Harper Dennis Hobbs

2017 Vitality Rankings

Top 50 British Centres

June 2017

Retail specialist Harper Dennis Hobbs has expanded its Vitality Index to 1,000 retail centres across Britain. This year's research, which looks at the quality of retail in a centre, finds Cambridge moving up 6 places to come out on top, with Westfield London in second and Knightsbridge remaining in 3rd place.

The Vitality Index ranks all retail centres in Britain by quantifying the 'retail health' of each centre. This year's Index has been expanded to 1,000 from 500 centres and finds that Vitality is measured through: a combination of the proportion of up-market shops; the proportion of value-led shops; the vacancy rate, and the proportion of 'undesirable' shops – such as pawnbrokers, money lenders, and bookmakers. In addition, these variables are also compared to the demographic composition of the centre's catchment area and a greater score is given to areas whose retail mix is optimally adapted to the local community.

Jonathan De Mello, Head of Retail Consultancy at Harper Dennis Hobbs, said, "This iteration builds considerably on our inaugural Vitality Index, released in 2014, which was the first retail ranking in Great Britain to emphasise the quality of retail in a centre, in addition to its size. In this release, by popular demand from both retailers and investors, HDH have incorporated additional small towns and high streets, which gives a greater range to the ranking, and allows for comparison of local high streets with major retail destinations. We've also included a number of temporal variables – tracking the change in retail mix of a centre over the past 5 years, to credit those that have improved, and penalise those that have deteriorated.

"This ranking highlights the 'healthiest' retail centres in Britain, which successful brands should target when considering network expansion. Smaller centres are of increasing interest to retailers, given rents are often highest in the largest centres. So a small centre with a high vitality score – and the right shopper profile – could potentially yield strong profits."

James Ebel, Executive Director in Harper Dennis Hobbs' retail agency division, states, "With an increase in online retailing, many of our clients, especially those from North America, now want to consider why they should enter a market rather than how many stores they should have. For this purpose, it's important to know not only who trades in a retail centre, but how many are vacant and whether the market captures their customer profile. Each retailer has different requirements in terms of what makes an ideal location to trade in. This ranking, with some bespoke criteria included, can be an important tool for retailers looking to expand their store portfolio. The Vitality Index highlights some of the highest quality retail centres in Britain, demonstrating the fact that market size isn't the only predictor for commercial success."

The index includes British centres with greater than 40 multiples, ranging from local high streets to regional shopping malls and major city centres. However, retail parks and outlet centres have been excluded, as their remote locations mean they are not intrinsically linked to the local area, and so their health does not impact the community in the same way.

The addition of smaller centres allows greater insight into the strength of specific districts and neighbourhoods – something that retailers are increasingly asking HDH in terms of new centres to open stores in. A large proportion of shops house premium and luxury brands, matching the affluent population living nearby, whilst also attracting shoppers from across the globe. The least vital centre is Shields Road in Byker, Newcastle-upon-Tyne, where 19.6% of retail floorspace is unused – up 11% in the past 5 years. The retail mix on Shields Road is dominated by 'undesirable' retail, such as betting shops and money lenders.

London still dominates the national retail scene and 34% of the top 50 most vital centres are located in the capital. However, quality retailers are increasingly gravitating towards a few very strong shopping centres and high streets, and this concentration of quality retail within the city is at the expense of the typical London high street.

Birmingham and Glasgow are the most improved centres near the top of the ranking, as both have benefited from new retail developments. Brent Cross has fallen out of the top 50 as a result of the preparation for works to modernise and expand the centre. It is likely that this drop will be temporary and the centre will increase its score upon completion within the next 5 years.

The Vitality Index has also highlighted the overall increase in the presence of downmarket stores on Britain's high streets. In the past 5 years there has been a 2.7% increase in the proportion of value stores in centres, in addition to a 1.6% increase in the proportion of 'undesirable' shops.

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Note to Editor:

Methodology

There has been a change in methodology since the last release, which included 500 major centres. HDH have ranked the top 1,000 retail centres in Britain with greater than 40 shops, and we are now factoring in the change in the retail offer over time, which is designed to credit centres that are improving as a retail destination, while penalising those that are declining.

