

## Rushden Town Centre Monitoring (Town Centre)

**February 2019**

Use Class	Inside DSF		Inside DSA outside DSF		DSA		Outside DSA		Total	
	No	%	No	%	No	%	No	%	No	%
<b>A1</b>	54	55.10%	78	41.71%	78	41.71%	0	0.00%	78	41.27%
<b>A2</b>	12	12.24%	33	17.65%	33	17.65%	0	0.00%	33	17.46%
<b>A3</b>	7	7.14%	17	9.09%	17	9.09%	0	0.00%	17	8.99%
<b>A4</b>	1	1.02%	2	1.07%	2	1.07%	0	0.00%	2	1.06%
<b>A5</b>	2	2.04%	5	2.67%	5	2.67%	0	0.00%	5	2.65%
<b>B1</b>	0	0.00%	3	1.60%	3	1.60%	0	0.00%	3	1.59%
<b>B2</b>	0	0.00%	1	0.53%	1	0.53%	0	0.00%	1	0.53%
<b>C1</b>	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>C3</b>	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>D1</b>	1	1.02%	2	1.07%	2	1.07%	1	50.00%	3	1.59%
<b>D2</b>	0	0.00%	2	1.07%	2	1.07%	0	0.00%	2	1.06%
<b>Sui Generis</b>	9	9.18%	22	11.76%	22	11.76%	1	50.00%	23	12.17%
<b>Vacant</b>	12	12.24%	22	11.76%	22	11.76%	0	0.00%	22	11.64%
<b>Total</b>	98	100.00%	187	100.00%	187	100.00%	2	100.00%	189	100.00%

**Defined Shopping Frontage (DSF) Length = 866m**  
**Defined Shopping Area (DSA) = 100211.98m<sup>2</sup>**

There are currently 189 units within Rushden's town centre. The town centre monitoring area was determined using the adopted Rushden local plan. Any locations that are predominantly residential or industrial have been excluded.

Using the most recent information from Rushden Town Centre Monitoring (2018) it is possible to highlight some of the major changes to the town centre:

### High Street

- The High Street has seen a number of vacant units become occupied. 35 High St (now Top Cut Barbers), 55b High Street (The Arcade), 89 High Street (Nobel Eye Care), 106 High Street (La Estrella) and 64 High Street (Vanti Hair and Beauty) have seen the most significant changes
- Adonis Salon now occupies 78 High Street
- Aspendoes Grill and Restaurant has replaced Luvly Jubbly at 80 High Street
- Saje Jewellers has replaced Faros Jewellers at 121 High Street
- Stop4Beer has replaced The Hopmaster General

### Church Street

- Hannah's Solicitors (11 Church Street) and Noble Eye Care (37 Church Street) now occupy previously vacant units
- TG Wheatcroft Electrical Engineers has vacated 4 Church Street

## Hamblin Court

- Vegan House has replaced Café Noir at 2 Hamblin Court

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

#### **A1 Total = 358.44 (41%)**

The Bag & Gift Company – 8.25	Vape – 6.8	In the Frame – 4.77
Net Affair – 5.77	Brian Watts Carpets - 3	Peacocks – 15.43
Rushden Mini Market – 5.4	Jewkes Bridal – 5.97	Ultima – 6.11
Cancer Research UK – 5.63	Thing-Me-Jigz – 5.61	WHSmith – 10.5
Jans Floral Boutique – 4.65	Boots - 10	Top Cut Barbers – 6.28
Argos – 15.15	The Arcade – 4.76	Vanti Hair & Beauty – 5.03
Pure Crafters – 4.41	Extra Care – 6.45	Hallmark – 7.65
Specsavers - 6	Superdrug – 7.92	Select – 11
British Heart Foundation – 3.89	Mrs B Sandwich Shop – 3.97	Scrivens – 5.47
Yours – 8.46	PW House Jeweller – 4.66	Ory Anthony – 4.35
Tui – 4.85	Cheery Pharmacy and Post Office – 12.15	Co-Op Travel – 3.74
Cutting Edge – 3.9	JE Brown (Fruiteers) – 7.13	JE Brown (Butchers) – 4.42
Costa – 9.86	RSPCA – 8.83	House of Venom – 5.1
Euro Shop – 5.87	Stiches – 3.48	Adonis Salon – 4.15
Aspendoes – 4.27	Union – 7.17	Furniture Crash – 13.29
Euronics – 7.31	West End – 3.51	Helly Kooger – 5.42
Saje Jewellers – 5.25	Jonathan Brown Hair - 4	Vape House – 5.36
TJ Alternative Gifts – 4.18	Osborne's Toy Shop – 16.14	Care Opticians – 3.95

#### **A2 Total = 76.15 (9%)**

Barker & Smart – 4.05	Hannah Solicitors – 9.95	Simpson & Weekly – 5.16
Community Law Services – 5.79	Lloyds Bank – 10.09	NatWest - 11.25
Mac's Shoe Repairs – 3.76	William H Brown – 4.2	Connells – 4.75
Coley Thomson – 6.32	Richard James – 5.26	Inspire Estate Agents – 5.57

#### **A3 Total = 48.48 (6%)**

Mrs Bs Tea Shop – 9.78	Frankies Bar & Restaurant – 3.53	Greggs – 6.5
Rushden Café – 13.5	Wishbones – 5.07	Café Bangla – 4.95
La Estrella – 5.15		

#### **A4 Total = 6.46 (1%)**

Cheers – 6.46
---------------

#### **A5 Total = 7.82 (1%)**

Oriental Gourmet – 3.65	Kebab Express – 4.17
-------------------------	----------------------

**D1 Total = 16.2 (2%)**

---

Wesleyan Church – 16.2

---

**Vacant Total = 92.18 (11%)**

---

13 High St – 7.55	17 High St – 5.04	48 - 50 High St – 27.45
53 High St – 4.4	103 High St – 9.52	105 High St – 6.47
78 High St – 6.47	82 High St – 4.67	107 High St – 4.35
113 High St – 5.04	115 High St – 5.31	119 High St – 8.23

---

**Sui Generis = 65.73 (8%)**

---

Je M'appelle Belle – 8.82	N & J Nails – 5.12	BG Bet – 6.33
Betfred – 4.93	Manhattan Ink Tattoo – 10.47	Ladbrokes – 9.4
Pamper Me Perfect – 13.84	American Nails – 3.74	atoos – 3.08

---