Knight Frank

Planning Statement

Change of Use from A1 (Retail) Use to A2 (Financial and Professional Services) Use at 16 Queen Street, Barnsley

Prepared on behalf of Barclays Bank PLC

12 June 2012

Contact details

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KF ref: MC/vs/166H

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2 Introduction

2.1 This Planning Statement is prepared by Knight Frank LLP on behalf of Barclays Bank PLC and supports a planning application for the change of use of 16 Queen Street from retail (A1 Use Class) use to financial and professional services (A2 Use Class) use.

2.2 Barclays Bank PLC currently trade from two branches at 21 Queen Street and 27 Church Street, Barnsley. The existing Barclays Bank at 21 Queen Street is located opposite the application site, in the Central Shopping Area of town centre and within the Queen Street Principal Shopping Frontage. Despite the central and accessible location, 21 Queen Street is to small for modern banking purposes while the existing lease is due to expire later in 2012.

2.3 27 Church Street also falls within the town centre boundaries but outside the Central Shopping Area in the Northern Office / Education / Civic area. Access to the premises from the Central Shopping Area is obtained via a steep hill, creating access issues for many Barclays' customers. The internal layout is also considered to small for modern banking purposes while the existing lease is due to expire in approximately 2 years.

2.4 To improve trade and provide a more accessible and customer focussed service for Barclays' customers, Barclays Bank PLC seek to consolidate their current operations and relocate to16 Queen Street, Barnsley, creating a new "flagship" branch in a central location. 21 Queen Street and 27 Church Street will become vacant with potential for new and alternative uses, subject to new planning permissions.

2.5 This Planning Statement demonstrates that the proposed change of use will enhance town centre vitality and viability, by attracting a high number of pedestrians to the site and immediate area, thus supporting the retail function of the town centre, in line with the National Planning Policy Framework (NPPF) (March 2012), Core Strategy **Policy CSP1** 'Town Centres' and 'saved' Local Plan **Policy TC5**.

3 The Site and Surrounding Area

3.1 16 Queen Street is situated in the Central Shopping Area of Barnsley town centre within a parade of shops and services, designated as a Principal Shopping Frontage. Adjoining occupiers include Optical Express and Specsavers Opticians. The wider area is characterised by a range of town centre uses, namely shops, offices, bars, restaurants and other services. A Site Location Plan is enclosed at **Appendix 1**.

3.2 16 Queen Street is currently occupied by Wallis fashion wear (A1 Use Class), who are due to vacate the premises. The unit comprise of basement, ground and first floor levels totalling 733 sq. metres.

4 Planning History

4.1 The Council's online Planning Register has been inspected and there have been no planning applications of relevance made at 16 Queen Street, Barnsley.

5 The Proposal

5.1 This application seeks planning permission for the change of use of 16 Queen Street, from retail (A1 Use Class) use to financial and professional services use (A2 Use Class).

5.2 Shop front alterations and signage associated with the proposed bank use will be addressed through separate planning and advertisement consent applications in due course.

5.3 Although external alterations are to be dealt with at a later stage, Barclays' design philosophy ensures that all new branches are fitted out to the highest standard to ensure that the premises are attractive and welcoming to passers by.

5.4 Internally, the majority of the ground and first floor space (comprising 722 sq. metres) would be accessible to customers. The accessible layout would incorporate a large open banking hall, a mixture of open and closed tills, interview offices and dedicated self service and waiting areas. Barclays Bank PLC intend to take all three levels (utilising the ground and first floors primarily) in order to consolidate their existing operations in the town.

5.5 Externally, the new branch will retain a glazed frontage and active shop front, not exceeding 8 metres in length, allowing internal activity to be visible to passers-by. The 'flagship' design concept ensures that the external appearance would be comparable to neighbouring retail units and assimilate with the surrounding shopping frontage. As such, the proposal will be in keeping with the retail character of the surrounding area, while contributing to the vitality of the Central Shopping Area.

5.6 In terms of employment numbers, the existing branches at 21 Queen Street and 27 Church Street employ 24 Full Time Equivalents (FTE). The proposed branch at 16 Market Place, seeking to consolidate existing operations, will retain employment numbers, creating 24 FTE jobs.

5.7 In terms of inclusive access, Barclays is committed to improving access to its branches for disabled customers wherever possible. It is intended that the proposed branch would be accessible in terms of its entrance and facilities inside the banking hall. Proposed facilities would include level access, hearing induction loops, accessible tills and low level writing surfaces.

5.8 Servicing and refuse storage will occur to the rear of 16 Queen Street, as per the current operation.

6 Barclays 'Flagship' Branch Programme

6.1 The retail banking sector has changed significantly in recent years as a result of increased competition, diversification of services and changing customer expectations. Alongside this, shopping has become a leisure pursuit. Shoppers now expect provision of other services, including banks, to be integrated within areas of primary retailing.

6.2 In response to the changing relationship between banks and their customers, Barclays has developed a 'flagship' branch concept that offers a more efficient and customer focussed approach to retail banking. The new innovative format has been designed to enable branches to offer customers the full range of retail banking services in a relaxed atmosphere.

6.3 The character and appearance of Barclays' new flagship branches reflect a modern retail model. This is quite different from the traditional, segregated banking hall which was characteristic of high street banks in the past.

6.4 Barclays' new branches provide a high quality fit out with innovative design which is adapted to the requirements of each building. This design approach gives rise to a similar level of activity as a shop unit. The glazed branch design ensures the external appearance of the flagship branches resemble that of a shop with customer activity visible from the street scene. Internally, the flagship store format reflects a typical retail store in terms of an open plan, accessible layout.

6.5 To deliver its flagship design concept across the UK, Barclays is currently undergoing a nationwide refurbishment and, where necessary, relocation programme. In preparing its relocation strategy, Barclays has paid particular attention of the need to:

- provide locally accessible services for existing and prospective customers;
- contribute to the mix of uses within shopping areas; and
- maintain the vitality, attractiveness and viability of the primary shopping frontages by contributing to pedestrian movements, providing services during normal shopping hours and providing a visually interesting, active frontage.

6.6 As part of its UK - wide relocation strategy, Barclays has secured planning permission for the change of use from Class A1 retail to Class A2 banking use of units within over 25 city/town centre locations over the past three years. This includes sites within primary shopping frontages where the Development Plan's frontage policy generally resisted such a change of use, including at Basildon, Milton Keynes, Leicester, Southend-on-Sea and Stevenage. In these locations, planning permission has been granted on the basis that the new branches share many characteristics of a typical Class

A1 retail unit in terms of appearance and pattern of operation.

6.7 Barclays' experience across the UK demonstrates that functionally and visually the new branches are comparable to neighbouring retail units within surrounding shopping frontages. Footfall surveys have also demonstrated the high levels of activity associated with Barclays' new flagship branches. This track record demonstrates that the introduction of new Barclays' branches provides a well used service that complements the retail function of town centres and contributes to the vitality and viability of primary shopping frontages. Examples of the high quality 'flagship' designs Barclays now implement are enclosed at **Appendix 2.**

7 Planning Policy Framework

7.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires Local Planning Authorities to determine applications for planning permission in accordance with the Development Plan, unless material considerations indicate otherwise.

National Planning Policy

7.2 The Government's Localism Act introduces the National Planning Policy Framework (**NPPF**) (27 March 2012) which replaces previous government guidance contained in Planning Policy Statements (PPSs) and Planning Policy Guidance (PPGs) documents. The purpose of the **NPPF** is to set out the Government's planning policies for England and how these are expected to be applied, with the aim of achieving sustainable economic, social and environmental development.

