Greater Birmingham and Solihull LEP: Towns Ecosystem Report
Our approach
Introduction

In the GBSLEP Strategic Economic Plan (SEP), GBSLEP set out the objective to ‘develop thriving towns and local centres’. This objective recognises that, whilst Birmingham as a regional core city provides a natural focal point for increasing growth and investment, surrounding towns and local centres also form a crucial part of the economic fabric of the region and contribute to local growth.

To that end, GBSLEP published the Towns and Local Centres Framework report last year, which acts as a guidance document for partners and for the LEP itself, setting out good practice in centres regeneration and setting some broad criteria for funding applications.

To further develop understanding of the challenges and opportunities in each town GBSLEP commissioned the following work:

- A GBSLEP towns Ecosystem report
- A framework of activity for each town

This report is the Ecosystem report. It aims to set out the key economic, labour market, population, and property / high street metrics for ten towns in the GBSLEP area (see overleaf for list of towns).
This Ecosystem Report focuses on ten of the GBSLEP area’s key towns:

- Bromsgrove
- Burton
- Cannock
- Kidderminster
- Lichfield
- Redditch
- Rugeley
- Solihull
- Sutton Coldfield
- Tamworth
This report has aimed to build on the research and analysis which already exists for the ten towns. Local authorities have provided extant studies and data for each of the towns in this report.

To this existing body of work, we have undertaken further data analysis of key socio-economic and property data. We have also carried out a town centre healthcheck and a business survey.

For each town centre, we have examined the following factors:

- Employment and employment growth
- Economic output (GVA) and employment by sector
- Business counts and growth
- Population and age breakdown
- Skills profile of the local authority area
- Inward and outward commuting patterns
- Index of multiple deprivation
- Property rents, yields and vacancies
- Other qualitative factors depending on available data.

All data used is from the Office for National Statistics (ONS) or relevant commercial sources. Sources used are noted throughout.
Methodology (2)

The Retail Group has undertaken two bespoke research workstreams on each town.

1. Operator Performance Survey
A survey of up to 80 operators trading in each town centre in the study has been undertaken. Surveys were handed directly to managers of town centre businesses (retail, food & beverage, service operators) and completed surveys picked up on the same day. All responses have been treated as confidential and analysed as a group dataset.

Overall the surveys generated on average a fabulous 86% response in each town.

2. Objective Retail Review
A detailed assessment of the retail experience in each town from the perspective of consumers has been undertaken. Aspects assessed include the retail mix, strength of anchor stores, target positioning, environment, ease of access, facilities, layout, car parking and signage. A proforma and scoring matrix has been used to ensure objectivity across all centres.

Typically these surveys will be the most in depth and comprehensive surveys of retail performance ever undertaken in the towns.
## Retailer response rates

<table>
<thead>
<tr>
<th>Town</th>
<th>Surveys distributed</th>
<th>Surveys completed</th>
<th>Completion rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bromsgrove</td>
<td>80</td>
<td>71</td>
<td>89%</td>
</tr>
<tr>
<td>Burton-upon-Trent</td>
<td>80</td>
<td>75</td>
<td>94%</td>
</tr>
<tr>
<td>Cannock</td>
<td>80</td>
<td>69</td>
<td>86%</td>
</tr>
<tr>
<td>Kidderminster</td>
<td>60</td>
<td>55</td>
<td>92%</td>
</tr>
<tr>
<td>Lichfield</td>
<td>73</td>
<td>58</td>
<td>79%</td>
</tr>
<tr>
<td>Redditch</td>
<td>72</td>
<td>57</td>
<td>79%</td>
</tr>
<tr>
<td>Rugeley</td>
<td>74</td>
<td>51</td>
<td>69%</td>
</tr>
<tr>
<td>Solihull</td>
<td>80</td>
<td>69</td>
<td>86%</td>
</tr>
<tr>
<td>Sutton Coldfield</td>
<td>75</td>
<td>60</td>
<td>80%</td>
</tr>
<tr>
<td>Tamworth</td>
<td>76</td>
<td>64</td>
<td>84%</td>
</tr>
</tbody>
</table>
We organised a **series of workshops with local authorities and stakeholders** with each of the towns to better understand the challenges facing each of the towns. We asked each group what they believed the priorities for the town were based on their understanding of the priorities for growth. We were also able to ask about the history of development in the town, the successes and also the difficulties which have prevented further improvement.

