

Project Description

DPDS prepared the West Wiltshire Retail Needs Study for the District Council. The objective of the Study was to provide robust evidence on retail matters for the Core Strategy, to provide a forecast of the need for additional retail floorspace, to assess the role, function, vitality and viability of the town centres of Trowbridge, Melksham, Bradford-on-Avon, Warminster and Westbury and to identify a clear retail hierarchy.

The Study examined current and likely retail trends and commissioned a telephone survey of households to identify residents' shopping patterns and the market share that the town centres and out-of-centre floorspace attracted. Taking account of forecast population and expenditure, and the current performance of the existing shops, DPDS forecasted the future need for retail floorspace in the study towns.

The survey also provided evidence on the competition provided by larger centres, such as Bath and the weaknesses of West Wiltshire centres, such as the middle market orientation of the retail offer in Trowbridge, and the lack of national multiples in Melksham.

Following on from the Study, DPDS was asked to provide a report on the impact of the proposals for foodstores on the former bottling plant and the Peter Black site's in Trowbridge.

DPDS Involvement

DPDS was solely responsible for carrying out the Study and undertook all the work with the exception of the household survey.



Client West Wiltshire District Council

Business Sector Town Centre, Retail and Leisure

Approximate Contract Value £20,000

Project Status Research Report - LDF Base

DPDS Key Personnel Involved Duncan McCallum
Kevin Hodgson
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