

## Appendix 8: Neighbourhood Centres Healthcheck Assessments

## Blagreaves Lane-Stenson Road Neighbourhood Centre

### Description

The neighbourhood centre is located approximately 3.5 kilometres to the south of Derby city centre at the junction of Blagreaves Lane and Stenson Road.

The centre is surrounded by residential areas and the facilities within the centre serve the immediate day-to-day needs of the local population.

### Development Context

Blagreaves Lane/Stenson Road is located in the south of the Derby Urban Area and is located approximately 700 metres to the north of the urban extension at Stenson Fields.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Units along Stenson Road



Figure 2: Bus stop and shopping parade at Blagreaves Lane



Figure 3: Shopping parade at junction of Blagreaves Lane and Stenson Road



Figure 4: Blagreaves Library and Newmount Methodist Church are community facilities within the centre

**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Blagreaves Lane-Stenson Road Neighbourhood Centre Floorspace (sq.m) 2018	Blagreaves Lane-Stenson Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	356	26.7	15.2
Comparison	19.8	308	23.1	35.5
Retail Services	12.7	250	18.8	6.8
Leisure Services	28.3	272	20.4	24.7
Financial and Business Services	4.7	114	8.6	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	33	2.5	9.3
<b>TOTAL</b>	<b>100</b>	<b>1,334</b>	<b>100</b>	<b>100</b>

Source: Composition of Blagreaves Lane-Stenson Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Blagreaves Lane-Stenson Road Neighbourhood Centre Number of Units 2018	Blagreaves Lane-Stenson Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	2	13.3	8.7
Comparison	21.0	3	20.0	31.6
Retail Services	19.1	3	20.0	14.2
Leisure Services	29.3	5	33.3	23.6
Financial and Business Services	4.5	1	6.7	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	1	6.7	11.2
<b>TOTAL</b>	<b>100</b>	<b>15</b>	<b>100</b>	<b>100</b>

Source: Composition of Blagreaves Lane-Stenson Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are a total of 15 units within the defined neighbourhood centre boundary. These units account for 1,334 sq.m. of floorspace. The centre also contains a church and a library.
- The total retail floorspace within the centre is comparable to the smallest district centre, Mackworth.
- The neighbourhood centre is anchored by a Co-operative Foodstore located at the junction of Blagreaves Lane and Stenson Road.
- The convenience and comparison offer is considered to be good, with a diverse number of retailers able to meet local needs.
- Retail and leisure services are also diverse, with the offering considered appropriate for the surrounding area.
- With the exception of the Co-operative Foodstore, the units are dominated by independent or local operators.
- The centre is well-maintained, however it is dominated by roads and

- surface level car parking.
- Overall at the time of our visit the neighbourhood centre was considered to be healthy, with a strong and varied offering.

<b>Catchment</b>	Blagreaves Lane/Stenson Road is located within Zone 3, and provides a key role in convenience top-up goods shopping in that zone. This indicates that the neighbourhood centre is likely to only serve the immediate residential area.
<b>Convenience &amp; Comparison</b>	<p>Blagreaves Lane/Stenson Road has a diverse mix of comparison and convenience retailers. There are a total of three comparison goods units accounting for approximately 20% of the total retail units. These account for 308 sq.m. of retail floorspace, or 23.1% of the total goods stock. This figure is less than the national average, but is considered appropriate to cater for day-to-day needs of the local population. Comparison retailers include a dispensing pharmacy, a florists and a hardware shop.</p> <p>Two convenience goods retailers comprise 356 sq.m. of floorspace, or 26.7% of the total commercial floorspace in the centre. This figure is reflective of the Co-operative Foodstore which anchors the centre. The convenience and comparison uses within the centre are varied and provide a strong offer, which is capable of meeting many of the day to day needs of the local community.</p>
<b>Services</b>	<p>The service offer in the neighbourhood centre is also relatively diverse. There are a total of five leisure service units within the neighbourhood centre, this represents a third of all units within the defined boundary. These comprise 272 sq.m. of floorspace, with operators including four hot food takeaways and a sandwich bar.</p> <p>Three retail service units comprise 250 sq.m. of floorspace, or 18.8% of the total commercial floorspace in the centre. The offering includes a hair and beauty salon, a car wash and valet centre, and a dry cleaner. There is also one financial and business service operator in the centre, this being an estate agent.</p>
<b>Vacancies</b>	At the time of our visit one vacancy was noted; a unit on Stenson Road adjacent to the Co-operative Foodstore. This vacant unit represents 6.7% of total units in the centre, which is well below the national average of 11.2%
<b>Miscellaneous</b>	Blagreaves Library (which serves a large catchment area as the only library in Littleover) and Newmount Church constitute the community facilities within the centre. Immediately beyond the defined boundaries on Blagreaves Lane is the Blagreaves Veterinary Practice.
<b>Pedestrian Flows</b>	At the time of our visit the neighbourhood centre was generally quiet, with few pedestrians noted throughout the centre. The highest pedestrian activity was noted around the hot food takeaways on

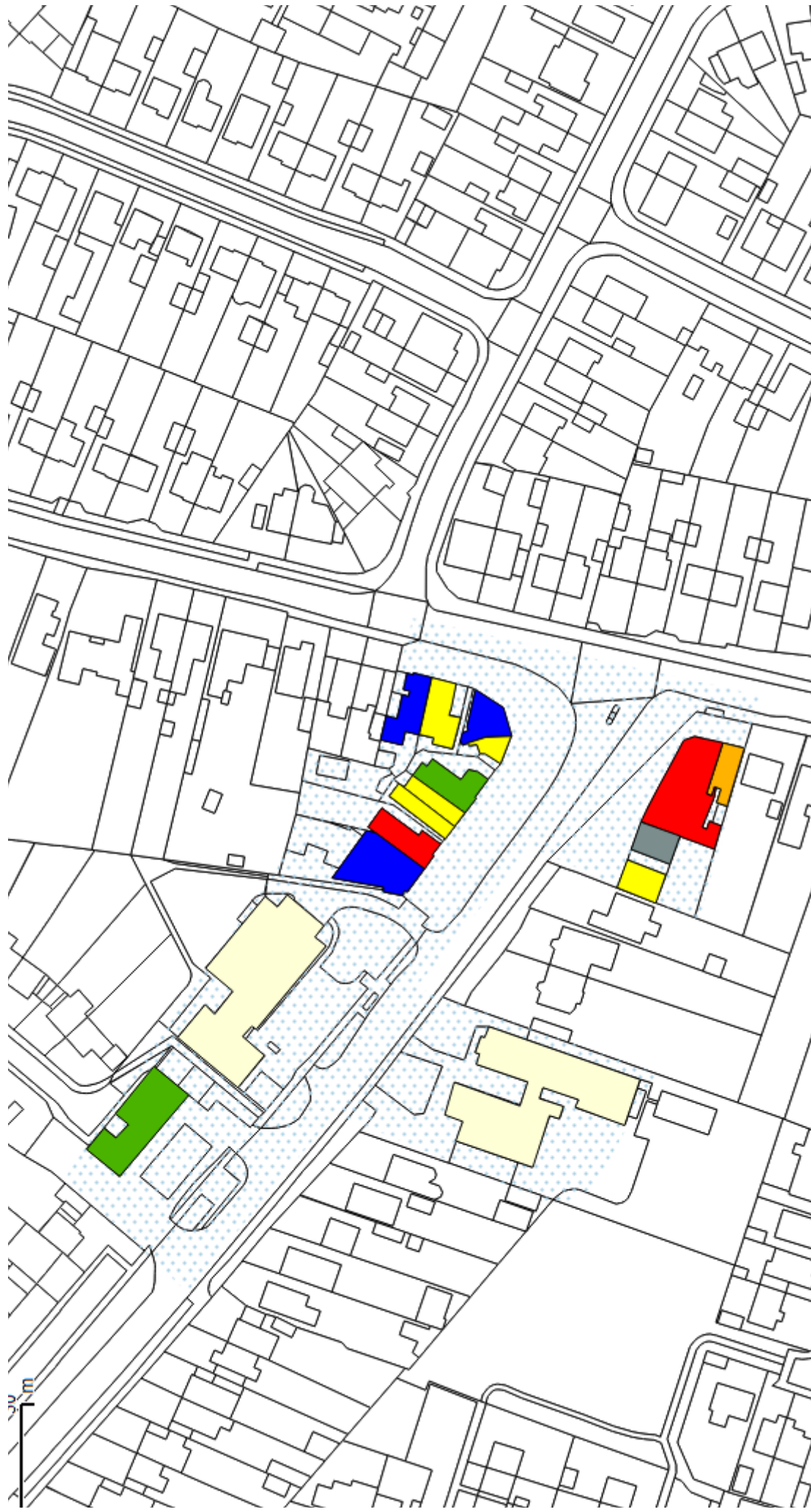


	<p>Blagreaves Lane.</p> <p>Due to the location of the centre, it is dominated by cars with surface level car parking located immediately adjacent to all footpaths. These act as impediments to pedestrian movements through the centre, whilst also reducing overall pedestrian safety.</p>
<b>Accessibility</b>	<p>The neighbourhood centre is located along a number of bus routes, providing direct access into Derby city centre which can be accessed in approximately 30 minutes. There are stops located on both Stenson Road and Blagreaves Lane which are served by, amongst others, routes 7, 219 and 5A. These ensure the neighbourhood centre is accessible to areas throughout Derby.</p> <p>As previously mentioned Blagreaves Lane/Stenson Road benefits from a considerable amount of free, surface-level car parking. These features ensure the neighbourhood centre has an overall good level of accessibility.</p>
<b>Perception of Safety</b>	<p>The neighbourhood centre is located in a suburb and is immediately surrounded by residential areas. The centre is also located at a busy road junction, which ensures a high level of natural surveillance. During our visit no litter, graffiti or anti-social behaviour was noted.</p> <p>The recently installed pedestrian crossings and traffic light controls ensure the safety of pedestrians at all times and also act as a traffic calming measure. However, the neighbourhood centre may benefit from a further crossing located along Blagreaves Lane.</p> <p>We believe that Blagreaves Lane Stenson Road neighbourhood centre benefits from good general perception of safety and security.</p>
<b>Environmental Quality</b>	<p>The environmental quality of the neighbourhood centre is compromised by the domination of surface level car parking. This reduces the potential for street furniture and streetscaping that could improve the quality of the centre.</p> <p>The centre may benefit from the introduction of box planters, which would improve the environmental quality of the centre. However the overall environmental quality of the centre is considered to be good.</p>
<b>Neighbourhood Centre Boundary</b>	<p>The neighbourhood centre is relatively well defined by existing development that encompasses the key district centre uses. Therefore there is limited scope for additional development within the defined centre.</p>

**Conclusion**

Blagreaves Lane Stenson Road neighbourhood centre provides a good range of facilities to meet local needs, including a Co-operative Foodstore. Generally, the centre feels safe and secure, though it could benefit from further landscaping and planting and an additional crossing point along Blagreaves Lane.

Notwithstanding this, the centre was considered to be vital and viable due to there only being one vacancy at the time of our visit. However the centre has limited scope to expand if demand increases as a result of development to the south of Derby.



**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

# Blagreaves Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

NEXUS  
PLANNING

## Blenheim Drive Neighbourhood Centre

### Description

Blenheim Drive neighbourhood centre is located in the suburb of Allestree. The centre primarily consists of a 1960/70s purpose built, linear parade of units.

The neighbourhood centre contains a range of convenience and service retailers sufficient to support its function as a centre for the community, meeting the top-up shopping needs of local residents. It is a busy neighbourhood centre, with a moderate level of car parking, located on public transport routes.

### Development Context

The neighbourhood centre is located approximately 3 kilometres to the north-west of Derby city centre, and is approximately 900 metres to the east of an urban extension in Amber Valley.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: The Woodlands public house adjacent to the main parade of shops



Figure 2: The bus stop on Blenheim Drive adjacent to the main parade of shops



Figure 3: The Co-operative Foodstore at Blenheim Drive neighbourhood centre



Figure 4: The poor quality surfacing at the car garage impacts on environmental quality



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Blenheim Drive Neighbourhood Centre Floorspace (sq.m) 2018	Blenheim Drive Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	650	33.4	15.2
Comparison	19.8	177	9.1	35.5
Retail Services	12.7	558	28.7	6.8
Leisure Services	28.3	516	26.5	24.7
Financial and Business Services	4.7	42	2.2	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>1,943</b>	<b>100</b>	<b>100</b>

Source: Composition of Blenheim Drive Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Blenheim Drive Neighbourhood Centre Number of Units 2018	Blenheim Drive Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	4	26.7	8.7
Comparison	21.0	3	20.0	31.6
Retail Services	19.1	4	26.7	14.2
Leisure Services	29.3	3	20.0	23.6
Financial and Business Services	4.5	1	6.7	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>15</b>	<b>100</b>	<b>100</b>

Source: Composition of Blenheim Drive Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

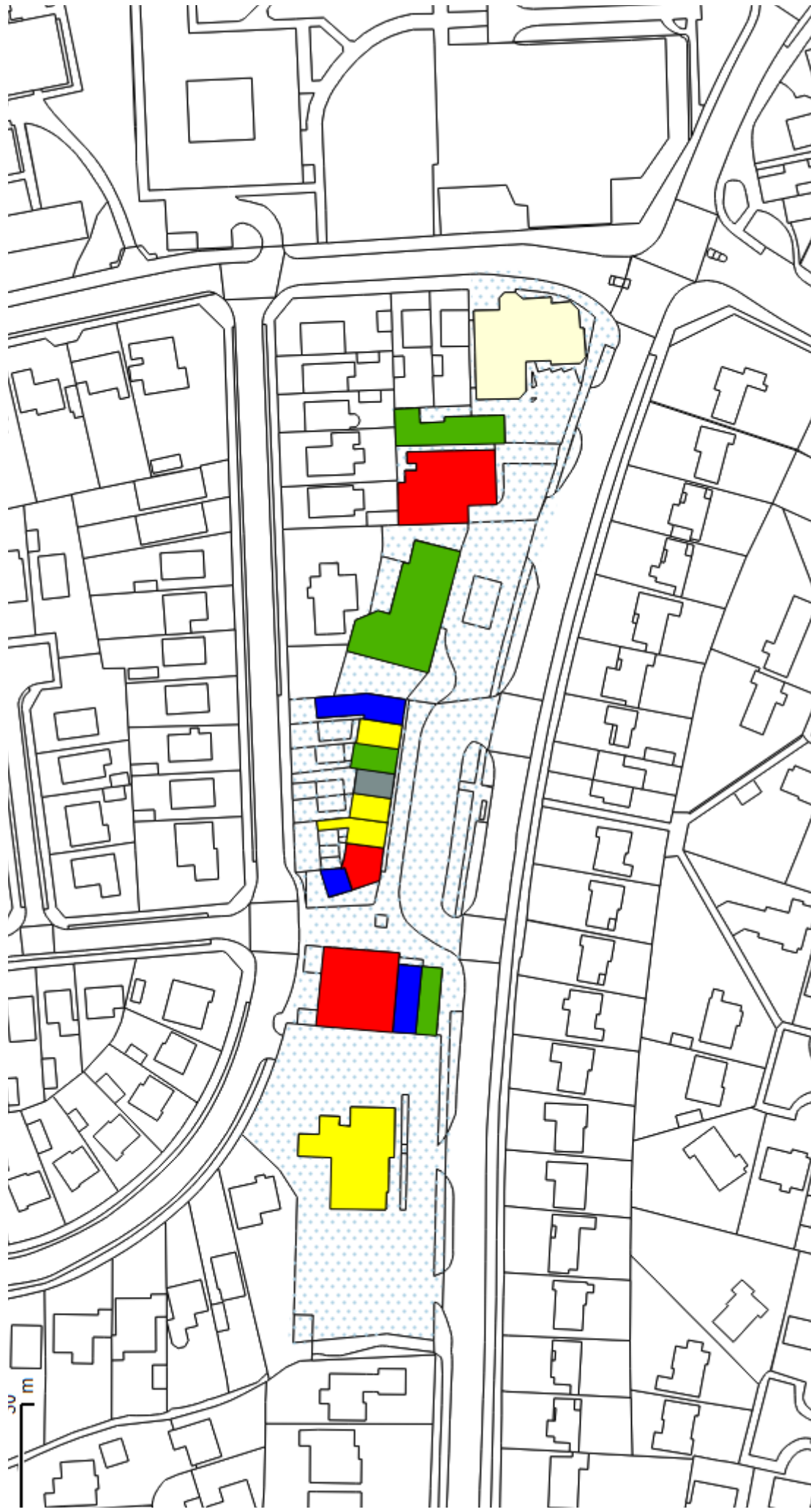
### Overall Composition

- There are 15 units within the neighbourhood centre, comprising 1,943 sq.m. of floorspace.
- The total floorspace is therefore greater than that of the smallest district centre, Mackworth.
- There are two national operators with a presence at Blenheim Drive, Tesco Express and Co-operative Foodstore. The other operators are either regional or independent.
- The convenience floorspace in the centre is higher than the average across Derby neighbourhood centres.
- The centre has a greater retail service offering than the Derby average, but less leisure service floorspace than the city-wide neighbourhood centre average.

