

## **Appendix H: Copeland Centre Healthchecks including Diversity of use Plans**

## Whitehaven Town Centre

### Description

Whitehaven is a harbour town situated on the west-coast of England, which is the first post-medieval new planned town in England, home to over 170 listed buildings. The town is the most complete example of planned Georgian architecture in Europe. Whitehaven is located 11km south of Workington via the A595, which also connects the town to Carlisle. Whitehaven is home to several tourist attractions including the Beacon Museum, The Rum Story and the harbour itself and is easily accessible from the A595 and Whitehaven Train Station.

The Copeland Local Plan identifies Whitehaven as the principal town within the borough. It comprises of a Harbour and the associated town on the west-coast of Cumbria, in the north of Copeland.

### Status

Principal Town Centre



Figure 1: Sailors Statue at Market Place



Figure 2: Lowther Street



Figure 3: The Marina and Millennium Promenade



Figure 4: Public Open Space surrounding Tower Chapel St Nicholas.



Figure 5: King Street



Figure 6: The Solway Civic Hall



Figure 7: Vacant John Whittle and Son Furniture Store, Duke Street



Figure 8: Strand Street Frontage

**Table 1 Town Centre Floorspace Composition – Goad Town Centre Boundary**

GOAD Category	Floorspace at 2015 (%)	Floorspace at 2020 (sq.m)	Floorspace at 2020 (%)	Floorspace UK Average at 2020 (%)
Convenience	11.2	5,760	11.0	15.4
Comparison	39.1	17,580	33.7	33.5
Retail Services	7.1	5,280	10.1	7.0
Leisure Services	25.3	15,200	29.1	25.6
Financial and Business Services	7.5	3,480	6.7	7.3
Miscellaneous	-	-	-	0.1
Vacant	9.9	4,930	9.4	10.6
<b>Total</b>	<b>100</b>	<b>52,230</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 2 Town Centre Unit Composition – Goad Town Centre Boundary**

GOAD Category	Units at 2015 (%)	Number of Units at 2020	Units at 2020 (%)	Units UK Average at 2020 (%)
Convenience	6.9	16	5.6	9.2
Comparison	30.9	75	26.3	29.2
Retail Services	14.5	51	17.9	15.1
Leisure Services	27.6	85	29.8	24.5

Financial and Business Services	8.7	21	7.4	9.8
Miscellaneous	-	-		0.1
Vacant	11.3	37	13.0	11.9
<b>Total</b>	<b>100</b>	<b>285</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 3 Town Centre Facilities**

Type of Provision	Total
<b>Key Anchor Store</b> Tesco Superstore, Morrisons <sup>1</sup>	48
<b>Other National Retailers</b> Timpson, Heron Foods, Greggs, Claire's Accessories, EE, Millets, Bodycare, Shoe Zone, H Samuel <sup>2</sup> , WHSmith, GAME, The Carphone Warehouse, Card Factory, Topshop, Clintons, Clarks, Superdrug, Boots, New Look, Dorothy Perkins <sup>2</sup> , Peacocks, Poundland, Argos, Dixons, Wilko, British Heart Foundation, RSPCA, Samaritans, Halifax, Your Move, TSB, Santander, HSBC, Barclays, Natwest, Betfred, Subway, Dominos, Coral, William Hill, Costa, Betfred, Ladbrokes, TUI, Specsavers, Burton.	
<b>Community Facilities</b> Library, Tower Chapel St Nicholas and Café, Whitehaven Marina, the Beacon Museum, Castle Park.	5

Source: Composition of Town Centre derived from Nexus Planning Survey of January 2020

**Table 4 Major Retailers Present**

Department Stores		Clothing	
Debenhams	0	Burton	1
House of Fraser	0	Dorothy Perkins	1
John Lewis	0	H&M	0
Marks & Spencer	0	Monsoon Accessorize	0
Mixed Goods Retailers		New Look	
Argos	1	Next	0
Boots the Chemist	1	Primark	0
TKMaxx	0	River Island	0
W H Smith	1	Topman	0
Wilko	1	Topshop	1
Supermarkets		Other Retailers	
Sainsbury's	0	Carphone Warehouse	1
Tesco	1	Clarks	1
Waitrose	0	EE	1
		HMV	0
		O2	0
		Superdrug	1
		Vodafone	0
		Waterstones	0
		Clintons	1

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020; Major retailers are the 30 operators identified by Experian Goad as being the most likely to improve the appeal of a centre

<sup>1</sup> Morrisons is located outside of the Goad boundary, on the edge of the Town Centre however, for completeness, is recognised as a key anchor store. It should be noted that Morrisons is not included within the floorspace and unit breakdown within this healthcheck.

<sup>2</sup> It is recognised that H Samuel and Dorothy Perkins have closed since the survey was undertaken.



### Overall Composition

- Overall there are 285 units located within Whitehaven town centre. These account for 52,230 sq.m of commercial floorspace.
- The current vacancy rate within the Goad centre boundary is recorded as being 9.4% of total commercial floorspace and 13.0% of all units.
- Convenience and comparison uses account for 44.7% of floorspace and 31.9% of all units.
- Services uses (leisure, retail and financial and business) account for 45.9% of floorspace and 55.1% of all units.

### Convenience & Comparison

Whitehaven's primary shopping frontages comprises of Lowther Street, the pedestrianised King Street, Chapel Street, New Street, & Church Street.

There are 91 convenience and comparison goods operators in Whitehaven, accounting for 31.9% of all units and 23,340 sq.m of floorspace which equates to 44.7% of the total stock of commercial floorspace.

Convenience goods operators account for 5,760 sq.m of floorspace and equate for 11.0% of the total stock of commercial floorspace. The 16 convenience operators (which account for 5.6% of all units in Whitehaven) includes the Tesco, two butchers, two bakers, a deli, green grocers and a number of off-licences. Outside of the Goad boundary is the Morrisons, situated in an edge of centre location in context of the primary shopping frontages. As such, whilst this is an important operator for Whitehaven, it is not included in the Goad classifications and associated floorspace and unit breakdown presented above.

There are 75 comparison goods operators in Whitehaven, which account for 17,580 sq.m of floorspace and equates to 33.7% of the total stock of commercial floorspace. The percentage of floorspace taken up by comparison operators is in line with the UK national average of 33.6%. Operators include Claire's Accessories, New Look, Topshop, EE, Millets, Shoe Zone, Bodycare, H Samuel, WHSmith, Clintons and several charity shops.

The range of comparison operators in Whitehaven is considered to be relatively good but there are a number of key operators who do not have representation in the centre, likely due to the presence of Workington 11km to the north. A number of relatively new vacancies on King Street weakens the overall aesthetics in that part of the centre. Furthermore, there are two out-of-centre retail parks; Bridges Retail Park which is home to a Morrisons, B&M, Carpet Wright, Shoe Zone, Greggs and a McDonalds and Preston St Retail Park where there is an ASDA, Home Bargains and Aldi which create direct competition within the centre.

Whitehaven Market (which comprises outdoor stalls) operates on Thursdays and Saturdays at Market Place.

## Services

Whitehaven has a relatively strong service offer. Approximately 45.9% of the total stock of retail floorspace is in leisure, retail or financial and business service use, which equates to 55.1% of all units.

There are 21 financial and business service operators which account for 3,480 sq.m of floorspace (equating to 6.7% of the total stock). There are seven banks (The Cumberland Building Society, Halifax, TSB, Santander, HSBC, Barclays and Natwest) alongside a number of estate agents, accountants and solicitors.

There are 51 retail service operators in Whitehaven, occupying 17.9% of all units and accounting for 5,280 sq.m of floorspace (which equates to 10.1% of the total stock). Operators are diverse and include a number of hairdressers, beauty salons, opticians, travel agents, and a Post Office. In Whitehaven, retail services are overrepresented compared to the UK national average for floorspace (6.9%) and unit numbers (15% of units).