The following variables have been quantified, and their contribution towards the final ranking is weighted by relative importance:

- The proportion of premium and luxury retail – up-market retail attracts affluent customers and will be associated with a nicer shopping environment.
- The proportion of value retail – a high proportion of value retail indicates relative deprivation and the retail offer is geared towards the lower end of the market.
- The proportion of 'undesirable' retail – these are retail units that damage not just the high street, but the residents and local community, by increasing debt and feeding addiction. The following class of stores fall in this category:
    - Betting shops
    - Pawnbrokers
    - Pay-day loan shops
    - E-cigarette shops
    - Bingo halls

In the previous iteration of HDH's Vitality Index, charity shops were also included under this category of retail. As the 'undesirable' category of shops has been designed to reflect the hallmarks of an ailing high street, charity shops have now been merged into the value retail category.

- The vacancy rate – disused and derelict units are the most obvious sign of an ailing retail area and rows of empty shops have a detrimental effect on the centre, as more aspirational customers are quickly put off visiting.
- The suitability to the local customer – HDH have assessed the positioning of a centres' retail supply in relation to the demands of the local customer, given their demographic make-up. A retail centre with high vitality has a retail mix that serves the needs of its local population, whether it is lower, mid- or up-market retail.
- The most considerable methodological alteration from the previous edition is that we are now measuring the change in a retail centre over time – HDH has monitored the openings and closings of stores over the past 5 years. This allows us to give the percentage change for the above variables, so our rankings reflect where centres have improved or declined.

Market Size – Top 50 Centres

Centre	Retail Spend Potential	Vitality Rank	Change Since 2014
London West End	£9,141,226,044	14	→ +2
Glasgow	£4,260,877,222	38	↑ +30
Birmingham	£3,738,666,154	34	↑ +31
Manchester	£3,534,636,565	52	↘ -9
Leeds	£3,180,292,167	35	↗ +4
Liverpool	£3,102,829,857	47	→ 0
Nottingham	£3,003,776,127	55	↗ +14
Cardiff	£2,798,170,147	62	↗ +4
Newcastle upon Tyne	£2,796,940,154	84	↑ +22
Edinburgh	£2,346,843,910	17	↗ +5
Norwich	£2,318,506,810	104	→ -2
Leicester	£2,317,692,848	101	↘ -4
Southampton	£2,221,422,874	98	→ +1
Westfield London	£2,192,438,446	2	→ -1
Bristol	£2,132,355,475	53	→ +2
Kingston upon Thames	£2,107,118,547	18	→ 0
Bluewater	£1,946,420,654	5	↗ +3
Milton Keynes	£1,944,302,948	68	↗ +4
Aberdeen	£1,923,904,199	93	→ +2
Brighton	£1,902,344,776	22	↗ +6
Hull	£1,873,120,389	627	↓ -142
Trafford Centre	£1,851,676,699	45	↘ -12
Derby	£1,846,169,516	186	→ -2
Reading	£1,838,176,525	117	→ +1
Bromley	£1,778,434,064	58	↗ +16
Peterborough	£1,776,537,193	149	→ +2
Westfield Stratford	£1,765,198,912	12	↗ +5
Croydon	£1,753,535,993	153	↑ +22
Meadowhall	£1,741,402,629	28	↗ +4
Chester	£1,678,594,102	43	↘ -4
Plymouth	£1,654,535,919	170	↗ +13
Lakeside	£1,633,327,360	49	→ -3
Merry Hill	£1,629,292,800	118	↘ -7
Bolton	£1,578,188,504	663	↓ -47
Ipswich	£1,570,249,828	485	↓ -84
Exeter	£1,569,973,577	78	↗ +3
Metrocentre	£1,568,377,425	67	→ +2
Stockport	£1,561,781,383	640	↓ -93
Sheffield	£1,536,610,916	223	↑ +24
Cambridge	£1,513,016,237	1	↗ +6
Oxford	£1,478,546,453	48	↘ -10
Watford	£1,462,246,487	97	↗ +16
Lincoln	£1,445,008,195	209	↗ +9
Coventry	£1,435,278,350	676	↓ -64
Stoke-on-Trent	£1,426,127,866	454	↑ +26
Northampton	£1,423,906,179	634	↓ -152
Brent Cross	£1,421,764,220	63	↓ -39
Middlesbrough	£1,421,140,774	468	↗ +10
York	£1,396,532,968	46	↗ +4
Guildford	£1,385,378,494	24	↘ -7