<b>Catchment</b>	For the purposes of analysing convenience goods shopping patterns, Blenheim Drive is located within Zone 9. Within this zone the neighbourhood centre attracts a considerable amount of top-up expenditure (22.8%) and a minor level of main food spend (2.1%). Blenheim Drive attracts little or no expenditure from outside of zone 9.
<b>Convenience &amp; Comparison</b>	<p>Blenheim Road is anchored by two convenience retailers, Tesco Express and Co-operative Foodstore. There are a total of four convenience retail units, comprising 650 sq.m. of floorspace or 33.4% of the total stock. Although this figure is higher than the national average, it is broadly in line with other neighbourhood centres. The remaining convenience goods operators include a delicatessen and a newsagent.</p> <p>There are three comparison goods units (equating to 20.0% of total units). This figure is broadly in line with national figures. The uses include a car garage, a dispensing pharmacy, a children's wear store and a kitchen showroom. These units consist of 177 sq.m. of floorspace, or 9.1% of total retail floorspace.</p> <p>The convenience and comparison offer is considered to be stronger and more diverse than at many other neighbourhood centres.</p>
<b>Services</b>	<p>There are a total of eight service units within the neighbourhood centre, comprising 53% of all units. This figure includes four retail service units, comprising 558 sq.m. of retail floorspace, or 28.7% of the total. Retail service uses are limited to three hair or beauty salons and a car repair garage, however the concentration of these is considered appropriate to serve the local and wider community.</p> <p>There are a further three leisure service units. These units consist of two hot food takeaways, and the Woodlands public house. In addition to this there is one financial and business service operator, an estate agent. This unit's floorspace represents 2.2% of the total retail floorspace within the centre. An additional estate agent is located to the south-east of the district centre boundary.</p> <p>The service offer is considered to be suitable to support Blenheim Drive's function as a neighbourhood centre, however the retail service offer is relatively narrow in respect of the diversity of uses.</p>
<b>Vacancies</b>	No vacant units were noted within Blenheim Drive neighbourhood centre at the time of our visit.
<b>Miscellaneous</b>	At the junction of Blenheim Drive and Woodlands Road is the Woodlands Evangelical Church, which functions as a landmark for the neighbourhood centre.
<b>Pedestrian Flows</b>	Pedestrian activity throughout the neighbourhood centre was constant at the time of our visit. It was most concentrated around the shop



	<p>parade frontages. Pedestrians were also noted walking to and from Blenheim Drive, indicating that it is well utilised by the surrounding residential areas.</p>
<b>Accessibility</b>	<p>There is a bus stop adjacent to Blenheim Parade. Allestree (green) bus service provides services direct to Derby city centre, which can be reached in approximately 20 minutes. There is also a moderate amount of free, surface-level car parking in the neighbourhood centre.</p> <p>The neighbourhood centre is located on the Allestree estate making it easily accessible to the surrounding residential areas, catering for the day to day shopping needs of the community. The centre is therefore highly accessible to the local community.</p>
<b>Perception of Safety</b>	<p>Blenheim Drive feels generally secure. It benefits from considerable natural surveillance, from users and the surrounding residential areas. Vehicular traffic through the car park appears to travel slowly and is separated from pedestrians. Pedestrian safety could be improved by the introduction of pedestrian crossings along Blenheim Drive providing linkages to neighbouring residential areas, whilst acting to calm passing traffic.</p>
<b>Environmental Quality</b>	<p>At the time of our visit no litter was noted, and there were a number of litter bins in the centre. Although the environmental quality of Blenheim Parade and the area immediately surrounding it is considered to be good, this quality reduces around the car garage. This is due to a large number of vehicles parked on poor quality surfacing. The centre could benefit from planting around the garage to screen this from the surrounding area, and additional planting throughout the remainder of the centre to improve overall quality.</p>
<b>Neighbourhood Centre Boundary</b>	<p>There is limited scope for development within the existing neighbourhood centre boundary, with the only obvious opportunity for development being the surface level car park at the Woodlands Hotel. However the current boundary is considered to be appropriate as it contains all the key neighbourhood centre uses.</p>
<b>Conclusion</b>	<p>Blenheim Drive is a large neighbourhood centre which has a varied offer to meet local needs. It is anchored by two convenience goods operators, Co-operative Foodstore and Tesco Express.</p> <p>Although the centre may benefit from environmental improvements around the car garage, it is generally safe, secure and attractive with no vacancies noted at the time of our visit.</p>



# Blenheim Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

## Crayford Road Neighbourhood Centre

### Description

Crayford Road neighbourhood centre is located in the suburbs of Alvaston and Boulton. It is dominated by a 1960s purpose built parade of shops and is anchored by a moderately-sized Co-operative Foodstore.

The centre is located adjacent to an area of green space between Crayford Road and Boulton Lane and is surrounded by residential areas. Within the defined boundaries of the neighbourhood centre is the Boulton Lane Baptist Church and a small apartment complex.

### Development Context

It is located approximately 4 kilometres to the south-west of Derby city centre. The neighbourhood centre is in close proximity to identified growth areas in the Derby Urban Area (the nearest strategic housing site is located approximately 900 metres to the south).

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: The Brackens public house is just beyond the boundary of the neighbourhood centre



Figure 2: The centre is dominated by a 1960s purpose built parade of shops



Figure 3: Co-operative Foodstore anchors the centre

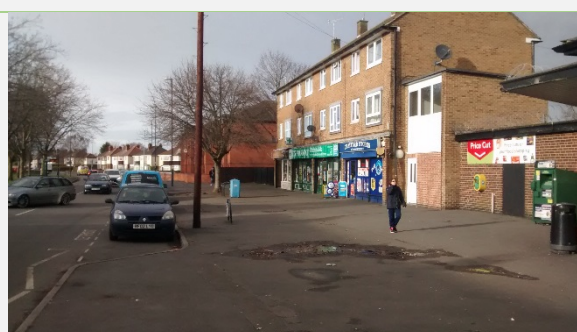


Figure 4: The streetscene is dominated by tarmac

**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Crayford Road Neighbourhood Centre Floorspace (sq.m) 2018	Crayford Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	421	68.3	15.2
Comparison	19.8	137	22.2	35.5
Retail Services	12.7	58	9.5	6.8
Leisure Services	28.3	0	0.0	24.7
Financial and Business Services	4.7	0	0.0	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>616</b>	<b>100</b>	<b>100</b>

Source: Composition of Crayford Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Crayford Road Neighbourhood Centre Number of Units 2018	Crayford Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	2	50.0	8.7
Comparison	21.0	1	25.5	31.6
Retail Services	19.1	1	25.5	14.2
Leisure Services	29.3	0	0.0	23.6
Financial and Business Services	4.5	0	0.0	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>100</b>

Source: Composition of Crayford Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

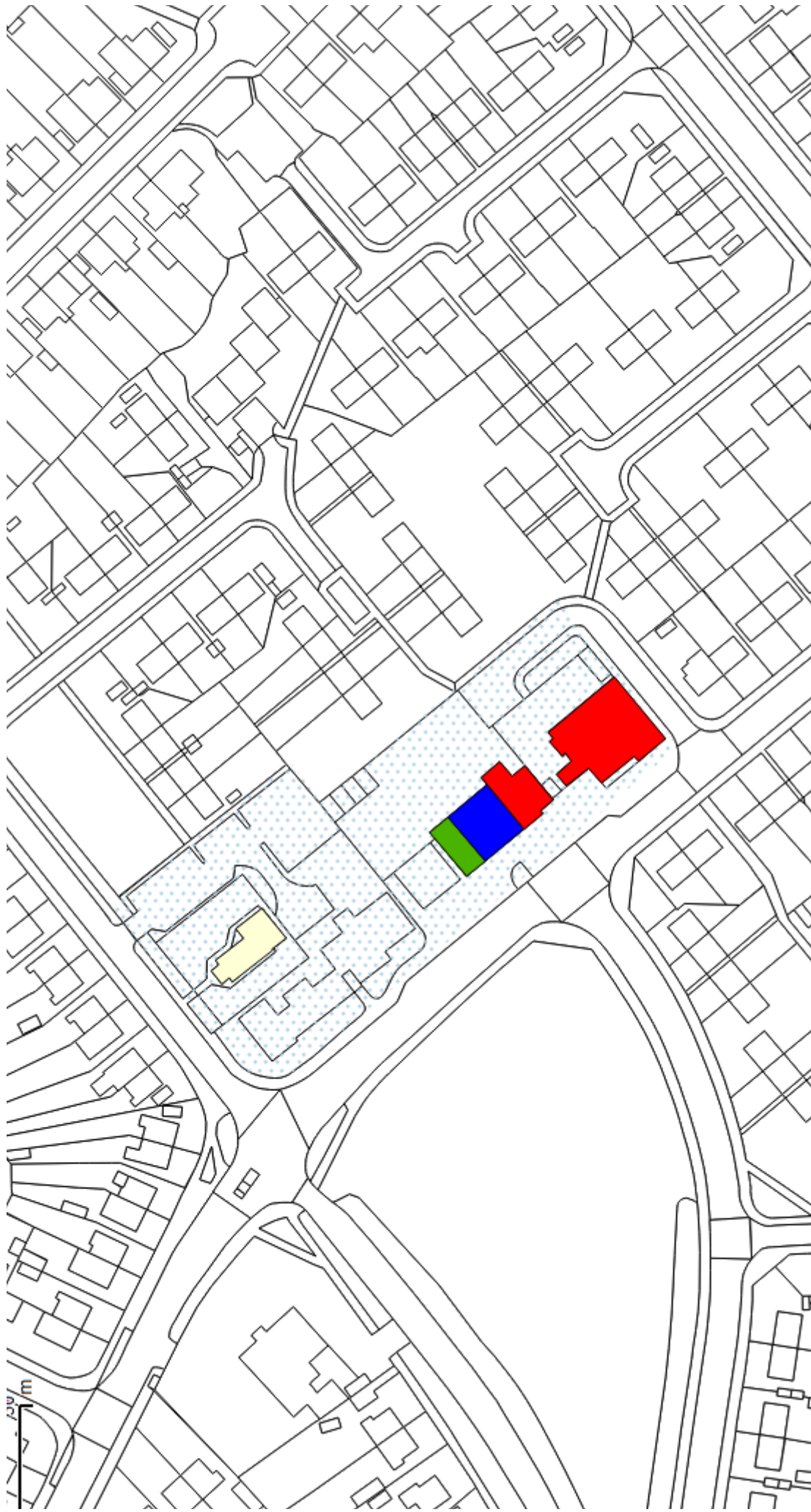
- There are a total of four units within the defined boundary of Crayford Road. These units account for 616 sq.m. of floorspace.
- Boulton Baptist Church is located within the boundary, and The Brackens public house is located to the west of the centre.
- The neighbourhood centre is dominated by convenience goods uses, comprising 68.3% of total retail floorspace.
- Crayford Road centre is anchored by a Co-operative Foodstore.
- The neighbourhood centre is located equidistant between Allenton district centre and Holbrook Road neighbourhood centre.
- The convenience offering is considered suitable to serve the day to day shopping needs of the immediate community.
- The comparison goods retail offering consists of a dispensing pharmacy, including a specialist mobility retailer.
- Despite being located on a public transport route and benefiting from a moderate amount of free surface level car-parking the neighbourhood centre lacked pedestrian activity.

<b>Catchment</b>	Crayford Road neighbourhood centre is located in Zone 7 for the purposes of analysing convenience goods shopping patterns. The survey identified that within zone 7 Crayford Road attracts 14.0% of top-up expenditure, and that it also attracts expenditure from zones 5 and 6 which can broadly be defined as areas in the south-east of the Derby Urban Area.
<b>Convenience &amp; Comparison</b>	<p>There are a total of three convenience and comparison units within the neighbourhood centre, with the neighbourhood centre being anchored by a Co-operative Foodstore. A total of two convenience retailers operate at Crayford Road, including the Co-operative Foodstore and a local convenience store. These account for 421 sq.m. of floorspace, or 68.3% of the total stock.</p> <p>The comparison goods offer is limited to one unit, a dispensing pharmacy and a specialist mobility aids service. This unit covers 137 sq.m. of floorspace, or 22.2% of the total stock.</p> <p>The specialist nature of the comparison goods unit may assist in drawing some trade from beyond the immediate local area.</p>
<b>Services</b>	<p>The service offer within the neighbourhood centre is relatively limited, consisting of one retail service unit, Bijou Hair Beauty, a hair and beauty salon. This unit comprises 58 sq.m. floorspace, or 9.5% of total commercial stock.</p> <p>Just beyond the defined boundary of Crayford Road is The Brackens public house. Consideration should be given to modify the boundaries of the centre to include this use.</p> <p>Unlike other neighbourhood centres Crayford Road lacks a variety of service units, possibly due to its location approximately 1 kilometre east of Allenton district centre which itself has a diverse service offering.</p>
<b>Vacancies</b>	Positively, there were no vacant units noted at the time of our visit.
<b>Miscellaneous</b>	Located at the junction of Crayford Road and Boulton Lane is a small apartment complex and Boulton Lane Baptist Church.
<b>Pedestrian Flows</b>	Moderate pedestrian activity was noted at Crayford Road during our visit. This was concentrated around the Co-operative Foodstore, with less activity noted along the parade of shops fronting Crayford Road.
<b>Accessibility</b>	The neighbourhood centre benefits from direct bus services into Derby city centre, which can be reached in approximately 20 minutes from stops on Crayford Road. Bus route One provides up to eight services per hour from Crayford Road. There is also a small bike storage rack on Crayford Road.



	<p>There is also a very small amount of free car parking adjacent to the shop façades on Crayford Road. However Crayford Road neighbourhood centre is located within the Alvaston suburb, ensuring that it is easily accessible to the surrounding community.</p>
<b>Perception of Safety</b>	<p>The linear nature of the neighbourhood centre provides a high standard of natural surveillance, and CCTV located around the Co-operative Foodstore improves this further. At the time of our visit no anti-social behaviour or loitering was noted.</p> <p>The centre is located at the junction of two major roads, and as such the number of vehicles reduces the feeling of safety, particularly for pedestrians. A pedestrian crossing on Crayford Road acts to calm traffic, as does the roundabout adjacent to The Brackens public house. The centre may benefit from speed bumps being installed, or a raised pedestrian crossing on Boulton Lane.</p>
<b>Environmental Quality</b>	<p>The environmental quality of Crayford Road is mixed. It benefits from the open space located opposite the centre, which is lined by trees.</p> <p>The quality is compromised by litter throughout the centre. The streetscene and public realm along the Crayford Road Parade frontages is relatively poor and includes large areas of broken tarmac. Consideration should therefore be given to measures to improve the quality of Crayford Road, possibly through removal of the areas of broken tarmac.</p>
<b>Neighbourhood Centre Boundary</b>	<p>The centre is relatively compact and for the most part the boundaries are considered to be accurate, however consideration could be given to expanding the neighbourhood centre boundaries to include The Brackens public house and recognition that it represents a potential future development opportunity.</p>
<b>Conclusion</b>	<p>Crayford Road is a very small neighbourhood centre focused around a Co-operative Foodstore, however it does continue to act as a neighbourhood centre. There were no vacancies recorded at the time of our visit, which suggests that the centre is performing well in meeting local needs, however the environment would benefit from some improvements.</p> <p>The presence of just one service offer in the neighbourhood centre exemplifies the limited nature of the offer.</p>





# Crayford Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council  
**Project**  
Derby Retail Study  
**Date**  
January 2019

NEXUS  
PLANNING

## Drayton Avenue Neighbourhood Centre

### Description

Drayton Avenue is a purpose built centre on the Mackworth housing estate, located approximately 3 kilometres to the west of Derby city centre and in close proximity to growth areas in the Derby Urban Area. It is dominated by a traffic island at the junction of Drayton Avenue and Edgware Road.

