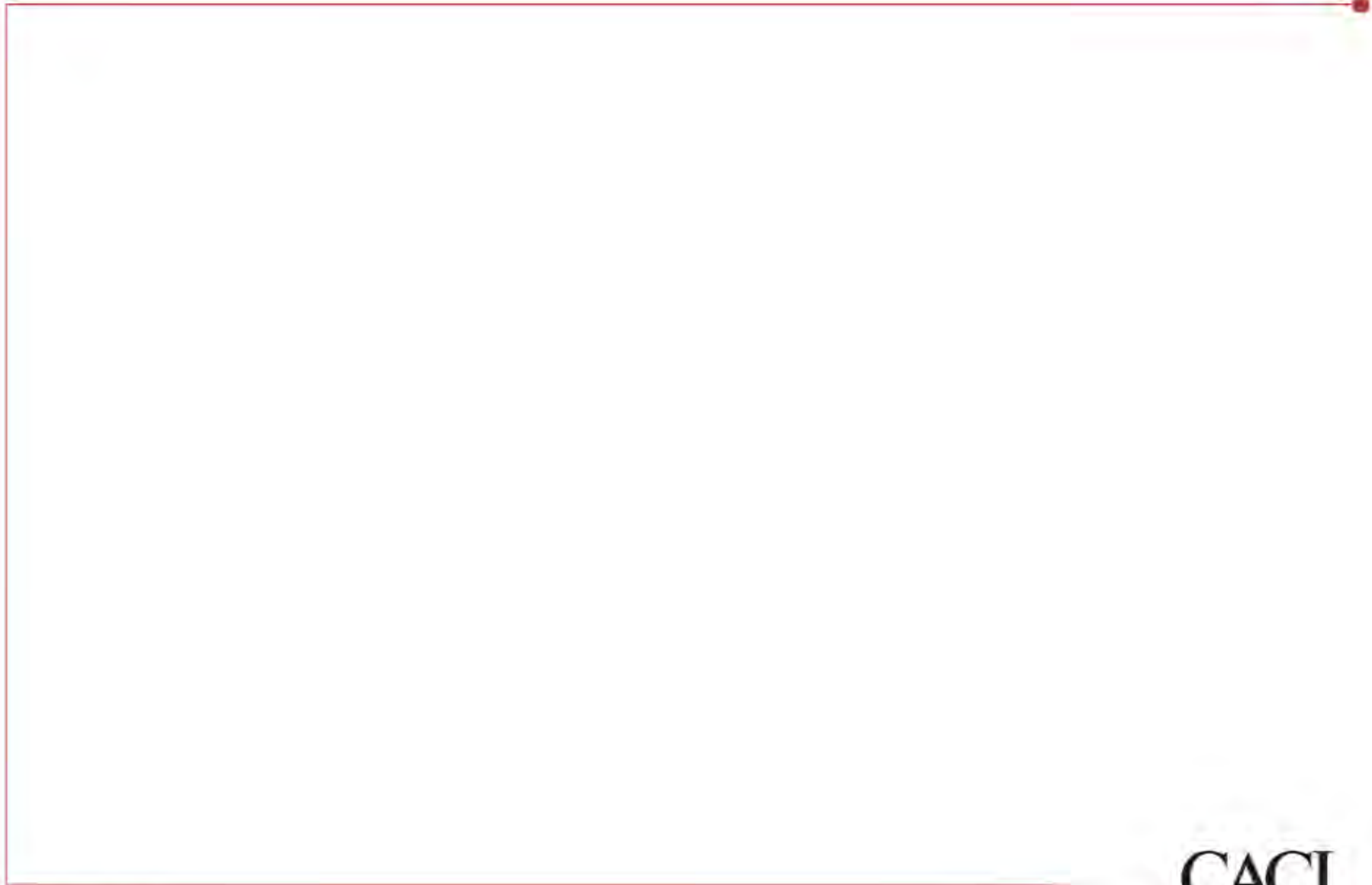
The table below shows the Net and Gross Floor Space for Convenience and Comparison Goods in Abertillery.

	Total Retail Space (sq ft)	Convenience (sq ft)	Comparison (sq ft)	Sales Density Comparison Goods £ per sq ft
Net	35,568	7,679	27,889	322.15
Gross	50,812	10,970	39,841	-

Abertillery: 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 Abertillery per annum.

Sector	Total Market Potential (£m)	% of Total Market Potential	Estimated Turnover (£m)
Clothing	6.2	13.7%	2.5
Footwear	0.9	1.9%	0.3
House & Home	1.4	3.1%	0.6
Leisure Goods	4.3	9.4%	1.7
Personal Goods	1.1	2.5%	0.5
Personal Care	2.7	6.0%	1.1
Durable Goods	5.8	12.8%	2.3
Comparison Goods Total	22.5	49.3%	9.0
Catering	4.2	9.2%	1.7
Convenience	18.9	41.5%	7.6
Grand Total	45.5	100.0%	18.2



Abertillery: Vacancy rate

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

	Total	Retail	Non retail	Charity	Vacant
Count of units	103	30	46	4	23
Percentage	100%	29%	45%	4%	22%