The table above identifies the largest retail markets in Britain by sorting by retail spend potential. This is a typical retail ranking, but while there are some merits to this form of centre comparison, a typical ranking disregards small retail centres which can be considered overperforming in accordance to their size, and places more emphasis on large but ailing malls and city centres.

When sorted In this way, it becomes even more apparent that market size has little impact on the vitality of a retail centre, as only 19 of the top 50 largest centres feature in the top 50 most vital.

The Vitality Ranking is different in this regard, and provides an alternative perspective on comparing centres by focusing on the type of retail offer, and how suitable it is to the catchment area.

Vitality Ranking – Top 50 Centres

Vitality Rank	Centre	Prime Zone A Rental Rank (1 = Highest)	Market Size (Weighted Retail Expenditure)	Change Since 2014
1	Cambridge	20	£1,513,016,237	+6
2	Westfield London	6	£2,192,438,446	-1
3	Knightsbridge	3	£633,482,231	0
4	Chelsea	4	£764,265,134	-2
5	Bluewater	9	£1,946,420,654	+3
6	Wimbledon Village	164	£88,843,941	New Addition
7	Richmond	28	£404,623,870	0
8	Canary Wharf	10	£368,953,691	-3
9	Marlborough	229	£113,319,198	New Addition
10	Bath	42	£1,328,625,901	+2
11	Sloane Street	1	£206,106,322	New Addition
12	Westfield Stratford	5	£1,765,198,912	+5
13	Reigate	200	£131,328,606	New Addition
14	London West End	2	£9,141,226,044	+2
15	St Albans	73	£507,678,384	+7
16	Berkhamsted	252	£113,697,055	New Addition
17	Edinburgh	38	£2,346,843,910	+5
18	Kingston upon Thames	13	£2,107,118,547	0
19	Cobham	200	£101,534,296	New Addition
20	Cribbs Causeway	11	£1,126,748,715	+1
21	Chiswick	99	£253,761,350	+11
22	Brighton	34	£1,902,344,776	+6
23	Harrogate	56	£826,855,386	+3
24	Guildford	11	£1,385,378,494	-7
25	Henley-on-Thames	150	£206,782,026	New Addition
26	Bristol - Clifton	229	£117,811,673	New Addition
27	Sherborne	228	£114,903,538	New Addition
28	Meadowhall	15	£1,741,402,629	+4
29	Ilkley	190	£174,778,586	New Addition
30	Sevenoaks	289	£193,322,362	+8
31	Chichester	62	£717,782,616	0
32	Islington - Upper Street	99	£501,574,370	-6
33	Kensington	31	£685,114,699	-14
34	Birmingham	19	£3,738,666,154	+31
35	Leeds	28	£3,180,292,167	+4
36	Muswell Hill	99	£142,886,468	New Addition
37	Tenterden	229	£103,728,550	New Addition
38	Glasgow	69	£4,260,877,222	+30
39	Marlow	83	£174,047,714	+7
40	Fulham Road	43	£213,427,596	New Addition
41	Wilmslow	229	£197,659,173	+2
42	St. Ives (Cornwall)	371	£97,121,316	New Addition
43	Chester	34	£1,678,594,102	-4
44	Hampstead	43	£89,398,650	+1
45	Trafford Centre	8	£1,851,676,699	-12
46	York	54	£1,396,532,968	+4
47	Liverpool	26	£3,102,829,857	0
48	Oxford	38	£1,478,546,453	-10
49	Lakeside	15	£1,633,327,360	-3
50	Holborn	74	£171,628,390	New Addition