### Development Context

The neighbourhood centre is located on the western edge of the Derby Urban Area and is located approximately 500 metres to the east of an urban extension in Amber Valley.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: The neighbourhood centre had no footfall at the time of our visit



Figure 2: Security features dominate shop frontages



Figure 3: The Bull and Bush public house lies just beyond the neighbourhood centre



Figure 4: Drayton Avenue lies at the centre of a residential area

**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Drayton Avenue Neighbourhood Centre Floorspace (sq.m) 2018	Drayton Avenue Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	50	7.3	15.2
Comparison	19.8	537	78.3	35.5
Retail Services	12.7	50	7.3	6.8
Leisure Services	28.3	50	7.3	24.7
Financial and Business Services	4.7	0	0.0	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>687</b>	<b>100</b>	<b>100</b>

Source: Composition of Drayton Avenue Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Drayton Avenue Neighbourhood Centre Number of Units 2018	Drayton Avenue Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	1	20.0	8.7
Comparison	21.0	2	40.0	31.6
Retail Services	19.1	1	20.0	14.2
Leisure Services	29.3	1	20.0	23.6
Financial and Business Services	4.5	0	0.0	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>5</b>	<b>100</b>	<b>100</b>

Source: Composition of Drayton Avenue Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

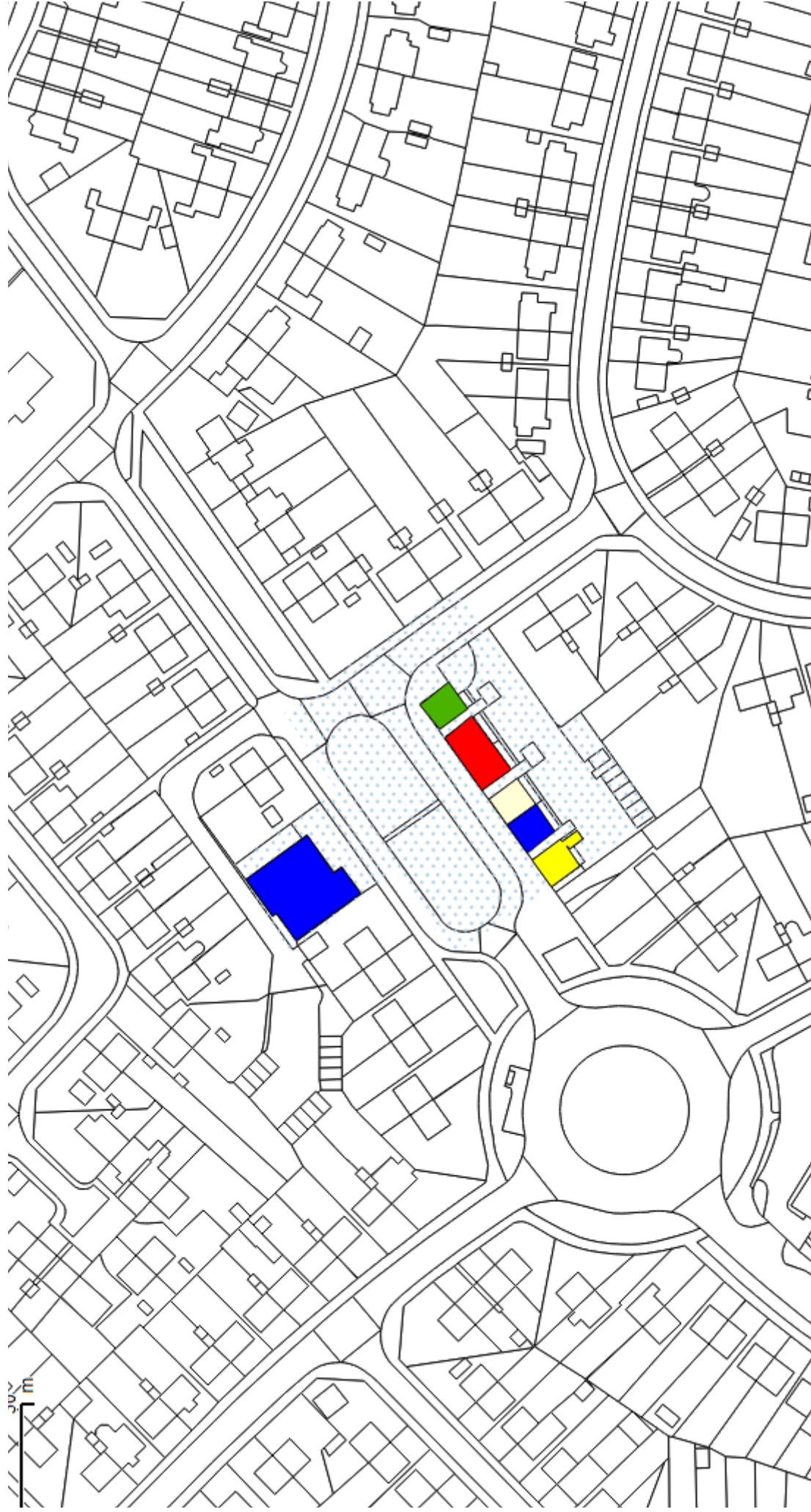
### Overall Composition

- The neighbourhood centre consists of seven units, covering approximately 687 sq.m. of floorspace.
- The neighbourhood centre is surrounded by residential areas on the Mackworth estate.
- Drayton Avenue is located approximately 600 metres to the west of Mackworth district centre and 700 metres to the north west of Humbleton Drive neighbourhood centre. These centres offer a broader range of retail and services than Drayton Avenue.
- The centre is dominated by comparison retailers, and lacks a convenience retailer offering 'top-up' shopping. Comparison goods floorspace accounts for 78.3% of the total floorspace in the centre.
- Approximately 50 metres to the south-west of the defined boundary is The Bull and Bush public house.
- The environmental quality and the perception of safety at the centre are compromised by shutters and metal bars covering windows.

<b>Catchment</b>	Potentially due to the lack of a substantial convenience goods offer in the centre, the survey did not identify any convenience goods expenditure directed towards Drayton Avenue.
<b>Convenience &amp; Comparison</b>	<p>Drayton Avenue neighbourhood centre is anchored by a large comparison goods unit, Nathan's Angling Centre at 9-19 Edgware Road which measures 488 sq.m. Collectively, the two comparison goods units account for 78.3% of total retail floorspace.</p> <p>There is one convenience goods unit in the centre, Drayton News &amp; Booze. Convenience uses therefore account for 50 sq.m. floorspace, equating to just 7.3% of the total stock.</p> <p>The lack of a convenience shop providing 'top-up' food shopping reduces the function of Drayton Avenue as a neighbourhood centre.</p>
<b>Services</b>	<p>There are a total of two service units at Drayton Avenue comprising one retail service operator and one leisure service operator. The retail service offer consists of Sweeney's Barber Shop located at 22 Drayton Avenue. This unit is 50 sq.m. in size, equating to 7.3% of total stock of floorspace. The leisure service use consists of Mei Ho Takeaway at 2 Drayton Avenue. This use covers 50 sq.m. of floorspace, or 7.3% of total stock.</p> <p>The service offering is therefore less than that found at other neighbourhood centres. However, the Bull and Bush public house is located just beyond the defined centre boundary.</p>
<b>Vacancies</b>	There were no vacancies at Drayton Avenue neighbourhood centre at the time of our visit.
<b>Miscellaneous</b>	The Mackworth Estate Community Office is located within the neighbourhood centre. The office represents households on the Mackworth estate and is located at 10 Drayton Avenue.
<b>Pedestrian Flows</b>	Despite being located in a predominantly residential area, there were no pedestrians noted in the neighbourhood centre at the time of our visit. This indicates that, despite its accessibility, Drayton Avenue may not be that well used. This may be influenced by the lack of a convenience goods operator and the proximity of two other centres.
<b>Accessibility</b>	As noted above Drayton Avenue is well located to the surrounding Mackworth Estate and so is easily accessible. The centre also benefits from good public transport connections to Derby city centre and surrounding residential areas, with bus routes 8 and 9 offering up to nine services per hour to Derby city centre. Derby bus station can be accessed in approximately 25 minutes.



<b>Perception of Safety</b>	<p>In comparison to other neighbourhood centres and despite its location within an established residential area, Drayton Avenue feels somewhat unwelcoming. This situation is exacerbated by security features on the units, including rolling shutters and metal cages and bars covering windows.</p> <p>These features, in addition to a lack of pedestrians at the time of our visit, meant that the perception of safety was poor and the centre appeared to lack natural or passive surveillance. The installation of visible CCTV on units and securing a wider diversity of operators could help to improve this situation.</p>
<b>Environmental Quality</b>	<p>Drayton Avenue is dominated by areas of greenspace, including Henley Green and an island between Edgware Road and Drayton Avenue. However despite these features the environmental quality of the centre was considered poor at the time of our visit.</p> <p>There was no street furniture noted and the quality of all the shop façades was considered to be poor. This was exacerbated by the security features noted above. Consideration should be given into how the environmental quality if the centre can be improved whilst retaining essential security infrastructure.</p>
<b>Neighbourhood Centre Boundary</b>	<p>Although there is potential for growing the boundaries of the centre to include The Bull &amp; Bush public house, the limited role that Drayton Avenue plays in terms of convenience expenditure is perhaps indicative that the centre no longer plays a role in commensurate with a neighbourhood centre.</p>
<b>Conclusion</b>	<p>The neighbourhood centre has a limited offer which would be bolstered by a convenience goods operator. However the centre is located approximately 600 metres to the west of Mackworth district centre which offers a broader range of retail and services. Consideration could therefore be given to re-designating the centre and reconsidering its identification as a Neighbourhood Centre.</p> <p>There was no footfall recorded at the time of our visit, and the appearance of the centre is impacted by security shutters and bars across windows.</p> <p>As such, Drayton Avenue appears in need of investment and visual improvement which is impacted by existing security infrastructure.</p>



**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

**Comparison**

**Convenience**

**Financial & Business Services**

**Leisure Service**

**Miscellaneous**

**Retail Service**

**Vacant**

# Drayton Neighbourhood Centre



## Elton Road Neighbourhood Centre

### Description

Elton Road is a small neighbourhood centre in the residential area of Osmaston. The centre lies immediately adjacent to an area of recently built housing. The neighbourhood centre is located in the Osmaston regeneration area, an area in which the Local Plan envisages the construction of 600 new homes.

It is formed of a small row of terraced units with a newly resurfaced area of car parking and landscaping fronting the units. Rolls-Royce Elton Road works is located to the south of the centre.

### Development Context

The neighbourhood centre is located approximately 1.8 kilometres to the south of Derby city centre, and is located within the Osmaston Regeneration Area.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Litter was noted adjacent to Today's Local at the time of our visit



Figure 2: Elton Road's public realm has recently been improved



Figure 3: The centre serves the needs of the surrounding local community



Figure 4: The neighbourhood centre is consists of a single parade of shops

**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Elton Road Neighbourhood Centre Floorspace (sq.m) 2018	Elton Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	213	70.5	15.2
Comparison	19.8	0	0	35.5
Retail Services	12.7	46	15.2	6.8
Leisure Services	28.3	43	14.3	24.7
Financial and Business Services	4.7	0	0	7.9
Miscellaneous	0.0	0	0	0.1
Vacant	3.7	0	0	9.3
<b>TOTAL</b>	<b>100</b>	<b>302</b>	<b>100</b>	<b>100</b>

Source: Composition of Elton Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Elton Road Neighbourhood Centre Number of Units 2018	Elton Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	2	50.0	8.7
Comparison	21.0	0	0	31.6
Retail Services	19.1	1	25.0	14.2
Leisure Services	29.3	1	25.0	23.6
Financial and Business Services	4.5	0	0	10.5
Miscellaneous	0.0	0	0	0.2
Vacant	5.7	0	00	11.2
<b>TOTAL</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>100</b>

Source: Composition of Elton Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are four units within the defined centre boundary, comprising 302 sq.m. of floorspace.
- Elton Road is the smallest neighbourhood centre considered in this study.
- There have been recent improvements undertaken to the streetscape at Elton Road, including new surfacing to the car parking areas and works to the public realm.
- There is only one national operator with a presence at Elton Road, this being a Premier convenience store.
- Convenience goods uses dominate the total floor space within the neighbourhood centre, with a total of 70.5% floorspace in the centre.
- Elton Road centre is located approximately 600 metres from Osmaston Park, which contains a large Sainsbury's supermarket and leisure service operators, including Pizza Hut and KFC.
- The function of the neighbourhood centre is limited to serving the immediate surrounding areas.

- Elton Road centre is located adjacent to the large Rolls-Royce Elton Road facility.

<b>Catchment</b>	Potentially due to the alternative convenience goods provision in close vicinity of the centre, the survey did not identify any convenience goods expenditure directed towards Elton Road.
<b>Convenience &amp; Comparison</b>	<p>The convenience goods offer at Elton Road neighbourhood centre is limited to two units. These account for 213 sq.m. of floorspace or 70.5% of the total retail floorspace. The convenience offering consists of a Premier Convenience store and Today's Local (which incorporates a Post Office). The domination of convenience goods uses in Elton Road indicates that the primary function of the centre is to meet 'top-up' food shopping needs to the surrounding area.</p> <p>There are no comparison goods operators in the neighbourhood centre. This is a result of the size of Elton Road and possibly its location 600 metres to the north of a large Sainsbury's superstore (which provides an extensive product range).</p>
<b>Services</b>	<p>There are two service uses at Elton Road, comprising one leisure service and one retail service. The leisure service offer consists of a hot-food takeaway, Elton Road Fish &amp; Chips, located at 68 Elton Road. This unit measures 43.1 sq.m., or 14.3% of the total stock of floorspace in the neighbourhood centre.</p> <p>The retail service offer consists of Style Cut Barbers at 60-62 Elton Road. This unit measures 46 sq.m. of floorspace, or 15.2% of the total stock. The service offer is considered appropriate for the neighbourhood centre, and given the proximity of national leisure operators, such as McDonalds at Osmaston Park, there may not be that much potential for further growth.</p>
<b>Vacancies</b>	There were no vacancies at Elton Road neighbourhood centre at the time of our visit.
<b>Miscellaneous</b>	Beyond the retail and service uses noted above, there are no further uses within the defined neighbourhood centre boundary. The Brian Clough Business Centre is located immediately beyond the boundaries of the district centre, as are a number of industrial units including the Rolls-Royce Elton Road facility.
<b>Pedestrian Flows</b>	At the time of our visit there was light, but constant, pedestrian activity noted in the centre. A number of pedestrians were noted walking to and from the centre, along Elton Road and from the surrounding residential areas.

<b>Accessibility</b>	<p>The neighbourhood centre is one of the few that lacks direct public transport links to surrounding areas or into Derby city centre. However, Peartree Train Station is located approximately 700 metres to the south-west of the centre on Osmaston Park Road, although this only provides services at peak times.</p> <p>There is a small amount of surface level car parking, located in a recently resurfaced car park. Whilst the centre lacks public transport links (with the nearest bus stop being approximately 450 metres to the south on Osmaston Park Road), it does benefit from linkages to the immediate surrounding areas. The centre is most accessible to the surrounding Sinfen residential areas and the adjacent Rolls Royce facility. A small pedestrian footbridge crossing the nearby trainline provides links from the Pear Tree area to Elton Road centre.</p>
<b>Perception of Safety</b>	<p>At the time of our visit, user safety was perceived as being good, however indications show that this may not always be the case. Units are shuttered and there is visible CCTV. The Brian Clough Business Centre has metal protection covering the windows indicating that anti-social behaviour is, or may have been, an issue in the neighbourhood centre. Recent and planned house building should help to improve natural surveillance.</p>
<b>Environmental Quality</b>	<p>The environmental quality of Elton Road is considered to be good. This has been assisted by the recent improvements to the streetscape and the improvements to the housing in the surrounding areas. The improvements have increased the environmental quality of the centre, and Elton Road appears well-maintained. There were issues with litter noted adjacent to Today's Local, this could be reduced through the provision of more bins or improved screening of the bin holding area.</p>
<b>Neighbourhood Centre Boundary</b>	<p>There is currently limited scope for development within the existing neighbourhood centre boundary due to the dense development surrounding the site. However the centre's vicinity to the Osmaston Regeneration Area could result in future expansion of the centre, and should Rolls-Royce vacate their Elton Road facility to the south this could provide an area in which the centre may grow.</p>
<b>Conclusion</b>	<p>Elton Road is the smallest neighbourhood centre and as such is primarily focused around a convenience goods offer but does perform the role of a neighbourhood centre. It has a generally good environmental quality, though there was an issue with litter around one particular unit on the day of our visit. The neighbourhood centre has limited public transport links but appears to primarily serve a 'walk in' catchment.</p>



# Elton Road Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019





## Heatherton Neighbourhood Centre

### Description

Heatherton is a small neighbourhood centre built as part of the surrounding Heatherton village development. It consists of a small parade of shops, anchored by a convenience store and a number of community facilities, including a medical centre and a nursery.

An area of future expansion is located immediately to the south of Heatherton, with up to 900 new homes identified for this area. This development may result in a need to expand the facilities of the neighbourhood centre. It is located immediately to the south of Nuffield Health Derby Hospital and Derby Heights Care Home.