Attendees varied from place to place, but included local authority officers, elected members and private and third sector stakeholders from the towns. These included representatives from the retail industry, such as the managers from retail parks in the town centres and, in those towns with Business Improvement Districts (BIDs) the chairs.

From this, we have been able to understand in much closer detail the challenges facing the town, and what opportunities the can build on over the next years. Combined with the economic analysis, the Town Centre Operator Survey and the Retail Review, this provides a clear set of priorities for the town over the next few years, and a granular understanding of the challenges facing the place. These are summarised at the end of these packs.
To provide a comparable basis for analysis, we have used a bespoke town centre definition. Different data sources are available at different geographies. Some are customisable to the town centre geography, whilst other data, particularly that available at Lower Super Output Area (LSOA) level represents the best approximation of the town centre area. These are approximations and do not match exactly, but allow us to look at detailed economic data at a closer level of granularity than data at the local authority level allows. Full definitions of each town centre analysis are included in an appendix to this document. In some cases where it is helpful, (particularly the data on skills / qualifications), we have used district/borough-wide data as this is the smallest geography at which data is available.

Throughout this report therefore, references to the towns by name refer to the town centre area as defined by the above methodology, rather than any wider definition. When we refer to a different definition of the town, for instance the local authority area, we make this explicit.
Key metrics
## Employment

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Bromsgrove</td>
<td>4,750</td>
<td>-5.0%</td>
<td>5:4</td>
</tr>
<tr>
<td>Burton-upon-Trent</td>
<td>16,500</td>
<td>-8.6%</td>
<td>23:9</td>
</tr>
<tr>
<td>Cannock</td>
<td>2,750</td>
<td>-8.3%</td>
<td>1:1</td>
</tr>
<tr>
<td>Kidderminster</td>
<td>6,000</td>
<td>0.0%</td>
<td>5:6</td>
</tr>
<tr>
<td>Lichfield</td>
<td>6,500</td>
<td>17.1%</td>
<td>13:12</td>
</tr>
<tr>
<td>Redditch</td>
<td>7,000</td>
<td>7.7%</td>
<td>16:11</td>
</tr>
<tr>
<td>Rugeley</td>
<td>3,000</td>
<td>20.0%</td>
<td>14:9</td>
</tr>
<tr>
<td>Solihull</td>
<td>12,500</td>
<td>-20.6%</td>
<td>3:2</td>
</tr>
<tr>
<td>Sutton Coldfield</td>
<td>6,000</td>
<td>60.0%</td>
<td>7:5</td>
</tr>
<tr>
<td>Tamworth</td>
<td>6,500</td>
<td>0.0%</td>
<td>1:1</td>
</tr>
<tr>
<td><strong>GBSLEP</strong></td>
<td>827,500</td>
<td>16.8%</td>
<td>1297:591</td>
</tr>
<tr>
<td><strong>West Midlands</strong></td>
<td>2,400,500</td>
<td>11.0%</td>
<td>3488:1669</td>
</tr>
</tbody>
</table>

## Business base

<table>
<thead>
<tr>
<th></th>
<th>Business count 2018</th>
<th>Growth (2013-2018)</th>
<th>Business Density per 10,000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bromsgrove</td>
<td>1,065</td>
<td>15.76%</td>
<td>357.2</td>
</tr>
<tr>
<td>Burton-upon-Trent</td>
<td>1,910</td>
<td>24.0%</td>
<td>296.5</td>
</tr>
<tr>
<td>Cannock</td>
<td>2,065</td>
<td>8.7%</td>
<td>377.4</td>
</tr>
<tr>
<td>Kidderminster</td>
<td>1,545</td>
<td>8.4%</td>
<td>276.9</td>
</tr>
<tr>
<td>Lichfield</td>
<td>1,780</td>
<td>50.8%</td>
<td>433.7</td>
</tr>
<tr>
<td>Redditch</td>
<td>2,460</td>
<td>18.0%</td>
<td>313.0</td>
</tr>
<tr>
<td>Rugeley</td>
<td>510</td>
<td>10.9%</td>
<td>300.4</td>
</tr>
<tr>
<td>Solihull</td>
<td>4,770</td>
<td>23.6%</td>
<td>423.6</td>
</tr>
<tr>
<td>Sutton Coldfield</td>
<td>2,040</td>
<td>15.6%</td>
<td>423.8</td>
</tr>
<tr>
<td>Tamworth</td>
<td>2,300</td>
<td>17.9%</td>
<td>305.1</td>
</tr>
<tr>
<td>GBSLEP</td>
<td>74,320</td>
<td>35.6%</td>
<td>364.3</td>
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<td>West Midlands</td>
<td>212,505</td>
<td>23.7%</td>
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</tr>
</tbody>
</table>
## Cannock in context