With regard to the leisure service offer, Whitehaven's retail district is the location of 85 leisure operators, which equates to 29.8% of all units and 15,200 sq.m of floorspace. Leisure operators therefore occupy 29.1% of commercial floorspace in Whitehaven. This figure is above the national average for both unit and floorspace composition (24.5% and 25.5% respectively).

The old bus station is under development as part of the wider Whitehaven North Shore Redevelopment Programme which will create space for food and drink establishments, business incubators, a 4\* hotel and modern offices along the north shore of Whitehaven as part of the marina's re-development.

## Vacancies

Whitehaven has the lowest vacancy rate in terms of floorspace of the centres assessed as part of this study that lie within Copeland Borough Council. The vacancy rate with regard to floorspace in Whitehaven is also lower than the UK national average, with approximately 9.4% of floorspace vacant. However with regard to vacant units, Whitehaven's vacancy rate is slightly higher than the UK national average at approximately 13.0% of units vacant. Whilst this has increased in respect of vacant units since the last study in 2017, the percentage of floorspace vacant has remained consistent since 2017.

There are 37 vacancies across Whitehaven Town Centre. This equates to 24 within the Primary Shopping Frontages, and 13 outside of the Primary Shopping Frontages. 10 of those within Primary Shopping Frontages are located on the pedestrianised King Street.

On Duke Street, there are six vacancies, the most prominent of which is the vacant John Whittle and Son Furniture Store which occupies a derelict building on the corner of Duke Street with Tangier Street and fronts the northern-most point of King Street.

	<p>As such, consideration should be given to encouraging activity throughout the whole centre. A temporary solution to vacant units, particularly those occupying prime locations in the centre, could include allowing independent retailers to create window displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers.</p>
<b>Miscellaneous</b>	<p>As with all town centres in West Cumbria, Whitehaven has a wide variety of non-retail and community facilities located within it. These include a Library the Beacon Museum, places of worship and a medical practice. In addition, Whitehaven accommodates a number of offices with the development of the former bus station site currently underway to provide five-storeys of office space within walking distance of the train station. These features demonstrate that Whitehaven town centre has a key role for the surrounding communities.</p>
<b>Pedestrian Flows</b>	<p>At the time of our visit pedestrian flows were noted as being along the primary shopping frontage, along Lowther Street. Activity near the Morrisons food store and leisure centre was also high and there were obvious linked-trips taking place between the operators at the Bridges Retail Park and the 'heart' of the town centre. There was also some activity around the former market hall on Market Place around the independent traders.</p> <p>Footfall decreased considerably around the periphery of the centre and around areas such as Queen Street, Roper Street and the smaller streets in this south western part of the centre.</p> <p>Reflecting the above observations, footfall data from Datscha (2020) indicates that on King Street average weekday footfall reaches approximately 4,690 visitors, whilst footfall on a weekend averages at 4,082, peaking at Lunch (11am-2pm). On Lowther Street, average footfall for one segment of the road reaches 5,009 on weekdays and 4,103 at weekends, with peaks at Lunch (11am-2pm). At Market Place, daily footfall averages 3,454 on Weekdays and 2,557 at the weekends. During the Evenings (5pm-9pm), footfall is highest on Lowther Street and Duke Street.</p> <p>Furthermore, the Pedestrian Footfall Report produced for Whitehaven by PMRS in March 2019 estimated that in a week, Whitehaven town centre sees an average footfall of approximately 17 thousand visitors, with a daily average of approximately 2,932 on weekdays and 2,468 on weekends. Locations on King Street and Lowther Street were found to have the highest footfall, followed by Market Place, New Lowther Street, Duke Street and Quay Street, the latter of which seeing the lowest daily footfall.</p>
<b>Accessibility</b>	<p>Whitehaven town centre is well integrated into the surrounding transport network. The town benefits from two train stations; Whitehaven Train Station provides direct and convenient access from the town centre to various key service centres, whilst Corkickle Train Station, approximately</p>

	<p>0.3km south of Bridges Retail Park, provides accessibility to the south. Whitehaven is also located just off the A595, ensuring convenient access to the national road network.</p> <p>The A595 connects the town to Carlisle which is almost 60km north-east of Whitehaven and Workington just 11km north. Equally, the provision of considerable car parking is also beneficial in encouraging visitors into the town centre. Additional car parks are located at Tesco, The Marina, Preston Street and Bridges Retail Park.</p> <p>The town is also well served by a number of buses to centres such as Corkickle, Mirehouse, and Frizington every half an hour, services to Maryport via Workington every half an hour and less frequent services to Egremont.</p> <p>The town centre is therefore well served by a variety of transport, ensuring convenient access to and from the centre at all times of the day.</p>
<b>Perception of Safety</b>	<p>The centre is focussed around the pedestrianised King Street, which provides natural and passive surveillance. However, the lack of frontages onto Strand Street cause a lack of surveillance along the sea-fronting area of the town.</p> <p>Pedestrian links such as crossings could be improved, however, the one-way system provides traffic calming measures. Accordingly, the centre is judged to have a satisfactory level of user safety.</p> <p>According to the website <a href="http://www.crime-statistics.co.uk">www.crime-statistics.co.uk</a>, there were 140 crimes reported in January 2020 within a mile radius of Whitehaven.</p>
<b>Environmental Quality</b>	<p>Parts of Whitehaven benefit from attractive architecture and well maintained public realm, whilst other areas are lacking in quality public realm amenities.</p> <p>The town centre benefits from the defining characteristics of a harbour town architecture and layout. The number of national retailers are considered to be beneficial to the environmental quality of Whitehaven, ensuring that the shopping district is well-maintained. However, at present the level of vacancies on King Street are beginning to detract from the environmental quality of the area.</p> <p>Whilst Market Place provides a somewhat functional 'town square' with a central statue, there are few retail orientated features that would encourage users to spend time in the area rather than simply move through the space.</p> <p>Additionally, in areas beyond the primary shopping frontages, there is significant ageing of shop facades and a lack of continuity in design of shop fronts which can detract from the appeal of the centre.</p>



## Conclusions

Whitehaven provides a day-to-day offer for local residents, transient workers and tourists, focused around a comparison offer on King Street and a strong service provision. However, due to the location of Workington just 11km to the north of the centre and the overall location of the centres on the west coast in a relatively rural location, there is limited demand for operators to trade from both key town centres. As such, Whitehaven struggles to attract and indeed retain national multiples within the centre, particularly given wider macro-economic trends and competing out of centre destinations.

However, the centre benefits from its coastal location and interesting and pleasant architecture, both of which should be built upon as part of a future strategy for the town centre. Wayfinding from Whitehaven Train Station to the town centre should be a priority for improving connectivity.

Consideration should be given to redeveloping areas of dilapidation both within and beyond the primary shopping frontages, most notably Duke Street, Lowther Street and Tangier Street. To address these issues, it is understood that a Conservation Area Study is to be completed for the centre.

Additionally, focus should be given to the rising number of vacancies on King Street. To address this independent and individual retailers should be supported. Notwithstanding this, Whitehaven is considered to be a vital and viable centre and meets residents' day-to-day needs.

## Strengths

Whitehaven benefits from recent investment into the civic hall quarter and surrounding public realm, along with a good level of community facilities and leisure services.

Overall the public realm and architecture is attractive and the town benefits from its coastal location with associated harbour. The tourist attractions bring footfall into the centre, and should be supported further in formulating a future strategy for the centre.

The centre has a strong convenience offer, albeit this is principally in an edge or out of centre location. The comparison offer is good and provides a day-to-day offer for residents, transient workers and tourists.

## Weaknesses

Whitehaven has potential to use its attractive architecture and location by the coast, along with its tourism inflow to its benefit. However, there is a current lack of coherence throughout the centre in terms of design, public realm, wayfinding and a recent number of additional vacancies in key prominent locations, all of which detract from the overall aesthetics of the centre.