### Development Context

The centre is located 4.5 kilometres to the south-west of Derby city centre. Heatherton is located immediately adjacent to the Rykneld Road strategic housing site and urban extension.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Heatherton is dominated by a purpose built row of shops



Figure 2: The Hollybrook public house on Hollybrook Way

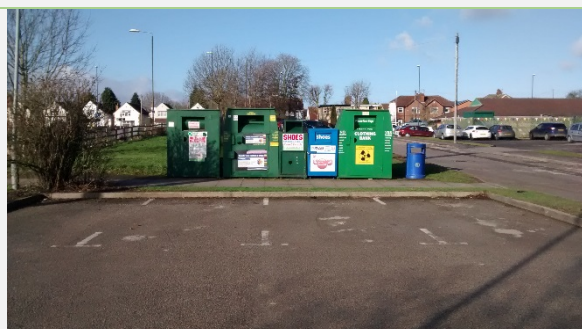


Figure 3: The centre has a large amount of surface level car parking



Figure 4: There are a number of community facilities within the neighbourhood centre



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Heatherton Neighbourhood Centre Floorspace (sq.m) 2018	Heatherton Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	228	19.3	15.2
Comparison	19.8	92	7.8	35.5
Retail Services	12.7	92	7.8	6.8
Leisure Services	28.3	767	65.1	24.7
Financial and Business Services	4.7	0	0.0	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>1,178</b>	<b>100</b>	<b>100</b>

Source: Composition of Heatherton Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Heatherton Neighbourhood Centre Number of Units 2018	Heatherton Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	1	16.7	8.7
Comparison	21.0	1	16.7	31.6
Retail Services	19.1	1	16.7	14.2
Leisure Services	29.3	3	50.0	23.6
Financial and Business Services	4.5	0	0.0	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>6</b>	<b>100</b>	<b>100</b>

Source: Composition of Heatherton Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

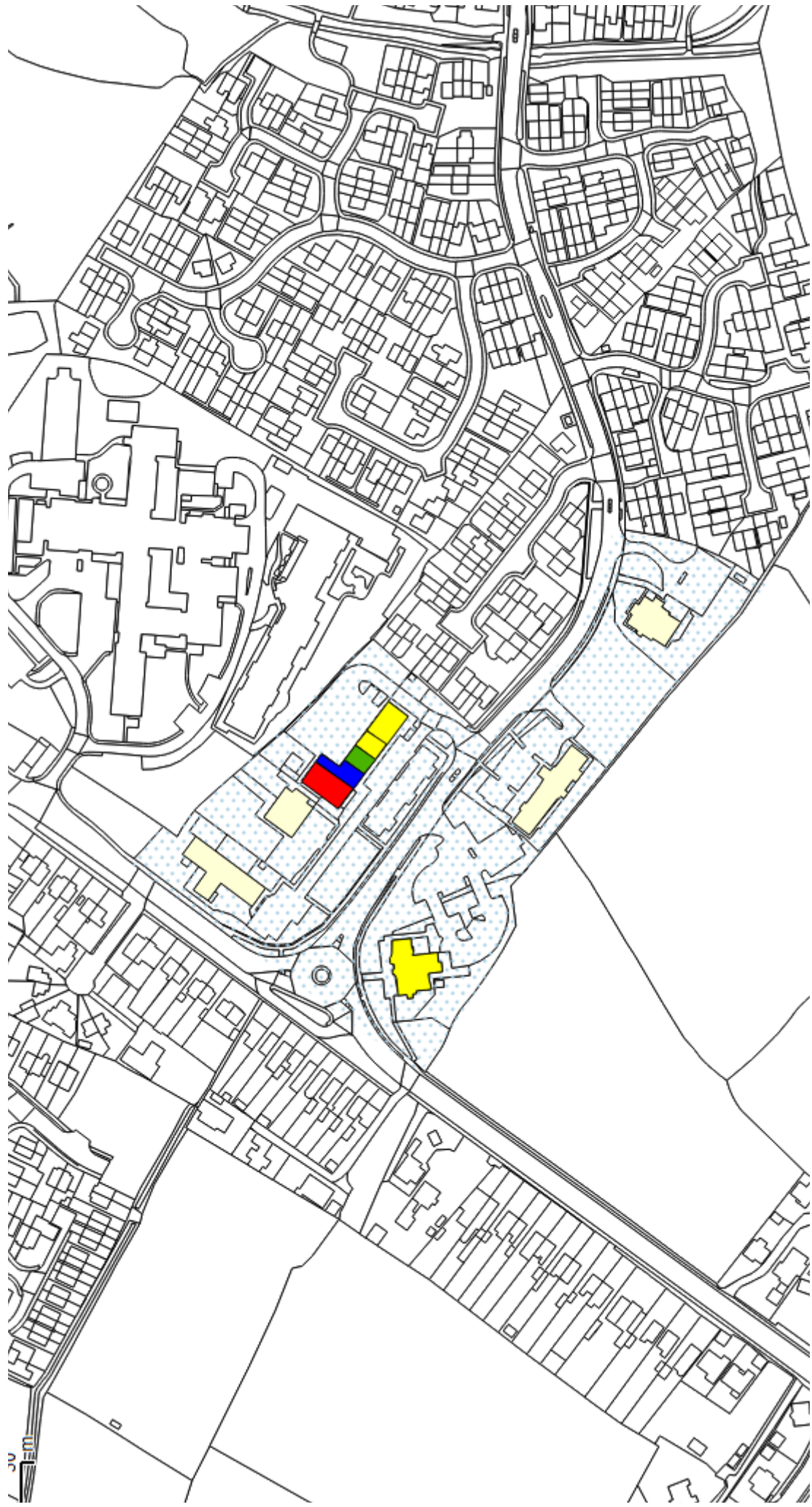
### Overall Composition

- There are a total of six units within Heatherton neighbourhood centre. The main parade of retail units account for 1,178 sq.m. of floorspace.
- National operators found within Heatherton are restricted to a Co-operative Foodstore, which anchors the neighbourhood centre. With the exception of this unit, the units are operated by regional or independent operators.
- The convenience and comparison goods offering is less than other centres, possibly due to the proximity of two large district centres, Mickleover and Littleover.
- The convenience floorspace at Heatherton centre is in line with the Derby neighbourhood centre average.
- The service offering is diverse, and considered suitable to serve the neighbouring Heatherton village but also a wider area.
- The district is purpose built, and as such is well maintained. It is dominated by a large amount of surface-level car parking, and little effort has been made to landscape the centre.

- Overall at the time of our visit the neighbourhood centre was considered to be healthy, with a steady pedestrian flow and no vacant units noted.

<b>Catchment</b>	For the purposes of analysing convenience goods shopping patterns, Heatherton is located within Zone 4. Heatherton is a key destination for top-up expenditure in Zones 2, 3 and 4 (which can broadly be described as south-west Derby). This demonstrates that Heatherton serves a relatively broad catchment area, perhaps reflecting its proximity to a main arterial route in Derby. This also indicates that the centre could represent an ideal opportunity to enhance convenience goods provision.
<b>Convenience &amp; Comparison</b>	<p>In comparison to most other neighbourhood centres, the convenience and comparison goods offer is more limited in Heatherton. The centre is anchored by a Co-operative Foodstore accounting for 228 sq.m. of floorspace, or 19.3% of the total commercial stock.</p> <p>There is one comparison operator, Dean &amp; Smedley Pharmacy. This occupies a unit measuring 92 sq.m, which equates to 7.8% of the total commercial floorspace in Heatherton.</p> <p>Although the convenience and comparison offering is limited, Heatherton is located approximately 1.5 kilometres to the south-east of Mickleover district centre which contains a broader range of uses.</p>
<b>Services</b>	<p>Service uses dominate Heatherton district centre. There are a total of three leisure service units in the district centre: Zan Fish Heatherton; a hot-food takeaway (Basmati Indian Restaurant); and, The Hollybrook public house. Leisure service units dominate the total floorspace, accounting for 65.1% of the total stock of floorspace.</p> <p>There is one retail service operator, Emma's Salon, operating from Heatherton. This unit accounts for 92 sq.m, or 7.8% of the total stock.</p>
<b>Vacancies</b>	There were no vacant units noted in Heatherton at the time of our visit.
<b>Miscellaneous</b>	The neighbourhood centre benefits from a number of community facilities within its defined boundaries. These include Leap Frog Day Nursery, Hollybrook Medical Centre, a church and the Heatherton Community Centre. There is a recycling centre located in the car park. These features reinforce Heatherton's role at the centre of the surrounding residential areas.
<b>Pedestrian Flows</b>	There was little pedestrian activity noted throughout most of Heatherton centre at the time of our visit. The focal point of pedestrian activity was concentrated around the retail parade and the adjacent car park. There were few pedestrians noted walking to and from the centre, with most users noted to be arriving by car.

<b>Accessibility</b>	<p>Bus stops on Hollybrook Way provide direct public transport access into Derby city centre, with the Harlequin bus route offering around three services per hour. The city centre can be reached in around 25 minutes via public transport. Pedestrian crossings line Hollybrook Way and at the junction of Rykneld Road.</p> <p>Heatherton neighbourhood centre is easily accessible to the surrounding residential areas. The retail area, the public house and all community facilities in the centre benefit from a large amount of free car parking. This ensures the district centre is easily accessible to a wide area.</p>
<b>Perception of Safety</b>	<p>Heatherton neighbourhood centre generally feels safe and secure. The frontages all benefit from good natural surveillance, with all areas being overlooked by units or passing traffic. The levels of activity also strengthens the perception of safety. At the time of our visit no anti-social behaviour or loitering was noted.</p>
<b>Environmental Quality</b>	<p>Heatherton is a purpose-built centre, linked to the Heatherton Village development. The environmental quality is consequently high, with little litter and no graffiti noted at the time of our visit. There is landscape planting and trees throughout the centre which are well kept. The large areas of grassland would benefit from being broken up, perhaps by additional planting.</p>
<b>Neighbourhood Centre Boundary</b>	<p>Within the current context of the centre, the existing boundaries are appropriate and encompasses the key neighbourhood centre uses. However there is scope for expansion of the centre to the south, especially as part of the development of the site at Rykneld Road.</p>
<b>Conclusion</b>	<p>A modern, purpose-built centre which is underpinned by Co-operative Foodstore, Heatherton is well located to meet local needs, with the commercial offer complimented by commercial facilities. The proposed residential expansion to the immediate south of Heatherton will likely result in a need to expand the facilities in the neighbourhood centre, possibly including a small food store to further strengthen the range of facilities and services in Heatherton and expand the centre so that its provision is more similar to that of a district centre.</p> <p>At the time of our visit there were no vacancies noted and Heatherton appeared to be a healthy centre.</p>



# Heatherton Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019



## Holbrook Road Neighbourhood Centre

### Description

Holbrook Road is located in the Alvaston area of Derby, a residential suburb approximately 4.5 kilometres from the city centre. It is dominated by a 1960s parade of shops and is anchored by a small convenience store and a public house.

The neighbourhood centre is located approximately 900 metres to the south of Alvaston district centre, and benefits from a small amount of car parking and good public transport links.

### Development Context

The neighbourhood centre is located to the south-west of Derby City Centre and is in close proximity to identified growth areas in the Derby Urban Area (the nearest strategic housing site is located approximately 400 metres to the south).

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: The centre is dominated by the shop parade on Holbrook Road



Figure 2: The centre is anchored by Co-operative Foodstore



Figure 3: There is a small amount of car parking in front of the shopping parade



Figure 4: The Cornishman public house on Holbrook Road



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Holbrook Road Neighbourhood Centre Floorspace (sq.m) 2018	Holbrook Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	36.9	526	57.8	15.2
Comparison	26.4	0	0.0	35.5
Retail Services	12.3	59	6.5	6.8
Leisure Services	21.2	325	35.7	24.7
Financial and Business Services	1.9	0	0.0	7.9
Miscellaneous	1.2	0	0.0	0.1
Vacant	2.0	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>910</b>	<b>100</b>	<b>100</b>

Source: Composition of Holbrook Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

#

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Holbrook Road Neighbourhood Centre Number of Units 2018	Holbrook Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	22.3	3	50.0	8.7
Comparison	20.4	0	0.0	31.6
Retail Services	17.8	1	16.7	14.2
Leisure Services	29.9	2	33.3	23.6
Financial and Business Services	3.2	0	0.0	10.5
Miscellaneous	1.3	0	0.0	0.2
Vacant	5.1	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>6</b>	<b>100</b>	<b>100</b>

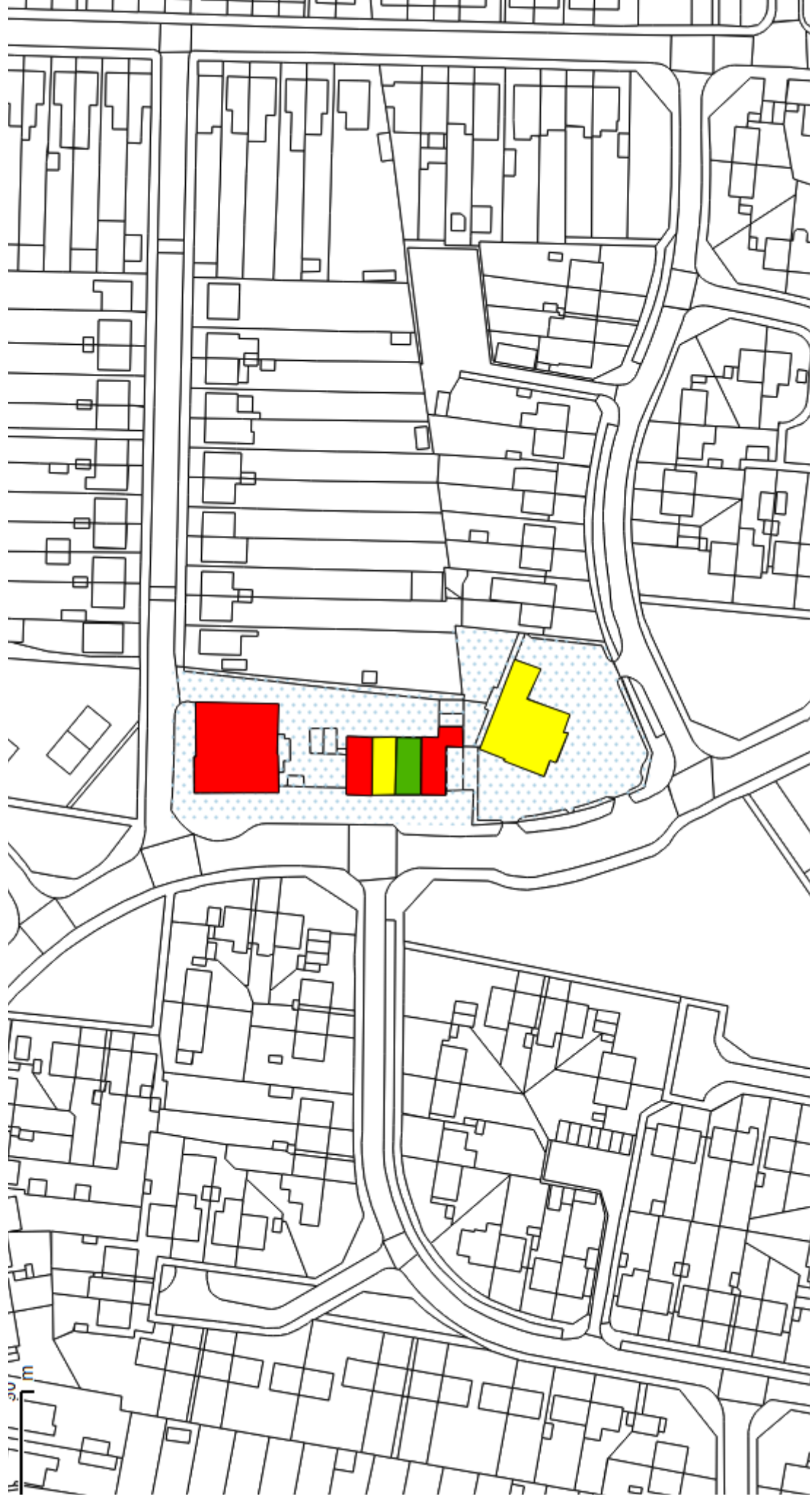
Source: Composition of Holbrook Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are a total of six units within the neighbourhood centre, accounting for 910 sq.m. of floorspace. This figure excludes the public house.
- Holbrook Road is anchored by a moderately sized Co-operative Foodstore providing 373 sq.m. of floorspace. This is also the only national operator within the district centre.
- Convenience uses in the centre account for 57.8% of total floorspace, this is a greater percentage than the average for neighbourhood centres across Derby and the national average.
- Although there is not a wide diversity of operators in the centre, the provision is considered appropriate given the location of the centre.
- The district lacks the level of maintenance noted at similar sized centres, however it appeared well used at the time of our visit and benefits from easy accessibility and a good perception of safety.