*Opportunities and challenges highlighted in Cannock Chase District Council Future High Streets Fund Bid*

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compact retail area with key destinations within close proximity of each another.</td>
<td>Underdeveloped leisure offer in the town centre.</td>
</tr>
<tr>
<td>McArthur Glen designer outlet West Midlands due to open in 2020, one of the largest retail investment outside of London, which will lead to an increase in visitor numbers.</td>
<td>Highest vacancy rates.</td>
</tr>
<tr>
<td>Much of the town centre is pedestrianised.</td>
<td>Experience at present means high numbers of betting, charity and card shops not a strong retail quality offer.</td>
</tr>
<tr>
<td>Good location, with links to larger conurbations in all directions.</td>
<td>Second-highest rate of anti-social behaviour in Staffordshire.</td>
</tr>
</tbody>
</table>

Source: Cannock Chase District Council Future High Streets Fund Bid, 2019
Economy and business environment
Economy and business environment summary

• In 2017, total GVA in Cannock was £138.9 million.
• The largest sectors are Property, accounting for £53.4m in GVA, Retail and Motor Trade (£28.1m) and Public Administration & Defence (£14.5m).
• Employment in Cannock in 2017 stood at 2,750. In the period 2010-17, employment has declined by 8.3%.
• The number of full-time and part-time workers is the same: 1,375 in both.
• Business growth in Cannock is very low. The rate of new business growth between 2013 and 2018 was 8.7%, second lowest to Kidderminster, and lower than the average growth rates across GBSLEP (35.6%) and the West Midlands (23.7%).
• Business density in the town is 377 per 10,000 population in 2017 – only bettered by Lichfield and Sutton.
## Employment

<table>
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GVA by sector group

GVA by broad sector group, Cannock town centre, 2017

Source: ONS Business Register and Employment Survey (2010-2017); ONS Regional gross value added (balanced) local authority by NUTS 1 region
Employment by sector

Employment by broad sector group, Cannock town centre, 2017

Total employment: 2,750

- Primary industries
- Retail and motor trade: 1,000
- Accommodation & food services: 400
- Financial & insurance: 300
- Professional, scientific & technical: 200
- Public administration & defence: 200
- Business administration & support services: 200
- Education: 200
- Health: 200
- Transport & storage: 200
- Arts, entertainment, recreation & other services: 100

Source: ONS Business Register and Employment Survey (2010-2017); ONS Regional gross value added (balanced) local authority by NUTS 1 region
GVA and employment growth

The bubble charts on the following pages illustrate GVA and employment growth in Cannock, categorised by broad sector group, in the period 2010-17.

From this, we get a clearer idea of the size of different sectors within the local economy, which of them are growing, which shrinking, and at what rate.

On the y-axis is GVA growth in the period 2010-17. The sectors above the x axis are growing in GVA terms and those beneath it shrinking. The x axis shows employment growth: bubbles to the left of the y axis have shrunk in employment terms between 2010 and 2017, while those to the right have experienced an increase in employment. The size of the bubbles indicates total GVA in the industrial group. The bubble chart on the page following shows a zoom in of the sectors in the boxed area on the first chart.

Education has been Cannock’s best performing sector since 2010. Employment has grown by 108% and GVA by 113%. With GVA of £8.35m in 2017, the sector is the town’s fourth largest – behind property, retail and motor trade and public administration and defence. Although considerable smaller in value (£1.17m), Manufacturing has grown at comparable rate.

The largest sector in GVA terms is property, which refers to estate agent and commercial property activities. It should be noted that the GVA calculation for property as a sector includes owner-occupier imputed rental, an estimate of the housing services consumed by households who are not actually renting their residence. It can be thought of as the amount that non-renters pay themselves for the housing services that they produce.

As such, imputed rental should represent the economic value per period to home owners of their dwellings, equivalent to if they were to rent out their properties. This should be borne in mind when considering the sector’s GVA impact – the size of the sector within the economy inflated.