7.3 In seeking to deliver sustainable development, the **NPPF** seeks to build a strong and competitive economy by ensuring that local planning authorities plan proactively to meet the development needs of business and support an economy fit for the 21st Century (paragraph 20).

7.4 The **NPPF** further indicates that the key to sustainable economic growth is ensuring the vitality of town centres, achieved through the development of competitive environments. As such the **NPPF** requires local planning authorities to pursue policies to support their vitality and viability (paragraph 23).

7.5 Paragraph 23 of the **NPPF** further emphasises the need to promote competitive town centres which provide customer choice and a diverse retail offer, including uses other than retail, such as leisure, commercial, office, tourism, cultural, community and residential.

7.6 Paragraph 70 of the **NPPF** also seeks to ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community.

Local Planning Policy

7.7 Barnsley's current statutory Development Plan consists of the adopted Core Strategy (September 2011) and the 'saved' policies of the Unitary Development Plan (2000).

7.8 The UDP Proposals Map defines the application site as lying within the Central Shopping Area of Barnsley town centre, on the Queen Street Principal Shopping Frontage. In this case, 'saved' UDP

Policy S2 (Shopping/Commercial Centres) and **Policy TC5** is relevant.

7.9 UDP **Policy S2** indicates that within the Central Shopping Area, the Council will, amongst other things, encourage, co-ordinate and implement improvements in the general environment.

7.10 'Saved' UDP **Policy TC5**, indicates that within the Queen Street frontage, new class A2 uses will be permitted at ground floor level subject to the following:

A) The provision of class A2 uses will not exceed 10% of the combined frontage length of the defined principal frontages;

B) Non class A1 use shall not exceed 15 metres of continuous frontage.

7.11 Although UDP **Policy TC5** restricts non-A1 uses on the Principal Shopping Frontages to no more than 10% of the combined frontage length, the reasoned justification does recognise that other uses are potentially complementary. As such, the policy seeks to allow limited scope for their accommodation. *'These 'complementary' uses are often capable of generating significant amounts of pedestrian traffic in their own right but, in order to preserve and enhance the vitality of main shopping areas, a high proportion of Class A1 uses within such locations is normally an essential ingredient'.*

7.12 Core Strategy **Policy CSP31** 'Town Centres' indicates that Barnsley Town Centre is the dominant town centre in the borough. To ensure it continues to fulfil its sub regional role the majority of new retail and town centre development will be directed to Barnsley Town Centre. The Policy stipulates that in the town centre, all retail and town centre developments will be expected to be appropriate to the scale, role, function and character of the centres in which they are proposed.

8 Planning Considerations

8.1 This section of the Statement assesses the key planning considerations that arise from the proposal, set against the relevant planning policy framework identified in the previous Section.

Compliance with National Planning Policy

8.2 The proposal complies with Government guidance contained in the **NPPF** (March 2012), in terms of contributing towards the vitality and viability of the town centre and by promoting employment and economic growth, as follows:

- The **NPPF** confirms at paragraph 23 that uses other than retail (Use Class A1) are suitable in town centres, where town centre vitality and viability is maintained / enhanced.
- The new branch will utilise a unit soon to become vacant, in the Town Centre. It would enable Barclays to consolidate existing operations in the town and provide an improved service in an accessible, attractive and appropriately designed environment. The branch will increase consumer choice and offer the local community greater consumer choice in the banking sector;
- Barclays intends to invest approximately £1,500,000 in the new flagship branch. This investment will ensure that the premises are fitted out to the highest quality, thereby enhancing the appearance and vibrancy of the Principal Shopping Frontage. Overall, the direct and indirect investment arising from the proposed consolidation and relocation would contribute to economic growth within the town as well contribute towards wider regeneration plans, including the Barnsley Markets Project;
- The proposed branch is expected to employ 25 full time equivalent employees. As Barclays would take a long term lease, the proposal will contribute towards safeguarding employment opportunities within the town centre;
- The proposal will increase the availability of a more diverse range of retail banking services to the local community in an area characterised by pedestrian activity, helping to increase the vibrancy of the centre while not adversely affecting the balance of retail uses in the area;
- The provision of ATMs will provide a financial service for those utilising the town centre, assisting the day and night time economy in Barnsley town centre; and
- The proposal will promote sustainable development by helping to meet the day-to-day needs of the community in an accessible location.

8.3 In addition to the above, Government guidance contained in **Circular 03/2005** recognises that the public now expects Class A2 financial and professional services uses to be found within shopping areas (paragraph 38). The proposed use at 16 Queen Street is therefore considered to complement the shopping function of the Principal Shopping Frontage in this location.

8.4 As set out above, the proposal fully accords with the objectives of national policy to promote the vitality and viability of town centres, and ensure sustainable economic development, as set out within the **NPPF** and **Circular 03/2005**.

8.5 From the above review of the planning policy framework, the following planning issues have been identified as relevant to the determination of this planning application.

Balance of A1 and non A1 Uses

8.6 A plan of the relevant Principle Shopping Frontage is enclosed at **Appendix 3**. The plan shows the distribution of retail and non-retail units along the Queen Street Principal Shopping Frontage. In this case and in line with the UDP Proposals Map, the Principle Shopping Frontage extends from H Samuel Jeweller (24 – 26 Queen Street) to Halifax Bank (2-8 Queen Street).

8.7 This Principal Shopping Frontage (Queen Street) contains 8 units of which 6 are within Use Class A1 use at present, equating to 75% of the total units being in A1 use. This would indicate that the policy requirement (UDP Policy **TC5**), which seeks to retain 90% of the total number of units in A1 use, has already been exceeded by past developments.

8.8 If the proposed change of use was implemented, the proportion of A1 units within this Principal Shopping Frontage would reduce to 62.5%, with non-A1 uses amounting to 37.5% of the total frontage.

8.9 Although the change of use to enable a Barclays Bank use would add to the number of non-A1 uses on this Principal Shopping Frontage, ultimately exceeding the 10% maximum determined through **Policy TC5,** retail uses still predominate on this Principal Shopping Frontage and within the Central Shopping Area. A new Barclays bank use at 16 Queen Street will also operate in a similar manner to a retail unit, in terms of appearance and activity levels.

8.10 Although the proposal will result in the addition of a non-A1 use on a Principal Shopping Frontage, the existing Barclays Bank at 21 Queen Street, opposite the application site, is likely to appeal to an A1 retail occupier given its location within the retail core. As such, it is anticipated that 21 Queen Street will be returned to A1 use in due course, further adding to the retail offer in the town centre. The existing branch at 27 Church Street could also be revert to an A1 use (subject to a planning permission), further adding to the retail offer in the town centre.

Retaining the Retail Function and Character of the Frontage

8.11 To meet the modern banking requirements of Barclays' customers, the new branch would operate in a similar manner to that of a typical retail unit.

8.12 Barclays' flagship branch concept reflects the changes that have taken place within the retail banking sector in recent years in response to customer expectations. New branches of Barclays Bank are far more customer facing than in the past and the design of the proposed branch would closely reflect a modern retail model compared to a traditional banking hall.

8.13 A key component when seeking to reflect existing shop fronts includes the provision of display windows of similar size and form to those nearby A1 uses in the centre, presenting an open view of activity within the Branch from the street.

8.14 Barclays is investing approximately £1,500,000 to consolidate existing operations and relocate to 16 Queen Street. This will include, in due course, a high quality glazed frontage and entrance to assimilate with the existing retail frontages on this Principal Shopping Frontage, allowing passers-by to see into the premises and view the internal activity. In line with UDP **Policy TC5**, the units either side of 16 Queen Street will remain in A1 use, while the proposed frontage does not exceed 9 metres in length, therefore non-A1 uses will not exceed 15 metres of continuous frontage in this location.