## Opportunities

There is the opportunity to build upon transient workers trade, improve the quality of the leisure offer, and make improvements to pedestrian movements and safety in the centre.

## Threats

The further closure of national multiples within the primary shopping area of Whitehaven, along with competition from both Workington and out

Given the centre's location in proximity to Workington which serves a more dominant comparison need, there is an opportunity for Whitehaven to build on its independent and leisure offer to provide a destination which meets not only the local residents' needs but also the transient workers and tourists' needs, all of which can help to bring expenditure into the centre.

The future strategy for Whitehaven must also build on its key coastal location, tourist offer and regenerate much of its beautiful architecture through the peripheral areas.

The potential receipt of a share of the Government's £675 Future High Streets Fund would present a key opportunity to invest in the above opportunities and fund measures and infrastructure improvements such as digital hubs, and improved access and connectivity between King Street, Strand Street and the harbour to reduce the threats to the centre.

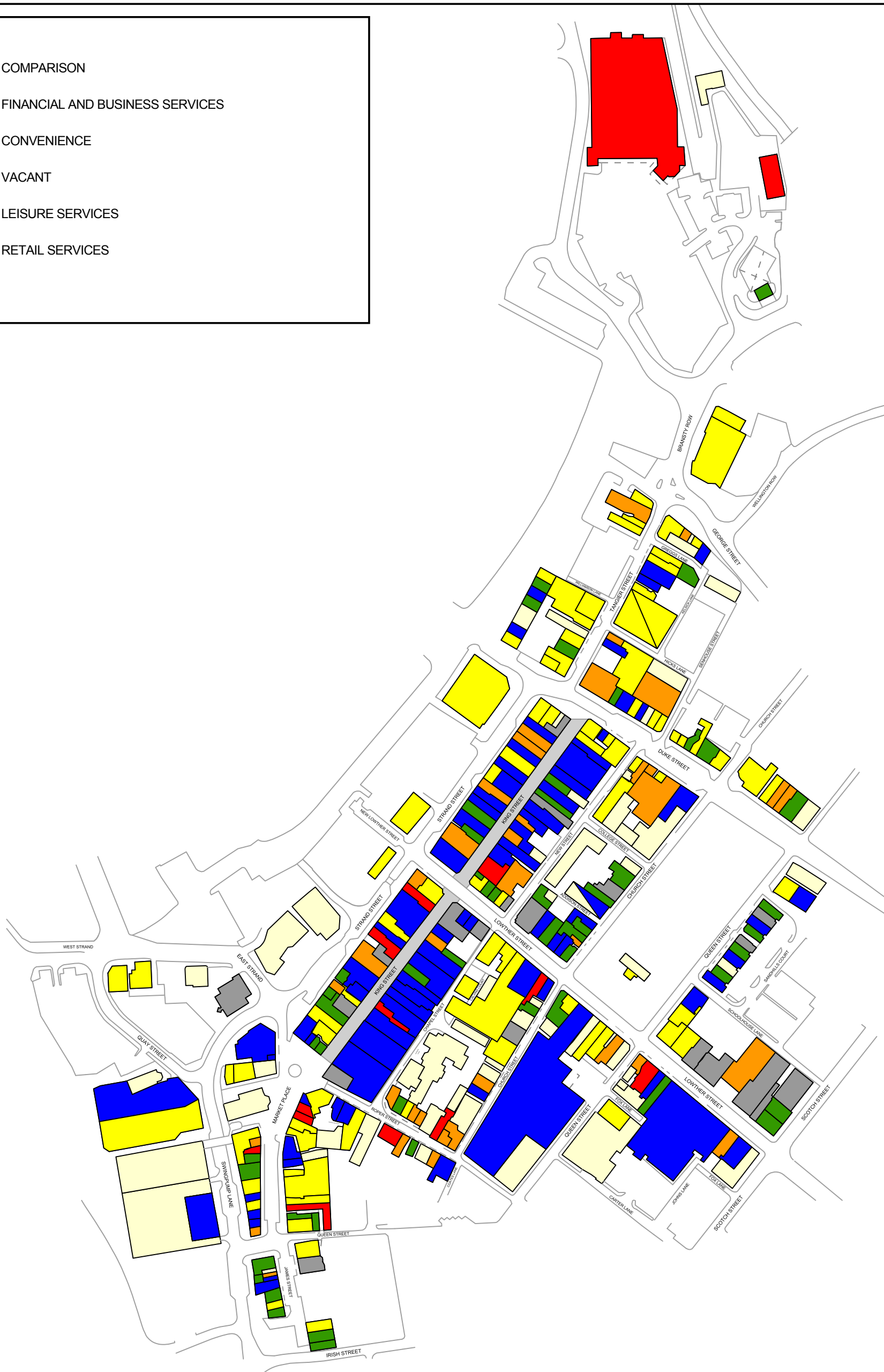
There is also a clear opportunity to provide town centre accommodation, to support town centre uses, through the creation of first floor apartments within the centre.

of centre retail parks presents a threat to the future of Whitehaven.

Furthermore, the lack of frontage onto the coastal road of Strand Street reduces perception of safety and visual attractiveness of the town from the Millennium Promenade and Marina. This creates a lack of interaction between the Promenade/Marina area and the town itself.