Since 2010, the town’s service sectors, including the financial and insurance sector and retail have experienced a GVA decline. Generally, a contraction in the employment base is often accompanied by a decline in GVA (or visa-versa), apart from in the property and health sectors.

Information and Communications and finance and Insurance have declined significantly, in both GVA and GVA and employment terms.
GVA and employment growth

GVA and employment growth by broad sector group, Cannock, 2010-17

Source: ONS Business Register and Employment Survey (2010-2017); ONS Regional gross value added (balanced) local authority by NUTS 1 region
GVA and employment growth zoom

GVA and employment growth by broad sector group, Cannock, 2010-17

Source: ONS Business Register and Employment Survey (2010-2017); ONS Regional gross value added (balanced) local authority by NUTS 1 region
## Business Base Profile

<table>
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<tbody>
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<td>West Midlands</td>
<td>212,505</td>
<td>23.73%</td>
<td>360.1</td>
</tr>
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</table>

Demographics and the labour market
Demographics and labour market summary

• In 2017, Cannock town centre had a population of 65,127 residents.
• The working age population as a proportion of the total population is 65.2% in Cannock, higher than the national and regional levels of 62.9% and 62.1% respectively.
• The share of the total population that is 65+ is 17.8% in Cannock. This is lower than the UK average at 18.2% and the regional average of 18.4%.
• 26.7% of residents have a further or higher education degree (NVQ4+) in Cannock Chase district, below the UK, GBSLEP and West Midlands averages.
• 18.3% of residents have no qualifications or a NVQ1 qualification, in line with the UK average of 18.4% and lower than the averages of over 20% in GBSLEP and the West Midlands.
• Cannock Chase district has an unemployment rate of 4.7%, lower than the GBSLEP and West Midlands average but above with the national average of 4.3%.
• Cannock has a net commuting outflow of 1,484.
• The largest numbers of inward commuters to Cannock come from within the town itself and South Staffordshire (2,526),
• The largest number of commuters from Cannock travel to Walsall (2,285), South Staffordshire (1,671) and Stafford (1,500).
The chart to the left shows proportions of the Cannock population in five year age brackets for each sex. The black outlines represent the UK averages for each age bracket.

The total population in Cannock in 2017 was 65,127. The population is split evenly across gender: the proportion of females is slightly higher at 50.4% than the male proportion of 49.6%.

The working age population as a proportion of the total population is 65.2% in Cannock, higher than the national and regional levels of 62.9% and 62.1% respectively.

The share of the total population that is 65+ is 17.8%. This is lower than the UK average at 18.2% and the regional average of 18.4%.

Cannock’s population is skewed towards the older demographic, with the largest proportion of the population being aged between 45-49 and 50-54. Together, both age groups comprise over 15% of the town’s population.

Source: NOMIS population estimates- small area based by single year of age- England and Wales, 2017
## Employment / unemployment

*N.B: this table refers to district level data*

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</thead>
<tbody>
<tr>
<td>Cannock Chase District</td>
<td>77.1</td>
<td>22.9</td>
<td>-5.8%</td>
<td>73.5</td>
<td>4.7</td>
</tr>
<tr>
<td>Greater Birmingham and Solihull</td>
<td>75.5</td>
<td>24.5</td>
<td>-6.1%</td>
<td>71.0</td>
<td>6.0</td>
</tr>
<tr>
<td>West Midlands</td>
<td>77.0</td>
<td>23.0</td>
<td>-5.3%</td>
<td>73.3</td>
<td>4.8</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>78.3</td>
<td>21.7</td>
<td>-5.2%</td>
<td>75.0</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Source: ONS Annual Population Survey, 2018. Note, the data refers to the Cannock Chase district as a whole, not the town centre area alone.
Skills profile

Qualifications profile in Cannock Chase district, 2018

Taken as a whole, Cannock Chase district has some of lowest skills levels in GBSLEP. 26.7% of residents have a further or higher education degree (NVQ4+), below the UK average and the proportions in both the Greater Birmingham and Solihull LEP area, and the West Midlands.

However, Cannock Chase District also has a lower proportion of residents with no or low qualifications. 18.3% of residents have no qualifications or a NVQ1 qualification, in line with the UK average of 18.4% and lower than the averages of over 20% in GBSLEP and the West Midlands.