The top 50 retail centres in HDH's 2017 Vitality Ranking gives an indication of some of the highest quality retail areas in Britain. The market size (retail spend potential) of a centre does not necessarily reflect quality; while major retail centres like London's West End, Westfield Stratford, and Glasgow city centre all rank in the top 50, small centres like Marlborough and Wimbledon Village place higher than them. In these locations, the concentration of quality retailers contributes towards a vibrant high street, which serves as a community hub that is well-matched to the affluent neighbourhoods in which they are situated. Both Wimbledon Village and Marlborough have a low proportion of vacant floorspace, a low proportion of undesirable retail (or none at all), and both have seen a fall in these proportions over the past 5 years. The presence of small, local retail centres in our ranking is evidence that there are some high streets that are going from strength to strength despite the tough economic conditions throughout the past year.

The last Vitality Ranking, produced by HDH in 2014, consisted of a similar quantification of retail quality. We have tracked changes in the scoring, and movement in the rankings since the last iteration, which has led to some dramatic changes. Birmingham is a recent arrival in the top 50 – the city centre has been improved by the opening of Grand Central, a 500,000 sq ft shopping centre, featuring quality retailers such as John Lewis, Joules and Fat Face. Birmingham has also benefited from a revamp of The Mailbox, home to a Harvey Nichols department store that has doubled in size. Glasgow has also seen a rise in the rankings, consistent with the increasing rents landlords are asking for, as well as high-profile retail developments such as those on Buchanan Street – one of the busiest shopping streets in the country.

The Greater London area continues to dominate the Vitality Rankings however, as 6 of the top 10 centres are located in or around the capital. Luxury shopping destinations like Knightsbridge, Chelsea and Sloane Street effectively meet the demands of the highly affluent local residents, while these areas also cater to the tourists staying in the many luxury hotels in the area.

Typical zone A rents generally reflect the market size in most cases, although there are some exceptions, examples of small centres with relatively high rents include Sloane Street, Richmond and Kensington – all affluent London neighbourhoods. There are also a handful of large cities with comparably low rents – Bath, Glasgow and York all have potential retail expenditure greater than £1.3bn per annum, but typical zone A rents lower than £200 psf.

Vitality Ranking – Bottom 50 Centres

Vitality Rank	Centre	Change Since 2014
951	Wishaw	-108
952	Evesham	-17
953	Mitcham	New Addition
954	Swinton	New Addition
955	Montrose	New Addition
956	Rhyl	-20
957	Walworth Road	-123
958	Wigston	-46
959	Stoke Newington	New Addition
960	Rotherham	-8
961	Cardiff - Cowbridge Road East	-58
962	Girvan	New Addition
963	Acton	New Addition
964	Enfield Wash	New Addition
965	Liverpool - Prescot Road	New Addition
966	Maryland	New Addition
967	Archway	New Addition
968	Harlesden	New Addition
969	Huyton	-48
970	Chelmsley Wood	-97
971	Fraserburgh	New Addition
972	Walkden	New Addition
973	Prescot	New Addition
974	Birmingham - Cotteridge	New Addition
975	Edinburgh - Leith	-7
976	Norbury	New Addition
977	Wednesbury	New Addition
978	Watney Market	New Addition
979	Aldershot	-7
980	Skelmersdale	-49
981	Ellesmere Port	-1
982	Gants Hill	New Addition
983	Forest Gate	New Addition
984	Portslade	New Addition
985	Leyton	New Addition
986	Cowdenbeath	New Addition
987	Mexborough	New Addition
988	Brownhills	New Addition
989	Annan	New Addition
990	Renfrew	New Addition
991	Glasgow - Shettleston Road	New Addition
992	Birmingham - Selly Oak	New Addition
993	Kirkby	New Addition
994	Gateshead	-59
995	Burnt Oak	New Addition
996	Liverpool - Walton Road	New Addition
997	Tonypandy	New Addition
998	Stretford	-105
999	Harrow Road	New Addition
1000	Newcastle upon Tyne - Byker Shields	New Addition

The bottom 50 centres in the Vitality Ranking represent the poorest town centres, shopping centres and high streets in Britain. Of these, many are new additions to the ranking, which are mostly small neighbourhoods and high streets that are located in deprived areas, and are struggling to compete with stronger centres nearby.