Legend

- COMPARISON
- FINANCIAL AND BUSINESS SERVICES
- CONVENIENCE
- VACANT
- LEISURE SERVICES
- RETAIL SERVICES



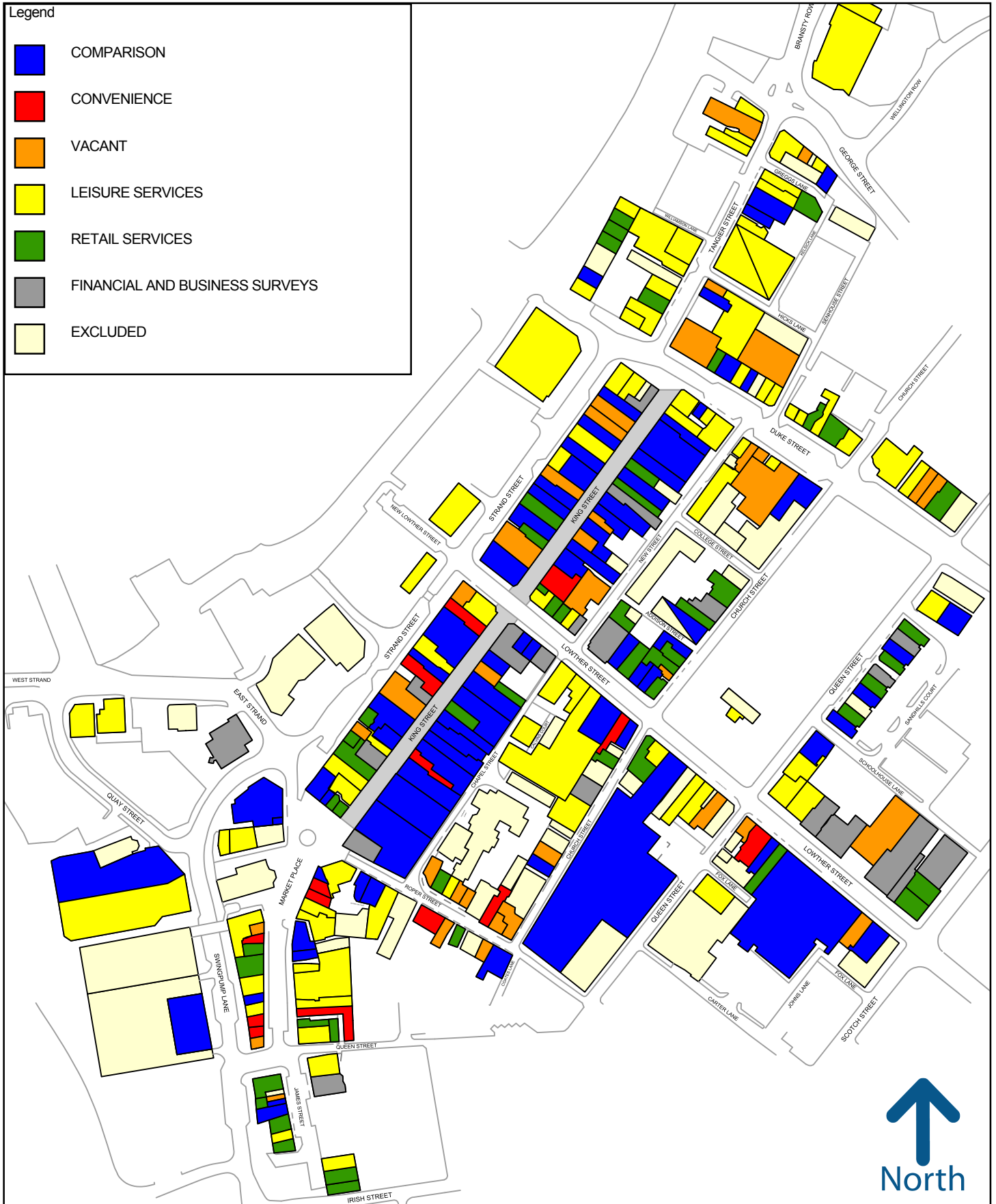
125 metres

Experian Goad Plan Created: 24/02/2020  
Created By: Nexus Planning Ltd



Copyright and confidentiality Experian, 2020. © Crown copyright and database rights 2020. OS 100019885

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011



Experian Goad Plan Created: 21/02/2020  
Created By: Nexus Planning Ltd



Copyright and confidentiality Experian, 2020. © Crown  
copyright and database rights 2020. OS 100019885

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011



## Cleator Moor Town Centre

### Description

Cleator Moor is situated approximately 5km south-east of Whitehaven. Approximately 2.7km from the A595 which connects the town to various key service centres between Carlisle and Millom.

Cleator Moor is relatively remote in terms of the national strategic highway network. The M6 Motorway is located approximately 66 kilometres from Cleator Moor and can be accessed at Penrith via the A66 which runs through the National Park.

Cleator Moor is identified by the Copeland Local Plan as a Key Service Centre.

### Status

Key Service Centre



Figure 1: Cleator Moor Town Council and Market Square



Figure 2: The B5295 through Cleator Moor



Figure 3: Cleator Moor Community shop located opposite the Market Place.



Figure 4: Cluster of vacant units on South Street Gateway



**Table 1 Town Centre Floorspace Composition – Goad Town Centre Boundary**

GOAD Category	Floorspace at 2017 (%)	Floorspace at 2020 (sq.m)	Floorspace at 2020 (%)	Floorspace UK Average at 2020 (%)
Convenience	5.9	250	4.5	15.4
Comparison	18.9	1,090	19.7	33.5
Retail Services	7.5	500	9.0	7.0
Leisure Services	36.7	1,920	34.7	25.6
Financial and Business Services	1.0	50	0.9	7.3
Miscellaneous	-	-	-	0.1
Vacant	30.0	1,730	31.2	10.6
<b>Total</b>	<b>100</b>	<b>5,540</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 2 Town Centre Unit Composition – Goad Town Centre Boundary**

GOAD Category	Units at 2017 (%)	Number of Units at 2020	Units at 2020 (%)	Units UK Average at 2020 (%)
Convenience	8.7	3	6.0	9.2
Comparison	10.9	8	16.0	29.2
Retail Services	10.9	6	12.0	15.1
Leisure Services	34.8	17	34.0	24.5
Financial and Business Services	2.2	1	2.0	9.8
Miscellaneous	-	-	-	0.1
Vacant	32.6	15	30.0	11.9
<b>Total</b>	<b>100</b>	<b>50</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 3 Town Centre Facilities**

Type of Provision		Total
<b>Key Anchor Store</b>	Co-op Food Store (out of centre)	6
<b>Other National Retailers</b>	Greggs, Coral, Betfred, Age UK, NISA (out of centre)	
<b>Community Facilities</b>	Library, Youth Club, Family Centre, Civic Hall, Medical Centre	5

Source: Composition of Town Centre derived from Nexus Planning Survey of January 2020

## Cleator Moor Healthcheck

### Overall Composition

- Overall there are 50 units in Cleator Moor town centre. These account for 5,540 sq.m of commercial floorspace.
- The current vacancy rate within the Goad centre boundary is recorded as being 31.2% of total commercial floorspace and 30.0% of all units.
- Service uses (leisure, retail and financial and business) account for 44.6% of floorspace and 48.0% of all units.

### Convenience & Comparison

Cleator Moor town centre lacks an anchor food store or presence of national retailers to pull footfall. A Co-op Food Store and NISA convenience store are located 660m west of the main centre. The units fronting the B5295 comprise the main retail high street in Cleator Moor.

There are 11 convenience and comparison goods operators in Cleator Moor, accounting for 1,230 sq.m of floorspace and equating to 24.2% of commercial floorspace.

Convenience goods operators account for 250 sq.m of commercial floorspace, which equates to 4.5% of floorspace and 6.0% of units. The 3 convenience operators in Cleator Moor include a butchers, a bakers and a convenience store.

There are 8 comparison operators in Cleator Moor, which account for 16.0% of units and 1090 sq.m of floorspace. This equates to 19.7% of commercial floorspace. Operators include a community shop, a sports goods store, a florist, a card shop and a furniture store.

Overall, we believe that the range of retail and service uses accommodated in Cleator Moor is relatively limited. The overall offer of the centre is quite limited and shoppers have to travel further afield to meet most convenience and comparison goods needs.

### Services

The survey found that 48.0% of units and 44.6% of floorspace in Cleator Moor is occupied by service uses, including retail, leisure and business/financial services. This equates to approximately 2,470 sq.m of the floorspace in Cleator Moor.

There is just one financial service operator in Cleator Moor which is the Cumberland Building Society. This takes up 50 sq.m of floorspace, accounting for 0.9% of floorspace and 2.0% of units.

There are six retail service operators in Cleator Moor, occupying 12.0% of all units and 500sq.m of floorspace. This equates to 9.0% of commercial floorspace in Cleator Moor. Operators include 3 hair dressers, a beauty salon, an optician and a barbers.

There are 17 leisure service operators in Cleator Moor. These account for 34.0% of units, 34.7% of floorspace. These 17 units comprise 1,920 sq.m of floorspace. Operators include nine takeaways, one pubs, two betting offices (Coral and Betfred) and two cafes.

### Vacancies

Cleator Moor has the highest vacancy rate of all ten town centres assessed as part of this retail study. At the time of visit there were 15 vacant units, equating to 30.0% of units. This comprises 1,730 sq.m of floorspace (31.2%). This is triple the UK National Average.

Since the previous survey in 2017, the number of vacant units has remained at around the same figure, increasing slightly in terms of floorspace but decreasing slightly in terms of units.

Consideration should therefore be given to encouraging the renovation and lease of these units.

A temporary solution to vacant units, particularly those occupying prime locations and historic, former banks, could include allowing independent retailers or the local community to create window displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers.

### Miscellaneous

As with all town centres in West Cumbria, Cleator Moor has a variety of non-retail and community facilities within it. These include a new health centre which opened in 2014, a library, the social club, the market place, the youth club, a family centre, and a church.

A market is held at Cleator Moor market place on Fridays and has a range of goods on offer.

### Pedestrian Flows

At the time of our visit pedestrian flows were noted as being weak across the centre.

