



City of Westminster

## Local Centre 25: Leinster Terrace

Shopping Area Health Check Survey



**Summer  
2007**

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**(i) Background**

**(ii) Purpose of the Study**

This study will help inform the Council's Local Development Framework (LDF) process, including the formation of the Council's Core Strategy. The last full Health Check Surveys were carried out in 2002, updating 1997 surveys, and included detailed analysis of Westminster's 39 Local Shopping Centres.

Planning Policy Statement (PPS) 6: Planning for Town Centres, states that Local Authorities should measure the vitality, viability and health of their town centres, recording how this changes over time.

The London Plan (2004) aims to enhance London's town centre network by enhancing access to goods and services, and to strengthen the wider role of town centres in London.

Based on the advice in PPS 6 and the London Plan, shopping centres in Westminster have been designated on the basis of their size, catchment, character and function.

Local centres are small shopping centres, usually with convenience goods shops, local service uses, restaurants and pubs, mainly providing facilities for people living or working nearby, which the City Council wishes to safeguard in accordance with national guidance.

Westminster's UDP policy SS7 seeks to protect the designated Local Shopping Centres for the service they provide to residents, visitors and workers, and because they reduce the need to travel.

Planning Policy Statement 6: Planning for Town Centres, DCLG (2005)

London Plan, GLA (2004)

Westminster City Council Unitary Development Plan (2007)

**(iii) Health Checks in Westminster**

The City of Westminster is divided into two zones in terms of retail policy, the Central Activities Zone (CAZ) and CAZ Frontages; and areas outside the CAZ. The CAZ contains the two international shopping centres in London, the West End and Knightsbridge, as well as numerous small parades and individual shops. Outside the CAZ there are 7 District Centres and 39 Local Centres designated in the UDP.

In 2007, the District and Local Centres health check reports were all updated, as were 17 shopping areas inside the CAZ.

**(iv) Methodology**

The Council has considered the indicators of vitality and viability recommended in PPS6. It is evident that a large number of shopping areas in Westminster do not function as town centres in the way suggested by PPS6. For example, accessibility by public transport is considered to be excellent for all the larger shopping areas, and Local Centres are accessible for people to walk to. Few customers need to drive to centres in Westminster, and the availability of car parking is not always

important. The night-time activity in many areas in Westminster is also much greater than an average shopping centre. The indicators recommended in PPS6 have therefore been adapted for the Westminster situation. The information collated and analysed in Westminster's Local Centre health checks surveys is described below;

#### Land Use

**(1) Diversity of town centre uses**

The amount of space used for different functions such as shopping, leisure, cultural and entertainment activities, pubs, cafes, and restaurants. This section considers the range of A1 uses, and compares the current diversity of land uses to previous Local Centre Health Check Surveys dated 1997 and 2002. It also includes the proportion of vacant street level property.

#### Accessibility

**(2) Pedestrian flows (footfall):** measure the vitality of the Local Centres, and were conducted on comparable days of the week. Each Local Centre is compared to the average for all of the Local Centres combined;

**(3) Accessibility:** The whole of Westminster has a Public Transport Accessibility Level (PTAL) score of 6, the highest level achievable. This study therefore concentrates on ease and convenience of access;

#### Environment

**(4) State of the town centre environmental quality assessment:** includes a subjective assessment of problems such as security, air pollution, noise, clutter, litter and graffiti, as well as positive factors such as trees, landscaping and open spaces. Each centre is assessed as per the Attractions table 5, and the Daytime Amenity table 6 in the 2002 Health Check Survey. A comparison is made between the 1997 and 2007 surveys.

**(5) Daytime amenity:** comprises qualitative measurement of the amenity within the local centre, assessing its cleanliness, security, and identity.

**(6) Relative performance of the centre:** measures the performance of the centre compared to the Westminster Local Centre average in terms of land use, attractiveness, and daytime amenity. Graphs compare the performance of centres relative to one another, and consider the centre's strengths, weaknesses, opportunities and threats, which are highlighted in a SWOT analysis diagram.

**(7) The potential capacity for growth or change of centres in the network:** opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development. Based on levels of demand, assessments are made to ascertain how much capacity each Local Centre has to accommodate retail growth, looking at retail related planning applications and appeal decisions in and around the Local Centres. Consideration is given to whether the current Local Centre boundaries and Core and Secondary Frontage designations are still valid. Consideration is also be given to whether the Council's UDP policy SS7 is still valid to enable the Council to enhance the vitality and viability of the Local Centres;

**(8) Summary of health check:**

Contains a comparison of the relative performance of each centre, and summary of land use assessment as per the 2002 Health Check reports. General comments and analysis of each centre are included, along with any problems/issues; with reference to night-time activity, comparison with other centres inside Westminster and London-wide – looking at competition from nearby shopping centres, including those outside the borough. A classification as ‘in decline’, ‘neutral’, or ‘healthy’; plus whether things have improved, deteriorated, or remained the same since 2002 (see 2002 Health Checks, Tables 6 and 7) is also included. Where a Local Centre is considered to be “in decline” or “neutral”, consideration is made on ways to improve the vitality and viability of the Centre.