8.15 A high quality signage scheme would also be introduced adding to the attractive street scene while helping to direct customers to the site. Recent examples of the high quality frontages implemented at Barclays 'flagship' sites are enclosed at Appendix 2.

8.16 The inclusion of a Barclays Bank use at 16 Queen Street will attract a significant number of pedestrians to the Central Shopping Area as they utilise the modern banking services, including the ATMs. This will improve opportunities for linked trips, as visitors utilising banking services are also drawn to the wider shopping offer in the town, ultimately adding to the vitality and viability of the town centre.

8.17 The opening hours of the proposed bank use will also reflect that of a modern retail use, being open from 9:00 until 17:00 Monday-Friday and 9:00 – 16:00 on Saturdays. The provision of ATMs (subject to a separate planning permission) will also generate further activity throughout the day and evening, while also encourage linked trips, as visitors use the ATMs before utilising the shopping offer available in the town centre..

8.18 In summary, banking provides a vital auxiliary service to accompany retail uses. Overall the high quality appearance of the proposed branch and associated pattern of activity would be appropriate to its setting within this Principle Shopping Frontage, complementing the retail function of Barnsley town centre.

Effect on Vitality and Viability

8.19 Barclays' innovative, retail-banking focussed approach ensures that the new branch would have a pattern of operation that would be similar to that of an A1 (Use Class) retail unit. Barclays' experience across the UK has also demonstrated that the new branches attract higher numbers of visitors than the original branches that they have replaced.

8.20 Barclays need to relocate from its existing premises at 21 Queen Street and 27 Church Street, as the current branches do not meet the modern banking requirements that are expected by its customers. Further to this, both premises' exteriors do not fit with Barclays' modern and contemporary retail banking profile and appearance.

8.21 The proposed consolidation of the existing Barclays branches and relocation to 16 Queen Street will substantially improve access to banking services for Barclays customers in Barnsley, enabling Barclays to better meet the requirements of its existing customers in a more accessible location centred around more inclusive design and greater privacy levels. The improvements to access and increase in capacity levels would also enable Barclays to offer a wider range of financial services. As a result Barclays expects to attract new customers who do not currently visit the existing branches. Such an approach will increase town centre activity, ultimately contributing to town centre vitality and viability.

8.22 In demonstrating that town centre vitality and viability will be enhanced as a result of the proposal, pedestrian counts have been undertaken on Wednesday 21 March and Saturday 24 March 2012, at the following locations:

- Barclays Bank existing premises and ATM's (21 Queen Street);
- Halifax Bank and ATM's (2 – 8 Church Street);
- Barclays Bank existing premises and ATM's (27 Church Street);
- Wallis – entering the store (16 Queen Street);
- Boots – entering the store (34-40 Cheapside);
- Topshop – entering the stroe (20 – 22 Cheapside).

The pedestrian counts are enclosed at **Appendix 4**.

8.23 The results of the footfall surveys undertaken on the Wednesday and Saturday at all six locations are shown on 'Chart A'. While Boots clearly attracts a significant number of pedestrians on a week day and at the weekend, it is evident that bank uses generally yield comparable footfall to those anchor retail stores, including Topshop (20-22 Cheapside) on a Saturday. 'Chart B' also clearly demonstrates that during the Wednesday count a bank use yields significantly higher footfall throughout the day, when compared to those town centre retail units, with the exception of Boots.

8.24 'Chart D' also provides a comparison between Barclays bank 'Branch users' / 'ATM users' (21 Queen Street) and Barclays 'Branch users' / ATM users' (27 Church Street) for both the Wednesday and Saturday counts. The results indicate that Barclays Bank at 16 Queen Street has consistently higher footfall than the Barclays branch at 27 Church Street, due to its more central and accessible location.

8.25 The footfall surveys demonstrate the high level of footfall that bank uses attract and this is comparable to surrounding retail uses, particularly where located in central and accessible town centre locations. These figures are supported by Barclays experiences across the country. In line with NPPF guidance and 'saved' Local Plan Policy TC5, it is considered that these factors confirm that the proposal will be of benefit in terms of its contribution to vitality in this location.

9 Conclusion

9.1 This Planning Statement has described Barclays' proposal for the change of use of 16 Queen Street, Barnsley, from retail (Use Class A1) use to a bank (Use Class A2) use.

9.2 The proposal accords with the objectives of national and local planning policy, by providing a complementary service to shoppers that would secure a balanced distribution of uses within the Principle Shopping Frontage, ultimately enhancing the vitality and viability of Barnsley town centre. The proposal and associated investment will also stimulate further economic growth and investment.

9.3 In final summary:

- The proposal would enhance the vitality and viability of Barnsley town centre, promoting employment, economic growth and social inclusion and helping to deliver a better quality built environment. It would fully accord with national policy guidance relating to retail development set out within the **NPPF** which all seeks to promote sustainable economic growth within town centres;
- A Barclays Bank use at 16 Queen Street would closely resemble that of a typical retail unit in terms of character and appearance. As such, the proposal would sustain and enhance the surrounding area's retail vitality, attractiveness and viability. It would also complement its shopping role by providing appropriate services during normal shopping hours, generating pedestrian flows and providing a visually interesting and active frontage (in due course);
- Given the predominance of Class A1 uses within the relevant Principle Shopping Frontage, an over-concentration of non-A1 uses would not arise from the proposal. As such, the proposal represents a complementary use that would not detract from the predominant retail function of the town;
- The proposed fit out would involve a substantial investment in new branch premises. The improvements would considerably enhance Barclays' visual appeal in a more accessible location.
- The consolidation of existing premises and relocation would enable Barclays to better meet the requirements of its existing customers and to offer a wider range of financial services. As a result, Barclays expects to attract new customers who do not currently visit the existing branches.

Appendix 1 - Site Location Plan

Site Location Plan



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Promap®

This map was created with Promap

Appendix 2 - Barclays' Flagship Design

The following photos illustrate the highly glazed appearance and permeability of the proposed shop front, as demonstrated by comparable branches of Barclays within the UK. The current proposals at 16 Queen Street, Barnsley would demonstrate a similar quality of shop front design that would be predominantly glazed.

