

City Centre Statistics						
Category	AAP		Ring Road			
Number of businesses ¹⁰	Retail		Number	Percentage (%)		
	Office/Commercial			45		
	Food & Drink			35		
	Leisure			10		
	Other			5		
	Total		1466		5	
Sectors ⁸		Number of Jobs	Percent of total	Number of jobs	Percent of total	
	C : Manufacturing	2600	7.4	1300	4.2	
	E : Water supply; sewerage, waste mgmt, remediation activities	100	0.3	100	0.3	
	F : Construction	1800	5.1	1700	5.6	
	G : Wholesale and retail trade; repair of motor vehicles / motorcycles	4100	11.7	3300	10.8	
	H : Transportation and storage	500	1.4	400	1.3	
	I : Accommodation and food service activities	1400	4.0	1200	3.9	
	J : Information and communication	800	2.3	800	2.6	
	K : Financial and insurance activities	700	2.0	600	2.0	
	L : Real estate activities	300	0.9	200	0.7	
	M : Professional, scientific and technical activities	1700	4.8	1400	4.6	
	N : Administrative and support service activities	5200	14.8	5000	16.3	
	O : Public administration and defence; compulsory social security	5900	16.8	5900	19.3	
	P : Education	5900	16.8	5900	19.3	
	Q : Human health and social work activities	2500	7.1	1500	4.9	
R : Arts, entertainment and recreation	800	2.3	600	2.0		
S : Other service activities	800	2.3	700	2.3		
Total	35100	100	30600	100		
Vacancy rates (%), (by use)	Retail		W'ton (%)	UK average (%)		
	Office ¹³		23.4	12.6		
Retail/office space ¹		Floorspace (sqm)	W'ton / UK %	Floorspace (sqm)	W'ton / UK %	
	Convenience			14610	10 / 17.9	
	Comparison			72320	49.6 / 45.9	
	Services			31160	21.4 / 24.5	
	Vacant			25250	17.3 / 10.6	
	Miscellaneous Office ¹³			2560	1.8 / 1.0	
Pedestrian flows ¹¹		Dudley St	Victoria Street	Darlington Street	Cleveland Street	
	Number of pedestrians per hour	5,364	2,018	961	946-792	
	Traffic flows in the City Centre (per day) ¹⁴		2,006	2,008	2010	2012
		Inbound	151,828	146,567	144,078	137,072
		Outbound	149,901	143,000	143,674	144,570
NET		1,927	3,567	404	-7,498	
Visitor numbers		Civic Hall (2008)	Grand Theatre (2008)	W'ton Art Gallery (2008)	Mander/Wulfrun (2011)	
	Number	469,074	297,957	147,493	26,487,976	
Average visitor spend/visits ¹²		Mander Centre	Wulfrun Centre	Merry Hill	Bullring	
	Average visits (per year) Primary catchment	52.0	41.6	11.3	12.4	
	Average visits (per year) Secondary catchment	52.0	44.2	11.0	13.5	
	Average visits (per year) Tertiary catchment	31.0	25.4	14.4	13.6	
	Average spend Primary catchment (£)	36.3	27.5	71.6	78.2	
	Average spend Secondary catchment (£)	32.8	26.7	72.1	69.0	
Average spend Tertiary catchment (£)	38.6	21.1	69.4	74.4		
Shopping population and catchment areas ¹⁵		Primary	Secondary	Tertiary	Total	
	Population	185,000	127,000	272,000	584,000	
	Shopper Population	118,000	57,000	35,000	210,000	
	Penetration %	64	45	13	100	
	Demographics - Acorn Profile (GB Index = 1)				W'ton / UK %	
	Wealthy Achievers	67	78	80	19 / 25	
	Urban Prosperity	32	37	20	3 / 12	
	Comfortably Off	124	104	115	32 / 28	
	Moderate Means	44	67	45	7 / 14	
	Hard-Pressed	191	184	193	39 / 20	
Supply and demand of property by sector ¹		No. of requirements	Min/Max flrspc (sqm)	No. of requirements	Min/Max flrspc (sqm)	
	Convenience			8	2662 / 6550	
	Comparison			25	7796 / 16179	
	Service			20	14446 / 19862	
Office space supply and demand ¹³			% of Properties	% by Floorspace		
	0-500 sqft		5	0		
	501-2500 sqft		56	9		
	2501-5000 sqft		18	8		
	5001-10000 sqft		10	9		
	10001-30000 sqft		14	30		
	30001-50000 sqft		4	20		
	50001+ sqft		3	24		
Indicative values / rents (£ per sqm) ⁹		Retail A (£)	Retail B (£)	Retail C (£)	Office (£)	
	Mander Centre / Dudley Street	594 - 635	297 - 317.5		50 - 70	
	Lichfield Street/Princess Street	185 - 236	92.5 - 112.5		40	
	Waterloo Road/Darlington Street	250	125	62.5	57 - 61.6	
	Cleveland Street	125	62.5		50	
Car Parking spaces available ²		Off street	On street	Off street	On street	
	Off street	7400 ³	1005	4416		
Residential properties - Type ³		Number	Percentage	Number	Percentage	
	Whole House or Bungalow; Detached	323	7.7	44	3.2	
	Whole House or Bungalow; Semi-Detached	796	19.0	116	8.5	
	Whole House or Bungalow; Terraced (Including End-Terrace)	916	21.9	259	19.1	
	Flat, Maisonette, Apartment; Purpose-Built Block of Flats or Tenement	1648	39.4	759	56.0	
	Flat, Maisonette, Apartment; Part Converted/Shared House (+Bed-Sits)	347	8.3	69	5.1	
	Flat, Maisonette or Apartment; In Commercial Building	148	3.5	108	8.0	
	Caravan or Other Mobile or Temporary Structure	3	0.1	2	0.1	
	Total	4182	100	1357	100	