# Local Centre 25: Leinster Terrace

## 1. Introduction

### 1.1 Location

This small linear local centre is located close to Hyde Park and Bayswater London Underground Station in the west of Westminster. The local centre serves local residents and tourists from nearby hotels, however the catchment area of the centre is restricted by Hyde Park and Bayswater to the south and by its proximity to other shopping centres. The neighbouring centres are Craven Road/Craven Terrace local centre and the larger Praed Street district centre to the east, and the large Queensway/Westbourne Grove district centre to the west.

**Figure 1: Local Centre Boundary 2007**



## 2 Land Use

### 2.1 Range of Uses

This centre comprises a range of shopping and other town centre uses. The diversity of uses represented in the centre is summarised in Table 1 below.

**Table 1: Range of Town Centre Uses (1997-2007)**

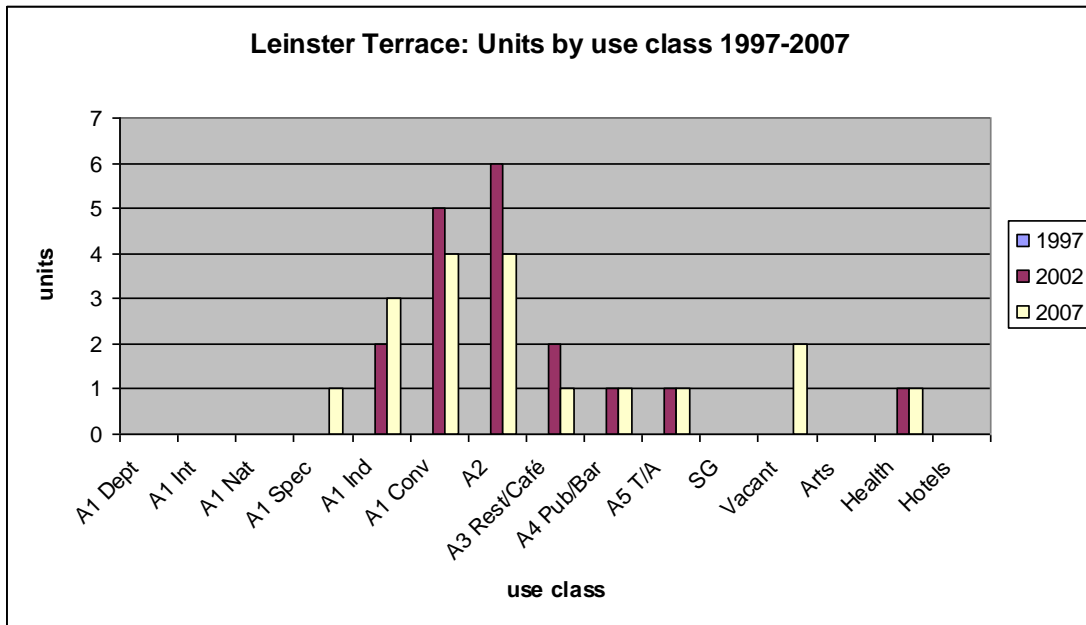
Use Class		Number of Units 1997	Number of Units 2002	Number of Units 2007
Class A1 Retail		N/A	7	8
	<i>Department/principle stores</i>	N/A	0	0
	<i>International retailers</i>	N/A	0	0
	<i>National retailers</i>	N/A	0	0
	<i>Specialist Independent</i>	N/A	0	1
	<i>Independent</i>	N/A	2	3
	<i>Convenience</i>	N/A	5	4
Class A2		N/A	6	4
Class A3		N/A	4	3
	<i>Restaurant/Café</i>	N/A	2	1
Class A4	<i>Pubs/Bars</i>	N/A	1	1
Class A5	<i>Takeaway</i>	N/A	0	1
	<i>Takeaway/Restaurant</i>	N/A	1	0
Sui Generis		N/A	0	0
Vacant Units		N/A	0	2
Arts/Culture		N/A	0	0
Health uses		N/A	1	1
Hotels		N/A	0	0
<b>TOTAL</b>		<b>N/A</b>	<b>18</b>	<b>18</b>

Source: Land Use Survey July 2007

In total there are 18 units, the same number as recorded from the previous survey in 2002.

The number of A1 retail uses in Leinster Terrace has increased by one unit since 2002. Within A1 uses, there has been an increase in specialist retail and independent retail, while there has been a loss of one convenience store. The number of Class A2 uses has decreased by two units, standing now at four units including two estate agents and a bureau de change. The number of Restaurants/Cafes/Bars has decreased by one unit, while the number of vacant units has increased from there being no vacant units in 2002 to there being 2 in 2007.

Outside of A-class uses there is one health use, which is a general medical centre, but there are no hotels or arts uses in the centre.

