

7.0 DENMEAD

Introduction

7.1 Denmead is designated a Village Centre in the Local Plan Review (July 2006) along with Bishop's Waltham, New Alresford, Whiteley and Wickham. Denmead is located in the south west of the district, to the west of Waterlooville and to the west of the A3.

7.2 The Primary Shopping Frontages are located on Hambledon Road. There are no Secondary Shopping Frontages identified.

Mix of Uses and Occupier Representation

7.3 The Town/Village Centre is anchored by a Co-Op food store. The centre's key roles include:

- *convenience shopping* – including the Co-Op store, a greengrocer, a bakery and a newsagent.
- *lower order comparison shopping* – a small range of comparison shops primarily serving lower order shopping needs, comprising a florist, a pharmacy, an optometrist and a DIY/Machinery shop. There are no multiples.
- *services* - including two banks/building societies, a physiotherapist and a few hairdressers.
- *community facilities* – includes a health centre, a church and public toilets
- *entertainment* – there are two restaurants within the town/village centre.

Retailer Representation

7.4 The centre has 17 retail and service units (excluding non Class A uses), as detailed in Table 7.1.

Table 7.1: Denmead Town/Village Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Denmead Town/Village Centre	Index National =100	National Average*
Comparison Retail	4	23.5	50.6	46.4
Convenience Retail	4	23.5	258.2	9.1
A1 Services	3	17.6	220.0	8.0
A2 Services	2	11.8	110.3	10.7
A3 and A5 (excl. pubs/bars)	2	11.8	84.9	13.9
A4	0	0.0	N/A	N/A
Miscellaneous	n/a	n/a	n/a	1.4
Vacant	2	11.8	112.4	10.5
Total	17	100.0		100.0

Sources: NLP Site Survey (May 2007)

* UK average relates to all town centres surveyed by Goad Plans (November 2006).

- 7.5 The centre has a low proportion of comparison retailers compared with the national average. Conversely, the proportion of convenience retailers and A1 and A2 services is higher than the national average. The vacancy rate is higher than the national average. The proportion of A3 and A5 uses is lower than the national average. The centre does not have any multiple comparison retailers.

Service Uses

- 7.6 Denmead town/village centre has a small selection of service uses and not all GOAD categories are represented, as shown in Table 7.2. The centre has a higher proportion of banks/other financial services and hairdressers/beauty parlours compared to the national average, and a lower proportion of restaurants/cafes/ takeaways.

Table 7.2: Denmead Town/Village Centre Analysis of Selected Service Uses

Type of Use	Denmead Town/Village Centre		Index	UK Average*
	Units	%	National=100	%
Restaurants, cafes & takeaways	3	37.5	87.8	42.7
Banks/other financial services	2	25.0	157.2	15.9
Estate agents and valuers	0	0.0	0.0	11.5
Travel agents	0	0.0	0.0	5.4
Hairdressers & beauty parlours	3	37.5	174.4	21.5
Laundries/dry cleaners/shoe repairs	0	0.0	0.0	3.0
Total	8	100.0		100.0

Sources: NLP Site Survey (May 2007)

*UK average relates to all town centres surveyed by Goad Plans (November 2006)

N.B. 'Restaurants, cafés and takeaways' does not include public houses.

- 7.7 Two of the main high street banks/building societies are represented within the district centre (Lloyds TSB and Natwest). In addition to Class A service uses Denmead village centre has a number of non-retail uses, and these include a health centre, a physiotherapist, a yoga centre, a beauty therapy school, a car showroom and a church.

The Supply of Commercial Premises and Property Indicators

- 7.8 There were 2 vacant units in Denmead village centre. The vacancy rate (11.8%) is above the national average (10.5%). The vacant retail units were previously 'Ashlands Garden and Conservatory Furniture' store and a restaurant.
- 7.9 Published Prime Retail Rent and Yields data was not available for Denmead town/village centre.

Accessibility and Movement

Car Parking

- 7.10 There is one Council-owned car park located at Kidmore Lane to the west of the centre, within a few minutes walk. This car park is free to use and contains 78 spaces, and was fairly empty during the NLP site visit (Thursday 31st May, 11.00 am). There are plenty of other car parking facilities at Denmead town/village centre; there is ample parking in front of the main parade of shops on Hambledon Road, there is space to park next to the Vacant Ashlands site, there is also a car park for the Health Centre and another for the church. There is a considerable amount of parking in Denmead for a centre of its size.