Activity was generally concentrated around The Square, as well as along High Street, with lower levels of pedestrian presence around the peripheral areas. Whilst there are no retail or service units located on The Square, pedestrians were clustered around the bus stop fronting onto High Street. Pedestrians present on High Street were distributed sporadically, with no focused areas of activity.

Footfall data from Datscha (2020) indicates that average daily footfall near the Square on High Street reaches 342 on weekdays and approximately 253 at the weekend.

### Accessibility

There are bus services to Maryport every half an hour, and Whitehaven every hour.

The town is located off the A595, which provides direct and convenient access from the town centre to the wider regional and national road network, connecting the town to Carlisle and Whitehaven.

The town benefits from various formal car parks at the civic hall and on Jacktrees road.

## Cleator Moor Healthcheck

### Perception of Safety

The lack of a pedestrian crossings on the B5295 somewhat compromises the perception of safety in the centre.

However, the pedestrian footpaths on Main Street are considered to be suitably wide, resulting in an increased perception of safety.

According to the website [www.crime-statistics.co.uk](http://www.crime-statistics.co.uk), 58 crimes were reported within a mile radius of Cleator Moor town centre in January 2020.

### Environmental Quality

The market place provides an attractive and central location for community events, there are also efforts made with regard to planting and seating in the town.

However, overall the town lacks a strong anchor which would encourage users to spend time in the area rather than simply moving through. Positively, the town benefits from a motivated community, who are bidding for a share of the Governments Town Fund, which could reduce the vacancy rate and improve the environmental quality of the centre.

### Conclusions

Due to the limited provision in Cleator Moor and the proximity of Whitehaven, residents of Cleator Moor are looking elsewhere to meet many of their convenience and comparison goods shopping needs. This is apparent from the high number of vacancies and the low levels of footfall we observed on our visit. Notwithstanding this, Cleator Moor does provide a key service for local residents, particularly less mobile residents who do not have access to a private vehicle.

Cleator Moor has a strong civic centre, focussed around the library, civic hall and market square. Whilst Cleator Moor demonstrates the highest vacancy rate of all the 10 town centres assessed as part of this study, Cleator Moor also has the opportunity to bid for government funding to invest in the high street and a motivated community, who have recently opened a community shop.

Whilst the out-of-centre Co-op Food Store threatens convenience provision in the centre, there are a high level of leisure services, which is positive for the centre. The town also benefits from a motivated community, who have recently opened a community shop and are bidding for a share of the Governments Town Fund, which could reduce the vacancy rate and improve the environmental quality of the centre.

This is an opportunity to allow independent retailers to create window displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers.

In the longer term, ensuring the renovation and reuse of the vacant and historic buildings will be of central importance to the quality of Cleator Moor's high street.

### Strengths

### Weaknesses

## Cleator Moor Healthcheck

The Market Square and strong civic quarter is a key strength for Cleator Moor. Additionally, there are a number of attractive, historic buildings, regarding which a Conservation Area Study is to be completed. There is a strong level of parking to service the retail offer and some positive aspects of public realm. The public transport through the town is also adequate. Another strength is the presence of the Phoenix Enterprise Centre (PEC), which supports local businesses.

Competition from the nearby but out-of-centre Co-op Food Store presents an issue in terms of drawing footfall away from the centre.

Cleator Moor has the highest vacancy rate of the ten town centres assessed as part of this study, and this is exacerbated by the fact that the historic buildings are by nature costly to repair.

### Opportunities

There is an opportunity to build upon the market square and the demonstrable community spirit in the town to diversify and strengthen the offer, along with the chance to gain investment into the high street through government funding.

### Threats

The attraction of the out-of-centre convenience offer is a key threat and may be decreasing footfall in the centre itself.

The historic buildings remaining vacant along with competition from nearby Whitehaven as a large and diverse centre threatens Cleator Moor.





Legend

- COMPARISON
- CONVENIENCE
- LEISURE SERVICES
- RETAIL SERVICES
- FINANCIAL AND BUSINESS SERVICES
- VACANT



125 metres

Experian Goad Plan Created: 24/02/2020  
Created By: Nexus Planning Ltd



Copyright and confidentiality Experian, 2020. © Crown copyright and database rights 2020. OS 100019885

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011



Experian Goad Plan Created: 24/02/2020  
Created By: Nexus Planning Ltd

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011

## Egremont Town Centre

### Description

Egremont is situated approximately 3km inland and 8km south of Whitehaven. It is home to Egremont Castle, the West Lakes Academy and Egremont Market Hall.

Egremont is located off the A595 which connects the town to various key service centres between Carlisle and Millom. It is located approximately 5km north of Sellafield Nuclear Site.

Egremont is identified by the Copeland Local Plan as a Key Service Centre.

### Status

Key Service Centre



Figure 1: Egremont Market Hall



Figure 2: Northern Gateway into Egremont



Figure 3: Main Street



Figure 4: Vacant units on Main Street

**Table 1 Town Centre Floorspace Composition – Goad Town Centre Boundary**

GOAD Category	Floorspace at 2017 (%)	Floorspace at 2020 (sq.m)	Floorspace at 2020 (%)	Floorspace UK Average at 2020 (%)
Convenience	15.6	1,730	15.2	15.4
Comparison	18.2	1,790	15.7	33.5
Retail Services	18.6	2,290	20.1	7.0
Leisure Services	34.2	3,370	29.6	25.6
Financial and Business Services	2.8	50	0.4	7.3
Miscellaneous	-	-	-	0.1

Vacant	10.5	2,140	18.8	10.6
<b>Total</b>	<b>100</b>	<b>11,370</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 2 Town Centre Unit Composition – Goad Town Centre Boundary**

GOAD Category	Units at 2017 (%)	Number of Units at 2020	Units at 2020 (%)	Units UK Average at 2020 (%)
Convenience	8.0	5	6.5	9.2
Comparison	21.3	13	16.9	29.2
Retail Services	20.0	19	24.7	15.1
Leisure Services	32.0	20	26.0	24.5
Financial and Business Services	4.0	1	1.3	9.8
Miscellaneous	-	-	-	0.1
Vacant	14.7	19	24.7	11.9
<b>Total</b>	<b>100</b>	<b>77</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 3 Town Centre Facilities**

Type of Provision	Total
<b>Key Anchor Store</b>	7
Co-op Food Store	
<b>Other National Retailers</b>	1
Heron Foods, Boots, The Original Factory Shop, McColls, Cohens, Greggs	
<b>Community Facilities</b>	1
The Market Hall	

Source: Composition of Town Centre derived from Nexus Planning Survey of January 2020

### Overall Composition

- Overall there are 77 units in Egremont town centre. These account for 11,370 sq.m of commercial floorspace.
- The current vacancy rate within the Goad centre boundary is recorded as being 18.8% of total commercial floorspace and 24.7% of all units.
- Service uses (leisure, retail and financial and business) account for 50.1% of floorspace and 51.9% of all units.

### Convenience & Comparison

Egremont town centre is anchored by the Co-op Food Store which is located centrally on the high street. Main Street comprises the primary shopping area in Egremont.

There are 18 convenience and comparison goods operators in Egremont, accounting for 23.4% of units and 3,520 sq.m of commercial floorspace which equates to 31.0% of the total stock.



Convenience goods operators account for 1,730 sq.m of commercial floorspace which equates to 15.3% of the total available floorspace and 6.5% of units. The 5 convenience operators in Egremont include the Co-op food store, McColls, Heron Frozen Foods, a baker and a butchers.

There are 13 comparison goods operators in Egremont which account for 16.9% of units and 1,790 sq.m of floorspace which equates to 15.7% of the floorspace in Egremont. Operators include an antiques store, Boots, Cohens Chemist, the Original Factory Store, a pet shop, a computer equipment shop, and three charity shops.

### Services

Egremont has a strong service offer, over half of all units (51.9%) and commercial floorspace (50.2%). This equates to 40 units and 5,710 sq.m of commercial floorspace.