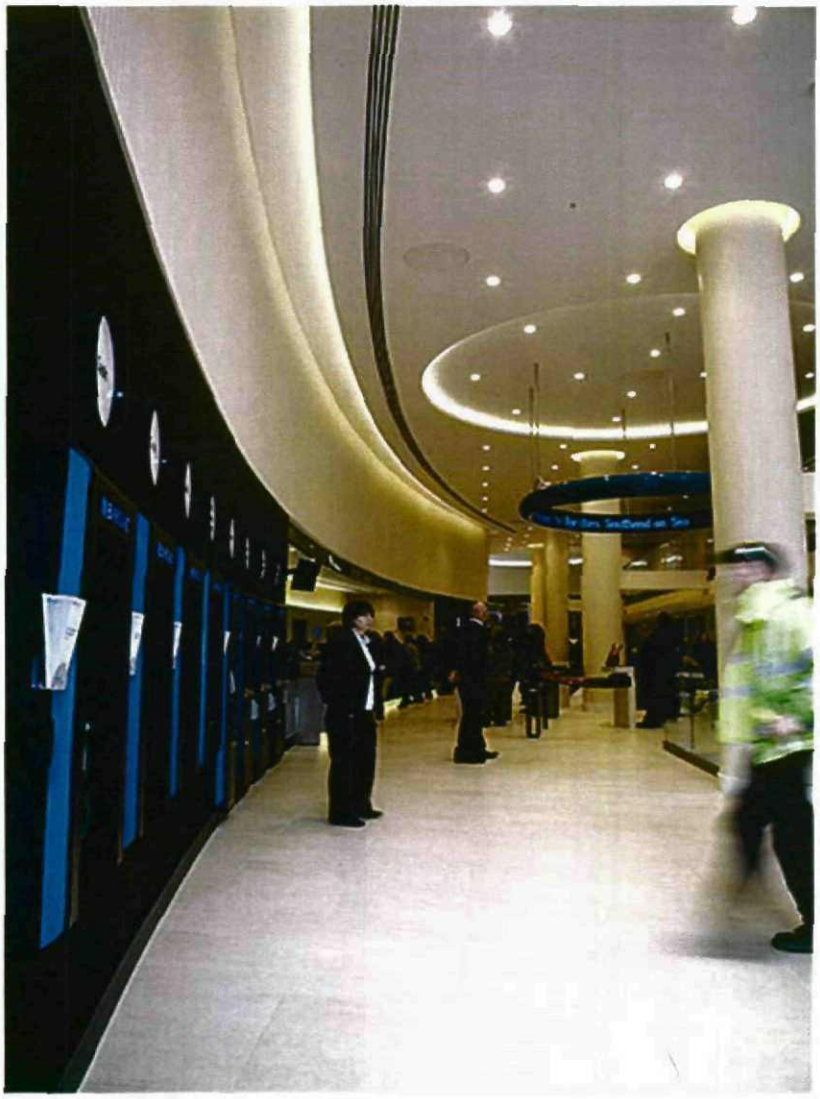
Below is an image of the recently fitted branch of Barclays in Southampton:



The photo below shows the glazed frontage style of the Barclays' branch in Swindon.



The following photos show the high quality interior of the new Barclays' branch in Southend on Sea. The current proposals at 16 Queen Street, Barnsley would demonstrate a similar quality of internal design, although the internal layout would differ:







Appendix 3 - Plan Showing Principle Shopping Frontage

Split Between A1 and Non A1 Uses



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Promap®

This map was created with Promap

Appendix 4 - Pedestrian Counts

Pedestrian Counts - Barclays, Barnsley (March2012)

Job No:BRSL/12/505 ✓

Wednesday 21st March 2012

Enumerators :Eileen Bellamy, Penny Brown
Weather:Fine, Dry
Comments:Barclays(Queen st)- 2 ATMs, Halifax -3 ATMs. At 11:00am only one ATM working at Barclays(Queen st). Long queues.

Enumeration point	10am -11am	11am 12pm	12pm-1pm	1pm-2pm	2pm-3pm	3pm-4pm	Total (Wed)
Central Great Yarmouth							
Barclays Bank - Branch Users (21 Queen St)	98	120	90	143	75	83	608
Barclays Bank - ATM's Users (21 Queen St)	98	75	53	83	53	60	420
Barclays Bank - TOTAL (Branch & ATM Users) (21 Queen St)	195	195	143	225	128	143	1028
Halifax Bank - Branch Users (2-8 Queen St)	248	293	143	203	225	180	1290
Halifax Bank - ATM's Users (2-8 Queen Street)	90	45	83	68	30	30	345
Halifax Bank - TOTAL (Branch & ATM's) (2-8 Queen Street)	338	338	225	270	255	210	1635
Barclays Bank - Branch Users (27 Church St)	24	12	6	54	24	18	138
Barclays Bank - ATM's Users (27 Church St)	48	30	114	54	54	30	330
Barclays Bank - TOTAL (Branch & ATM Users) (27 Church St)	72	42	120	108	78	48	468
Wallis- Entering The Store (16 Queen Street)	113	23	68	105	38	83	428
Boots - Entering The Store (34-40 Cheapside)	510	558	570	480	486	198	2802
Top Shop - Entering The Store (20-22 Cheapside)	84	138	126	180	96	132	756
TOTAL:	1311	1293	1251	1368	1080	813	7116

Saturday 28th January 2012

Enumerators : Carol Cockrell; Helen Platten
Weather:Fine & Dry
Comments:Lloyds TSB closed at 13:30

Enumeration point	10am -11am	11am 12pm	12pm-1pm	1pm-2pm	2pm-3pm	3pm-4pm	Total (Sat)
Central Great Yarmouth							
Barclays Bank - Branch Users (21 Queen St)	188	180	210	128	135	0	840
Barclays Bank - ATM's Users (21 Queen St)	83	98	105	90	98	75	548
Barclays Bank - TOTAL (Branch & ATM Users) (21 Queen St)	**270**	**278**	**315**	**218**	**233**	**75**	**1388**
Halifax Bank - Branch Users (2-8 Queen St)	308	420	390	323	180	143	1763
Halifax Bank - ATM's Users (2-8 Queen Street)	38	113	113	75	90	30	458
Halifax Bank - TOTAL (Branch & ATM's) (2-8 Queen Street)	**345**	**533**	**503**	**398**	**270**	**173**	**2220**
Barclays Bank - Branch Users (27 Church St)	0	0	0	0	0	0	0
Barclays Bank - ATM's Users (27 Church St)	12	12	12	18	6	0	60
Barclays Bank - TOTAL (Branch & ATM Users) (27 Church St)	**12**	**12**	**12**	**18**	**6**	**0**	**60**
Wallis- Entering The Store (16 Queen Street)	143	195	233	188	203	128	1088
Boots - Entering The Store (34-40 Cheapside)	420	714	444	420	384	396	2778
Top Shop - Entering The Store (20-22 Cheapside)	186	144	288	588	396	264	1866
TOTAL:	1376	1875	1794	1829	1491	1035	9399

Enumeration point	10am -11am	11am 12pm	12pm-1pm	1pm-2pm	2pm-3pm	3pm-4pm	Total/
Barnsley(Totals) - Wednesday 21st March 2012	1311	1293	1251	1368	1080	813	7116
Barnsley(Totals) - Saturday 24th March 2012	1376	1875	1794	1829	1491	1035	9399
TOTALS	2687	3168	3045	3197	2571	1848	16515

ENUMERATION POINT DATA SUMARY .... BARNSLEY (MARCH 2012)

CHART A: ALL LOCATIONS COMPARISON

	Enumeration point		Wed 21st March	Sat 24th March
21 Queen St	Barclays Bank - 'Branch & ATM Users'	(21 Queen St)	1028	1388
2-8 Queen St	Halifax Bank - 'Branch & ATM Users'	(2-8 Queen St)	1635	2220
27 Church St	Barclays Bank - 'Branch & ATM Users'	(27 Church St)	468	60
16 Queen St	Wallis - Entering The Store	(16 Queen St)	428	1088
34-40 Cheapside	Boots - Entering The Store	(34-40 Cheapside)	2802	2778
20-22 Cheapside	Top Shop Entering The Store	(20-22 Cheapside)	756	1866
		TOTAL:	7117	9400

CHART B: ALL LOCATION COMPARISON (SATURDAY ONLY)

	Enumeration point		Sat 24th March
21 Queen St	Barclays Bank - 'Branch & ATM Users'	(21 Queen St)	1388
2-8 Queen St	Halifax Bank - 'Branch & ATM Users'	(2-8 Queen St)	2220
27 Church St	Barclays Bank - 'Branch & ATM Users'	(27 Church St)	60
16 Queen St	Wallis - Entering The Store	(16 Queen St)	1088
34-40 Cheapside	Boots - Entering The Store	(34-40 Cheapside)	2778
20-22 Cheapside	Top Shop Entering The Store	(20-22 Cheapside)	1866
		TOTAL:	9400

