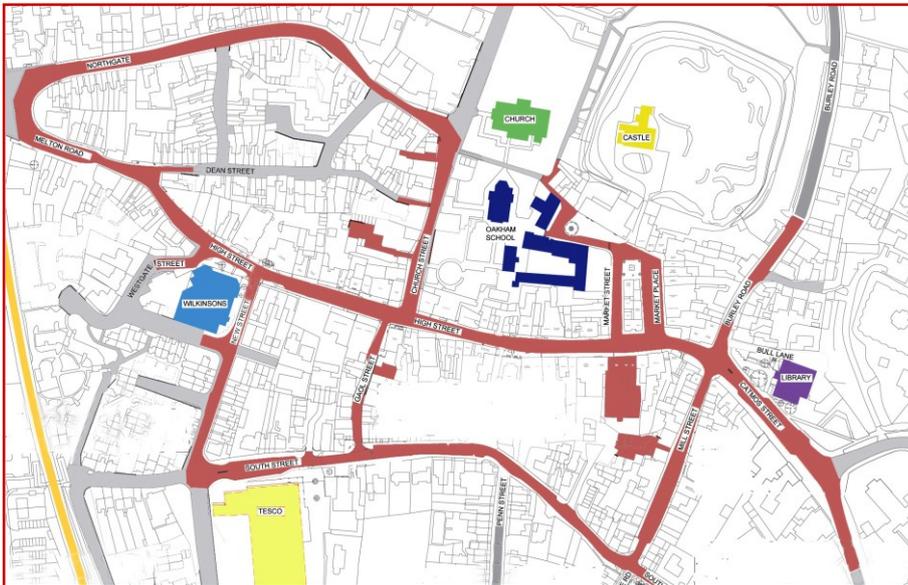


KPI 1, 2 3, 4 Oakham Business Classification Report – Oakham Residents Group – DRAFT

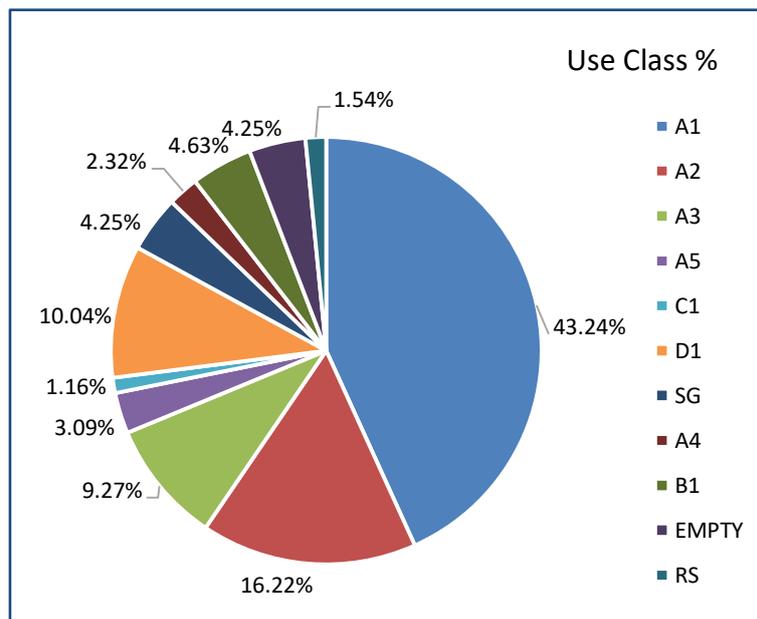
This is an analysis of 259 businesses in Oakham town centre. For the purposes of this report, the parameters of the commercial hub of Oakham have been set as illustrated on the map below. This covers the majority of retail businesses in the town and is done so that parallels may be drawn between these data and the data from the footfall and parking surveys which cover the same area. There are also commercial data available for the whole extent of the town including the industrial parks.



Map of Oakham town centre, indicating in pink the streets covered by the analysis in this report.

“It is important to understand the scale and variety of the ‘commercial offer’ throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities.” (People and Places)

KPI 1 – Commercial Units: Use Class



		Oakham 2018 Number	Oakham 2018 %	National Benchmark for Small Towns %
A1	Shops	112	43%	52%
A2	Financial and Professional Services including banks, estate agents, betting offices	42	16%	14%
A3	Restaurants and Cafés	24	9%	8%
A4	Drinking Establishments	6	3%	4%
A5	Hot Food Takeaways	8	3%	4%
B1	Businesses	12	5%	3%
B2	General Industrial	-	-	1%
B8	Storage and Distribution	-	-	0
C1	Hotels	3	1%	1%
C2	Residential Institutions	-	-	0
C2A	Secure Residential Institution	-	-	0
D1	Non Residential Institutions e.g. halls, museums, libraries, places of worship	26	10%	6%
D2	Assembly and Leisure	-	-	1%
SG	Sui Generis ("unique" establishments) e.g. tanning and beauty salons, dog parlours, veterinary clinics, petrol filling stations, nightclubs, launderettes, and tattoo studios,	11	4%	5%
	Vacant premises	11	4%	9%
RS	Residential	4	2%	-
	Total Premises	259		

The data analysis for Oakham in the table above shows how the quantity and type of businesses compares to the benchmarking for small towns nationally. Oakham has a markedly smaller percentage of shops, only 43% compared to the average of 52%. However financial and professional services are 2% higher at 16% and businesses also come in slightly stronger, 2% above the benchmark. In hospitality the numbers of restaurants/café's, takeaways and hotels are comparable with national averages. At 10% it would appear that there is a higher proportion of (D1) public buildings in Oakham, the national average being 6%.