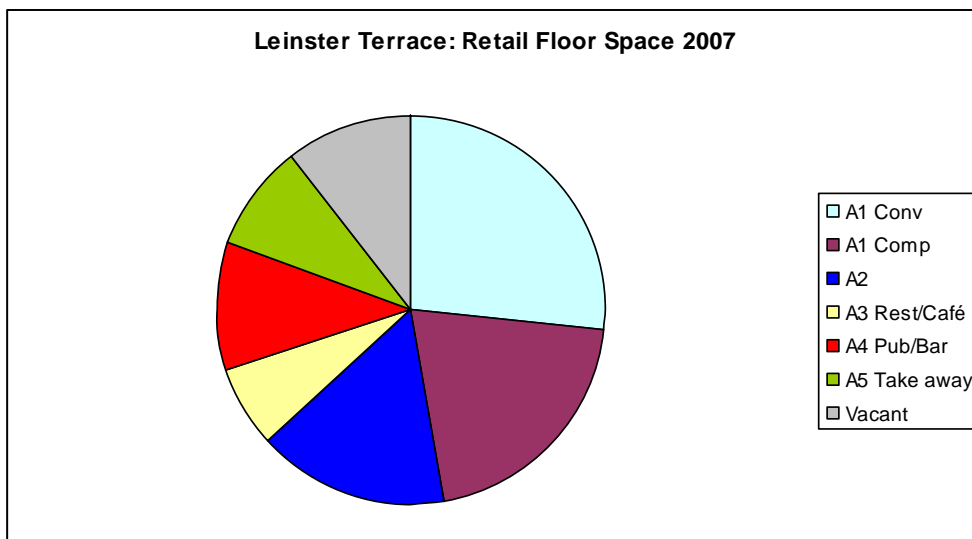


**2.2 Range of A1 Uses**

Leinster Terrace has no department stores, international or national retailers. The centre has 8 Class A1 retail units including 4 convenience stores, 1 specialist retailer and 3 independent retailers. The specialist retailer is a skate shop, and the independent stores include a travel agent and a dry cleaner. The high proportion of comparison shops and no multiple retailers suggests that Leinster Terrace serves local residents with a mix of convenience and comparison shopping facilities.

**2.3 Total Retail Floor space**

Total retail floor space in Leinster Terrace is broken down in Table 1. In total, the centre has 1,178 sqm of retail floor space, which is below the average of 2,965 sqm for the 39 Local Centres in the City. Leinster Terrace has a high proportion of A1 convenience floor space and comparable proportions of A1 independent, A2 and A4 floor space. The remaining use classes are relatively minor in terms of their contribution to the total. The centre contains only one pub/bar and one take away, lower than the local centre average. The centre also contains a significantly lower than average proportion of comparison retail floor space, 21% compared to the local centre average of 41%.



**Table 2: Total Retail Floor space 2007**

Use Class	Floor Space	% Floor Space	All local centres average floor space %
A1 Conv	313	26.6	16.1
A1 Comp	243	20.7	40.5
A2	188	16.0	10.6
A3 Rest/Café	82	7.0	13.3
A4 Pub/Bar	122	10.4	5.6
A5 Take away	106	9.0	2.9
SG	0	0.0	3.2
Vacant	124	10.5	7.7
<b>Total</b>	<b>1178</b>	<b>100</b>	<b>100</b>

Source: City of Westminster GIS System and site survey July 2007

Leinster Terrace is a Local Centre with a selection of local services and food shops. There are no banks or building societies, and the Class A2 uses include estate agents and a bureau de change. This small Local Centre does not provide the same range and selection of shops and services found in large Local Centres or District Centres.

## 2.4 Proportion of Vacant Street Level Property

The unit vacancy rate in Leinster Terrace is higher than the average rate for Local Centres in the City, as shown in Table 3. The vacancy rate has increased since 2002 when there were no vacant units in the centre and is now slightly above the local centre average of 9%. The two vacant units are spread throughout the centre, and are located at ground floor level. The national average vacancy rate for shopping centres is over 10%.

**Table 3: Level of Vacant Street Level Property 2007**

	% Vacant Units 1997	% Vacant Units 2002	% Vacant Units 2007	% Local Centre Average 2007
<b>Leinster Terrace</b>	<b>N/A</b>	<b>0% (0 units)</b>	<b>11.1% (2 units)</b>	<b>9% (3 units)</b>

Source: City of Westminster GIS System and site survey July 2007

## 3. Accessibility

### 3.1 Pedestrian Flows (footfall)

The centre was found to be quiet in terms of pedestrian vibrancy when the Health Check Survey was carried out on a weekday afternoon in July 2007.

### 3.2 Accessibility on foot and by public transport

Leinster Terrace is located roughly 5-10 minutes walk from Lancaster Gate London Underground station (Central Line). The centre is also within walking distance of Paddington to the north east, which is one of the busiest mainline railway stations in London and is also served by the London Underground and many bus services. Although no bus routes pass directly along Leinster Terrace, several routes serve the adjacent roads of Inverness Terrace and Bayswater Road (A40), which is also a main road through the centre of London.

## 4. Environmental Quality

### 4.1 State of the Centre's Attractions and Environmental Quality / Attractions

The attitudinal assessment of the attractions and amenity of the centre is summarised in Table 5 below. The centre's overall score for attractions is 15.4%, meaning that the environmental quality and range of attractions is poor. The rating is lower than the Local Centre average of 28.5%, and ranks Leinster Terrace =31st out of the 39 Local Centres in the City. Only four categories are rated as being average, being the availability of food shops, independent shops, the general quality of the retail environment, and local services which is enhanced by the presence of a health centre. The arts/culture categories are all rated as being poor.