<b>Catchment</b>	Holbrook Road is located within Zone 7 and provides a minor role in provision of convenience top-up goods shopping in that zone. Equally the neighbourhood centre provides a small amount of top-up goods shopping in Zone 5. It can therefore be said that Holbrook Road serves a defined catchment in the south-west of Derby, however this is still likely to be a relatively small area.
<b>Convenience &amp; Comparison</b>	<p>There are three convenience operators within the neighbourhood centre boundary. A small Co-operative Foodstore anchors the district centre, with the other uses being a newsagent and an off licence. These units account for 526 sq.m. of floorspace, or 57.8% of total retail floorspace in the centre.</p> <p>There are no comparison goods operators at Holbrook Road. This is possibly a result of the centre's close proximity to Alvaston district centre. However the range of convenience uses, although disproportionate to the national average, is considered appropriate for the centre, such that it is able to meet many day to day shopping needs.</p>
<b>Services</b>	<p>There are three service operators in Holbrook Road centre, two leisure services (including The Cornishman public house) and one retail service. Therefore service units account for 50% of all units within Holbrook Road neighbourhood centre.</p> <p>The leisure service offering consists of a public house and a hot food takeaway, Holbrook Fish Bar, which account for 325 sq.m. of floorspace. The sole retail service use within the centre is a hairdressers which accounts for 59 sq.m. of floorspace.</p> <p>Accordingly the service offering is considered appropriate for both the size of the centre and its location within a broadly residential area.</p>
<b>Vacancies</b>	At the time of our visit there were no vacancies noted within the neighbourhood centre.
<b>Miscellaneous</b>	There were no other uses noted within the defined boundaries of the neighbourhood centre or in the immediate vicinity of it.
<b>Pedestrian Flows</b>	<p>Pedestrian activity at Holbrook Road neighbourhood centre at the time of our visit was generally quite limited.</p> <p>The centre is located in a largely residential area, but is located approximately 1 kilometre from Crayford Road neighbourhood centre and less than a kilometre from Alvaston district centre. The pedestrian flows indicate that the centre serves a relatively small pedestrian catchment area.</p>

<b>Accessibility</b>	<p>Like most neighbourhood centres, Holbrook Road benefits from frequent bus services into Derby city centre. Bus service 1 provides around 10 services per hour, reaching the city centre in approximately 20 minutes.</p> <p>There is minimal parking available within the neighbourhood centre, which may mean pressure for on-road spaces at busy times. This would decrease pedestrian safety and increase congestion. The centre would also benefit from bike storage racks being introduced.</p>
<b>Perception of Safety</b>	<p>As a purpose-built parade of shops, Holbrook Road centre benefits from a high perception of safety, with good natural surveillance provided by surrounding residential areas and users. Furthermore, there is CCTV throughout the neighbourhood centre. These features help to make the centre feel secure and no anti-social behaviour or loitering was noted at the time of our visit.</p> <p>The lack of parking could, at busier times, decrease pedestrian safety due to an increase in on-road parking. Pedestrian safety could be ensured by introduction of double-yellow lines along Holbrook Road, traffic calming measures and installation of pedestrian crossings.</p>
<b>Environmental Quality</b>	<p>Holbrook Road neighbourhood centre has an acceptable standard of environmental quality. On the opposite side of Holbrook Road is an area of tree-lined greenspace and the surrounding residential areas are broadly tidy and well-maintained.</p> <p>The centre is clean, with no issues with litter and graffiti at the time of our visit. The parade frontage is dominated by a tarmaced surface, which reduces its environmental quality. Improvements to the environment could be made through the installation of seasonal planters, or planting between the parade and the Co-operative Foodstore. Overall, the environmental quality of the centre is considered to be moderate.</p>
<b>Neighbourhood Centre Boundary</b>	<p>The wider area is densely developed with limited scope to accommodate an expansion of the Neighbourhood Centre, and there are few areas adjacent to the centre that could potentially accommodate an expansion of Holbrook Road.</p>
<b>Conclusion</b>	<p>Holbrook Road is a small centre anchored by Co-operative Foodstore. At the time of our visit no vacancies and a reasonable range of facilities to meet local needs were recorded.</p> <p>Whilst the centre may benefit from environmental improvements, it appears to appropriately meet local needs.</p>



# Holbrook Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

NEXUS  
PLANNING

## Humbleton Drive Neighbourhood Centre

### Description

The centre consists of a 1950s parade of shops fronting Humbleton Drive and is located adjacent to Knightsbridge Recreational Ground. The neighbourhood centre is located around 400 metres to the south of Mackworth district centre and 700 metres to the east of Drayton Avenue neighbourhood centre.

### Development Context

Humbleton Drive neighbourhood centre is located approximately 2.5 kilometres to the west of Derby city centre in the suburb of Mackworth and in close proximity (approximately 1.1 kilometres to the east) of an urban extension in Amber Valley.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: The main parade of shops on Humbleton Drive



Figure 2: Congestion was an issue noted at the time of our visit



Figure 3: The Kingsway public house on Brackensdale Avenue



Figure 4: On-road car parking within the neighbourhood centre



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Humbleton Drive Neighbourhood Centre Floorspace (sq.m) 2018	Humbleton Drive Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	322	18.6	15.2
Comparison	19.8	679	39.3	35.5
Retail Services	12.7	57	3.3	6.8
Leisure Services	28.3	671	38.8	24.7
Financial and Business Services	4.7	0	0.0	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>1,729</b>	<b>100</b>	<b>100</b>

Source: Composition of Humbleton Drive Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Humbleton Drive Neighbourhood Centre Number of Units 2018	Humbleton Drive Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	3	20.0	8.7
Comparison	21.0	4	26.7	31.6
Retail Services	19.1	2	13.3	14.2
Leisure Services	29.3	6	40.0	23.6
Financial and Business Services	4.5	0	0.0	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>15</b>	<b>100</b>	<b>100</b>

Source: Composition of Humbleton Drive Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are a total of 15 units within Humbleton Drive neighbourhood centre, comprising a total floorspace area of 1,365 sq.m.
- Humbleton Drive neighbourhood centre therefore comprises more floorspace than the nearby Mackworth district centre.
- There are two national operators with a presence at Humbleton Drive, Nisa Local and Ladbrokes. All other operators are either independent or regional.
- Comparison goods uses account for a greater proportion of floorspace at Humbleton Drive than the average for Derby neighbourhood centres or nationally.
- The wider Mackworth estate has a number of convenience goods stores, and the offer at Humbleton Drive is considered relatively substantial and capable of meeting many of the day to day shopping needs of the immediate community.
- The environmental quality of the centre is generally poor, and is dominated by areas of hardstanding and tarmac.
- The traffic on Humbleton Drive also has the effect of reducing

pedestrian safety and negatively impacts the broader perception of safety.

<b>Catchment</b>	Humbleton Drive is located within Zone 9 for the purposes of analysing convenience goods shopping patterns, however there is no expenditure directed to the centre. This is possible due to the centre lacking a substantial convenience goods retailer or the alternative provision within close proximity to the centre.
<b>Convenience &amp; Comparison</b>	<p>Comparison and convenience retailers dominate the uses at Humbleton Drive neighbourhood centre and account for 57.9% of the stock of commercial floorspace.</p> <p>There are three convenience goods retailers, all of which are convenience stores. These uses account for 322 sq.m. of floorspace, or 18.6% of the total stock. Although this figure is lower than for some neighbourhood centres, given the location of the centre to Mackworth district centre, the provision is considered to be appropriate. There is a total of four comparison uses in the centre accounting for 679 sq.m. of floorspace, or 39.3% of total floorspace. The uses include a lighting store, a florist, a charity shop and a card shop.</p>
<b>Services</b>	Service uses at Humbleton Drive account for 728 sq.m. of floorspace. There are six leisure service units within the neighbourhood centre and, excluding the public house, these units account for 671 sq.m. of floorspace. This is 38.8% of total retail floorspace in the centre. Leisure service operators include three hot food takeaways, a sandwich bar and a bookmaker. There are two retail service units at Humbleton Drive, both of which are hairdressers. These units account for 57 sq.m. of floorspace, which is 3.3% of total floorspace in the centre.
<b>Vacancies</b>	There were no vacant units noted at Humbleton Drive neighbourhood centre at the time of our visit.
<b>Miscellaneous</b>	Knightsbridge Recreational Ground is located immediately to the east of the neighbourhood centre. It is therefore possible that a number of linked visits to Humbleton Drive may occur.
<b>Pedestrian Flows</b>	There was steady pedestrian activity noted at Humbleton Drive centre during our visit. Although most activity was apparent around the main shop parade on Humbleton Drive, pedestrian flows were noted along Knightsbridge and around Knightsbridge Recreational Ground, suggesting that some linked visits occur to the neighbourhood centre.
<b>Accessibility</b>	Public transport is readily accessible from Humbleton Drive neighbourhood centre. Route 8 provides up to six services per hour into Derby city centre, which can be reached in around 20 minutes. This bus service also provides access to the centre via the Mackworth estate and other areas in west Derby.

	<p>The centre is easily accessible to the residential areas surrounding it, however it would benefit from increased infrastructure for pedestrians. This could include pedestrian crossings or traffic calming measures along Humbleton Drive, Knightsbridge and Brackensdale Avenue.</p>
<b>Perception of Safety</b>	<p>Humbleton Drive benefits from considerable natural surveillance, with some of the units, notably the Nisa Local convenience store, having visible CCTV. Some of the units also have rollaway shutters. Neighbouring residential dwellings provide further security and surveillance to the centre. There was no anti-social behaviour noted at the time of our visit.</p> <p>The safety of pedestrians is less secure. At the time of our visit a delivery truck was noted at the Nisa Local store. This has the effect of causing increased congestion, especially when buses and larger vehicles try to pass, and has a potential impact on pedestrian safety.</p> <p>Accordingly, pedestrian safety could potentially be improved through provision of off-road or clearly marked delivery areas, increased traffic calming measures and clear pedestrian crossings on all major roads around and leading to the centre.</p>
<b>Environmental Quality</b>	<p>Environmental quality was considered to be moderate at the time of our visit. Little litter was noted, with bins provided along Humbleton Drive. Most of the units benefit from clean and well-maintained frontages.</p> <p>The quality of the centre is compromised by the large amount of tarmac fronting the units. This could be broken up through the introduction of planting, or seasonal planters, as has been successfully done at some of the larger neighbourhood centres.</p>
<b>Neighbourhood Centre Boundary</b>	<p>The wider area is densely developed with limited scope to accommodate an expansion of the neighbourhood centre.</p>
<b>Conclusion</b>	<p>The centre consists of a parade of shops catering for local day to day needs and to a large extent underpinned by Nisa Local. The centre is tightly bound, and therefore there are minimal opportunities to expand the centre to cater for planned growth to the west of Derby.</p> <p>At the time of our visit there were no vacancies recorded, with Humbleton Drive generally appearing to be trading well, though the centre would benefit from improvements to the quality of the public realm.</p>



**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

# Humbleton

## Neighbourhood Centre

**Comparison**

**Convenience**

**Financial & Business Services**

**Leisure Service**

**Miscellaneous**

**Retail Service**

**Vacant**





## Ladybank Road Neighbourhood Centre

### Description

Ladybank Road neighbourhood centre is located in the suburb of Mickleover in the far west of Derby and near to the Hackwood Farm development site. It is located on bus route into the city centre, located approximately 4.7 kilometres to the west of Ladybank Road.

The centre is dominated by a two linear parades of shops, one dating from the 1970s and the other of more recent construction. There is a large car park within the centre, however the surface is poorly maintained. The surrounding residential areas are well-maintained and presented, ensuring a high environmental quality.

### Development Context

The neighbourhood centre is located in the far west of Derby. The district centre is located approximately 500 metres to the south of the Hackwood Farm strategic housing site and 200 metres to the east of substantial urban extensions are located to the east of the site in South Derbyshire.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Bus stop at Ladybank Road



Figure 2: Car parking dominates the frontage of the centre



Figure 3: The car parking is poorly maintained and is not surfaced



Figure 4: Parade of shops at Ladybank Road neighbourhood centre



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Ladybank Road Neighbourhood Centre Floorspace (sq.m) 2018	Ladybank Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	46	7.4	15.2
Comparison	19.8	42	6.8	35.5
Retail Services	12.7	135	21.7	6.8
Leisure Services	28.3	400	64.1	24.7
Financial and Business Services	4.7	0	0.0	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	0	0.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>624</b>	<b>100</b>	<b>100</b>

Source: Composition of Ladybank Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Ladybank Road Neighbourhood Centre Number of Units 2018	Ladybank Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	1	12.5	8.7
Comparison	21.0	1	12.5	31.6
Retail Services	19.1	2	25.0	14.2
Leisure Services	29.3	4	50.0	23.6
Financial and Business Services	4.5	0	0.0	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	0	0.0	11.2
<b>TOTAL</b>	<b>100</b>	<b>8</b>	<b>100</b>	<b>100</b>

Source: Composition of Ladybank Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

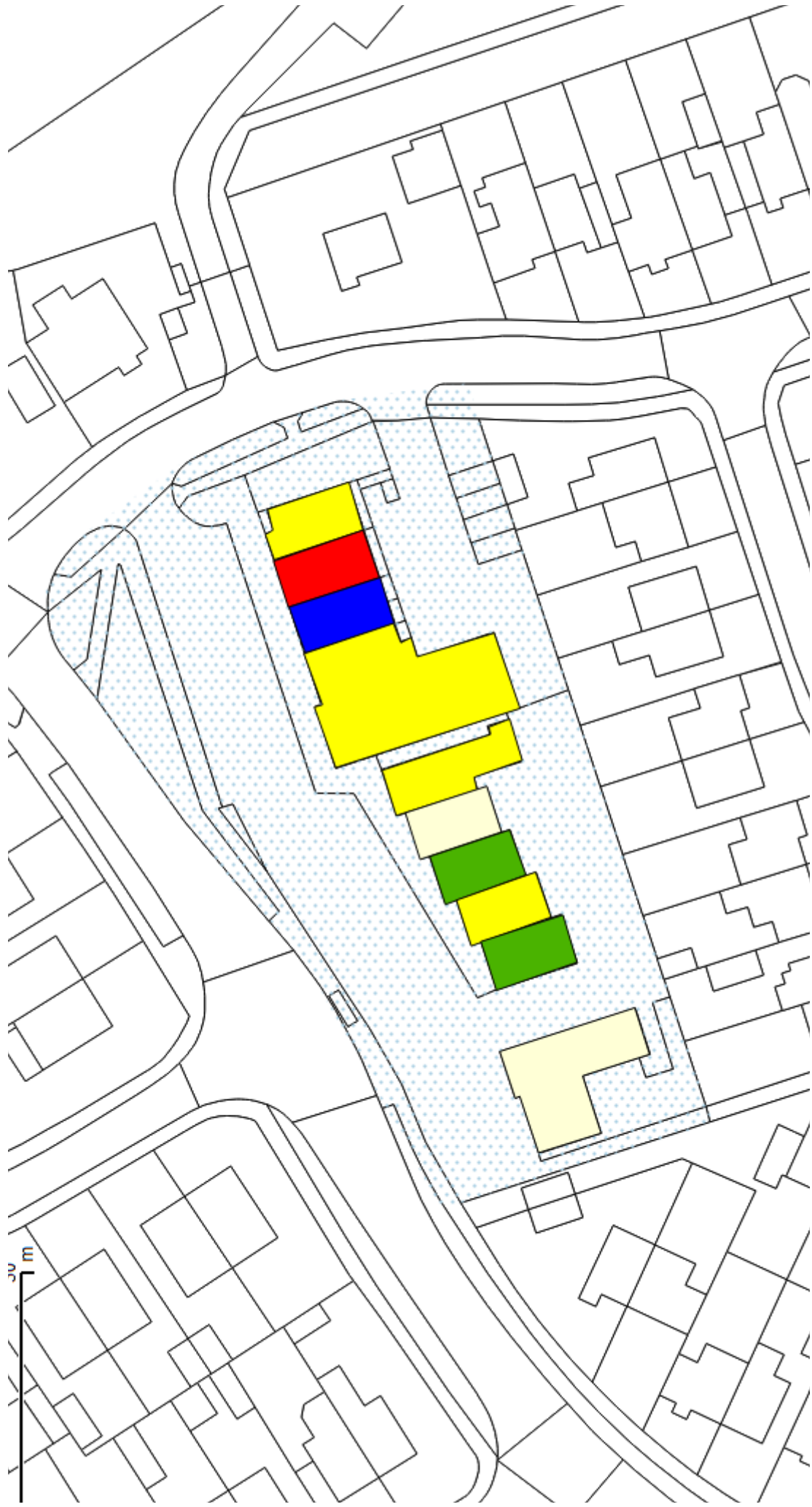
- There are a total of eight units within the defined neighbourhood centre boundary. These units account for 624 sq.m. of floorspace.
- The retail and leisure service uses are diverse, and the offering is considered to be appropriate for the surrounding area.
- The convenience and comparison goods offer is considered to be poor, and is significantly below both the national average and the average amongst neighbourhood centres.
- Service uses account for 85.8% of total floorspace within the centre.
- There are no national operators trading from Ladybank Road neighbourhood centre.
- The district consists of a linear parade of shops in a residential area which may benefit from improved maintenance. This is largely due to the low quality, unmade car park fronting the units.