CHART C: ALL LOCATION COMPARISON (WEDNESDAY ONLY)

	Enumeration point		Wed 21st March
21 Queen St	Barclays Bank - 'Branch & ATM Users'	(21 Queen St)	1028
2-8 Queen St	Halifax Bank - 'Branch & ATM Users'	(2-8 Queen St)	1635
27 Church St	Barclays Bank - 'Branch & ATM Users'	(27 Church St)	468
16 Queen St	Wallis - Entering The Store	(16 Queen St)	428
34-40 Cheapside	Boots - Entering The Store	(34-40 Cheapside)	2802
20-22 Cheapside	Top Shop Entering The Store	(20-22 Cheapside)	756
		TOTAL:	7117

CHART D: BARCLAYS BANKS / HALIFAX - BANK v ATM USEAGE COMPARISON

	Enumeration point		Wed 21st March	Sat 24th March
21 Queen St	Barclays Bank - 'Branch Users'	(21 Queen St)	608	840
21 Queen St	Barclays Bank - ' ATM Users'	(21 Queen St)	420	548
2-8 Queen St	Halifax Bank - 'Branch Users'	(2-8 Queen St)	1290	1763
2-8 Queen St	Halifax Bank - ' ATM Users'	(2-8 Queen St)	345	458
27 Church St	Barclays Bank - 'Branch Users'	(27 Church St)	138	0
27 Church St	Barclays Bank - ' ATM Users'	(27 Church St)	330	60
		TOTAL:	3131	3669

CHART E: BARCLAYS BANKS / HALIFAX - BANK v ATM USEAGE COMPARISON (SATURDAY ONLY)

	Enumeration point		Sat 24th March
21 Queen St	Barclays Bank - 'Branch Users'	(21 Queen St)	840
21 Queen St	Barclays Bank - ' ATM Users'	(21 Queen St)	548
2-8 Queen St	Halifax Bank - 'Branch Users'	(2-8 Queen St)	1763
2-8 Queen St	Halifax Bank - ' ATM Users'	(2-8 Queen St)	458
27 Church St	Barclays Bank - 'Branch Users'	(27 Church St)	0
27 Church St	Barclays Bank - ' ATM Users'	(27 Church St)	60
		TOTAL:	3669

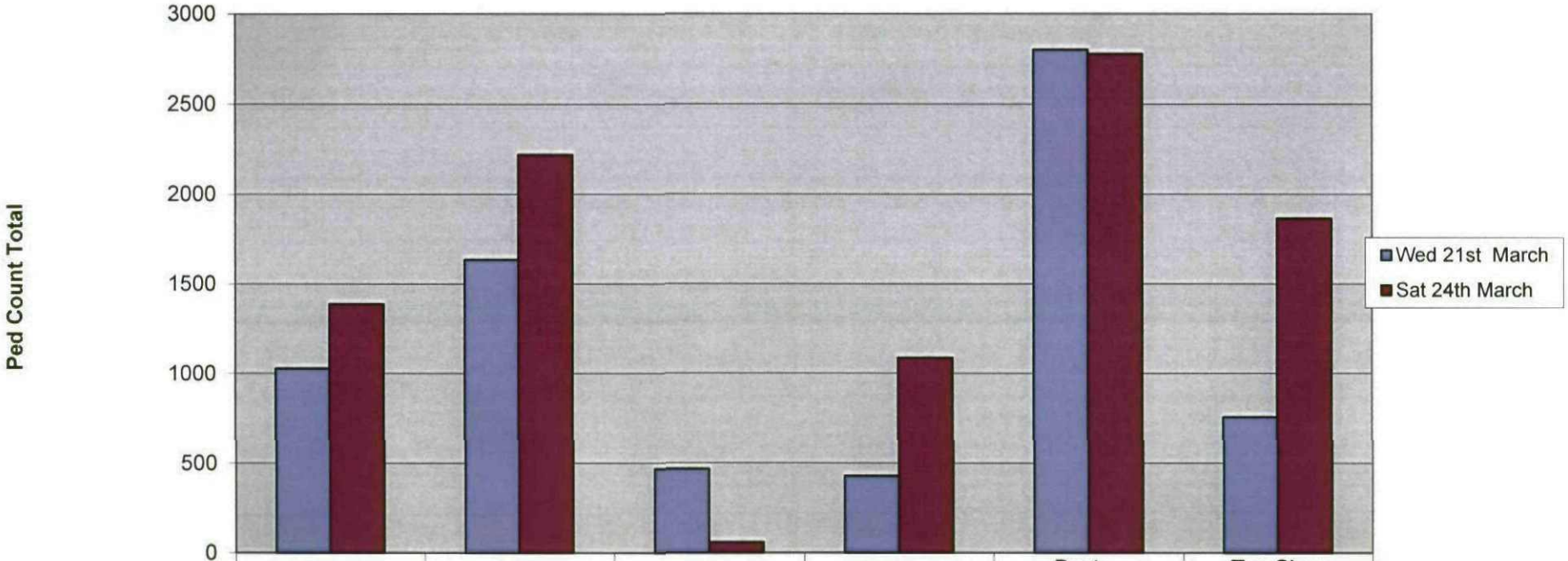
CHART F: BARCLAYS BANKS / HALIFAX - BANK v ATM USEAGE COMPARISON (WEDNESDAY ONLY)

	Enumeration point		Wed 21st March
21 Queen St	Barclays Bank - 'Branch Users'	(21 Queen St)	608
21 Queen St	Barclays Bank - ' ATM Users'	(21 Queen St)	420
2-8 Queen St	Halifax Bank - 'Branch Users'	(2-8 Queen St)	1290
2-8 Queen St	Halifax Bank - ' ATM Users'	(2-8 Queen St)	345
27 Church St	Barclays Bank - 'Branch Users'	(27 Church St)	138
27 Church St	Barclays Bank - ' ATM Users'	(27 Church St)	330
		TOTAL:	3131

CHART G: OTHER LOCATIONS COMPARISON

	Enumeration point		Wed 21st March	Sat 24th March
16 Queen St	Wallis - Entering The Store	(16 Queen St)	428	1088
34-40 Cheapside	Boots - Entering The Store	(34-40 Cheapside)	2802	2778
20-22 Cheapside	Top Shop Entering The Store	(20-22 Cheapside)	756	1866
		TOTAL:	3986	5732

BARCLAYS PEDESTRIAN COUNTS: (Barnsley)
March 2012
'Chart A' - DATA TOTALS: ALL LOCATIONS COMPARISON