These retail centres are the least vital in Britain, and are dominated by vacant units, 'undesirable' retail – such as bookmakers and money lenders, and value-led shops. Some of these centres are very poorly adapted to their catchment areas, such as Harrow Road in Maida Hill, where the average price of a terraced house is c.£1.5m, yet nearly 80% of HDH classified retailers are 'undesirable', and there are no up-market shops.

Most centres on this list are located in deprived urban areas in a major city, but a number of these are situated in small towns in more remote areas. The more remote locations, such as Annan and Tonypandy, residents are most heavily impacted by the poor state of their high streets, as the distance to quality shopping destinations is much further.

The least vital centre in the ranking is Shields Road in Byker, Newcastle-upon-Tyne, where 19.6% of retail floorspace is unused – up 11% in the past 5 years.

Vitality Ranking – Top 10 Comparable Centres

Rank	Out of Town Malls
2	Westfield London
5	Bluewater
12	Westfield Stratford
20	Cribbs Causeway
28	Meadowhall
45	Trafford Centre
49	Lakeside
63	Brent Cross
67	Metrocentre
72	Silverburn Shopping Centre

Rank	London Villages
3	Knightsbridge
4	Chelsea
6	Wimbledon Village
7	Richmond
11	Sloane Street
21	Chiswick
36	Muswell Hill
40	Fulham Road
44	Hampstead
54	West Hampstead

Rank	Market Towns
9	Marlborough
13	Reigate
15	St Albans
16	Berkhamsted
19	Cobham
23	Harrogate
25	Henley-on-Thames
27	Sherborne
29	Ilkley
30	Sevenoaks

Breaking the Vitality Ranking down into centre type gives insight into the best performing comparable retail centres. Westfield London and Bluewater are the two most vital out of town malls – both featuring in the top 10 overall most vital centres - as their retail offer accurately matches their wide catchment areas and neither centre has a significant proportion of value-led, undesirable retailers, or vacant floorspace. Stratford also performs well, as the opening of the Westfield scheme has greatly boosted the range of retailers present in the area, and diminished the influence of the more downmarket Stratford Centre on Stratford's overall vitality score.

Knightsbridge heads the list of ‘London Villages’, which are primarily residential areas within the city limits. The thriving centres are all relatively affluent, and have a retail offer that is suitable for the local consumer, generally with an offer of convenience-orientated supermarkets, bars, and restaurants which are complemented by high proportions of up-market retailers, such as Space.NK, Reiss or Jigsaw.

All of the top 10 market towns – a category that also features large villages, such as Cobham – are also in the top 50 overall most vital centres. These centres are generally affluent and located far enough away from major cities, to take significant market share from their respective catchment areas.

Retail Composition of Centres by Type

Centre Type	Average Vacancy Rate	Proportion of Undesirable Shops	Proportion of Value Shops	Proportion of Up-market Shops
City Centre	10.1%	4.3%	11.9%	12.7%
Out of Town Mall	4.6%	1.4%	7.5%	14.5%
London District	7.1%	6.3%	21.5%	6.7%
Town - Large	10.7%	5.2%	19.8%	4.5%
Town - Small	7.5%	4.2%	30.0%	2.6%
Town - Medium	9.7%	5.2%	26.2%	2.7%
Neighbourhood	7.8%	5.8%	31.4%	2.3%
Neighbourhood - London	10.9%	8.5%	23.5%	8.0%

- Out of town malls have the lowest vacancy rates as they have the advantage of being operated by a single landlord, who have control over the retail mix in the centre and can maintain close to full occupancy rates by managing demand. As such, malls on average have the lowest vacancy rates and proportion of undesirable and shops.
- Up-market shops are most highly concentrated in city centres and out of town malls - shoppers for these brands make up a low proportion of the total retail market in Britain and so these retailers tend to target centres with the largest numbers of these consumers in the catchment area.
- The good public transport system in London allows for easy access to the West End and suburban malls, and as a result, quality retailers focus their energy on these centres. This is at the expense of some of the smaller high streets in the capital, which were once well rounded retail hubs. London districts and neighbourhood areas now have the highest proportions of undesirable retail – such as pawnbrokers, e-cigarette stores, and pay-day loan shops, which thrive on being located in close proximity to consumers. An increase in vacant

shops and undesirable retailers is not merely a symptom of decline, but a cause of it too, as poor retail causes further reductions in footfall, creating a negative feedback loop.