### Catchment

Potentially due to the alternative convenience goods provision in close vicinity of the centre at Mickleover, the survey did not identify any convenience goods expenditure directed towards Ladybank Road Road.

<b>Convenience &amp; Comparison</b>	<p>Unlike other neighbourhood centres, convenience and comparison goods retailers account for a small amount of the total retail floorspace in Ladybank Road at just 14.2%.</p> <p>There is one convenience retailer in the neighbourhood centre, this being Silverhill News at 161 Ladybank Road. This unit accounts for 46 sq.m. of floorspace, or 7.4% of total retail floorspace. There is also a single comparison goods retailer, Weaver's Carpet and Flooring, which occupies 163 Ladybank Road. This unit accounts for 42 sq.m of floorspace or 6.8% of the total.</p> <p>The convenience and comparison offering is therefore considered to be poor, with no potential to undertake any real food shopping. Consideration should therefore be given to how the range and diversity of choices, particularly in respect of convenience goods, could be improved.</p>
<b>Services</b>	<p>There are a total of six service units at Ladybank Road neighbourhood centre, these comprise around 86% of total retail floorspace in the centre.</p> <p>There are four leisure service units within the centre, consisting of two hot-food takeaways, the Cinnamon Tree Indian Restaurant and a café. These units account for 400 sq.m. of floorspace, or 64.1% of the total stock of floorspace. The two retail service units are occupied by a hairdresser and a beauty salon. These two units account for 135 sq.m. of floorspace, or 21.7% of the total.</p> <p>Service uses therefore dominate the neighbourhood centre, with a greater amount of floorspace being turned over to leisure uses than similar neighbourhood centres and the national average.</p>
<b>Vacancies</b>	<p>At the time of our visit there were no vacant units within the neighbourhood centre.</p>
<b>Miscellaneous</b>	<p>Silverhill Primary School is located to the immediate east of the neighbourhood centre along Draycott Drive, and The Honeycomb public house is located 150 metres to the north along Ladybank Road.</p>
<b>Pedestrian Flows</b>	<p>Little pedestrian activity at Ladybank Road was noted at the time of our visit. Observed activity that was focused around the main parade and the bus stop on Ladybank Road. Few pedestrians were noted walking to the centre. The relative lack of footfall is perhaps as a consequence of the centre's focus on service uses, which may have fewer customers (at least during the day) than convenience goods operators.</p>
<b>Accessibility</b>	<p>Ladybank Road neighbourhood centre is located in the north-west of the Mickleover suburb in a mid-20<sup>th</sup> century housing estate. It is easily accessible to the surrounding residential areas, with footpaths providing</p>

	<p>safe pedestrian access. The neighbourhood centre is also located approximately 300 metres to the south of the Great Northern Cycle Path Route 68.</p> <p>Mickleover (green) bus route provides services from Ladybank Road direct to Derby city centre, with at least two services an hour taking approximately 35 minutes to reach the central bus station. Additionally, there is an adequate level of off-road car parking. The neighbourhood centre is therefore easily accessible to a wide area in the immediate surroundings, throughout Mickleover and south-west Derby.</p>
<b>Perception of Safety</b>	<p>Overall the perception of safety at Ladybank Road centre is good, with few opportunities to commit crimes. Natural surveillance is provided by the linear nature of the centre and the surrounding residential areas.</p> <p>Pedestrian access to the site is secured on segregated footpaths, however improvements to the car park could further strengthen pedestrian safety.</p>
<b>Environmental Quality</b>	<p>Although the area immediately surrounding the centre has a high environmental quality, the quality of Ladybank Road is compromised by the poorly maintained surface of the car park that dominates the frontage of the shopping units. Consideration should therefore be given to resurfacing the car park, and in order to break up the effects of this area, seasonal planters and additional planting should be included.</p>
<b>Neighbourhood Centre Boundary</b>	<p>Although there is currently limited scope for development within the existing neighbourhood centre boundary, Ladybank Road could be redeveloped to introduce greater convenience goods provision and provide a stronger destination in an area that is anticipated to be a focus of growth in the Derby Urban Area. Additionally, any growth in provision could be met at planned centres at both Hackwood Farm and Newhouse Farm.</p>
<b>Conclusion</b>	<p>Ladybank Road is dominated by service uses, and whilst there are no vacant units, the role and function of the centre is compromised by lack of convenience goods provision. The future development around Hackwood Farm is likely to include a neighbourhood centre which may provide an opportunity to resolve this as few opportunities exist to expand the centre.</p> <p>In addition, the environmental quality of the centre would benefit from improvement.</p>










**Client's**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

**Ladybank**  
**Neighbourhood Centre**

	Comparison
	Convenience
	Financial & Business Services
	Leisure Service
	Miscellaneous
	Retail Service
	Vacant



## St Thomas' Road-Balaclava Road Neighbourhood Centre

### Description

St. Thomas' Road-Balaclava Road is located in the suburb of Peartree, an area dominated by terraced housing. The centre is located 500 metres to the east of Cavendish and 500 metres to the south of Normanton Road district centres.

The centre is located along St Thomas' and Balaclava Roads in a non-linear pattern. It suffers from a number of vacant and poor quality units, which impact on the visual appearance of the centre.

### Development Context

The neighbourhood centre is located approximately 2 kilometres to the south of Derby city centre. It is located approximately 600 metres to the west of the Osmaston Regeneration Area.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Vacant unit at the corner of Harrington Street and St Thomas Road



Figure 2: Retail units on Balaclava Road



Figure 3: Comparison uses account for 41.8% of total retail floorspace in the centre



Figure 4: Retail units on Newdigate Street



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	St Thomas' Road-Balaclava Road Neighbourhood Centre Floorspace (sq.m) 2018	St Thomas' Road-Balaclava Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	249	18.3	15.2
Comparison	19.8	569	41.8	35.5
Retail Services	12.7	183	13.4	6.8
Leisure Services	28.3	67	4.9	24.7
Financial and Business Services	4.7	142	10.5	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	151	11.1	9.3
<b>TOTAL</b>	<b>100</b>	<b>1,361</b>	<b>100</b>	<b>100</b>

Source: Composition of St Thomas' Road-Balaclava Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	St Thomas' Road-Balaclava Road Neighbourhood Centre Number of Units 2018	St Thomas' Road-Balaclava Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	4	23.5	8.7
Comparison	21.0	3	17.6	31.6
Retail Services	19.1	3	17.6	14.2
Leisure Services	29.3	1	5.9	23.6
Financial and Business Services	4.5	1	5.9	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	5	29.4	11.2
<b>TOTAL</b>	<b>100</b>	<b>17</b>	<b>100</b>	<b>100</b>

Source: Composition of St Thomas' Road-Balaclava Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Overall Composition**

- There are 17 units within the St Thomas' Road-Balaclava Road neighbourhood centre, accounting for 1,361 sq.m. of floorspace.
- There are a total of five vacant units within the centre, leading to a vacancy rate of 11.1% of floorspace. This is a vacancy rate higher than the average for Derby neighbourhood centres.
- There are no national operators within the centre, with all operators being regional or independent.
- The centre is dominated by comparison goods uses, with the largest units occupied by furniture and motor accessories stores.
- Environmental quality is considered to be poor in the centre, this is a consequence of the vacancy rate and poor quality of unit frontages.

<b>Catchment</b>	Potentially due to the limited size of the centre and the lack of a substantial convenience goods offer, there is no convenience goods turnover directed towards the centre. It is also indicative that the centre is likely to serve a highly limited catchment area.
<b>Convenience &amp; Comparison</b>	<p>The centre is dominated by comparison goods units, with Silly Sid's Furniture being the single largest unit. Comparison units account for 569 sq.m. of floorspace, or 41.8% of total retail floorspace. There are three comparison goods operators in the centre, these being a wedding shop, furniture store and motor accessories store.</p> <p>There are four convenience goods operators within the centre, including two small convenience stores, a butcher and a newsagents and off license. These units account for 249 sq.m. of floorspace, or 18.3% of the total stock of floorspace.</p> <p>The proportion of floorspace occupied by comparison goods retailers is greater than the average for neighbourhood centres in Derby (41.8% compared to 19.8%); conversely, the proportion of floorspace in convenience goods use is lower than the average of Derby's neighbourhood centres (18.3% compared to 30.8%).</p>
<b>Services</b>	<p>There are five service units within the neighbourhood centre. The leisure service offering is limited to Creamies Desserts, a unit occupying 67 sq.m. of floorspace or 4.9% of the total stock. The proportion of floorspace in leisure service use is lower than the average nationally and for neighbourhood centres in Derby.</p> <p>Retail services units account for 183 sq.m. of floorspace, or 13.4% of the total floorspace. There are three retail services within the centre including a barbers, a laundrette and a TV repair shop. The sole financial and business service, a building contractor constitutes 142 sq.m of floorspace, or 10.5% of the total stock of floorspace.</p>
<b>Vacancies</b>	A total of 11.1% of the floorspace in the neighbourhood centre is accounted for by vacant units. There are five vacant units within the centre, which are distributed throughout the centre. In total, more than a quarter (29.4%) of units are vacant, which suggests there may be challenges enticing and retaining operators to units in the centre.
<b>Miscellaneous</b>	There are a number of community facilities at St Thomas' and Balaclava Road centre, including a Sikh temple, Ramgarhia Gurdwara, and St Thomas' Road Methodist Church. Furthermore, to the immediate north of the centre, is the Lister House Surgery.
<b>Pedestrian Flows</b>	At the time of our visit little pedestrian activity was noted throughout the neighbourhood centre. This, in addition to the high vacancy rate, suggests that the neighbourhood centre is struggling to attract users despite its accessibility and location within a residential area.

### Accessibility

The neighbourhood centre is located on a primary bus route linking Stenson Fields and Sinfen district centre to Derby city centre. There are six services an hour from stops along St Thomas' Road, with the Sapphire 38 service taking approximately 20 minutes to reach the city centre. The centre is located 400 metres to the west of Peartree train station.

St Thomas' and Balaclava Roads are located in a suburban area, and are therefore easily accessible to the surrounding areas. Its linear nature, running around 400 metres from north to south ensure its proximity to many areas in Cavendish.

A factor reducing accessibility is the lack of off-road parking in the centre, however the public transport links that the centre benefits from reduce this issue.

### Perception of Safety

St Thomas'/Balaclava Road centre is somewhat rundown and the proliferation of vacant and poorly maintained units reduces the amount of passive and natural surveillance in the centre. Issues in respect of safety are heightened by the lack of pedestrian activity in the neighbourhood centre.

The pavements lining St Thomas' and Balaclava Roads are narrow, and the traffic on the routes is congested and relatively fast moving, thereby reducing pedestrian safety through the centre. This situation could be improved through the introduction of traffic calming measures and pedestrian crossings.

### Environmental Quality

The environmental quality of St Thomas' Road and Balaclava Road centre is relatively poor. It suffers from a number of blighted, poorly maintained and vacant buildings. This reduces the quality of the primary frontages and reduces the likelihood of operators locating in the centre.

The quality of the Balaclava Road frontage also suffer due to their proximity to the main road. Whilst some planting/soft landscaping may improve the environmental quality of the centre, such improvements could be difficult to secure given the limited width of the pavements.

### Neighbourhood Centre Boundary

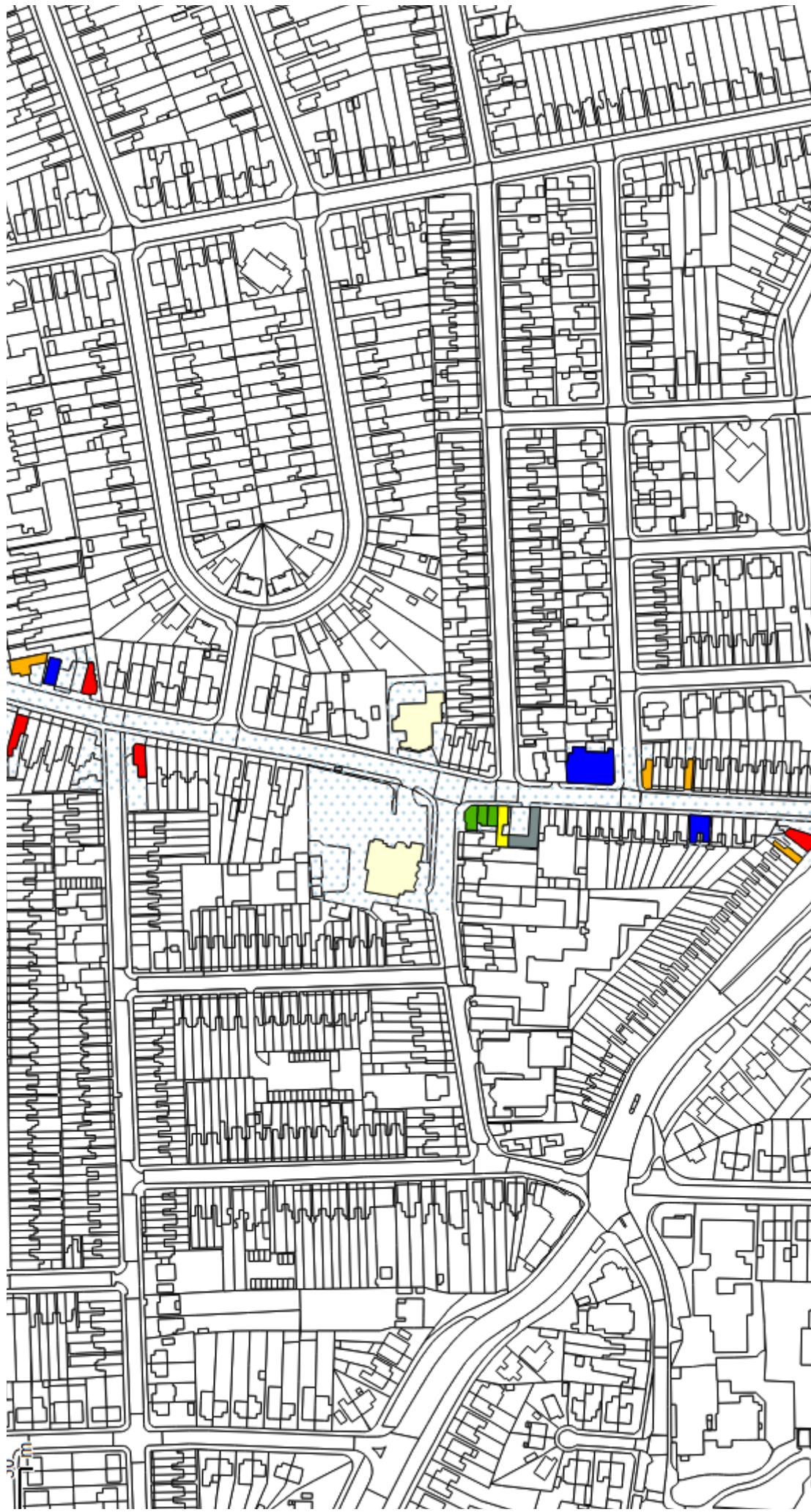
The centre current runs along St Thomas' Road and Balaclava Road and is separated by a number of residential dwellings and non-retail features. Given that it lacks an obvious retail circuit, and that it serves a narrow catchment area consideration should be given to removing the centre's current designation.

**Conclusion**

St Thomas' Road-Balaclava Road is a small neighbourhood centre with a high vacancy rate. It is generally poorly maintained and relatively unattractive with no national operators recorded at the time of our visit. It is therefore felt that the centre would benefit from investment as detailed above.

However the disperse nature of the centre, and the close proximity of two district centres results in the centre not having an important function for the surrounding area.





# St Thomas' Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council  
**Project**  
Derby Retail Study  
**Date**  
January 2019

NEXUS  
PLANNING

## Uttoxeter New Road-Friargate Neighbourhood Centre

### Description

The centre is located close to Ashbourne Road neighbourhood centre and a number of retail units located along Ashbourne Road, including a Co-operative food store. It is located in an area with a number of student Halls of Residence around the University of Derby campuses.

The centre is located on a major route into Derby at the junction of the A52 and Uttoxeter Old Road. It is not a purpose built centre being spread over a number of roads.