**Table 4: Attractions within the Local Centre 2007**

ATTRactions	2002			2007		
	Good=2	Average =1	Poor=0	Good=2	Average =1	Poor=0
<b>Retail Provision</b>						
Prominence of multiple retailers			X			X
Prominence of independent shops			X		X	
Availability of food shopping		X			X	
Prominence of specialist shops			X			X
Quality of market (frequency, variety etc)	-	-	-	-	-	-
Quality of retail environment		X			X	
<b>Art/Culture</b>						
Quality of restaurants (availability, number etc)		X				X
Quality of pub/club/bars			X			X
Range of cultural/ community events (theatre, concerts)			X			X
Availability of sports and leisure facilities			X			X
<b>Service Provision</b>						
Local services (information, library etc)		X			X	
Employment/ office space			X			X
Bank/ building society provision			X			X
<b>Total</b>	<b>4/26</b>				<b>4/26</b>	
<b>Percentage</b>	<b>15.4%</b>				<b>15.4%</b>	
<b>Rank</b>	<b>=27th</b>				<b>=31st</b>	

Source: City of Westminster site survey July 2007

## 4.2 Daytime Amenity

Leinster Terrace is an unattractive Local Centre with a day time amenity rating of 45.7% compared with the average for all Local Centres of 63.7%, and is ranked =34<sup>th</sup> out of the 39 Local Centres in the City. The centre is rated as being good in six of the twelve Security categories, including evidence of drunkenness, rough sleepers, beggars, street drinkers and illegal street trading. However, the centre is rated less favourably in the overall cleanliness categories where four of the eight categories are rated as being poor, including evidence of street fouling, the quality of buildings and the absence of special features. Two of the three identity categories are also rated as being poor, along with two categories in the security category, being the ease of passage for pedestrians and the quality of street lighting. These ratings decrease the overall amenity of the centre.

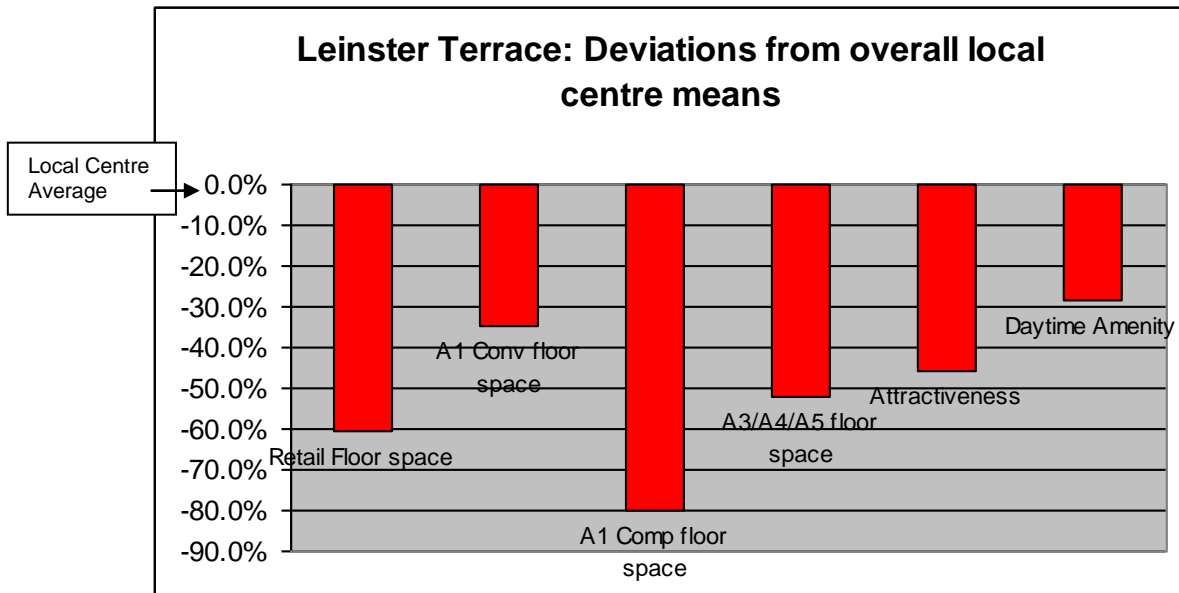
**Table 5: Day Time Amenity within the Local Centre 2007**

AMENITY – DAYTIME	1997			2002			2007		
	Good=2	Average=1	Poor=0	Good=2	Average=1	Poor=0	Good=2	Average=1	Poor=0
<b>Overall environment of public areas in the centre</b>									
<b>General Cleanliness in Shopping Hours:</b>									
Presence of litter		N/A				X		X	
Presence of refuse bags on the street		N/A				X		X	
Evidence of street fouling		N/A			X				X
Presence of glass/glasses/other debris incl. Food and food containers/wrapping		N/A			X			X	
Condition		N/A			X			X	
Quality of buildings		N/A				X			X
Special features (pedestrianisation, Street furniture, etc)		N/A				X			X
Impact of vacant sites		N/A			X				X
<b>Security</b>									
Evidence of Vandalism and Graffiti (incl. on street furniture)		N/A		X				X	
Security during shopping hours (availability, access, security etc)		N/A			X			X	
Ease of passage for pedestrians (incl. presence Of obstacles eg illegally parked vehicles)		N/A			X				X
Evidence of drunkenness, anti-social Behaviour, rowdiness		N/A		X			X		
Presence of rough sleepers		N/A		X			X		
Presence of beggars		N/A		X			X		
Presence of street drinkers		N/A		X			X		
Evidence of touting (e.g. mini cabs, rickshaws, Prostitution, drug dealing etc.)		N/A		X			X		
Presence of illegal street traders e.g counterfeit goods, hot dogs, peanuts etc.		N/A		X			X		
Effectiveness of any deterrent measures (CCTV, police patrols, door security etc)		N/A			X			X	
Quality of street lighting		N/A				X			X
Safety perception in shopping hours		N/A			X			X	
<b>Identity of town centre</b>									
Features which identify the centre (eg flagship stores, buildings etc)		N/A				X			X
Promotion/ Street events		N/A				X			X
'Feel good' factor of town centre		N/A			X			X	
<b>Total</b>	N/A			23/46			21/46		
<b>Percentage</b>	N/A			50.0%			45.7%		
<b>Rank</b>	N/A			=32 <sup>nd</sup>			=34 <sup>th</sup>		

