



## Plan of Retail Pitch



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

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

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

## Retail Rental Levels and Yield

This table shows the Yield and Rental figures for Brynmawr.

# \$	7.5%
£15 per sq ft (zone A)	

## Gross floor space for convenience and comparison goods

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

	%	\$	\$	)	&	\$ *	
	&	'(	'(	'(	'(	+	'(
Net		24,118		2,356Mgn4GLF	D4GdA	CDx9Y4	(

## Estimated Expenditure and Turnover for convenience and comparison goods sales in the catchment

The table below shows the estimated expenditure, estimated turnover of convenience and comparison goods in Brynmawr per annum.

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		- \$	, \$	% )
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## Vacancy rate

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

	%	\$	\$ 1	\$ 2	3 &	
Count of units	92	29	46	2	15	
Percentage	100%	32%	50%	2%	16%	

## Primary, Secondary and Tertiary catchment areas

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



## Primary, Secondary and Tertiary catchment areas

**National retail chains and independent stores**

## SWOT analysis

<p>&lt; 2</p> <ul style="list-style-type: none"> <li>- Attractive Market Hall and associated public realm area</li> <li>- Some well maintained shop fronts</li> </ul>	<p>;</p> <ul style="list-style-type: none"> <li>- Lack of parking</li> <li>- Lack of critical mass especially comparison goods retailing</li> </ul>
<p>:</p> <ul style="list-style-type: none"> <li>- Market Hall could also hold craft markets, Christmas markets etc to diversify offer and create draw</li> </ul>	<p>%2</p> <ul style="list-style-type: none"> <li>- Asda and other retailers on edge of town increases competition for comparison goods retailers</li> </ul>