

## Higham Ferrers Centre Monitoring

January 2019

Use Class	Inside DSF		Inside DSA outside DSF		DSA		Outside DSA		Total	
	No	%	No	%	No	%	No	%	No	%
A1	11	44.44%	3	9.38%	15	25.42%	6	35.29%	21	27.63%
A2	3	11.11%	5	15.63%	8	13.56%	0	0.00%	8	10.53%
A3	2	7.41%	2	6.25%	4	6.78%	1	5.88%	5	6.58%
A4	1	3.70%	1	3.13%	2	3.39%	0	0.00%	2	2.63%
A5	0	0.00%	3	9.38%	3	5.08%	2	11.76%	5	6.58%
B1	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
C1	0	0.00%	3	9.38%	3	5.08%	0	0.00%	3	3.95%
C3	3	11.11%	12	37.50%	15	25.42%	3	17.65%	18	23.68%
D1	3	11.11%	1	3.13%	4	6.78%	3	17.65%	7	9.21%
D2	0	0.00%	0	0.00%	0	0.00%	1	5.88%	1	1.32%
Sui Generis	2	7.41%	2	6.25%	4	6.78%	0	0.00%	4	5.26%
Vacant	1	3.70%	0	0.00%	1	1.69%	1	5.88%	2	2.63%
<b>Total</b>	<b>27</b>	<b>100.00%</b>	<b>32</b>	<b>100.00%</b>	<b>59</b>	<b>100.00%</b>	<b>17</b>	<b>100.00%</b>	<b>76</b>	<b>100.00%</b>

**Defined Shopping Frontage (DSF) Length = 350m**

**Defined Shopping Area (DSA) = 26,188m<sup>2</sup>**

There are currently 76 units within Higham Ferrers town centre. The assessment area was determined using as per the "made" Higham Ferrers Neighbourhood Plan.

The major changes to the town centre are as follows:

- 2 College Street has remained an A3 use class but is now occupied by Coffee Barne
- The occupiers of 5 Wood Street has changed to Bathroom, Kitchen & Tiles
- Mercy in Action has replaced La Bella at 19 Market Square
- Saa Designer Jewellery has merged with Savour the Flavour and now occupy 32 High Street together under the name of "Savour the Flavour & Saa"
- Neat Nails no longer occupy 44 High Street, having been replaced by Momma V Alterations
- Willow & Grey has opened at 42 High Street
- 4 Westfield Terrace is now occupied by Georgia's Fish Bar
- 30 High Street is now vacant
- Bewitched Coffee now occupies 20 High Street
- 2 High Street is now vacant
- Higham Ferrers Hair & Beauty has replaced The Corner Studio at 4-6 High Street

### **Defined Shopping Frontage (DSF) (ArcView Measurements)**

#### **A1 Total = 84.41m (24%)**

B.E. White Curtains & Blinds – 4.31	Rebels Hairdressers – 4.47	Momma V – 3.94
Willow & Grey – 8.86	Mark Bird Flooring – 7.99	Colemans – 9.31
The Co-Op – 15.62	Headline Male Grooming – 4.05	Newsagent – 12.68
Market Square Bakery – 7.9	Hair & Nail Boutique – 5.28	

#### **A2 Total = 20.31m (6%)**

Stevenson Property Management – 3.21	Charles Orlebar Estate Agents – 3.41	Snowden Homes Ltd. – 13.69
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#### **A3 Total = 21.79 (6%)**

Savour the Flavour & Saa – 3.84	The Spice Lounge – 8.25	Bewitch Coffee – 9.7
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#### **A4 Total = 8.13 (2%)**

The Queen's Head – 8.13
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#### **C3 Total = 22.22 (6%)**

36 High Street – 5.48	34 High Street – 5.17	18 High Street – 11.57
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#### **D1 Total = 33.52 (10%)**

Higham Ferrers Dentist – 10.12	Town Council – 18.12	Higham Ferrers Eye Care – 5.28
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#### **Vacant Total = 22.96 (7%)**

20 High Street – 9.96	2 High Street - 13
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#### **Sui Generis = 9.35 (3%)**

High Ferrers Hair & Beauty – 9.35
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