## 5. Performance of the Centre

### 5.1 Relative Performance of the Local Centre 2007

Figure 5: Deviation of centre from the mean for Local Centres 2007



Leinster Terrace is a small Local Centre with a total retail floor space that is only roughly a third of the overall average for the 39 local centres. This is also true for A1 convenience and comparison floor space figures, and for food and drink floor space figures (A3/A4/A5), all of which are well below the local centre average due to the size of this centre. In terms of the rating of the physical environment, both the attractiveness rating and the daytime amenity rating are well below the local centre average, illustrating the poor quality of the retail environment.

**5.2 Strengths, Weaknesses, Opportunities and Threats**  
SWOT analysis

Strengths	Weaknesses
A2 and health uses	Environmental Quality
	Daytime Amenity
Opportunities	Threats
	Increasing vacancy rate
	Low pedestrian vibrancy

**6. Future capacity**

**6.1 Potential Capacity for Growth**

Between 2002 and 2007, there were not any permitted or refused planning applications in the local centre involving A-class uses.

Additional growth could be accommodated in currently vacant retail units.

## 7. Health of the Centre

Table 6: Summary of Health Check Assessment 2007

Subject	Subject Matter	Data	Number	Sq M	
<b>RETAILING</b>	<b>Floor space</b>	<b>Total Floor space</b>		<b>1,178</b>	
		<b>Total Convenience (A1)</b>		<b>313</b>	
		<b>Total Comparison (A1)</b>		<b>243</b>	
		<b>Total Service (A2)</b>		<b>188</b>	
		<b>Total A3</b>		<b>82</b>	
		<b>Total A4</b>		<b>122</b>	
		<b>Total A5</b>		<b>106</b>	
		<b>Total Sui Generis</b>		<b>0</b>	
		<b>Total Vacant</b>		<b>124</b>	
	<b>Retail Offer</b>	<b>Total Number of Shop Units</b>		<b>18</b>	
		<b>Total Number of A1 Units</b>		<b>8</b>	
		<b>a) Convenience shops</b>		<b>4</b>	
		<b>b) Department/principal stores</b>		<b>0</b>	
		<b>c) Prestige international shops</b>		<b>0</b>	
		<b>d) National comparison retailers</b>		<b>0</b>	
		<b>e) Specialist Independent shops</b>		<b>1</b>	
		<b>f) Independent shops</b>		<b>3</b>	
		<b>Total Comparison Multiples</b>		<b>4</b>	
		<b>Total Number of A2 Units</b>		<b>4</b>	
		<b>Total Number of A3 Units</b>		<b>1</b>	
		<b>Total Number of A4 Units</b>		<b>1</b>	
		<b>Total Number of A5 Units</b>		<b>1</b>	
		<b>Total Number of Sui Generis</b>		<b>0</b>	
		<b>Total Number of Vacant</b>		<b>2</b>	
	<b>Market</b>	<b>Days of operation</b>		<b>0</b>	
		<b>Number of stalls</b>		<b>0</b>	
	<b>Proposals</b>	<b>Changes of use A1 to A2</b>		<b>0</b>	
<b>Changes of use A1 to A3</b>			<b>0</b>		
<b>Changes of use A1 to A4</b>			<b>0</b>		
<b>Changes of use A1 to A5</b>			<b>0</b>		
<b>ARTS/CULTURE</b>		<b>(cinemas, galleries, theatres etc.)</b>	<b>0</b>		
<b>HEALTH USES</b>		<b>(clinics, surgeries etc.)</b>	<b>1</b>		
<b>HOTELS</b>			<b>0</b>		

In terms of its vitality and viability, and general economic health this centre is considered to be 'in decline', compared to the 'neutral' rating received from the 2002 survey, due to an increase in the vacancy rate and decreases in the environmental amenity ratings.

## **Appendices**

**Views of Local Centre 25: Leinster Terrace**

**Land Use Table (Westminster land use survey 2007)**

**Land Use Map (GOAD 2007 retail data, Westminster land use survey 2007)**

**Location map of all local centres**

**Glossary of Terms**

## Views of Leinster Terrace local centre



The attractive, well kept public house on the east side of the local centre.