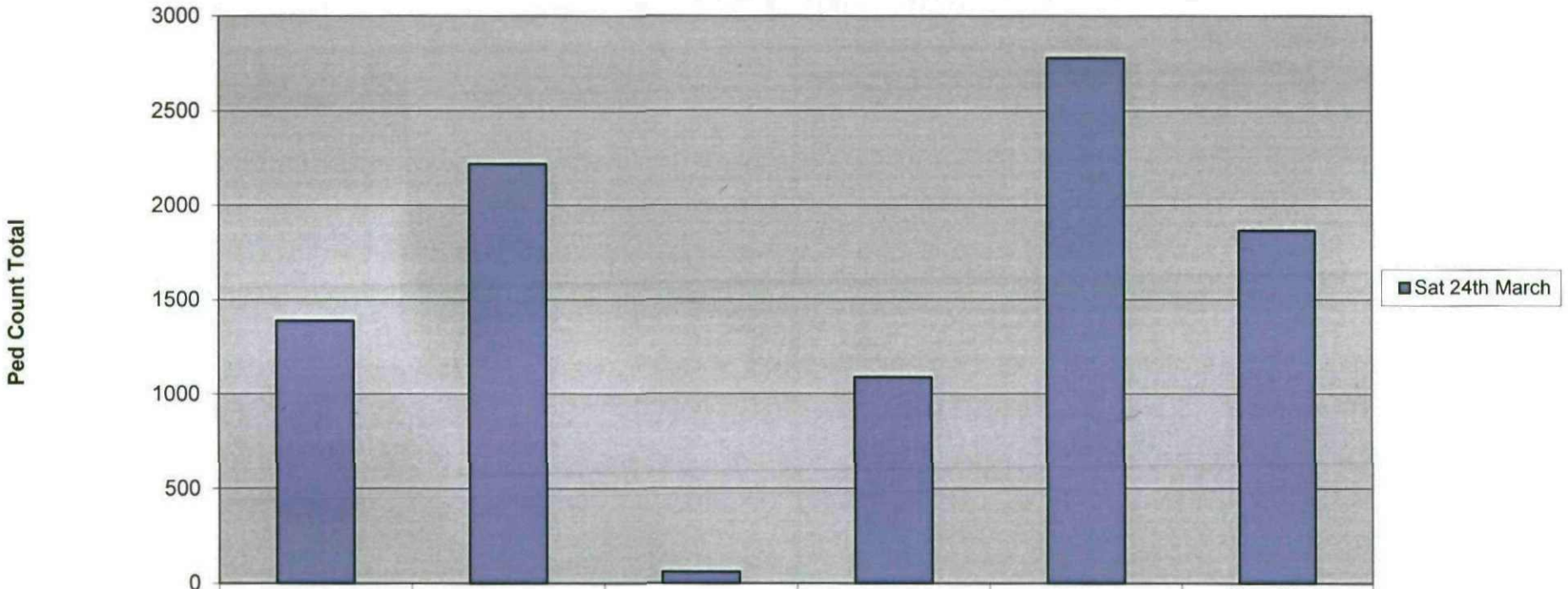
	Barclays Bank - 'Branch & ATM Users' (21 Queen St)	Halifax Bank - 'Branch & ATM Users' (2-8 Queen St)	Barclays Bank - 'Branch & ATM Users' (27 Church St)	Wallis - Entering The Store (16 Queen St)	Boots - Entering The Store (34-40 Cheapside)	Top Shop Entering The Store (20-22 Cheapside)
Wed 21st March	1028	1635	468	428	2802	756
Sat 24th March	1388	2220	60	1088	2778	1866

BARCLAYS PEDESTRIAN COUNTS: Barnsley

March 2012

'Chart B' - DATA TOTALS: ALL LOCATIONS COMPARISON

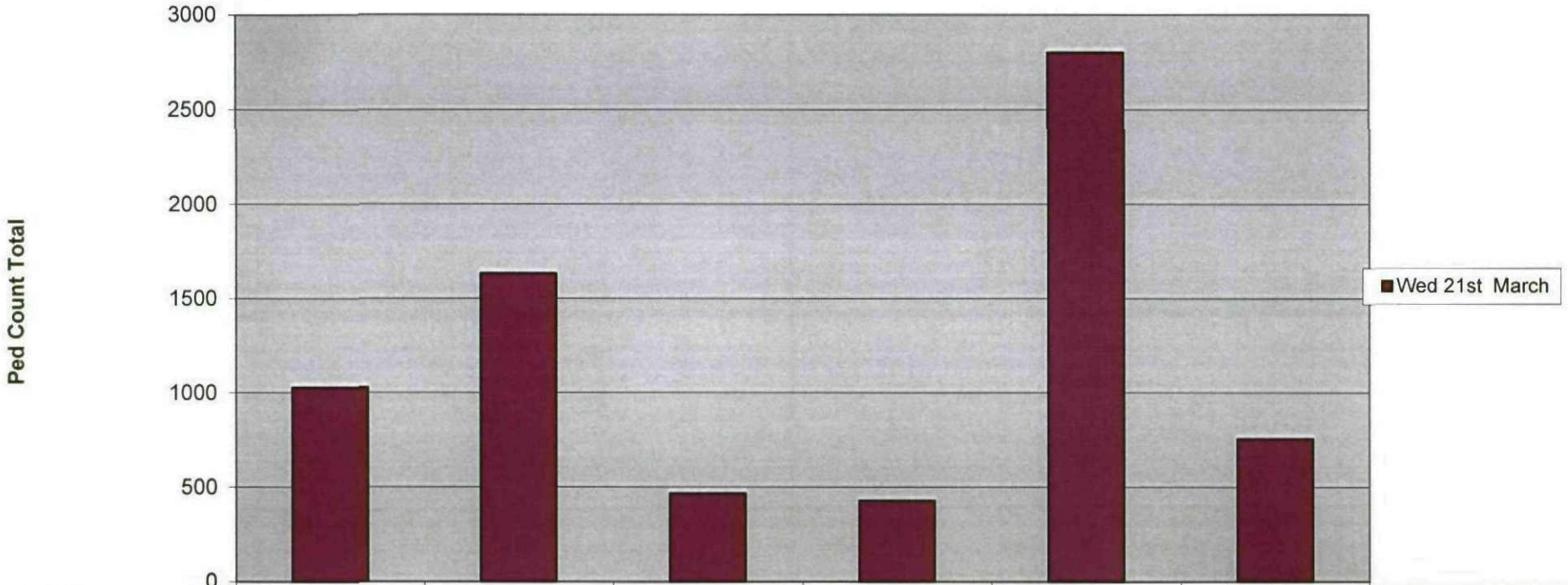
(Saturday 24th March ONLY)



	Barclays Bank - 'Branch & ATM Users' (21 Queen St)	Halifax Bank - 'Branch & ATM Users' (2-8 Queen St)	Barclays Bank - 'Branch & ATM Users' (27 Church St)	Wallis - Entering The Store (16 Queen St)	Boots - Entering The Store (34-40 Cheapside)	Top Shop Entering The Store (20-22 Cheapside)
Sat 24th March	1388	2220	60	1088	2778	1866