There is just one financial service operator in Egremont which is the Cumberland Building Society. This takes up 50 sq.m of floorspace, accounting for 0.4% of floorspace and 1.3% of units.

There are 19 retail service operators in Egremont, occupying 24.7% of all units and 20.1% of all commercial floorspace. This equates to 2,290 sq.m of floorspace. Operators include eight hairdressers, two beauty salons, car repair services, an optician, a travel agents and a laundrette.

With regard to leisure service offer, Egremont's retail district is the location of 20 leisure operators, equating to 26.0% of all units in the centre and accounting for 3,370 sq.m of floorspace (reflecting 29.6% of the total floorspace stock). This is higher than the UK national average for both unit numbers and floorspace. Operators include eight takeaways, four pubs, betting offices and cafes.

### Vacancies

In Egremont, the vacancy rate is higher than the UK National Average. At the time of visit there were 19 vacant units, equating to 24.7% of units. This comprises 2,140 sq.m of floorspace (18.8%). This is concentrated in two main clusters on Main Street and South Street.

The first comprises of units 48-49 on South Street, which are some of the first units at the southern gateway into the town and as such, occupy a prominent position.

Another cluster of vacant units is located around 44 Main Street. These units are derelict in nature and detract from the quality of the high street environment (figure 3). These units have been vacant and derelict since 2016.

Since the previous survey in 2017, the number of vacant units has increased by approximately 10%, whilst the amount of vacant floor space has increased by approximately 8%.



The vacant units comprise of the recently closed simply food, vacant banks, and a number of vacant pubs. Consideration should therefore be given to encouraging the renovation of extremely dilapidated buildings that make up each of these two clusters.

A temporary solution to vacant units, particularly those occupying prime locations and historic, former banks, could include allowing independent retailers to create window displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers. In the longer term, ensuring the renovation and reuse of the vacant and historic buildings will be of central importance to the quality of Egremont's high street. A Conservation area study is to be completed to provide further information regarding these historic buildings.

#### Miscellaneous

Egremont has a variety of non-retail and community facilities located within it. These include a Library, the Market Hall, places of worship. These features demonstrate that Egremont town centre plays a key role for the surrounding communities.

Egremont Market is held every Friday and has a range of goods on offer.

#### Pedestrian Flows

At the time of our visit pedestrian flows were noted as being strongest around the Co-op food store.

Footfall data from Datscha (2020) indicates that on the segment of Mainstreet adjacent to the Co-op, average daily footfall on Weekdays reaches 1,517 whilst average daily footfall at the weekend reaches 1,452.

South of this, outside the Blue Bell Pub, average daily footfall reaches 774 on weekdays and 759 at the weekend.

#### Accessibility

The centre is 4km from St Bees Train Station where hourly services to Barrow in Furness and Carlisle can be accessed.

The town is located off the A595, which provides direct and convenient access from the town centre to the wider regional and national road network, connecting the town to Carlisle and Whitehaven.

The town benefits from on street parking on Main Street, along with more formal car parks at the Co-op food store and a large car park off Chapel Street.

The centre also benefits from bus services to Whitehaven and Maryport every 30 minutes.

The town centre is therefore well served by a variety of transport, ensuring convenient access to and from the centre at all times of the day.

#### Perception of Safety

The lack of a pedestrian crossing on Main Street north of the Co-op food store and around the Junction of South-Street, Main Street and Castle Villas

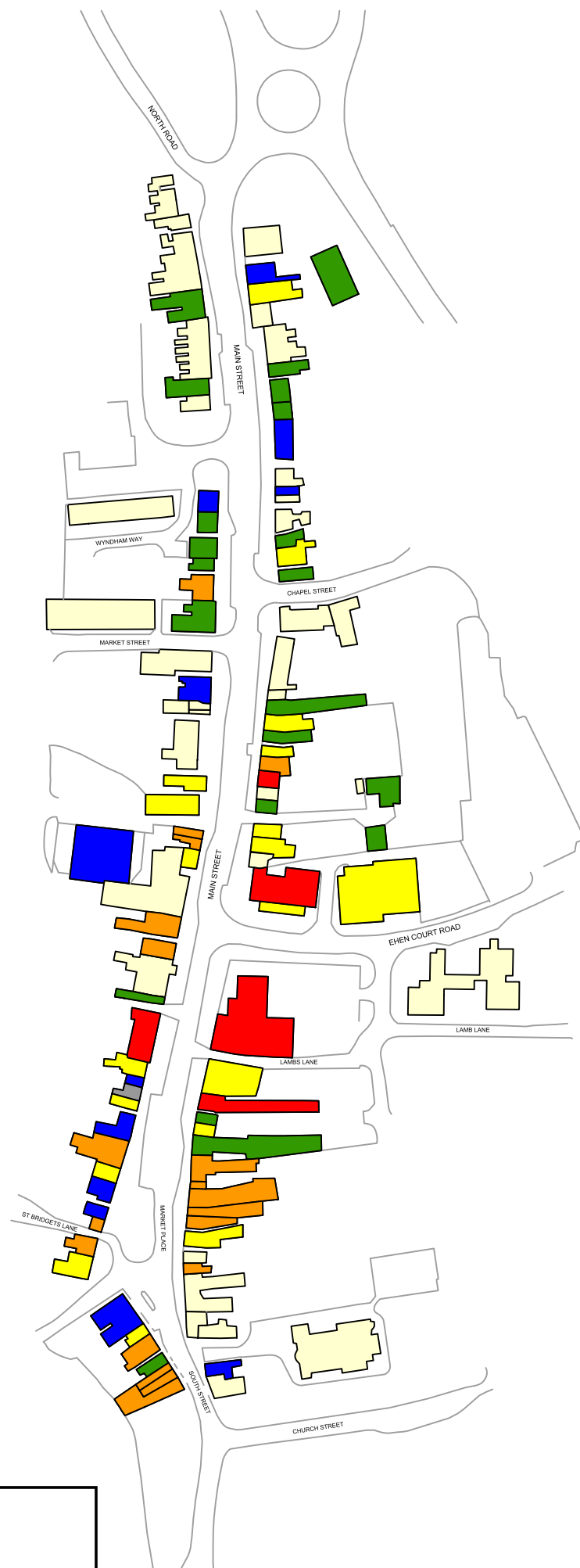
	<p>somewhat compromises the perception of safety in the centre. There is a high level of vehicle traffic through the centre.</p> <p>Bollards at the junction of Main Street with Castle Villas and South Street create a safe pedestrianised environment at the south of Main Street.</p> <p>According to the website <a href="http://www.crime-statistics.co.uk">www.crime-statistics.co.uk</a>, 93 crimes were reported within a mile radius of Egremont town centre in January 2020.</p>
<b>Environmental Quality</b>	<p>The derelict nature of a significant cluster of buildings on the east side of Main Street detract from the environmental quality of Egremont.</p> <p>There are however several positive aspects of the public realm in Egremont including fenced areas, a statue, several benches and trees lining Main Street which create a positive environment.</p> <p>The market hall provides a defining characteristic in the area, however overall the town lacks a strong public realm or open space which would encourage users to spend time in the area rather than simply moving through. The town benefits from a few national retailers which improves the quality of the public realm.</p>
<b>Conclusions</b>	<p>Egremont is largely focussed around the Co-op Food Store, however the Market Hall provides a space for independent retailers and community interaction in Egremont which increases footfall. Aside from some largely derelict, vacant spaces toward the south of the high street, Egremont has a diverse mix of uses and a good level of independent traders/retailers, along with a national multiple anchor store.</p> <p>However, Egremont's vacancy rate is higher than the UK national average. This is an opportunity to allowing independent retailers to create window displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers.</p> <p>In the longer term, ensuring the renovation and reuse of the vacant and historic buildings will be of central importance to the quality of Egremont's high street. Notwithstanding this, Egremont is considered to be a vital and viable centre.</p>
<b>Strengths</b>	<b>Weaknesses</b>
<p>The local facilities such as the Market Hall, associated markets and Library increase footfall in the town. There is a good level of parking provision to support the retail provision and a strong national multiple anchor central to the high street.</p> <p>There is also a good level of independent traders and retailers in the town and the proximity of the town to Sellafield is positive with regard to potential footfall.</p>	<p>Vacancies in Egremont are higher than the UK national average and are at 25% of units.</p> <p>There are areas of very derelict buildings in need of repair which detract from the overall environmental quality of the centre.</p>

### Opportunities

In Egremont, the main opportunity is to build upon the independent and community offer within the centre. The Borderlands Community Fund offers the chance to act upon these opportunities.