Cannock Chase has higher proportions of residents with NVQ3 and other qualifications. 22.5% of the population have a qualification at NVQ3 level – A Level or advanced diplomas – higher than the regional and national averages. 16.6% have other qualifications, far higher than the national and regional averages which sit closer to 10%.
Low / no qualifications, Cannock

Proportion of residents with no qualifications between 10%-20% are found north and east of the town area.

Some parts particularly the centre and north/south west have higher shares with no qualifications at 20%-30%. 

Source: ONS Annual Population Survey 2018
High qualifications, Cannock

Cannock NVQ4+ attainment reflects the distribution of no qualifications found amongst residents. North/South west have lower shares of attainment at 0-20%, whereas the east has higher levels of 20%-30%.

An area just south of the town centre experiences higher levels of attainment at 30%-40%.
Inward commuting

Besides the high number of people commuting into the town from its periphery, there are a significant number of commuters from as far as Rugeley and Lichfield.

The largest number of inward commuters live in South Staffordshire, however, to the West and South-West of Cannock. Some 2,500 plus individuals commute into the town from South Staffordshire, only bettered by commuters from the Cannock Chase Local Authority (2,218).

Cannock attracts workers from across South Staffordshire and the West Midlands, as far as Walsall.

Source: ONS Census (2011)
Outward commuting

The number of individuals commuting out of the town for work exceeds the number commuting in. Expectedly, the larger concentration of commuters comes from areas close to the town centre. However, employees from across Staffordshire and the West Midlands commute into Cannock for employment.

As well as being a popular destination for those commuting in, South Staffordshire also provides significant employment for 1,671 individuals residing in Cannock. Walsall is the only place that attracts a larger number of Cannock residents (2,285).

There are relatively smaller numbers of individuals commuting into Birmingham.

Source: ONS Census (2011)
The Index of Multiple Deprivation (IMD) combines information from multiple domains of deprivation such as income, health and crime, and is used to identify areas of relative high and low deprivation in England.

The map shows IMD for Cannock with areas of darker red indicating higher deprivation.

The centre of the town area indicates high levels of deprivation in line with the top 20% of deprived places in the UK. Although, this is a common theme across the UK. The same levels of deprivation spread across the South of the town.

Large parts of the town demonstrate high levels of deprivation, most notably to the West and South-West of the town. To the town’s East, there are fewer signs of deprivation and more areas that appear prosperous.
High street analysis
High street analysis summary

• 23% of businesses in Cannock believe their customers visit daily. 35% believe they visit once a week.

• 14% of retailers in Cannock are optimistic for future trading prospects in the town. 45% are pessimistic.

• 40% of retailers in Cannock are satisfied with the performance of their business.

• 62% of retailers are dissatisfied on the performance of the town as a whole.

• Cannock retailers cite the town’s markets, the community feel and the cleanliness and tidiness of the town as its key strengths.

• The retailers believe empty shops, antisocial behaviour / drugs / drinking / shoplifting and a lack of shops / variety are the main weaknesses in the town centre.
According to businesses, consumers are visiting Cannock for shopping and because it is convenient to home or work.

Cannock is also attracting visitors for a number of other reasons and whilst is a shopping destination of convenience, it is also a multi-purpose destination.

Source: The Retail Group Business Survey, 2019
Most businesses (85%) report that customers visit at least once a week.

Just over 60% of businesses felt their customers visited twice a week or more frequently.

Cannock benefits from high visit frequency.

Source: The Retail Group Business Survey, 2019
Busiest time of day

Findings reflect traditional local retail trading times, with lunchtimes reported as busiest.

Mornings are also busy.

Saturdays follow a similar pattern.

Many businesses do not open on Sundays.

Lunchtimes and later afternoons are busiest for those that do.

Source: The Retail Group Business Survey, 2019
Retailer satisfaction levels

Circa 40% of businesses are satisfied with the performance of their business. 21% are dissatisfied; a positive satisfaction ratio of 2:1.

Satisfaction levels with Cannock are on the whole negative with 62% dissatisfied.

Source: The Retail Group Business Survey, 2019
Businesses are clearly looking for lots of improvement, 9 aspects score over 20%.

Improvements include improved offer, parking, footfall, market, events, transport and promotions.