Location

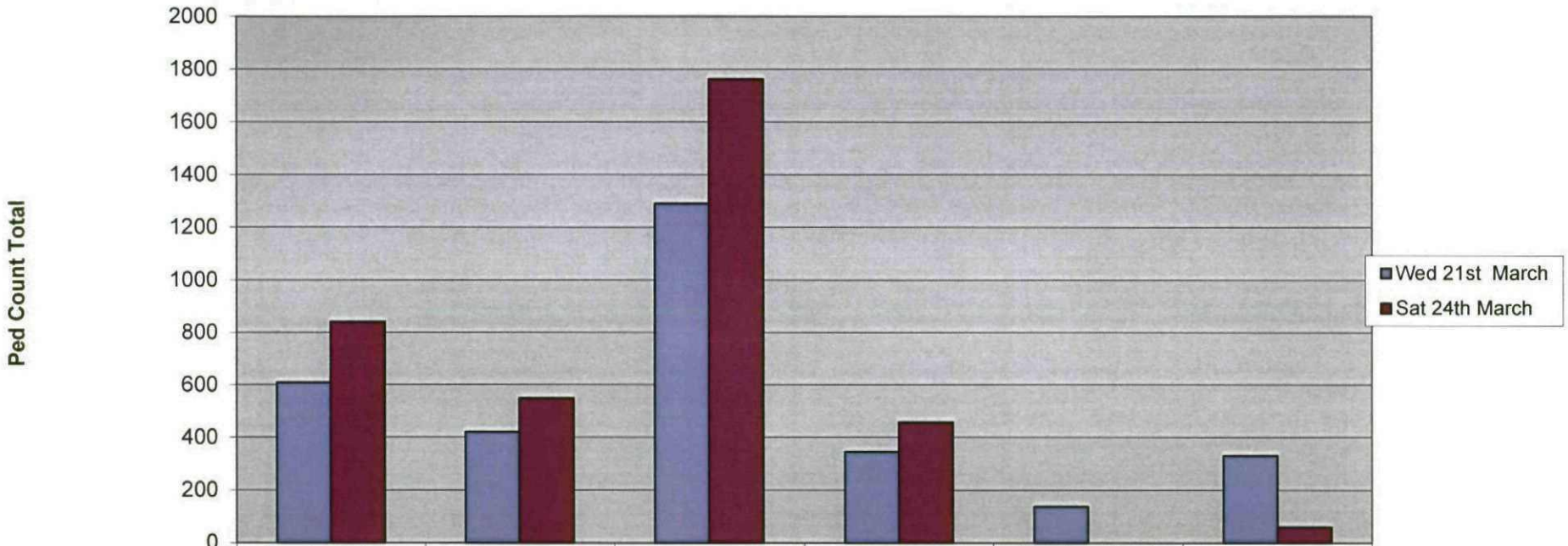
BARCLAYS PEDESTRIAN COUNTS: (Barnsley)
March 2012
'Chart C' - DATA TOTALS: ALL LOCATIONS COMPARISON
(Wednesday 21st March ONLY)



	Barclays Bank - 'Branch & ATM Users' (21 Queen St)	Halifax Bank - 'Branch & ATM Users' (2-8 Queen St)	Barclays Bank - 'Branch & ATM Users' (27 Church St)	Wallis - Entering The Store (16 Queen St)	Boots - Entering The Store (34-40 Cheapside)	Top Shop Entering The Store (20-22 Cheapside)
Wed 21st March	1028	1635	468	428	2802	756

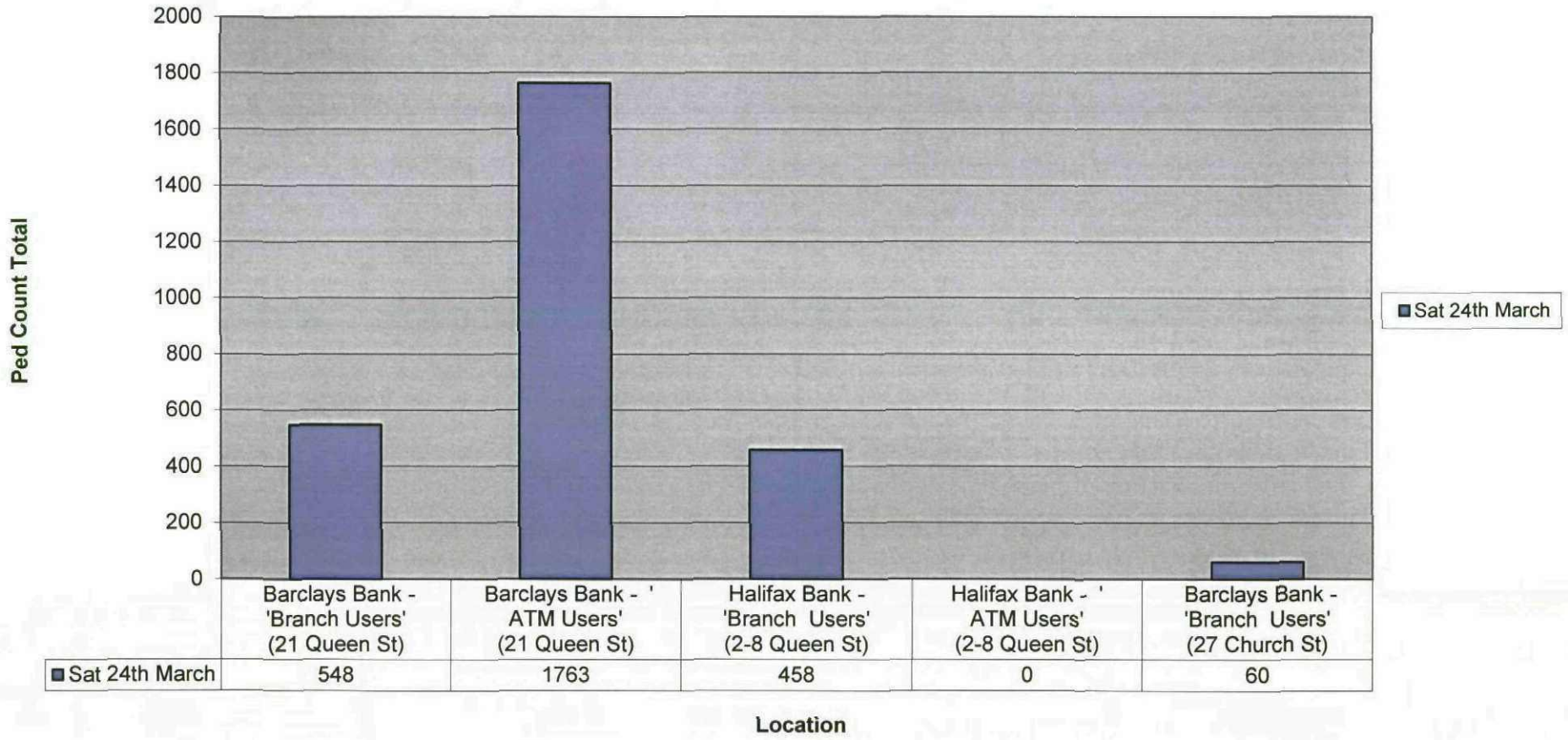
Location

BARCLAYS PEDESTRIAN COUNTS: (Barnsley)
March 2012
'Chart D' - DATA TOTALS: BARCLAYS BANKS/HALIFAX BANK & ATM USEAGE COMPARISON



