



**North East
Derbyshire**
District Council



**PROPERTY MARKET ASSESSMENT REPORT
Executive Summary (DRAFT)**

in respect of

Clay Cross, Derbyshire

on behalf of

**North East Derbyshire District Council
2013 Mill Lane
Chesterfield
S42 6NG**

17th June 2020

1.0 PURPOSE OF THE REPORT

- 1.1 Thomas Lister is appointed by North East Derbyshire District Council (NEDDC) led by Nexus Planning, to provide an investment plan to underpin a bid to be made for the towns funding initiative.
- 1.2 The purpose of this report therefore is to detail the analysis undertaken in respect of property market conditions within Clay Cross and to present our findings accordingly.
- 1.3 In order to provide this market assessment both primary and secondary research has been undertaken, including discussions with residential and commercial developers, including Kier, Bellway and Avant Homes, discussions with local residential and commercial agents including Mark Jenkinson & Son, Reeds Rains, and Pinewood Properties, in addition to conducting research of various property databases including Co-Star, Rightmove and Land Registry.
- 1.4 The information within this report is primarily based on the market within Clay Cross pre Covid-19, and whilst the residential developers that have been contacted have provided up to date, information, including that of during Covid-19, the majority of the gaps in the market identified, assume that all suggested uses could proceed within the near future, once the Covid-19 restrictions have been lifted, and that this will occur prior to the delivery of any proposed scheme.
- 1.5 From discussions undertaken with both residential estate agents and developers, the general consensus is that the market has emerged from Covid-19 lockdown with similar levels of demand and activity as before, and it appears to be 'business as usual', though the full implications for the UK and thus for Clay Cross is not yet known in terms of impacts on the economy, whether there will indeed be a recession and what the impacts will be on the property market, with unemployment increasing globally and within the UK.

2.0 LOCATION AND HISTORICAL CONTEXT

- 2.1 Clay Cross is a parish town with an estimated population of 9,222 residents (2011 census data), located around 10 kilometres to the south of Chesterfield on the A61 and around 9 kilometres to the east of the Peak District.
- 2.2 The town on Clay Cross has its historical origins being a former mining town, the legacy of this being the town centre housing supply being dominated by ex-mining stock and the gridular layout of the town and town centre core area comprising two main roads and junction intersection remaining to this day.

3.0 SUMMARY OF CLAY CROSS AT PRESENT

- 3.1 Clay Cross has benefited from significant investment and development since the turn of the century, extensive remediation has been undertaken of sites that were previously utilised for mining operations after a long period of time from closure resulting in a mixed use residential and employment development known as Coney Green.
- 3.2 English partnerships and subsequently the East Midlands Development Agency retained ownership of the employment land and sold this off in service development plots.

4.0 PROPERTY MARKET ASSESSMENT

Retail Market

- 4.1 Historically, the retail markets within Clay Cross were centred around the High Street, Baker Street and Market Street with a number of traditional style brick built retail units which are now home to a number of small, local and independent businesses. In recent years there have been a number of large-scale retail developments within the town, including Tesco and Aldi.
- 4.2 Within the Egstow Park Development there is an agreed proposal for a B&M Bargains store of circa. 13,000 sq. ft in addition to a neighbourhood centre.
- 4.3 At present, there is just one retail unit to let within Clay Cross and just one retail unit for sale, which is for sale as a retail investment opportunity.

Office Market

- 4.4 The office market within Clay Cross is limited, with predominantly two office buildings within the town namely Coney Green Business Centre and Church View Business Park. Both of these properties offer purpose built and modern office accommodation in out of town business park settings.
- 4.5 Within the Egstow Park Development there are proposals for up to 30,000 sq. m of commercial space, to include office development and this is to be located on the southern edge of the development. It is noted that there is currently no, flexible office workspace aimed at SMEs or individuals who may be looking for desk space to rent or small pods, though there are such locations within Chesterfield and these type of offerings generally produce significant revenue deficits given the revenue and management costs to operate.

Industrial Market

- 4.6 The industrial market of Clay Cross is primarily focused around Coney Green to the east of the town, where occupiers such as Bosch, DS Smith Packaging and IKO currently occupy buildings. There is also a collection of industrial units slightly to the north of the High Street, on the A61 with occupiers including Global Brands Distribution, Markovitz Limited builders' merchants and Planets Timber.
- 4.7 Given the current industrial premises offering within Clay Cross both at Coney Green and along the A61, it is concluded that the industrial market is reasonably well catered for, demonstrated by the amount of land banked and undeveloped at both Coney Green and Egstow Park, and it is not considered likely that considerable new industrial development will be required within the market above that already proposed at Coney Green and perhaps some of the employment floorspace at Egstow Park.

Food and Beverage Market

- 4.8 As part of the Egstow Park Development, a McDonald's drive thru restaurant has been developed in addition to a family pub and restaurant called Six Halts, with a Costa Coffee Drive thru unit currently being developed. In addition to these units, there are a number of more traditional style public houses within Clay Cross, in addition to a considerable amount of fast food and take away outlets within the town centre. It is however noted that the restaurant market is lacking within the town centre as is the increasingly popular Gin Bar, Cocktail Bar and Street Food type operation.
- 4.9 It is further noted that at present, whilst Meadowfresh provides a deli-style food market, this forms part of the retail store and at present there is no farmers market or food market being operated within the town.

Leisure Market

- 4.10 The leisure market in Clay Cross is limited at present, with no cinema, bowling alley, mini-golf or private gym / leisure centre or hotel. This is understandable when the existing / historic town is considered, however now, with the vast amount of residential development underway of circa 3,659 dwellings it is considered that demand for leisure activities could increase enough to require leisure development.

Residential Market

- 4.11 The housing market within Clay Cross and its surrounding hinterland has had exponential growth through the ongoing delivery of major new developments for a total of 3,659 new dwellings to this part of the district.
- 4.12 In terms of gaps in market provision, it is noted that none of the featured developments are providing substantial bungalows for residents of retirement age and this was deemed to be a considerable gap in the market. The lack of apartment style accommodation was also noted however, this was not deemed to be suitable as a product to sell but would however be well received by the rental market. It is further noted that there appears to be a lack of starter home development such as smaller 2 & 3 bedroom houses, with the main focus of the developments being made up of larger style 3 & 4 bedroom family housing.

5.0 ANALYSIS OF POTENTIAL GAPS IN THE MARKET

- 5.1 Having undertaken a review of the various market sectors, it is considered that there are gaps within the Clay Cross town centre offering.
- 5.2 It is considered that more starter homes, older persons accommodation and good quality rental apartments could be delivered and are currently poorly catered for within the market. The dwellings being delivered across the schemes are focused upon larger style 3 and 4 bed family housing which results in affordability issues for the residents of Clay Cross attempting to get onto the housing ladder.
- 5.3 There is no private gym or leisure centre and the existing council operated leisure centre is dated and it is concluded that a new gym chain would be a good addition to the town. This would cater for a different market to a council run leisure facility and it is considered that rather than competing the two different offerings could be complementary.
- 5.4 There is no cinema complex or bowling alley within the town and it is considered that either a unit adjacent to Tesco could be redeveloped to accommodate such a use, or a purpose-built property could be developed. This could assist in creating a destination within the town centre and would promote further demand for food and beverage offerings.
- 5.5 The food and beverage market within the town is limited, with large number of take-away units and fast food outlets, but limited sit-down restaurants, and no cocktail / gin bars or street food type offering. It is considered that a pop-up style market could be explored, to provide street food, artisan foods and goods and a farmer's market to encourage dwell time within the town centre, in addition to the provision of more restaurants.

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