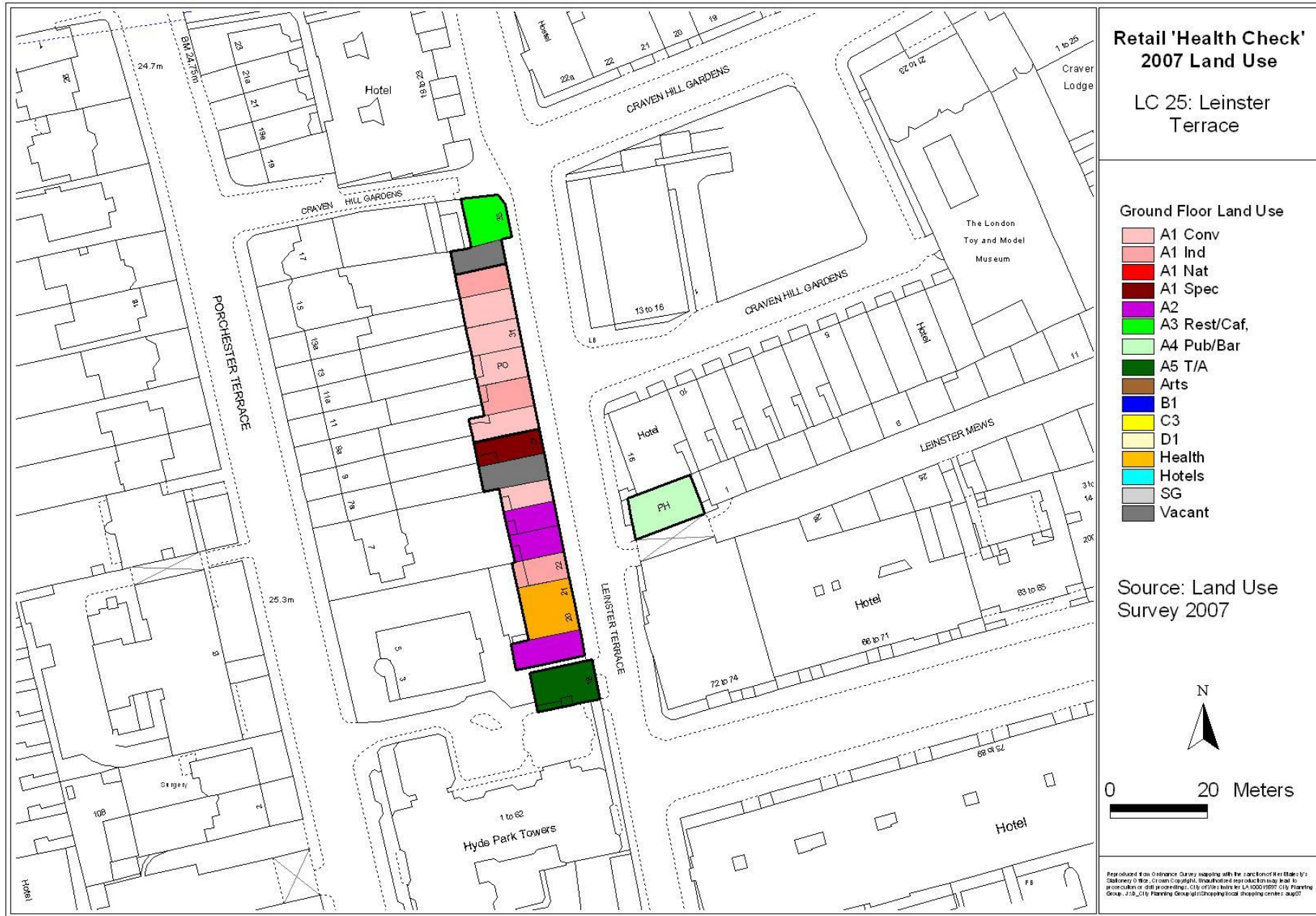


The southern part of the secondary frontage, with more convenience shopping and other services.



The core shopping area at the north end of Leinster Terrace.