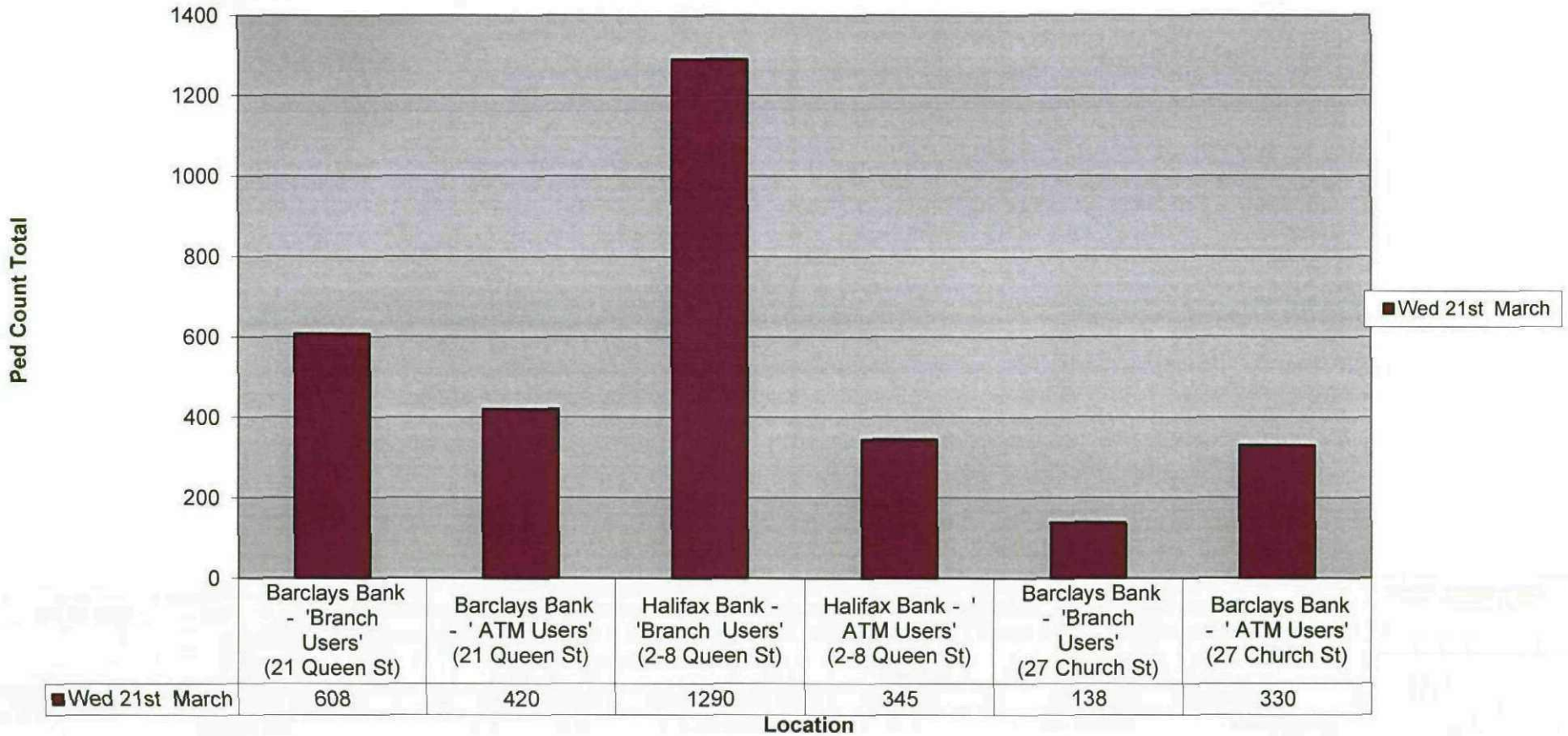
	Barclays Bank - 'Branch Users' (21 Queen St)	Barclays Bank - ' ATM Users' (21 Queen St)	Halifax Bank - 'Branch Users' (2-8 Queen St)	Halifax Bank - ' ATM Users' (2-8 Queen St)	Barclays Bank - 'Branch Users' (27 Church St)	Barclays Bank - ' ATM Users' (27 Church St)
Wed 21st March	608	420	1290	345	138	330
Sat 24th March	840	548	1763	458	0	60

BARCLAYS PEDESTRIAN COUNTS: (Barnsley)
March 2012
'Chart E' - DATA TOTALS: BARCLAYS BANKS /HALIFAX BANK v ATM USEAGE COMPARISON
(Saturday 24th March ONLY)



	Barclays Bank - 'Branch Users' (21 Queen St)	Barclays Bank - ' ATM Users' (21 Queen St)	Halifax Bank - 'Branch Users' (2-8 Queen St)	Halifax Bank - ' ATM Users' (2-8 Queen St)	Barclays Bank - 'Branch Users' (27 Church St)
Sat 24th March	548	1763	458	0	60

BARCLAYS PEDESTRIAN COUNTS: (Barnsley)
March 2012
'Chart F' - DATA TOTALS: BARCLAYS BANKS / HALIFAX
BANK v ATM USEAGE COMPARISON
(Wednesday 21st March ONLY)

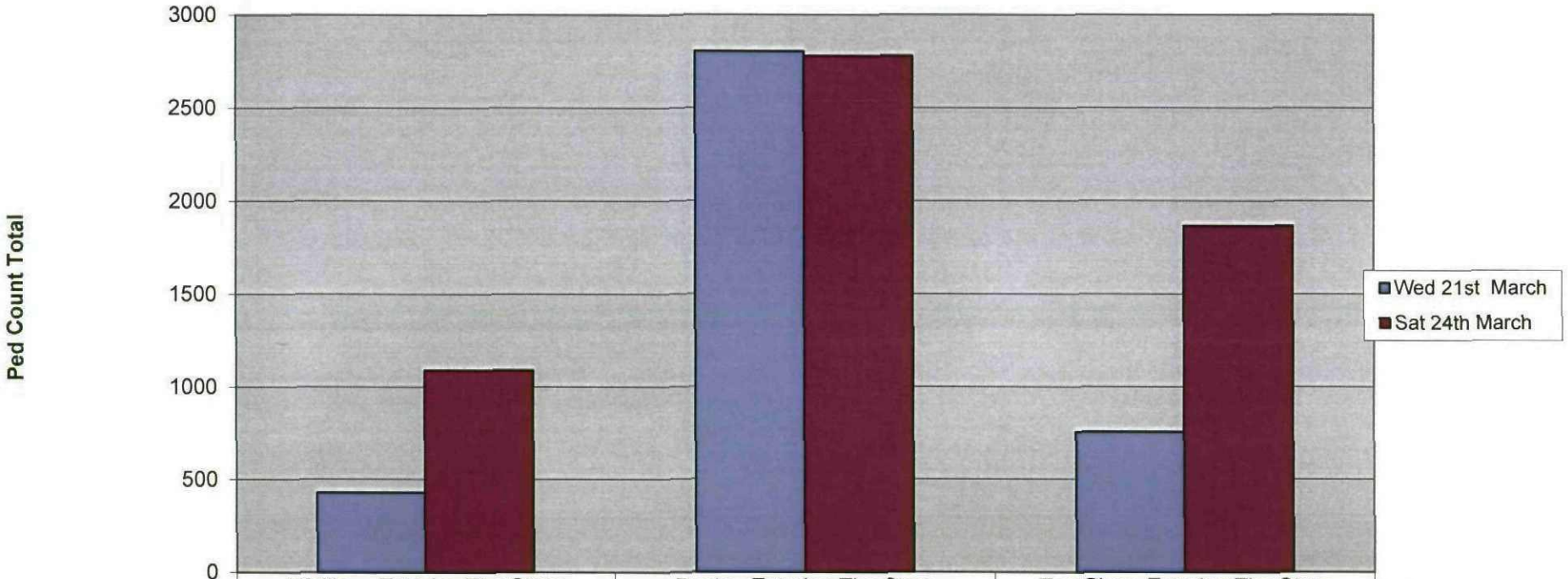


	Barclays Bank - 'Branch Users' (21 Queen St)	Barclays Bank - ' ATM Users' (21 Queen St)	Halifax Bank - 'Branch Users' (2-8 Queen St)	Halifax Bank - ' ATM Users' (2-8 Queen St)	Barclays Bank - 'Branch Users' (27 Church St)	Barclays Bank - ' ATM Users' (27 Church St)
Wed 21st March	608	420	1290	345	138	330

BARCLAYS PEDESTRIAN COUNTS: (Barnsley)

March2012

'Chart G' - DATA TOTALS: OTHER LOCATIONS COMPARISON



	Wallis - Entering The Store (16 Queen St)	Boots - Entering The Store (34-40 Cheapside)	Top Shop Entering The Store (20-22 Cheapside)
Wed 21st March	428	2802	756
Sat 24th March	1088	2778	1866

Location