### Threats

Additional vacancies in Egremont present the main threat.



Legend

- COMPARISON
- CONVENIENCE
- LEISURE SERVICES
- RETAIL SERVICES
- FINANCIAL AND BUSINESS SERVICES
- VACANT



125 metres

Experian Goad Plan Created: 24/02/2020  
Created By: Nexus Planning Ltd



## Millom Town Centre

### Description

Millom is situated approximately 1.5km from the coast at the Duddon Estuary, somewhat isolated from the other nine town centres by the Lake District National Park. The town is the southern-most of the 10 centres and is located 11km north of Barrow-in-Furness town centre and 43km south of Whitehaven town centre.

Millom is identified by the Copeland Local Plan as a Key Service Centre.

### Status

Key Service Centre



Figure 1: Market Square off St Georges Road



Figure 2: Tesco at Millom



Figure 3: Co-operative foodstore on Lapstone Road



Figure 4: Millom Civic Memorial, Station Road.



Figure 5: Cluster of vacant units on Wellington Street



Figure 6: Retail Units along Lapstone Road



**Table 1 Town Centre Floorspace Composition – Goad Town Centre Boundary**

GOAD Category	Floorspace at 2017 (%)	Floorspace at 2020 (sq.m)	Floorspace at 2020 (%)	Floorspace UK Average at 2020 (%)
Convenience	19.4	2,400	17.5	15.4
Comparison	27.2	3,940	28.8	33.5
Retail Services	12.1	1,580	11.5	7.0
Leisure Services	24.5	2,870	21.0	25.6
Financial and Business Services	5.0	270	2.0	7.3
Miscellaneous	-	-	-	0.1
Vacant	11.7	2,630	19.2	10.6
<b>Total</b>	<b>100</b>	<b>13,690</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 2 Town Centre Unit Composition – Goad Town Centre Boundary**

GOAD Category	Units at 2017 (%)	Number of Units at 2020	Units at 2020 (%)	Units UK Average at 2020 (%)
Convenience	12.4	8	8.6	9.2
Comparison	29.2	27	29.0	29.2
Retail Services	16.9	18	19.4	15.1
Leisure Services	18.0	15	16.1	24.5
Financial and Business Services	10.1	4	4.3	9.8
Miscellaneous	-	-	-	0.1
Vacant	13.5	21	22.6	11.9
<b>Total</b>	<b>100</b>	<b>93</b>	<b>100</b>	<b>100</b>

Source: Composition of Town Centre derived from Nexus Planning survey of January 2020 using Experian Goad survey area; UK Average from Experian Goad Report February 2020; Figures from 2015 sourced from the Copeland Retail Study 2017 (note 1).

**Table 3 Town Centre Facilities**

Type of Provision		Total
<b>Key Anchor Store</b>	Tesco	12
<b>Other National Retailers</b>	Co-op, Bargain Booze, SPAR, Thorntons, Age UK, WHSmith, Boots, Travis Perkins, Ladbroke's, Shell and Vision Express	
<b>Community Facilities</b>	Library, Palladium, Cricket Club, Theatre and Recreation Centre.	5

Source: Composition of Town Centre derived from Nexus Planning Survey of January 2020

<b>Overall Composition</b>	<ul style="list-style-type: none"> <li>Overall there are 93 units in Millom town centre. These account for 13,690 sq.m of commercial floorspace.</li> <li>The current vacancy rate within the Goad centre boundary is recorded as being 19.2% of total commercial floorspace and 22.6% of all units.</li> <li>Service uses (leisure, retail and financial and business) account for 34.5% of floorspace and 39.8% of all units.</li> </ul>
----------------------------	--

<b>Convenience &amp; Comparison</b>	<p>Millom town centre benefits from the Tesco as an anchor food store. The primary shopping area comprises Lapstone Road, St Georges Terrace, Market Square and Wellington Street.</p> <p>There are 35 convenience and comparison goods operators in Millom, accounting for 6,340 sq.m floorspace and equating to 37.6% of Millom's stock of commercial floorspace.</p> <p>There are eight convenience operators in Millom which account for 8.6% of units, and 17.5% of floorspace. This accounts for 2,400 sq.m of floorspace and includes national operators such as Tesco, a Co-op store and Bargain Booze and independent operators such as a baker, butchers and green grocers.</p> <p>Comparison operators account for 27 units in Millom, equating to 29.0% of units. These operators take up 28.8% of the total stock of commercial floorspace, which equates to 3,940 sq.m of floorspace. Operators include Thorntons, an Age UK charity shop, and a WHSmith along with several independent gift retailers.</p>
<b>Services</b>	<p>39.8% of units and 34.5% of floorspace in Millom is comprised of service uses. This equates to approximately 4,720 sq.m of floorspace and 37 units.</p> <p>There are four financial service operators in Millom, including the Furness Building Society, an estate agent, a financial advisory service, and an accountant.</p> <p>There are 18 retail service operators in Millom, occupying 19.4% of all units and 11.5% of floorspace, which equates to 1,580 sq.m of floorspace. Operators include several hair salons and barbers, an undertaker, an optician and a photographer.</p> <p>There is 2,870 sq.m of leisure floorspace in Millom, equating to 21.0% of the total stock and comprising of 16.1% of all units. The 15 leisure operators in Millom include five takeaways, two cafes, a bar and restaurant, a B&amp;B and a Ladbrokes betting office.</p>
<b>Vacancies</b>	<p>There are 21 vacant units in Millom and 2,630 sq.m of floorspace. This equates to 19.2%, of all floorspace and 22.6% of all units, which is higher than the UK National Average regarding both floorspace and unit composition.</p> <p>This is an increase in approximately 9% with regard to unit size and 8% with regard to floorspace since the previous survey in 2017.</p> <p>Consideration should therefore be given to encouraging the renovation and lease of these units. A temporary solution to vacant units, particularly those occupying prime locations and historic, former banks, could include allowing independent retailers or the local community to create window</p>