Abertillery: Primary, Secondary and Tertiary catchment areas

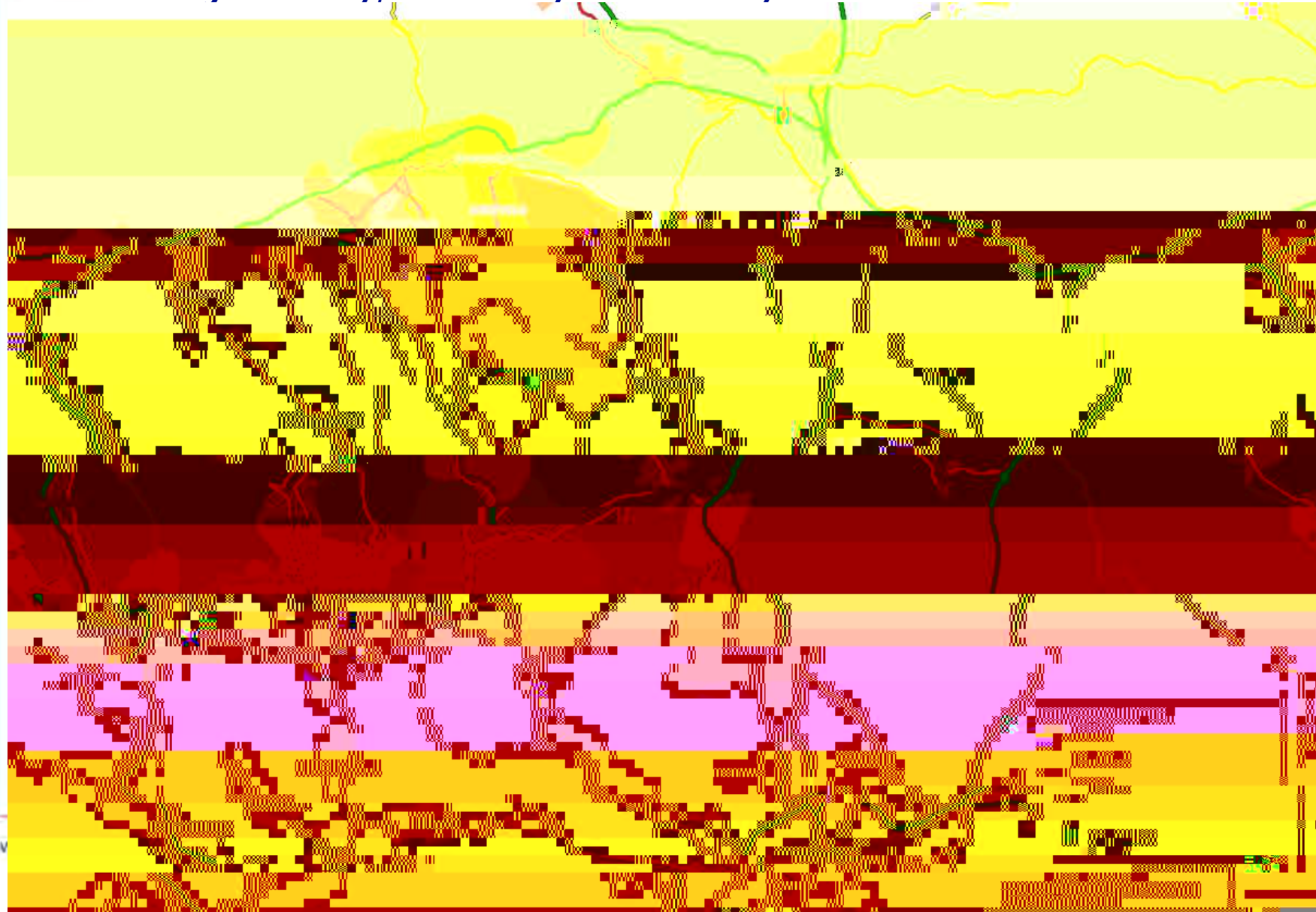
The table below shows details of the Primary, Secondary and Tertiary Catchments for Abertillery. It also gives the market share of Abertillery. A map showing the catchments is also shown.

Catchment	Total Population	Total Households	Total Expenditure (£million) per annum	Market Potential (£million) per annum	Spend per capita (£) per annum	Market Share
Primary	15,011	6,472	29.6	13.8	1,969	46.83%
Secondary	7,912	3,320	15.8	3.1	1,993	19.40%
Tertiary	26,809	11,435	55.4	3.3	2,068	5.95%
Quaternary	141,570	60,200	304.3	2.3	2,150	0.74%
Core Catchment	22,923	9,792	45.3	16.9	1,978	37.28%
Major Catchment	49,732	21,227	100.8	20.2	2,026	20.05%
Total Catchment	191,302	81,427	405.1	22.5	2,118	5.54%

Core Catchment – Primary and Secondary Catchment

Major Catchment – Primary, Secondary and Tertiary Catchment

Abertillery: Primary, Secondary and Tertiary catchment areas





Abertillery: SWOT analysis

<p>Strengths</p> <ul style="list-style-type: none"> - Paved street gives pedestrian friendly feel - Attractive shopping arcade 	<p>Weaknesses</p> <ul style="list-style-type: none"> - High level of vacant units especially on edge of pitch - Parking on pavement on main street undermines effort with public realm - Lack of catering provision
<p>Opportunities</p> <ul style="list-style-type: none"> - Attractive arcade; possibility to attract some good independent retailers to make it a feature and to encourage through flow - Improve catering provision 	<p>Threats</p> <ul style="list-style-type: none"> - New developments in Newport may draw shoppers away