In the round, required improvements cover most aspects of the town centre offer and experience.
Improvements wanted to public realm

Specifically in regards the public realm in Cannock, respondents improved facilities, safety, cleaning, access and infrastructure.

Lots of opportunities to improve the public realm.

Source: The Retail Group Business Survey, 2019
## Strengths and weaknesses of Cannock town centre

### Strengths of Cannock Town Centre

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of respondents</th>
<th>Comment</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets</td>
<td>11</td>
<td>Friendliness</td>
<td>4</td>
</tr>
<tr>
<td>Community feel</td>
<td>10</td>
<td>Convenience / bread, milk</td>
<td>2</td>
</tr>
<tr>
<td>Clean + tidy</td>
<td>9</td>
<td>Convenient for locals</td>
<td>2</td>
</tr>
<tr>
<td>Loyal / local customers</td>
<td>5</td>
<td>Independent businesses</td>
<td>2</td>
</tr>
<tr>
<td>Bus links</td>
<td>5</td>
<td>Security are great</td>
<td>2</td>
</tr>
<tr>
<td>Good F&amp;B offer</td>
<td>4</td>
<td>Accessibility of shops</td>
<td>2</td>
</tr>
</tbody>
</table>

### Weaknesses of Cannock Town Centre

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of respondents</th>
<th>Comment</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empty shops / stores closing</td>
<td>20</td>
<td>Lack of free parking</td>
<td>6</td>
</tr>
<tr>
<td>ASB / drugs / drinking / shoplifting</td>
<td>19</td>
<td>Rents / rates too high</td>
<td>5</td>
</tr>
<tr>
<td>Lack of shops / variety</td>
<td>12</td>
<td>Lack of customer parking</td>
<td>3</td>
</tr>
<tr>
<td>Car parking</td>
<td>11</td>
<td>No buses at certain times</td>
<td>2</td>
</tr>
<tr>
<td>Lack of big brand businesses</td>
<td>8</td>
<td>Pavements are unsafe / awful</td>
<td>2</td>
</tr>
<tr>
<td>Cost of parking</td>
<td>6</td>
<td>Public transport</td>
<td>2</td>
</tr>
<tr>
<td>Too many charity shops</td>
<td>6</td>
<td>Too many cafes</td>
<td>2</td>
</tr>
<tr>
<td>Not enough police / security</td>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: The Retail Group Business Survey, 2019
Year-on-year performance

Sales trends mirror ATV trend.

Circa 42% of responding businesses are trading down on last year. 41% are level or up on last year.

Trading in Cannock is challenging for many businesses.

Source: The Retail Group Business Survey, 2019
Only 14% of businesses are optimistic about the future, with a third being unsure.

45% of businesses are pessimistic about the future trading prospects in the town.

The outlook according to businesses is daunting.

Source: The Retail Group Business Survey, 2019
Retail review Cannock overview

Positives and Strengths
- Good levels of footfall evident
- Extensive pedestrianisation across centre
- Bowling Green in heart of town centre
- Well used bus station connected to main scheme
- Good F&B provision across the town centre

Weaknesses and Potential Issues
- Main shopper car park is closed
- Several long term vacant units. Lots of shutters down during the trading day
- Plentiful ASB visible
- Environment of main shopping centre is tired
- Businesses are negative about Cannock as a place to trade
- Businesses are struggling and concerned about the future. They’re also vocally negative about the long term vacant units
- Businesses are worried about the potential impact of the new designer outlet mall

Source: The Retail Group business survey, 2019
Current Cannock retail offer

- Bowling Green in town centre
- Well maintained pavements
- Good F&B offer across centre
- Lots of shutters down during day
- Attractive church in town centre
- High profile long term vacant units
Infrastructure and property
Infrastructure and property summary

- There are 62 existing buildings in Cannock. In Q2 2019, 84% of total floorspace was taken up by retail, and 15% by office space.
- Market rents for all types of property were £17.65 per square foot in Q2 2019. There had been a steady decline in market rents in the town from 2016, but there has been an uplift since 2018.
- Market rents in the town grew at 3.5% in Q2 2019 on the same quarter in the previous year.
- Market yield on property in Cannock was 7.3% in Q2 2019. Yields had steadily declined from 2013, more dramatically so since 2016 given the decline in market rents. Market yield has increased sharply since 2018.
- In Q2 2019, properties had been on the market for a median period of 3.6 months – a very small period of time. This is significantly lower than a peak median rate of over 23.4 months in 2016.
- The vacancy rate was 3.1% in Cannock in Q2 2019. This has remained relatively constant since a 2012 high of 7.2%. (Costar data).
- In October 2019, Cannock Chase Council recorded a vacancy rate of 14.1% in its ground floor retail units in the town centre. This was an increase on the 12.7% rate in July 2019.
- Cannock largely has weak digital infrastructure, with download speeds of between 20-60 Mbit/s.
With a market rent of £17.65 per square foot, Cannock’s market rents are relatively modest, and are around the middle ground of other towns in GBSLEP.