Public Transport

- 7.11 There is one request bus stop in Denmead centre, and one bus shelter opposite the main parade of shops. Bus routes operated by First serve Hambledon Road and provide links to Portsmouth, Copnor, Cosham, Waterlooville, Hambledon, Fareham, Wickham, Southwick, Waterlooville, Emsworth and Havant. The bus shelter was of poor quality. There is no train station in Denmead.

Traffic and Pedestrian Access and Movement

- 7.12 At Denmead town/village centre the impact of traffic is significant as the centre is divided by Hambledon Road which is a main road with medium traffic flows (at the time of the NLP site visit), although there is a pedestrian crossing which enables further ease of pedestrian movement. The main parade of shops is on the south side of Hambledon Road; pedestrian movement along this parade is hindered by the car parking in front of the shops and a tall hedge which separates the western end of the parade. The heaviest pedestrian flows at the time of visit were within the vicinity of the Co-Op store, but flows were fairly even throughout the centre.

Environmental Quality

- 7.13 The environmental quality within Denmead town/village centre was reasonable for a centre of its size. The uncovered centre felt reasonably safe, although some of its buildings were rather worn which gave the centre a slightly tired feel. CCTV was evident outside the Co-Op within the centre.
- 7.14 The provision of street furniture was adequate and functional for the size of the centre; there were ample bins and street lighting which were of an adequate quality. There was some seating outside the health centre, and there were potted plants positioned throughout the centre, however, these were generally not very well maintained. The majority of the paving throughout the centre was in a reasonably good condition, although it was narrow and uneven in places. There was little evidence of litter, chewing gum, graffiti or vandalism.
- 7.15 The health centre is slightly tired looking, but the building appeared in good repair, the church is an historic building of character which, along with the small green to the north of the primary shopping area, adds to the attractiveness of the centre. The centre appears reasonably well maintained and clean, however its appearance is generally uninspiring.



The Co-Op store at Denmead.



View East along Hambleton Road.



Barnard's Restaurant at eastern end of parade.



Cars parked in front of shops.

Summary of Denmead's Strengths and Weaknesses

Strengths

- The centre has a good provision of convenience shops including a greengrocer, a bakery and a Co-Op store; the proportion of convenience retailers is significantly higher than the national average.
- The centre has a good provision of some services, particularly of banks and hairdressers/ beauty parlours, both of which are represented by a greater proportion than the national average.
- The centre has considerable car parking availability.
- Public transport links to and from the centre are reasonably good for a centre of its size, and run to a range of other centres.
- The environmental quality of the centre is reasonable for a centre of its size, there is adequate provision of street furniture, and there is little evidence of litter, graffiti or vandalism.

Weaknesses

- Denmead town/village centre has a relatively poor provision of comparison shops; the proportion of comparison retailers is lower than the national average.
- Denmead town/village centre lacks any estate agents, travel agents or laundrettes/dry cleaners/shoe repairs, but it is questionable whether such services would be expected in a centre of Denmead's size.
- The vacancy rate (11.8%) is slightly higher than the national average (10.5%), however as there are only two vacant units, it is difficult to draw any concrete conclusions regarding the level of demand for property.
- Pedestrian movement in the centre is hindered by Hambledon Road, the cars parked in front of the main shopping parade and the hedge separating the western end of the centre.

Opportunities

- Denmead benefits from a loyal local customer base and passing trade. Expenditure generated by this customer base is expected to grow in the future, which could provide opportunities to improve the range and choice of shops and services in the centre.
- The potential development of 3,000 residential at West Waterlooville could generate some additional trade.

Threats

- The demand for premises within Denmead is likely to be limited. The centre is dominated by independent traders. If independent traders close in the future the availability of new occupiers is uncertain and the number of vacant units could increase, which may undermine the vitality and viability of the centre.
- Denmead is located reasonably close to larger shopping centres in Havant including Waterlooville. The strength and proximity of these centres will limit the potential to maintain and enhance the vitality and viability of Denmead.