Change by Centre Type 2012 - 2017

Centre Type	Increase in Volume of Retail Floorspace	Change in Proportion of Vacant Floorspace	Change in Proportion of Undesirable Shops	Change in Proportion of Value Shops	Change in Proportion of Up-market Shops
City Centre	3.6%	0.7%	1.2%	0.9%	1.3%
Out of Town Mall	1.3%	-0.3%	0.8%	0.5%	0.6%
London District	0.9%	1.4%	1.7%	1.0%	1.0%
Town - Large	1.4%	1.2%	1.9%	2.4%	0.3%
Town - Small	1.8%	0.3%	1.3%	3.2%	0.1%
Town - Medium	2.2%	0.4%	1.6%	3.0%	0.1%
Neighbourhood	2.0%	0.0%	1.9%	4.4%	0.1%
Neighbourhood - London	2.1%	4.0%	3.7%	-2.6%	-0.5%

- Of all retail centre types, city centres are growing the most – with an average 3.6% increase in retail floorspace since 2012. Cities such as Birmingham, Glasgow and Edinburgh are prime examples of this – the latter will receive 850,000 sq ft of redeveloped retail as part of the forthcoming St James development.
- Nearly all centre types have experienced an average increase in the proportion of vacant floorspace, but London retail centres have been hit hardest – this is likely due to the increasingly rising rents as a result of rising property prices, while the typical inner London high street is struggling to compete with the West End and the ever-growing suburban shopping centres.

Retail Composition of Centres by Region

Region	Average Vacancy Rate	Proportion of Undesirable Shops	Proportion of Value Shops	Proportion of Up-market Shops
South East	7.3%	3.7%	22.3%	5.7%
Greater London	7.3%	6.2%	20.9%	7.5%
North West	9.8%	6.5%	32.6%	1.9%
South West	7.0%	3.4%	23.5%	4.6%
Scotland	9.5%	5.1%	27.4%	2.4%
West Midlands	9.2%	5.1%	30.3%	2.2%
Yorkshire & Humberside	8.3%	5.4%	28.2%	3.3%
East Midlands	7.4%	4.9%	30.2%	2.0%
Wales	10.0%	4.8%	30.2%	1.0%
Northern	9.4%	5.1%	31.4%	2.5%
East Anglia	6.8%	3.9%	27.9%	3.3%

- There is a clear north/south divide with regard to average vacancy rates – Northern England, Scotland, Wales, and the West Midlands have the highest vacancy rates, whereas Southern England, London, East Midlands and East Anglia have the lowest vacancy rate.
- Centres in Southern England and London have the lowest average proportion of value-led shops, and highest average proportion of up-market shops. This reflects the fact that these are the most affluent areas in Britain.
- After the North West, London has the highest average proportion of undesirable shops in the country. While there are a number of high quality neighbourhoods and high streets in the city, London also contains many struggling high streets that place near the bottom of our ranking, which are hotspots for low-quality retail.