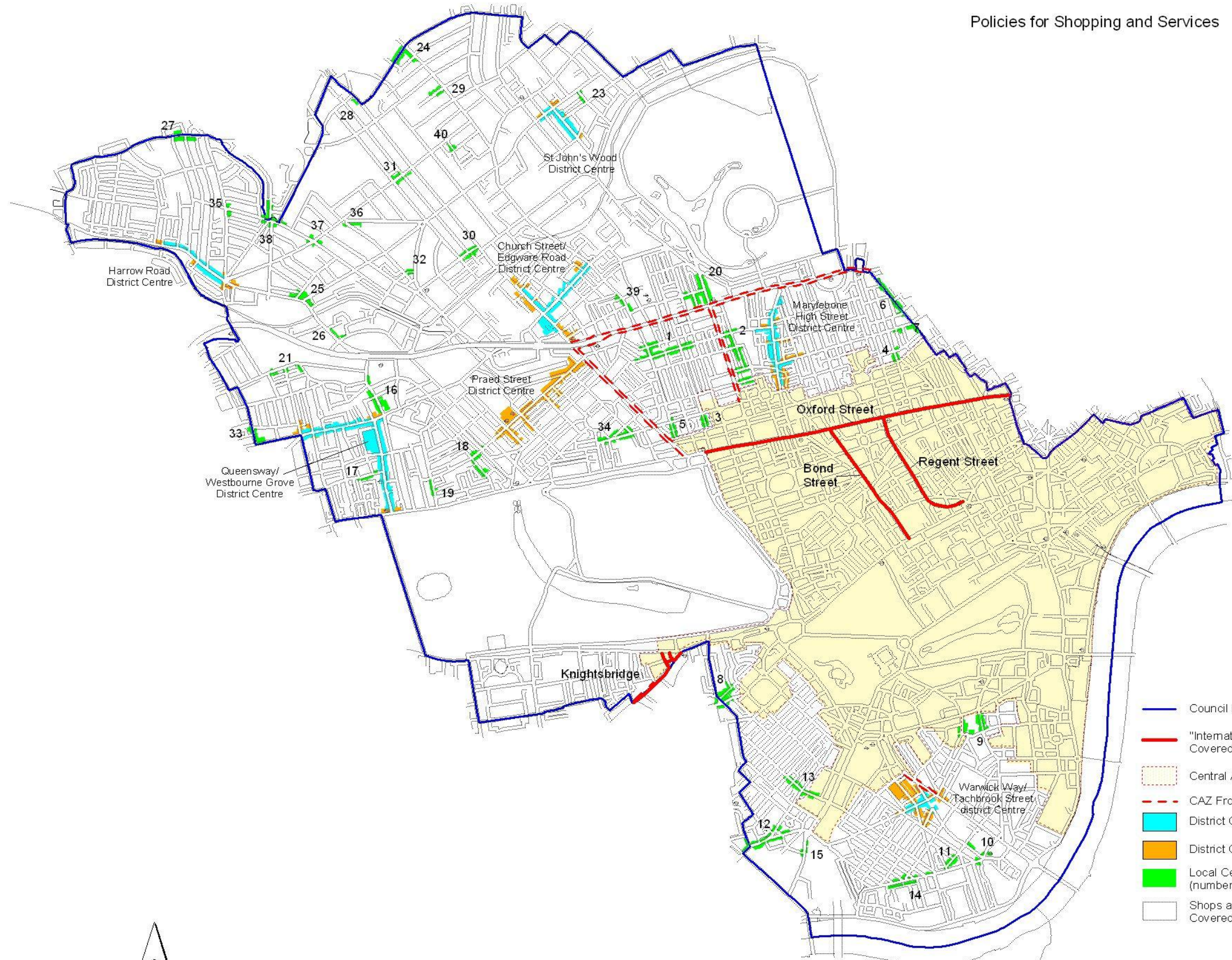


Policies for Shopping and Services

Map  
7.1

LOCAL CENTRES

- 1 Baker Street / Melcombe Street, NW1
- 2 Abbey Road / Boundary Road, NW8
- 3 Blenheim Terrace, NW8
- 4 Charlbert Street, NW8
- 5 Kilburn Park Road, NW6
- 6 Lisson Grove, NW8
- 7 Ebury Bridge Road, SW1
- 8 Elizabeth Street, SW1
- 9 Lupus Street, SW1
- 10 Moreton Street, SW1
- 11 Motcomb Street, SW1
- 12 Pimlico, SW1
- 13 Pimlico Road, SW1
- 14 Strutton Ground / Artillery Row, SW1
- 15 Chiltern Street / George Street / Blandford Street, W1
- 16 Cleveland Street, W1
- 17 Crawford Street / Seymour Place / York Street, W1
- 18 Great Titchfield Street, W1
- 19 New Cavendish Street, W1
- 20 New Quebec Street, W1
- 21 Seymour Place, W1
- 22 Connaught Street, W2
- 23 Craven Road / Craven Terrace, W2
- 24 Harrow Road / Bourne Terrace, W2
- 25 Leinster Terrace, W2
- 26 Moscow Road, W2
- 27 Porchester Road, W2
- 28 Westbourne Park Road, W2
- 29 Clifton Road, W9
- 30 Fernhead Road, W9
- 31 Formosa Street, W9
- 32 Harrow Road (East), W9
- 33 Kilburn Lane, W9
- 34 Lauderdale Road / Castellain Road, W9
- 35 Maida Vale, W9
- 36 Nugent Terrace, W9
- 37 Shirland Road / Chippenham Road, W9
- 38 Shirland Road Junction, W9
- 39 Ledbury Road, W11



- Council boundary
- - - "International Centres' Primary Shopping Frontages" Covered by Policy SS3
- Central Activities Zone Covered by Policy SS4 and SS5
- - - CAZ Frontages Covered by Policy SS4 and SS5
- District Centre Core Frontages Covered by Policy SS6
- District Centre Secondary Frontages Covered by Policy SS6
- Local Centres Covered by Policy SS7 (numbered in accordance with appendix 7.1)
- Shops and Services outside the Designated Centres Covered by Policy SS8