KPI 2 – Commercial Units: Comparison versus Convenience

“The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors and potential customers.” (*People and Places*)

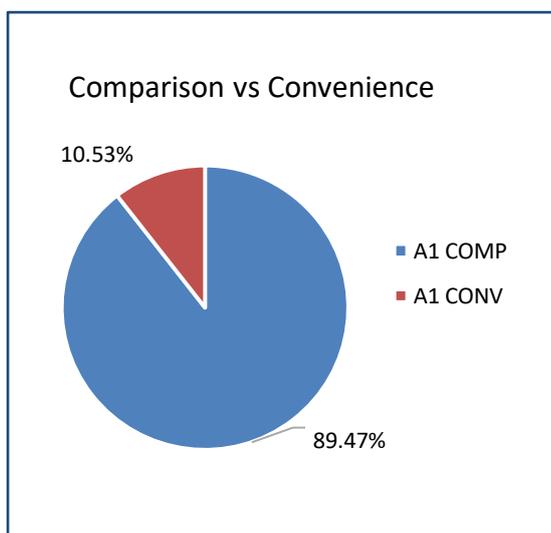
A1 Retail units selling goods can be split into two different types, Comparison and Convenience, thus:

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods

Comparison goods – all other retail goods

- Books
- Clothing and footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and miscellaneous goods
- Hairdressing



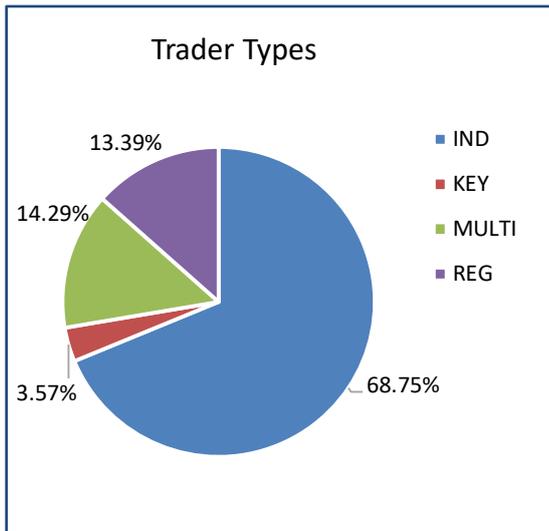
	Oakham 2018 Number	Oakham 2018 %	National Benchmark for Small Towns %
Comparison	99	89 %	82%
Convenience	13	11%	18%
Total	112	100%	100%

It is interesting to see that Oakham has a different balance of shop categories to the national average with a greater proportion of comparison shops, 89 % compared to 82%, and a smaller number of convenience shops, with only 11% compared to the national average of 18%. The survey of town users shows that local people are coming very regularly into the town centre, 30% every day and 41% of them more than once a week, and in this scenario perhaps the town needs a greater number of convenience shops.

KPI 3 – Commercial Units: Trader Types

“The vitality of a town centre depends highly on the quality and variety of retailers represented. Certain national retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. The character and profile of a town often also depend on the variety and mix of independent shops that can give a town a ‘unique selling point’. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town.” *(People and Places)*

Of those shops considered Key Attractors by Experian Goad, there are only four in Oakham Town Centre, although there is a Marks & Spencers Food outlet at the petrol filling station on the bypass. At just 4% this is substantially under the 7% national average for small towns.



	Oakham 2018 Number	Oakham 2018 %	National Benchmark for Small Towns %
Key attractor	4	4%	7%
Multiple	16	14%	19%
Regional	15	13%	10%
Independent	77	69%	64%
Total Shops A1	112	100%	100%

Key Attractors	
Mixed Goods Retailers	Boots Wilkinson
Other Retailers	Carphone Warehouse
Supermarkets	Tesco

Of the multiple traders with household names Oakham again falls short, with 14% against the national average of 19%. In Oakham this category includes for example Carpet World, Mercury News and Fatface. However it also includes national charity shops of which there are seven in the town centre, which means that there is a very small proportion of High Street brands in the Town.

Oakham has a higher proportion of regional shops, with 13% to the national average of 10%. These shops include butchers, pet supplies, ladies' fashions and hairdressers amongst others.

Oakham is also strong in the final category of independent shops. Here we have 69% against the national average of 64%.

KPI 4 – Commercial Units Vacancy Rates

“Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.” (*People and Places*)

	Oakham (number)	Oakham 2018 %	Nat. Small Towns %
Vacancy %	11	4%	9%

From the 259 commercial units in the retail, economic hub of Oakham here analysed, there are currently 11 vacant premises. This is 4% of the whole and as such registers less than half the comparative level recorded for small towns nationally. This is of course a fluid situation, as there are some businesses which are known to be closing shortly, while others may recently have been re-let.

*Joy Clough, Jenny Hughes, Ann Robinson, Nick Woodley
Oakham Residents Group Report
August 2018*