Change by Region 2012 – 2017

Region	Increase in Volume of Retail Floorspace	Change in Proportion of Vacant Floorspace	Change in Proportion of Undesirable Shops	Change in Proportion of Value Shops	Change in Proportion of Up-market Shops
South East	1.5%	0.7%	1.0%	11.8%	0.2%
Greater London	1.8%	1.5%	1.8%	7.1%	0.6%
North West	1.4%	-0.2%	2.2%	14.3%	0.0%
South West	1.9%	-0.1%	1.1%	12.4%	0.4%
Scotland	0.8%	0.5%	1.5%	12.7%	0.2%
West Midlands	4.2%	0.5%	1.7%	14.0%	0.0%
Yorkshire & Humberside	2.0%	0.7%	1.9%	15.1%	0.6%
East Midlands	1.1%	-0.1%	2.0%	12.3%	0.3%
Wales	2.5%	0.1%	1.7%	10.5%	0.0%
Northern	2.9%	0.1%	1.4%	13.6%	0.2%
East Anglia	1.2%	1.0%	1.2%	14.7%	0.3%

- While there is a clear north/south divide in vacant floorspace, London, East Anglia and the South East have increased the most in terms in average vacant floorspace over the past 5 years.
- There is nationwide expansion in the proportion of value-led shops. This is likely to be a result of the tough economic times, as well as the rise of internet retailers like Amazon who are squeezing the share of mass market bricks-and-mortar retail.
- The Yorkshire and Humberside region, along with London, is the fastest growing by proportion of up-market shops, this is influenced by the construction of the high-end Victoria Quarter development in Leeds, as well as an improvement in the quality of the retail mix at Meadowhall, Harrogate and Bradford.

Appendices

Top 5 Centres	Region	Centre Type	Rank
Cambridge	East Anglia	City Centre	1
Norwich	East Anglia	City Centre	102
Bury St Edmunds	East Anglia	Town - Medium	110
Holt	East Anglia	Neighbourhood	138
Peterborough	East Anglia	City Centre	151

Bottom 5 Centres	Region	Centre Type	Rank
Thetford	East Anglia	Town - Small	804
Sudbury	East Anglia	Town - Medium	822
Cambridge - Mill Road	East Anglia	Neighbourhood	841
Newmarket	East Anglia	Town - Medium	857
Haverhill	East Anglia	Town - Small	930

Top 5 Centres	Region	Centre Type	Rank
Nottingham	East Midlands	City Centre	55
Stamford	East Midlands	Town - Medium	94
Market Harborough	East Midlands	Town - Medium	108
West Bridgford	East Midlands	Town - Small	145
Leicester	East Midlands	City Centre	149

Bottom 5 Centres	Region	Centre Type	Rank
Retford	East Midlands	Town - Small	856
Belper	East Midlands	Town - Small	877
Ilkeston	East Midlands	Town - Medium	882
Arnold	East Midlands	Town - Small	926
Wigston	East Midlands	Town - Small	958

Top 5 Centres	Region	Centre Type	Rank
Westfield London	Greater London	Out of Town Mall	2
Knightsbridge	Greater London	London District	3
Chelsea	Greater London	London District	4
Wimbledon Village	Greater London	London District	6
Richmond	Greater London	London District	7

Bottom 5 Centres	Region	Centre Type	Rank
Gants Hill	Greater London	London District	982
Forest Gate	Greater London	London District	983
Leyton	Greater London	London District	985
Burnt Oak	Greater London	London District	995
Harrow Road	Greater London	Neighbourhood - London	999

Top 5 Centres	Region	Centre Type	Rank
Wilmslow	North West	Town - Medium	41
Chester	North West	City Centre	43
Trafford Centre	North West	Out of Town Mall	45
Liverpool	North West	City Centre	47
Manchester	North West	City Centre	52

Bottom 5 Centres	Region	Centre Type	Rank
Skelmersdale	North West	Town - Small	980
Ellesmere Port	North West	Town - Small	981
Kirkby	North West	Town - Small	993
Liverpool - Walton Road	North West	Neighbourhood	996
Stretford	North West	Town - Medium	998

Top 5 Centres	Region	Centre Type	Rank
Metrocentre	Northern	Out of Town Mall	67
Yarm	Northern	Neighbourhood	69
Newcastle upon Tyne	Northern	City Centre	84
Bowness-on-Windermere	Northern	Neighbourhood	120
Keswick	Northern	Town - Small	141

Bottom 5 Centres	Region	Centre Type	Rank
Blyth	Northern	Town - Small	917
Peterlee	Northern	Town - Small	933
Penrith	Northern	Town - Small	941
Gateshead	Northern	Town - Small	994
Newcastle upon Tyne - Byker Shields	Northern	Neighbourhood	1000