### Development Context

Uttoxeter New Road-Friargate neighbourhood centre is located within close proximity of Derby city centre, being only 400 metres to the west of the city centre boundary. The centre is therefore close to the City Centre strategic housing site.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Retail units on Nuns Street



Figure 2: Retail units on Ashbourne Road



Figure 3: Units fronting the junction of Friar Gate, Ashbourne Road and Uttoxeter Old Road



Figure 4: The junction of Friar Gate, Ashbourne Road and Uttoxeter Old Road dominates the centre



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Utttoxeter New Road-Friargate Neighbourhood Centre Floorspace (sq.m) 2018	Utttoxeter New Road-Friargate Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	602	18.5	15.2
Comparison	19.8	265	8.1	35.5
Retail Services	12.7	418	12.8	6.8
Leisure Services	28.3	1,438	44.1	24.7
Financial and Business Services	4.7	519	15.9	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	18	0.5	9.3
<b>TOTAL</b>	<b>100</b>	<b>3,260</b>	<b>100</b>	<b>100</b>

Source: Composition of Utttoxeter New Road-Friargate Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Utttoxeter New Road-Friargate Neighbourhood Centre Number of Units 2018	Utttoxeter New Road-Friargate Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	4	15.4	8.7
Comparison	21.0	3	11.5	31.6
Retail Services	19.1	5	19.2	14.2
Leisure Services	29.3	10	38.5	23.6
Financial and Business Services	4.5	3	11.5	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	1	3.8	11.2
<b>TOTAL</b>	<b>100</b>	<b>26</b>	<b>100</b>	<b>100</b>

Source: Composition of Utttoxeter New Road-Friargate Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are a total of 26 units within the neighbourhood centre, together comprising a total of 3,260 sq.m. of floorspace.
- Utttoxeter New Road-Friargate has a greater amount of floorspace than a number of neighbourhood centres.
- With the exception of two national operators, Sainsburys Local and Betfred, all operators are either regional or independent.
- The centre is located in close proximity to the University of Derby and halls of residence and provides a centre for student activity.
- Leisure services account for 44.1% of total floorspace in the centre, with the centre anchored by three public houses.
- This may be a result of the centre's proximity to areas of student accommodation and the University.
- Despite its location around a busy junction on a primary route into Derby and the varied quality of the units, the architecture of the centre and well-maintained public areas ensure a high standard of

environmental quality.

#### Catchment

For the purposes of analysing convenience goods shopping patterns, Uttoxeter New Road-Friargate is located within Zone 1. Within this zone the neighbourhood centre attracts a minor amount of top-up expenditure (5.1%). Uttoxeter New Road-Friargate attracts little or no expenditure from outside of zone 1, suggesting that the centre serves a local catchment area.

#### Convenience & Comparison

Convenience and comparison goods operators account for a lower provision of floorspace in Uttoxeter New Road-Friargate than in other neighbourhood centres. There are three comparison goods operators in the centre, including a trophy store, a charity shop and a dispensing pharmacy. Comparison units account for 265 sq.m. of floorspace, or 8.1% of the total stock.

Convenience uses account for 602 sq.m. of floorspace, or 18.5% of the total retail floorspace in the centre. There are four units, which comprise a Sainsbury's Local and three small convenience stores.

The comparison goods floorspace is considered appropriate given the size and role of the centre, and although the convenience goods offer is less than the average level for neighbourhood centres in Derby, it too is considered suitable to provide for 'top-up' shopping needs of the immediate community.

#### Services

Uttoxeter New Road-Friargate centre is dominated by service, particularly leisure service, uses. There are 10 leisure service operators in the centre, including three public houses, two cafés, a bar, a restaurant, a hot-food takeaway, a social club and a bookmaker. These units account for 1,438 sq.m. of floorspace, or 44.1% of the total.

A total of five retail service operators are located in the centre, which account for 418 sq.m. of floorspace or 12.8% of the total stock. The retail service offering consists of two hairdressers, a salon, a tattoo parlour and a laundrette.

Leisure service floorspace in the centre is considerably more than the average for neighbourhood centres in Derby (42.2% compared to 21.2%). The dominance of service uses can be explained by the proximity of the centre to University Halls of Residence and the number of students in the area.

#### Vacancies

At the time of our visit one vacant unit was noted, accounting for 18 sq.m. or 0.5% of the total floorspace in centre. This figure is less than the average vacancy rate found in neighbourhood centres in Derby and considerably less than the national figure of 9.3%.



### Miscellaneous

There are no community facilities located within the boundaries of the neighbourhood centre.

### Pedestrian Flows

A good level of pedestrian activity was noted at the time of our visit, however much of this was seen to be passing through the centre (rather than visiting attractions in the centre). This may be due to the centre having a concentrated number of leisure service units, particularly bars, pubs and food-service traders which are predominantly more likely to be operating in the evening.

### Accessibility

Uttoxeter New Road-Friargate centre is located 400 metres to the west of the city centre and in close proximity to a number of student Halls of Residence. It is therefore easily accessible to a large pedestrian catchment. Its location on a primary route into Derby also ensures easy accessibility. The centre provides only limited car parking, with a small amount of ticketed parking available on Friar Gate and Vernon Street.

The centre is also easily accessible via public transport. There are bus stops on Friar Gate, Uttoxeter New Road and Ashbourne Road. These provide services into the city centre and to residential areas in west Derby namely Mackworth and Allestree. In addition to this there are some bicycle racks located on Brick Street.

### Perception of Safety

The centre feels generally safe and secure, as it benefits from a high standard of natural surveillance, particularly along Friar Gate and Ashbourne Road, and visible CCTV.

It should be noted that the enclosure and lack of natural surveillance along Brick Street reduces the perception of safety there. Moreover the amount of traffic passing through the centre somewhat reduces pedestrian safety. However, large pedestrian footpaths and segregated crossings on the major roads increase this and act as traffic calming measures.

### Environmental Quality

Despite being located on a busy route into Derby, the environmental quality of Uttoxeter New Road-Friargate is considered to be good. The public realm is well maintained, with some street trees in the centre and litter bins throughout.

The maintenance and quality of some units, particularly The Mile and Courtyard public houses, is poor. However the varied architecture of Uttoxeter New Road-Friargate ensures that the centre is generally visually attractive.

**Neighbourhood Centre  
Boundary**

The centre is located within an area of dense development, therefore there are few opportunities for additional development in the centre. Furthermore the boundaries as adopted are considered to be appropriate as they encompass the main neighbourhood centre uses, however consideration could be given to expanding the boundaries of the centre west to Slater Avenue.

**Conclusion**

A relatively large neighbourhood centre, Uttoxeter New Road Friargate benefits from a varied offer with Sainsbury's Local underpinning the centre. Consideration could be given to expanding the boundaries of the centre west to Slater Avenue.

It is visually attractive, with a single (very small) vacant unit, and is considered to be vital and viable and generally performing well.



**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

# Friargate Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

NEXUS  
PLANNING

## West Chellaston Neighbourhood Centre

### Description

West Chellaston is a purpose built centre, located 5.7 kilometres to the south-east of Derby city centre on a modern residential estate and approximately 700 metres to the west of Chellaston district centre. West Chellaston neighbourhood centre serves as a key community facility for the Chellaston development.

Within the neighbourhood centre is a Medical Centre and a number of retail and service operators. Immediately adjacent to West Chellaston centre is the Bluebell Park Care Home. The centre benefits for adequate parking and public transport links.

### Development Context

The neighbourhood centre is located in the extreme south of the Derby urban area, and is located approximately 600 metres to the north of the South Chellaston urban extensions.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Chellaston Medical Centre is located within the centre



Figure 2: Free to use car parking is readily available in the centre



Figure 3: There is one large, convenience goods retailer in the centre



Figure 4: West Chellaston is a modern, purpose built centre



**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	West Chellaston Neighbourhood Centre Floorspace (sq.m) 2018	West Chellaston Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	272	30.5	15.2
Comparison	19.8	242	27.1	35.5
Retail Services	12.7	94	10.6	6.8
Leisure Services	28.3	92	10.4	24.7
Financial and Business Services	4.7	47	5.2	7.9
Miscellaneous	0.0	0	0	0.1
Vacant	3.7	145	16.2	9.3
<b>TOTAL</b>	<b>100</b>	<b>893</b>	<b>100</b>	<b>100</b>

Source: Composition of West Chellaston Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	West Chellaston Neighbourhood Centre Number of Units 2018	West Chellaston Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	1	14.3	8.7
Comparison	21.0	2	28.6	31.6
Retail Services	19.1	1	14.3	14.2
Leisure Services	29.3	1	14.3	23.6
Financial and Business Services	4.5	1	14.3	10.5
Miscellaneous	0.0	0	0	0.2
Vacant	5.7	1	14.3	11.2
<b>TOTAL</b>	<b>100</b>	<b>7</b>	<b>100</b>	<b>100</b>

Source: Composition of West Chellaston Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are seven units within West Chellaston neighbourhood centre, accounting for 893 sq.m. of floorspace.
- One unit is currently vacant, leading to a vacancy rate of 16.2% of floorspace. Vacant floorspace at West Chellaston is therefore much higher than the average across Derby neighbourhood centres and nationally.
- With the exception of Barnardos Charity Shop and One Stop convenience, all operators within the neighbourhood centre are either regional or independent.
- The service offering is considered suitable to serve the needs of the immediate community, and the convenience goods offering is appropriate to provide 'top-up' shopping to the Chellaston estate.
- The comparison goods retail offer is less diverse and weaker than similarly sized, purpose-built neighbourhood centres.

<b>Catchment</b>	<p>For the purposes of analysing convenience goods shopping patterns, West Chellaston is located within Zone 5. Within this zone the neighbourhood centre attracts a minor amount of top-up expenditure (2.0%). West Chellaston attracts no expenditure from outside of zone 5, suggesting that the centre serves a very small catchment.</p>
<b>Convenience &amp; Comparison</b>	<p>West Chellaston neighbourhood centre is dominated by convenience and comparisons goods retailers, which comprise just under 60% of total floorspace in the centre.</p> <p>The centre is anchored by One Stop convenience, located in a unit covering 272 sq.m. of floorspace. Therefore, convenience goods uses account for 30.5% of the total retail floorspace in the centre. There are two comparison goods operators at West Chellaston, a charity shop and a dispensing pharmacy. These units account for 242 sq.m. of floorspace, or 27.1% of total retail floorspace in West Chellaston.</p> <p>The convenience goods offer is considered to be suitable to provide 'top up' food shopping to the Chellaston estate.</p>
<b>Services</b>	<p>Service uses account for 20.9% of total floorspace at West Chellaston. This includes three units, a hot-food takeaway, a hairdresser and an estate agent. Leisure service uses account for 94 sq.m. of floorspace, or 10.6% of the total stock. Retail service uses account for 93 sq.m. of floorspace, or 10.4% of the stock. Financial and business service uses account for 47 sq.m. of floorspace, or 5.2% of the total.</p> <p>The service use offer within the neighbourhood centre is considered to be suitable to serve the immediate residential community.</p>
<b>Vacancies</b>	<p>At the time of our visit, a single vacant unit accounted for 145 sq.m. of floorspace, or 16.2% of total floorspace at West Chellaston. The proportion of floorspace which is vacant is greater than the national average and higher than that at other neighbourhood centres. This vacancy figure is one of the highest amongst all neighbourhood centres.</p> <p>The previous operator, George's Fish and Chips, vacated the unit and relocated to Chellaston district centre 700 metres to the immediate east. This is potentially reflective of Chellaston district centre potentially having greater footfall and a wider potential catchment.</p>
<b>Miscellaneous</b>	<p>Within West Chellaston neighbourhood centre is the Chellaston Medical Centre, which is a key facility serving the surrounding residential community.</p> <p>Immediately adjacent to the centre is the Bluebell Park Care Home and Scallywags Private Day Nursery. There are therefore a number of community facilities in the area. Rowallan Way Playground is located 150 metres to the south-east of the centre.</p>

<b>Pedestrian Flows</b>	<p>At the time of our visit, relatively limited pedestrian activity was noted, with the most pedestrians recorded around Chellaston Medical Centre and the one stop convenience store.</p> <p>The neighbourhood centre is well located in a predominantly residential area, and is consequently easily accessible to pedestrians. A number of wide footpaths and pavements are provided through the site.</p>
<b>Accessibility</b>	<p>Bus service 2B, which can be accessed from stops on Rowallan Way, provides two services per hour into Derby city centre. The city centre can be accessed from West Chellaston in approximately 40 minutes.</p> <p>Within the defined boundaries of the neighbourhood centre is a small apartment complex, and the centre is located on a modern residential estate. The site therefore benefits from good accessibility to both the immediate residential areas and the wider Chellaston suburb.</p> <p>As a purpose built centre, West Chellaston contains a large amount of free, surface level car-parking. The centre is also linked to a cycle path which provides further links to Allenton and areas in south-east Derby. West Chellaston is therefore easily accessible to a broad area.</p>
<b>Perception of Safety</b>	<p>All public areas of the neighbourhood centre are overlooked, with a good level of natural surveillance throughout West Chellaston centre. CCTV can be found throughout the district centre, with no anti-social behaviour or loitering noted at the time of our visit.</p> <p>Furthermore the lack of traffic moving through the centre and segregated paths ensure that pedestrian safety within the neighbourhood centre is strong.</p>
<b>Environmental Quality</b>	<p>A modern, purpose built neighbourhood centre, West Chellaston benefits from a high standard of environmental quality. There is a considerable amount of planting in the centre, and little or no litter and graffiti was noted at the time of our visit. The quality of the shop façades and frontages is also high. Although the centre is dominated by surface level car-parking, this is broken up by different surface level finishes.</p>
<b>Neighbourhood Centre Boundary</b>	<p>There is limited scope for development within the existing neighbourhood centre boundary as the centre is generally well defined by existing development.</p>
<b>Conclusion</b>	<p>A modern and purpose built centre, West Chellaston is focused around retail uses. It is complimented by a range of service and community centres, and currently only has one vacancy despite which the centre generally appears to be a successful and vital.</p> <p>The committed convenience schemes (an Aldi and a Lidl) will increase</p>

the convenience provision in the vicinity of the centre, and the existing convenience provision in West Chellaston is considered suitable for a neighbourhood centre.





**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

# West Chellaston Neighbourhood Centre

	Comparison
	Convenience
	Financial & Business Services
	Leisure Service
	Miscellaneous
	Retail Service
	Vacant

## Wiltshire Road Neighbourhood Centre

### Description

Located to the north of Derby city centre in the Chaddesden suburb, Wiltshire Road neighbourhood centre is formed by two linear parades abutting the junction of Wiltshire Road and Roe Farm Lane. The broad area surrounding the centre is identified in the Local Plan under Policy CP5 as a 'Community Regeneration' area. The centre is dominated by convenience goods operators and is anchored by a large convenience store. Wiltshire Road benefits from good accessibility to the surrounding areas and is clean and generally well-maintained.

### Development Context

Wiltshire Road neighbourhood centre is located in the north-east of Derby. The centre is located approximately 2 kilometres to the south of the Brook Farm urban extension and an additional urban extension to the west in Erewash.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: Parade of shops and car parking on Wiltshire Road



Figure 2: The junction of Roe Farm Lane and Wiltshire Road



Figure 3: Purpose built parade of shops at Wiltshire Road



Figure 4: Heron Foods and Nisa Extra anchor the neighbourhood centre

**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Wiltshire Road Neighbourhood Centre Floorspace (sq.m) 2018	Wiltshire Road Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	1,484	63.3	15.2
Comparison	19.8	405	17.3	35.5
Retail Services	12.7	47	2.0	6.8
Leisure Services	28.3	407	17.4	24.7
Financial and Business Services	4.7	0	0	7.9
Miscellaneous	0.0	0	0	0.1
Vacant	3.7	0	0	9.3
<b>TOTAL</b>	<b>100</b>	<b>2,344</b>	<b>100</b>	<b>100</b>

Source: Composition of Wiltshire Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Wiltshire Road Neighbourhood Centre Number of Units 2018	Wiltshire Road Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	5	27.8	8.7
Comparison	21.0	6	33.3	31.6
Retail Services	19.1	1	5.6	14.2
Leisure Services	29.3	6	33.3	23.6
Financial and Business Services	4.5	0	0	10.5
Miscellaneous	0.0	0	0	0.2
Vacant	5.7	0	0	11.2
<b>TOTAL</b>	<b>100</b>	<b>18</b>	<b>100</b>	<b>100</b>

Source: Composition of Wiltshire Road Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are 18 units within the Wiltshire Road neighbourhood centre, accounting for 2,344 sq.m. of floorspace.
- This floorspace is greater than the total floorspace of some smaller district centres such as Mackworth.
- With the exception of Nisa Extra, Heron Foods, Bargain Booze and Coral all operators are either regional or independent.
- Convenience goods operators dominate the retail floorspace within the neighbourhood centre, representing 63.3% of total floorspace.
- This figure is greater than the average for neighbourhood centres in Derby and the national average.
- Evidence of recent investment in the public realm and some of the units is apparent, however the overall environmental quality of the centre is varied. Wiltshire Road benefits from a high level of accessibility.