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Market trends in the City Centre property market	Increased interest in development opportunities in a range of sites and sales of new build housing.			
Economic trend / forecast info for City Centre	Retail	Retail occupancy slowly improving, distribution hubs near City Centre as supermarket competition increases. Agents have highlighted investment potential in the refurbished Mander Centre		
	Commercial	Agents have speculated given better office space, offers would be forthcoming. Interest in older office space being converted to residential.		
Residential properties - Tenure_s		Number	Percentage / W'ton	Number
	Owner occupied	1249	31.9 / 56.6	243
	Shared ownership	21	0.5 / 0.4	8
	Social rented - Council	793	20.3 / 22.3	303
	Social rented - other	638	16.3 / 5.7	221
	Private rented	1131	28.9 / 13.2	458
	Rent free	81	2.1 / 1.8	29
	Total	3912	100	1261
				100
Households_s		Number	Percentage / W'ton	Number
	Couple only	415	10.6 / 13.0	150
	Lone parent + dependent children	327	8.3 / 9.4	102
	Other hhs + dependent children	618	15.8 / 21.8	136
	Hhs + non dependent children	296	7.6 / 11.6	63
	Multi person households over 65+	146	3.7 / 7.6	23
	Lone pensioner (65+)	419	10.7 / 12.9	107
	Student only	55	1.4 / 0.3	37
	All other lone person hhs	1352	34.6 / 19.3	541
	Other	285	7.3 / 4.0	103
	Total occupied households	3912	100	1262
				100
Population_s		Number	Percentage / W'ton	Number
	0-4	614	6.3 / 6.7	189
	5-15	903	9.3 / 13.1	184
	16-24	2321	23.9 / 12.6	1473
	25-44	3012	31.0 / 27.8	1052
	45-59	1391	14.3 / 18.3	288
	60-74	848	8.7 / 13.5	161
	75+	623	6.4 / 8.0	110
	Total residents	9713	100	3457
				100
Economic Activity_s		Number	Percentage / W'ton	Number
	Total no. of people aged 16-74	7572	100	2974
	Economically Active			
	Full-time employees	2178	28.8 / 35.5	658
	Part-time employees	719	9.5 / 13.5	192
	Self-employed	340	4.5 / 6.3	84
	Unemployed	728	9.6 / 7.8	235
	(% of economically active who are unemployed)		15.4 / 11.7	13.5 / 11.7
	Full-time student	755	10.0 / 3.6	568
	Total economically active 16-74	4719	62.3 / 66.7	1736
	Economically Inactive			
	Retired	572	7.6 / 13.2	111
	Looking after home	338	4.5 / 5.3	85
	Permanently sick/disabled	446	5.9 / 5.4	96
	Full-time student	1187	15.7 / 6.1	861
	Other	311	4.1 / 3.1	86
	Total economically inactive 16-74	2853	37.7 / 33.1	1238
				41.6 / 33.1
Employment_s		Number	Percentage / W'ton	Number
	Employed residents 16-74	3723	100	1270
	Occupation			
	Managers/Senior Officials	238	6.4 / 8.2	74
	Professionals	511	13.7 / 13.7	182
	Assoc. Professional/Technical	391	10.5 / 9.9	150
	Admin/Secretarial	344	9.2 / 11.3	101
	Skilled Trades	322	8.6 / 11.8	82
	Personal Services (eg. care assts, hairdressing, caretaking)	389	10.5 / 10.3	127
	Sales/Customer Services	403	10.8 / 9.2	167
	Plant & Machine Operatives	437	11.7 / 10.9	122
	Elementary (eg. foundary, postal workers, kitchen assts)	689	18.5 / 14.7	265
	Total employed residents 16-74	3723	100	1270
	Hours worked per week			
	Part-time (up to 30 hrs per week)	1243	33.4 / 29.8	531
	Full-time (over 30 hrs per week)	2479	66.6 / 70.2	738
				41.9 / 29.8
				58.1 / 70.2
Qualifications_s		Number	Percentage / W'ton	Number
	None	2132	26.0 / 31.2	490
	Level 1 (eg. 1+ GCSE's)	994	12.1 / 14.1	364
	Level 2 (eg. 5+ GCSE's)	1093	13.3 / 14.9	425
	Level 3 (eg. 2+ A Levels)	1219	14.9 / 10.6	720
	Level 4/5 (eg. Degree & above)	1744	21.3 / 19.5	693
	Apprenticeships	107	1.3 / 2.7	30
	Other	907	11.1 / 6.9	360
	Total residents 16+	8196	100	3084
				100

¹Holliss vincent, Wolverhampton City Centre Retail Update Study August 2014

²Wolverhampton City Centre Car Parking Study July 2011

³A number of these eg. ASDA are annexed to their area

⁴Wolverhampton AMR - 2012/13

⁵Census 2011 LNP Profile - best fit data (Ring Road = City Centre LNP)

⁶The Black Country Growth Plan 2013

⁷BOP study

⁸BRES 2013 mapped to LNP and AAP (LNP data rounded)

⁹Mander Centre, W'ton - Market Intelligence Feb 2012

⁹VOA Business Rates

¹⁰BID team

¹¹Pedestrian Movement Analysis - Intelligence Space Partnership (2007)

¹²Wolverhampton Research Summary Presentation (2012) Delancey

¹³JLL Commercial Office Space Study (2010)

¹⁴Wolverhampton Cordon Report 2012