Top 5 Centres	Region	Centre Type	Rank
Edinburgh	Scotland	City Centre	17
Glasgow	Scotland	City Centre	38
Silverburn Shopping Centre	Scotland	Out of Town Mall	72
St Andrews	Scotland	Town - Small	77
Ocean Terminal	Scotland	Out of Town Mall	92

Bottom 5 Centres	Region	Centre Type	Rank
Edinburgh - Leith	Scotland	Neighbourhood	975
Cowdenbeath	Scotland	Town - Small	986
Annan	Scotland	Town - Small	989
Renfrew	Scotland	Town - Small	990
Glasgow - Shettleston Road	Scotland	Neighbourhood	991

Top 5 Centres	Region	Centre Type	Rank
Bluewater	South East	Out of Town Mall	5
Reigate	South East	Town - Small	13
St Albans	South East	Town - Medium	15
Berkhamsted	South East	Town - Small	16
Cobham	South East	Town - Small	19

Bottom 5 Centres	Region	Centre Type	Rank
Halstead	South East	Town - Small	935
Biggleswade	South East	Town - Small	937
Addlestone	South East	Town - Small	942
Aldershot	South East	Town - Medium	979
Portslade	South East	Town - Small	984

Top 5 Centres	Region	Centre Type	Rank
Marlborough	South West	Town - Small	9
Bath	South West	City Centre	10
Cribbs Causeway	South West	Out of Town Mall	20
Bristol - Clifton	South West	Neighbourhood	26
Sherborne	South West	Town - Small	27

Bottom 5 Centres	Region	Centre Type	Rank
Trowbridge	South West	Town - Medium	789
Bristol - Fishponds	South West	Neighbourhood	824
Bideford	South West	Town - Small	836
Midsomer Norton	South West	Town - Small	844
Torquay	South West	Town - Medium	892

Top 5 Centres	Region	Centre Type	Rank
Cardiff	Wales	City Centre	62
Monmouth	Wales	Town - Small	135
Tenby	Wales	Town - Small	156
Maesteg	Wales	Town - Small	239
Carmarthen	Wales	Town - Medium	250

Bottom 5 Centres	Region	Centre Type	Rank
Newtown	Wales	Town - Small	928
Ebbw Vale	Wales	Town - Small	943
Rhyl	Wales	Town - Medium	956
Cardiff - Cowbridge Road East	Wales	Neighbourhood	961
Tonypandy	Wales	Town - Small	997

Top 5 Centres	Region	Centre Type	Rank
Birmingham	West Midlands	City Centre	34
Leamington Spa	West Midlands	Town - Large	82
Solihull	West Midlands	Town - Large	87
Stratford-upon-Avon	West Midlands	Town - Medium	91
Shrewsbury	West Midlands	Town - Large	100

Bottom 5 Centres	Region	Centre Type	Rank
Chelmsley Wood	West Midlands	Town - Small	970
Birmingham - Cotteridge	West Midlands	Neighbourhood	974
Wednesbury	West Midlands	Town - Small	977
Brownhills	West Midlands	Town - Small	988
Birmingham - Selly Oak	West Midlands	Neighbourhood	992

Top 5 Centres	Region	Centre Type	Rank
Harrogate	Yorkshire & Humberside	Town - Large	23
Meadowhall	Yorkshire & Humberside	Out of Town Mall	28
Ilkley	Yorkshire & Humberside	Town - Small	29
Leeds	Yorkshire & Humberside	City Centre	35
York	Yorkshire & Humberside	City Centre	46

Bottom 5 Centres	Region	Centre Type	Rank
Batley	Yorkshire & Humberside	Town - Small	919
Hull - Hessle Road	Yorkshire & Humberside	Neighbourhood	938
Leeds - Armley	Yorkshire & Humberside	Neighbourhood	944
Rotherham	Yorkshire & Humberside	Town - Medium	960
Mexborough	Yorkshire & Humberside	Town - Small	987