**Catchment** Potentially due to the lack of a substantial convenience goods offer in the centre, the survey did not identify any convenience goods expenditure directed towards Wiltshire Avenue. This is surprising given the amount of convenience goods floorspace in the centre, and perhaps indicative that residents look to other centres to meet their convenience shopping needs.

**Convenience & Comparison** Convenience and comparison operators account for over 80% of total floorspace within the neighbourhood centre. The convenience goods offer is anchored by a large Nisa Extra store which accounts for 741 sq.m. of floorspace. There are four other convenience operators including a vaping store, two off-licenses and a frozen food store. Convenience operators account for a total of 1,484.1 sq.m. of floorspace, or 63.3% of total retail floorspace at Wiltshire Road.

There are six comparison goods operators at Wiltshire Road. These account for 405 sq.m. of floorspace, or 17.3% of the total in the centre. The six comparison goods operators comprise a car dealership, clothes recycling shop, party supply shop, pharmacy, discount store and clothing store.

The convenience offering is considered to be suitable to serve the needs of the immediate residential community and is capable of meeting 'top-up' needs.

**Services** Approximately 20% of floorspace in the centre is occupied by service uses. There are six leisure service operators at Wiltshire Road, including four hot food takeaways, a bookmaker and an amusement arcade. These operators account for 407 sq.m. of floorspace, or 17.4% of the total stock.

There is one retail service operator in the centre, this being the hairdresser at 105 Wiltshire Road. This unit accounts for 47.4 sq.m. of floorspace, or 2.0% of the total. The service offer is considered to be suitable to serve the immediate local area.

**Vacancies** At the time of our visit there were no vacancies in the centre, however land at the junction of Roe Farm Lane and Wiltshire Road is advertised as being for sale.

**Miscellaneous** Approximately 50 metres beyond the boundary of the neighbourhood centre is the Derwent Community Library and St Albans Catholic Church, both of which are located in Roe Farm Lane. These features may increase the occurrence of linked visits to the centre.

**Pedestrian Flows** A high level of pedestrian activity was noted at the time of our visit, with most pedestrian flows recorded around the Nisa Extra, Heron Foods and Bargain Booze.



### Accessibility

The neighbourhood centre is located on a bus route running between the Oakwood estate and Derby city centre. Service 24 provides up to four services per hour, taking approximately 5 minutes to reach Derby bus station. The centre is therefore ideally located and readily accessible to the Chaddesden estate and areas beyond.

Pavements line Wiltshire Road and Roe Farm Lane, ensuring pedestrian access to the centre from surrounding areas. Although pedestrian safety is ensured by traffic calming measures and pedestrian crossing points, it could be improved further by introducing additional crossing points along Wiltshire Road, especially along the parade frontage. Approximately 60 free car-parking spaces are provided within the neighbourhood centre. Wiltshire Road therefore benefits from a good level of accessibility.

### Perception of Safety

Wiltshire Road benefits from a high level of natural surveillance with few enclosed areas. This makes the overall perception of safety in the centre high. The junction that the centre abuts acts as a traffic calming measure, slowing vehicles moving through the centre. This improves pedestrian safety and access to and from the centre. Additional traffic measures along the surrounding roads further strengthen pedestrian safety. However at the time of our visit some loitering was noted, although there was no visible anti-social behaviour. The installation of visible CCTV would ensure a consistently high perception of safety.

### Environmental Quality

The environmental quality of Wiltshire Road centre is varied and some efforts have been made to improve the quality of some of the units, namely those occupied by Bargain Booze and Heron Foods, in the former Blue Boy public house.

The units adjacent to Nisa Extra were generally noted as being of poorer quality as was the surfaced car parking fronting the parade of Wiltshire Road. Although there was little litter and no graffiti noted, the level of planting was considered to be poor. The environmental quality of the centre could be improved by maintenance works to the parking areas and improvements to the existing planting in the centre.

### Neighbourhood Centre Boundary

With the exception of a redevelopment of the centre, as the wider area is densely developed there is limited scope to accommodate an expansion of Wiltshire Road neighbourhood centre.

### Conclusion

Wiltshire Road is a large neighbourhood centre that would benefit from some environmental improvements. The range of services and facilities located in the centre could provide justification for its reclassification as a district centre. However at the time of our visit there were no vacancies recorded and the centre generally appeared to be vital and viable.





**Wiltshire**  
**Neighbourhood Centre**

**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

**Comparison**

**Convenience**

**Financial & Business Services**

**Leisure Service**

**Miscellaneous**

**Retail Service**

**Vacant**

## Wordsworth Avenue Neighbourhood Centre

### Description

Located at the junction of Wordsworth Avenue and Sinfin Lane in the suburb of Sinfin, it is surrounded by residential areas, but lies immediately to the south of a number of industrial and warehouse units and the Sinfin Lane Regeneration Area.

The centre contains a number of retail and service units and includes some community facilities such as a church.

### Development Context

The neighbourhood centre is located approximately 3.5 kilometres to the south of Derby city centre. It is located 1.7 kilometres to the north of the urban extension at Stenson Fields.

### Status

Neighbourhood Centre (as defined by the Derby City Local Plan – Part 1, adopted January 2017)



Figure 1: One Stop convenience store on Sinfin Lane



Figure 2: The vacant County public house reduces the environmental quality of the centre



Figure 3: On-road parking was noted throughout the centre at the time of our visit



Figure 4: Pedestrian flows were concentrated around the One Stop convenience store

**Table 1.1 Neighbourhood Centre Composition**

GOAD Category	Derby Neighbourhood Centre Average Floorspace (%) 2018	Wordsworth Avenue Neighbourhood Centre Floorspace (sq.m) 2018	Wordsworth Avenue Neighbourhood Centre Floorspace (%) 2018	Floorspace UK Average (%)
Convenience	30.8	285	21.1	15.2
Comparison	19.8	217	16.0	35.5
Retail Services	12.7	317	23.4	6.8
Leisure Services	28.3	196	14.5	24.7
Financial and Business Services	4.7	0	0.0	7.9
Miscellaneous	0.0	0	0.0	0.1
Vacant	3.7	339	25.0	9.3
<b>TOTAL</b>	<b>100</b>	<b>1,354</b>	<b>100</b>	<b>100</b>

Source: Composition of Wordsworth Avenue Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

**Table 1.2 Neighbourhood Centre Unit Composition**

GOAD Category	Derby Neighbourhood Centre Average Units (%) 2018	Wordsworth Avenue Neighbourhood Centre Number of Units 2018	Wordsworth Avenue Neighbourhood Centre Units (%) 2018	Units UK Average (%)
Convenience	20.4	2	18.2	8.7
Comparison	21.0	1	9.1	31.6
Retail Services	19.1	4	36.4	14.2
Leisure Services	29.3	3	27.3	23.6
Financial and Business Services	4.5	0	0.0	10.5
Miscellaneous	0.0	0	0.0	0.2
Vacant	5.7	1	9.1	11.2
<b>TOTAL</b>	<b>100</b>	<b>11</b>	<b>100</b>	<b>100</b>

Source: Composition of Wordsworth Avenue Neighbourhood Centre and Neighbourhood Centre Average derived from Nexus Planning Survey of January 2018; UK Average from Experian GOAD Report January 2018

### Overall Composition

- There are total of 11 units within the defined centre boundary, amounting to 1,354 sq.m. of floorspace.
- The centre is anchored by convenience and comparison stores, One Stop convenience and Around for a Pound.
- Convenience use account for 21.1% of total retail floorspace in the centre. Except for One Stop convenience, all operators within the centre are regional or independent, there are no national operators within Wordsworth Avenue neighbourhood centre.
- The centre is located immediately adjacent to moderately sized employment area, consisting of engineering facilities and warehouses.
- It is the primary retail and service centre in Sinfen, with the exception of Sinfen district centre which is around 1.4 kilometres to the south-west.
- It benefits from its location on a major road into Derby, ensuring good accessibility from the surrounding area.



<b>Catchment</b>	For the purposes of analysing convenience goods shopping patterns, Wordsworth Avenue is located within Zone 5. Within this zone the neighbourhood centre attracts a minor amount of top-up expenditure (2.1%). Wordsworth Avenue attracts no expenditure from outside of zone 5, suggesting that the centre serves a very small catchment.
<b>Convenience &amp; Comparison</b>	<p>Convenience and comparison goods retail uses dominate Wordsworth Avenue neighbourhood centre, comprising approximately 65% of total stock of floorspace in the centre.</p> <p>There are two convenience goods retailers, which comprise of a One Stop convenience store and an off licence. These uses account for 285 sq.m. floorspace, or 21.1% of the total stock of floorspace. There is one comparison use which accounts for 217 sq.m. of floorspace, or 16.0% of the total. This operator is a pound shop. Although the comparison goods offer is greater than that found at most neighbourhood centres it lacks quality and diversity.</p>
<b>Services</b>	<p>There are a total of three leisure service units within Wordsworth Avenue neighbourhood centre, which amount to 196 sq.m. of floorspace. This is approximately 14.5% of total floorspace in the centre. The other uses in the centre include two hot food takeaways and the Balti Nights Restaurant.</p> <p>Four retail service operators are located within the defined boundaries. These units amount to 317 sq.m of floorspace, or 23.4% of total retail floorspace. The operators include a car repair garage, hand car wash and valet, a barbershop and a beauty salon. There are no financial or business service uses within Wordsworth Avenue.</p> <p>The service offer is considered to be suitable to support the function of the neighbourhood centre, however the car wash and restaurant may serve a slightly wider catchment area.</p>
<b>Vacancies</b>	The County public house building fronting Sinfin Lane is vacant. This unit accounts for 339 sq.m of floorspace which equates to 25.0% of all floorspace in the centre. This vacancy has a detrimental impact on the quality of the area, and a permanent use should be sought for the building.
<b>Miscellaneous</b>	Within the defined boundaries of the neighbourhood centre is St. Stephen's Church, which is located immediately adjacent to Sinfin Recreation Ground. Beyond this is Cottons Farm Primary School. As such, there are a number of other uses within the area immediately surrounding Wordsworth Avenue. Sinfin Lane Post Office is located approximately 400 metres to the east of the neighbourhood centre along Shakespeare Street.

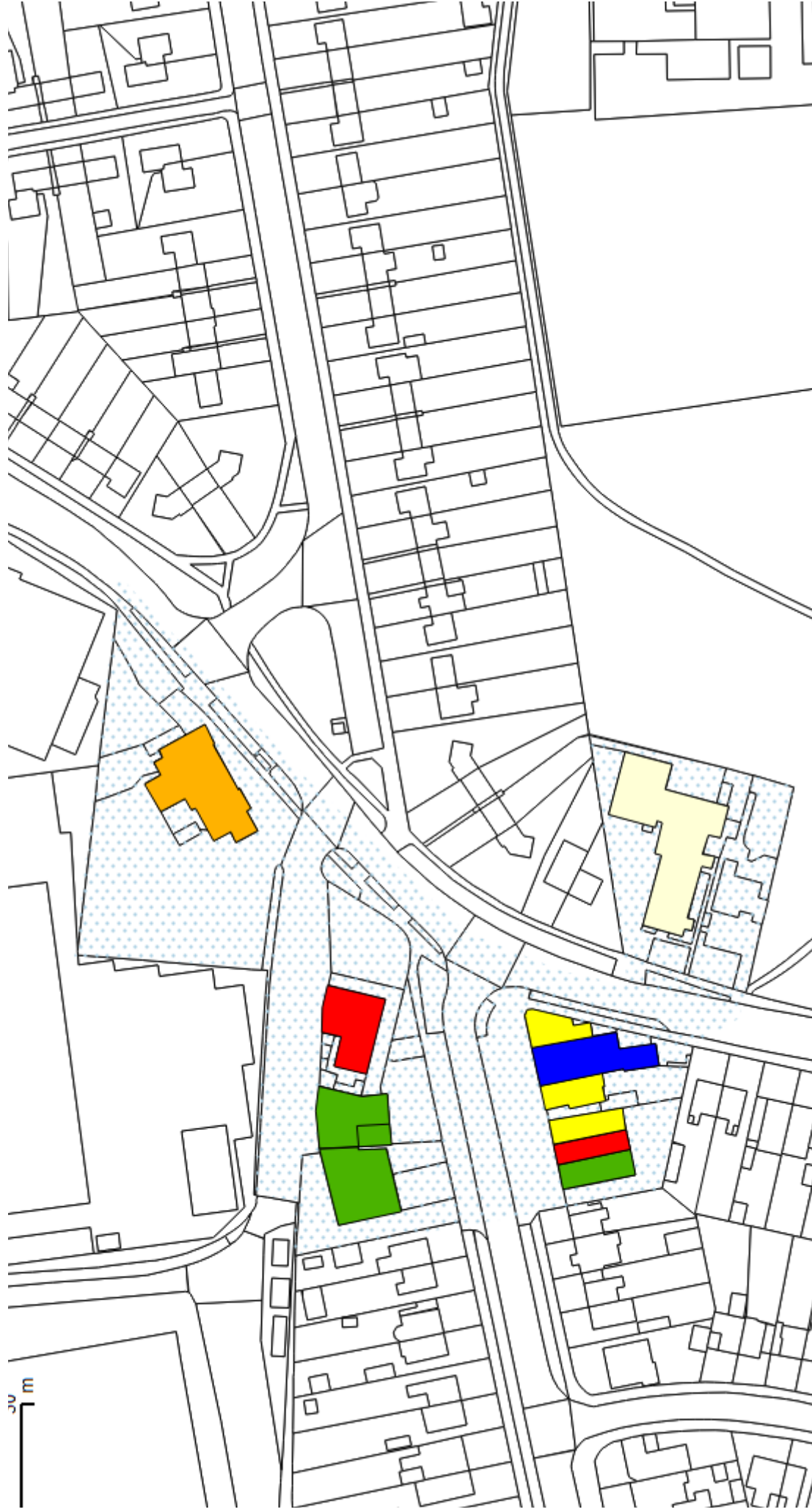
<b>Pedestrian Flows</b>	At the time of our visit, strong pedestrian flows were noted in Wordsworth Avenue neighbourhood centre, however this was concentrated around the One Stop convenience store. Little pedestrian activity was noted through the remaining retail areas. This movement indicates that the convenience store is well used, that other areas appear to be subject to a much more limited level of activity.
<b>Accessibility</b>	<p>Wordsworth Avenue neighbourhood centre is located along a bus route, which provides around six services per hour to Derby city centre and Sinfon district centre. Derby city centre can be accessed via the Sapphire 38 route in around 25 minutes, with Sinfon district centre accessible in approximately 5 minutes.</p> <p>There is considerable parking throughout the neighbourhood centre. The neighbourhood centre therefore benefits from good accessibility to the immediate areas surrounding the centre and areas throughout southern Derby.</p>
<b>Perception of Safety</b>	<p>Wordsworth Avenue lacks the levels of natural surveillance found at other neighbourhood centres; however, the perception of safety at Wordsworth Avenue is still considered to be good.</p> <p>A pedestrian crossing on Sinfon Lane ensures pedestrian safety and also acts as a traffic calming measure. At times congestion builds up at the junction due to some on-road parking, with this reducing pedestrian safety.</p> <p>The poor quality of some of the units in the centre has the effect of reducing the overall perception of safety at Wordsworth Avenue. However during our visit no litter, graffiti or anti-social behaviour was noted.</p>
<b>Environmental Quality</b>	<p>Although the environmental quality of Wordsworth Avenue neighbourhood centre is broadly good, the vacant County public house fronting Sinfon Lane reduces the quality of the centre. These results in the centre appearing somewhat fragmented.</p> <p>The quality of some of the units, particularly around Cooper's Garage and the valet and car wash, are also of a poorer standard. Consideration should therefore be given to improvements to ensure consistently high environmental quality throughout the neighbourhood centre. However at the time of our visit little to no litter or graffiti was noted.</p>
<b>Neighbourhood Centre Boundary</b>	The wider area is densely developed and as such there is limited scope to accommodate an expansion of Wordsworth Avenue neighbourhood centre.



**Conclusion**

Wordsworth Avenue is a well located neighbourhood centre, which is focused around its convenience goods offer. There were no vacancies recorded in the centre, but the nearby County Public House is no longer in use which represents the clearest opportunity for improvement and enhancement of the centre.

Overall, the centre appears to be trading generally well.



# Worsdworth Neighbourhood Centre

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

**Clients**  
Derby City Council

**Project**  
Derby Retail Study

**Date**  
January 2019

NEXUS  
PLANNING