## Millom Healthcheck

	displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers.
<b>Miscellaneous</b>	As with all town centres in West Cumbria, Millom has a variety of non-retail and community facilities within it. These include a library, Palladium, Cricket Club, Theatre and a Recreation Centre.
<b>Pedestrian Flows</b>	<p>At the time of our visit pedestrian flows were noted as strongest surrounding the Tesco store. However, the level of pedestrian flows witnessed were limited throughout the remainder of the centre.</p> <p>Footfall data from Datscha (2020) also indicates that footfall is highest near the Tesco on Lancashire Road, and at Market Place off St George's Road.</p> <p>Outside the Tesco on Lancashire Road, average footfall on weekdays is found to be 879, whilst on weekends it is demonstrated to average at 748. At Market Place, footfall averages 954 on weekdays and 901 at the weekend.</p> <p>Elsewhere, on Wellington Street, footfall daily figures average at 434 on weekdays and 482 on weekends whilst on Lapstone Road, footfall averages 687 on weekdays and 657 at the weekend.</p>
<b>Accessibility</b>	<p>The West Cumbrian Coast Line connects six of the Town Centres appraised as part of this study, including Millom. Millom Train Station provides services to Carlisle every hour and Barrow in Furness every half hour.</p> <p>The town is located approximately 5km south of the A595, which provides direct and convenient access from the town centre to the wider regional and national road network.</p> <p>The town benefits from various formal car parks at Tesco, in the market Place, at the train station. There is also on-street parking available.</p> <p>The town centre is therefore well served by a variety of transport, ensuring convenient access to and from the centre at all times of the day.</p>
<b>Perception of Safety</b>	<p>Traffic in the centre is minimal and as such, pedestrian safety is perceived to be good Whilst there is a lack of formal crossings on St Georges Road, the main retail uses lie to the west of the main road.</p> <p>However, the pedestrian footpaths are considered to be narrow. resulting in a somewhat reduced perception of safety.</p> <p>According to the website <a href="http://www.crime-statistics.co.uk">www.crime-statistics.co.uk</a>, 40 crimes were reported within a mile radius of Millom town centre in January 2020.</p>
<b>Environmental Quality</b>	The market square provides an attractive central location for community events however, the quality of the public realm is poor due to the ageing of a number of shop fronts and a high vacancy rate.

## Millom Healthcheck

The anchor of Tesco creates a potential issue if shoppers aren't encouraged to link their trips with the wider town centre. Positively, potential for large local employers to take up office space in the town could see increased investment into the quality of Millom's environment.

### Conclusions

Millom has a strong anchor store and secondary convenience offer, however there is a large cluster of vacancies which detract from both the environmental quality and viability of the area.

This is an opportunity to allowing independent retailers to create window displays in vacant units, or encouraging 'pop-up shops' to provide short-term leases for new and local retailers.

In the longer term, ensuring the renovation and reuse of the vacant and historic buildings will be of central importance to the quality of Millom's high street. In this regard, a Conservation Area study is to be completed which will provide further insight.

### Strengths

Millom benefits from a strong anchor store (Tesco) and a good overall convenience offer in Millom to attract footfall into the centre.

The potential for Sellafield to take up office space in the town, as one of the regions key employers, is positive for the town.

The community uses such as the library, pavilion and theatre, and the recreation centre build upon the community spirit of the town. Furthermore, works to repair historic buildings are positive.

### Weaknesses

Millom has a high vacancy rate at 23% of units. There are also a number of historic vacant buildings which are currently in a state of disrepair, albeit under repair/renovation.

### Opportunities

There is an opportunity to make improvements to the public realm to give visitors a reason to stay rather than pass through.

The regeneration of historic buildings also offers a key opportunity in the centre

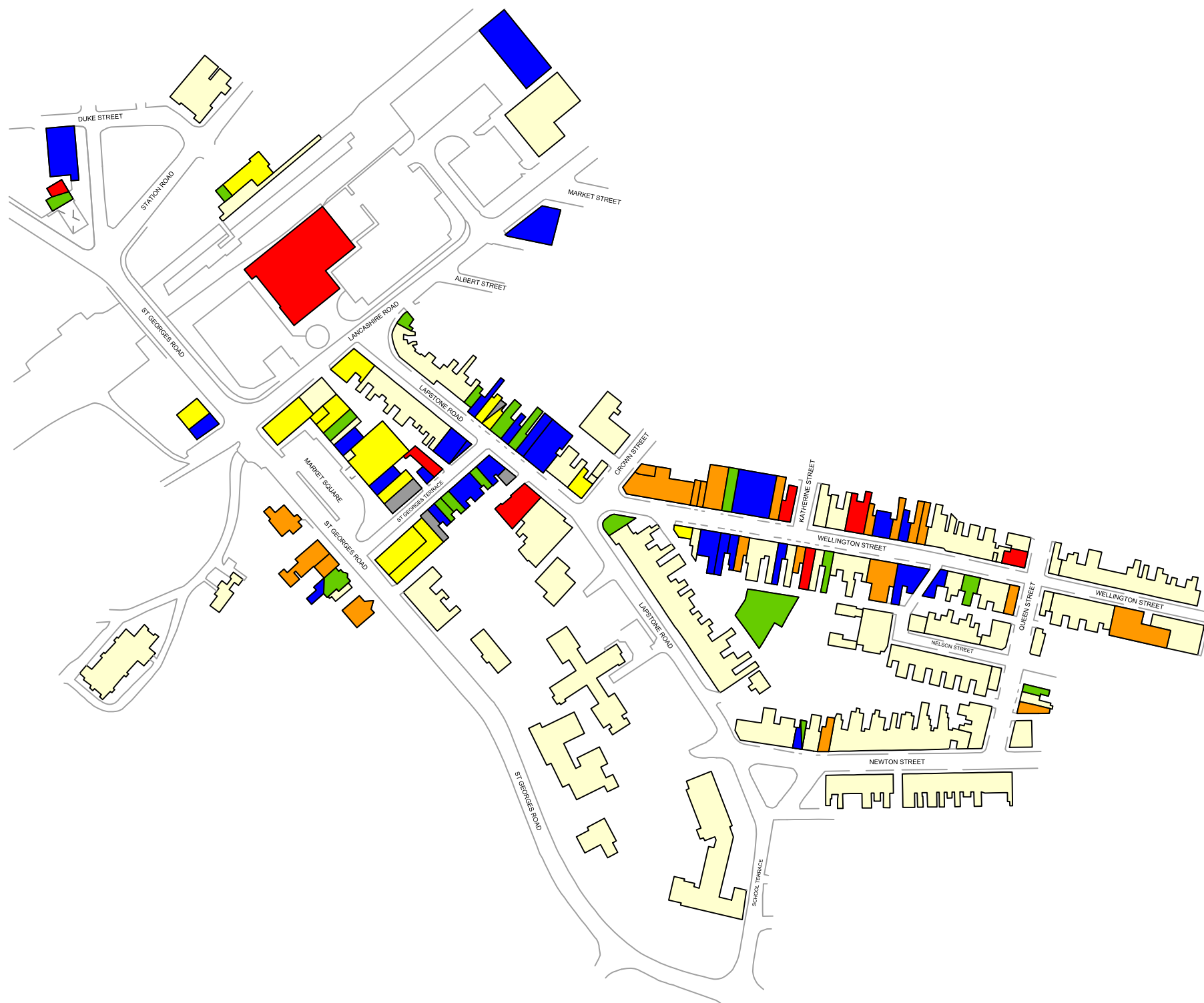
The location of Millom at the south of the West Cumbrian Coast Line presents an opportunity to retain tourist visitors, as does the opportunity to bid for part of the Governments Towns Fund, which could maximise on the above opportunities for improvements, regeneration and investment.

### Threats

Additional vacancies across the centre, along with additions to clusters of vacant units threatens the centre.

There are a number of historic buildings in Millom which are in need to repair to bring back into use.

Additionally, due to Millom's isolated position on the West Cumbrian Coast Line, 45 minutes from Barrow-in-Furness, and an hour from both Kendal and Whitehaven, there is potential for increased online spending.



Legend

- COMPARISON
- RETAIL SERVICES
- CONVENIENCE
- LEISURE SERVICES
- VACANT
- FINANCIAL SERVICES

125 metres



Copyright and confidentiality Experian, 2020. © Crown copyright and database rights 2020. OS 100019885

Experian Goad Plan Created: 24/02/2020  
Created By: Nexus Planning Ltd

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011





125 metres

Experian Goad Plan Created: 21/02/2020  
Created By: Nexus Planning Ltd



Copyright and confidentiality Experian, 2020. © Crown copyright and database rights 2020. OS 100019885

For more information on our products and services:  
[www.experian.co.uk/goad](http://www.experian.co.uk/goad) | [goad.sales@uk.experian.com](mailto:goad.sales@uk.experian.com) | 0845 601 6011