N  
Not to scale

N.B The whole City is Covered by Policies SS1 and SS2 and SS11-SS17

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## Glossary of Terms

A1	Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, dry cleaners, pet shops, sandwich bars, retail showrooms, and domestic hire shops.
A1 café type uses	Shops such as sandwich bars or coffee shops selling food and drinks to be consumed mainly off the premises, but not hot food takeaways. Examples include certain Pret a Manger shops, Costa Coffee and the Seattle Coffee Co. shops.
A2	Banks, building societies, bureau de change, estate and employment agencies, professional and financial services, telephone bureaux, betting offices and beauty salons (excluding hair).
A3	Restaurants & Café's: Primary purpose is sale and consumption of food on the premises (excludes internet café's, which are A1).
A4	Drinking Establishments: Premises where the primary purpose is the sale and consumption of alcoholic drinks on the premises.
A5	Hot Food Take-away: Premises where the primary purpose is the sale of hot food to take away.
B1	Business uses such as offices, research and development and industrial uses.
CAZ	Central Activities Zone (CAZ). The CAZ is an area of mixed uses, many of which contribute directly to the national, regional and local economy. It is this mix of activities and their supporting resources which underpins the success of London's economy.
CAZ Frontages	Frontages outside CAZ shown on the UDP Proposals Map where the City Council envisages the maintenance or growth of Central London Activities.
Comparison	A1 floorspace selling predominantly durable items and not in convenience use.
Convenience	This is based on the classification provided by the unit for Retail Planning Information (URPI) set out in URPI brief 99/2. The classifications are: food, alcoholic drink, tobacco and other goods (newspapers and magazines, cleaning materials and matches). For the purposes of this assessment, convenience includes shops selling food or drink (excluding A1 café-type uses), newsagents, (including specialist tobacco stores), chemists (including Boots the Chemist stores) and post offices.
Core Frontages	Shopping frontages identified in District Centres and some Local Centres. Within these areas UDP policies aim to maintain a high concentration of shops.
District Centre	District Centres provide a range and level of services below GLA defined Major Centres, but above that of Local Centres, and are a focus for shopping and other town centre activities.
Department/ principle store	This includes the main department stores such as John Lewis, Liberty, and Selfridges, as well as variety stores such as Marks & Spencer and Virgin Mega-stores.
Experian GOAD	An independent retail data consultancy who provide maps of ground floor uses in shopping centres.
Greater London Authority (GLA)	A new form of strategic government for London established in July 2000.
Gross Floorspace	Floorspace of buildings on all floors including external walls, half the thickness of parting walls and circulation areas.
Independent store	This includes non-convenience stores (see definition above) irrespective of size, that are not considered to be specialist retailers (see definition overleaf), that are operated by retailers that are not included within national retail chains or groups.
Local Shopping Centres	Smaller shopping centres defined in the UDP where the City Council will aim to safeguard shopping facilities for local residents, and concentrations of specialist shops.
LPAC	London Planning Advisory Committee

National retailers	This includes all retailers (Class A1 only) that operate within the context of a national retail chain or group, such as Sears. A schedule of all national retail multiples can be found in Retail Directory of the UK 2002 (Hemming Information). Specialist shops that are part of a retail chain or group, such as Whittards and Thorntons, are classified as national retailers. Although there are national chains of betting shops, such as Ladbrokes, these are classified as A2 uses and not national retailers.
PPG6	Planning Policy Guidance Note 6 - Town Centres and Retail Developments
Prestige international retailers	This includes prestigious retailers that operate in more than one country, such as Gucci, Gianni Versace, and Giorgio Armani. It also includes flagship stores that are only found in select town centres in Britain. National airline shops, such as British Airways, have also been classified as international retailers.
Primary Frontages	Internationally recognised shopping destinations. The Primary Frontages defined in the UDP are Oxford Street, Regent Street, Bond Street and Knightsbridge/Brompton Road.
Secondary Frontages	Shopping frontages identified in District Centres, where an element of non-A1 uses may be allowed.
Sex establishment	Premises for the provision of goods or services of a sexual nature, requiring a licence.
Retail floorspace	This is all A1, A2, A3 and sui generis floorspace, and vacant floorspace of any of the aforementioned categories.
Specialist independent	Similar to an independent store, but this category reflects the quality and specialisation of the retailer so that a shopper may make a specific shopping trip to that shop. For example, The Pen Shop on Regent Street or antique shops.
Stress Areas	Areas designated in the Replacement UDP that have become saturated with A3 and entertainment uses to the extent that their character is being eroded.
Sui generis	Sui Generis is a term that refers to a use on its own. Any planning use not falling within a specific class within the Use Class Order falls within this category. Examples of sui generis uses in shopping centres are laundrettes, mini cab offices, amusement centres and car showrooms.
Town centre	Town centre is defined in Annex A of PPG6 to cover city, town, and traditional suburban centres, which provide a broad range of facilities and services which fulfil a function as a focus for both the community and for public transport. It excludes parades of purely local significance.
Town Centre Health Check	Required under PPG6, these contain information on the mix of uses, environmental quality and general economic health of shopping centres/areas.
UDP	Unitary Development Plan produced by Westminster City Council as the statutory development plan for Westminster.
Vacancy	This category includes vacant street level units, as well as units that are under alteration. However, if at any time the survey was completed it was evident who the unit would be occupied by, the unit was treated as being occupied.
Welfare advice centres	These are classified as A2 uses.
Zone A Rent	The rental level per square metre achieved on the first six metres of a shop unit.

## Information Sources

- Planning Policy Statement 6: Planning for Town Centres:  
[www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance/planningpolicystatements/planningpolicystatements/pps6/](http://www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance/planningpolicystatements/planningpolicystatements/pps6/)
  - The London Plan, The Mayor's Spatial Development Strategy 2004:  
[www.london.gov.uk/mayor/strategies/sds/index.jsp](http://www.london.gov.uk/mayor/strategies/sds/index.jsp)
  - Westminster City Council's Replacement Unitary Development Plan (RUDP) policies relating to Shopping and Services are available on the Council's website:  
[http://www3.westminster.gov.uk/docstores/publications\\_store/UDP\\_Chapter\\_07\\_Shopping\\_&\\_Services\\_Adopted\\_January\\_2007.pdf](http://www3.westminster.gov.uk/docstores/publications_store/UDP_Chapter_07_Shopping_&_Services_Adopted_January_2007.pdf)  
Policy SS7 deals specifically with the Local Centres
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