There is a low vacancy rate, also, which has been consistently low since 2012.

Although the town’s population is relatively modest, the town centre has very small number of buildings. The town also has the 3rd highest business count across GBSLEP, demonstrating that the town centre uses property space effectively.

Cannock Chase Council’s analysis of vacancies showed that there 14.1% of ground floor retail units were vacant in October 2019. This is an increase on the rate in July, which stood at 12.7%.

### Cannock 2019 Q2

<table>
<thead>
<tr>
<th>Property Analysis</th>
<th>2019 Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Rent Per square foot</strong></td>
<td>£17.65</td>
</tr>
<tr>
<td><strong>Asking rent per square foot</strong></td>
<td>£11.89</td>
</tr>
<tr>
<td><strong>Market Rent Growth (YoY)</strong></td>
<td>3.5%</td>
</tr>
<tr>
<td><strong>Market Yield</strong></td>
<td>7.3%</td>
</tr>
<tr>
<td><strong>Vacancy Rate</strong></td>
<td>3.1%</td>
</tr>
<tr>
<td><strong>Median months on market</strong></td>
<td>3.6</td>
</tr>
</tbody>
</table>

Source: Costar
Market rent

Market rent per square foot Cannock, 2009-19

Source: Costar. In order to aid the legibility of this graph, the axis has been truncated.
Market rent growth

Market rent growth (YOY) Cannock, 2010-19

Source: Costar. In order to aid the legibility of this graph, the axis has been truncated.
Months on market

Median Months on Market for properties, Cannock

Source: Costar. In order to aid the legibility of this graph, the axis has been truncated.
Market yield

Source: Costar. In order to aid the legibility of this graph, the axis has been truncated.
Market rent vs asking rent per square foot Cannock, 2009-19

Source: Costar. In order to aid the legibility of this graph, the axis has been truncated.
Vacancy rate

Vacancy rate Cannock, 2009-19

Source: Costar. In order to aid the legibility of this graph, the axis has been truncated.
Property

Key metrics Cannock, Q2 2019

- 62 existing buildings
- 84% of floor space in retail
- 15% of floor space in industrial
- 1 4 & 5 star property

Source: Costar.
Cannock mainly has average speeds of 30-40 Mbit/s, with some places around the town marginally below this at 20-30 Mbit/s.
Cannock towns area is primarily defined by 70-80 Mbit/s maximum download speeds.
Visitor economy/culture

Cannock’s origin dates back to the medieval period, established with a market in the 13th century. The medieval plan of the town still exists with it’s street layout and broad market place. Much of the town’s historic architecture can be found around the market place – many buildings still adorning the timber-framed frontages.

A town with an already extensive retail offer, The McArthurGlen Designer Outlet West Midlands represents a £160m investment into Cannock and is to open in 2020. To enhance the outlet’s benefit to the town, Cannock Chase council have applied for funds from the Future High Streets Fund.
Transport links

Cannock is well served by the national highway network, comprising the M6, and A5 which runs from Shrewsbury to Luton. Local road networks connect Cannock town centre to local settlements like Rugeley and Hednesford.

Road traffic builds up around the M6 toll and A5, for which the relevant authorities are seeking to address. The majority of congestion is during the working week at peak times.

Public transport operates a regular service to the local major towns and cities. A regular service operates to Walsall – the largest commuter town for Cannock residents – and bus services to Birmingham leave every 20 minutes.

The town also has a railway station on the West Coast Mainline. While this is a positive, the trainline from Birmingham at peak times is overcrowded due to a poor rolling stock of trains. This service only operates two train per hour.

The Chase railway line, for which Cannock and Rugeley are part, now operates a direct service to Birmingham Airport and London (at selected times).