3. Retail Property Market

Oadby town centre in context

3.1. Oadby is a town of c23,000 in the Leicester Principal Urban Area, five miles south east of Leicester City Centre. Oadby town centre is a linear area of properties along The Parade, Leicester Road and London Road. The north east boundary of the town centre is formed by the A6 Harborough Road. The London Road and St Peter's Conservation Area covers the south east of the town centre, the oldest part of Oadby. An area of public green space, Lawyer's Lane, is in the Conservation Area and includes a tree lined public footpath.

3.2. The town centre is classed as a 'District Centre' by the Central Leicestershire Retail Study (2003). It provides local services to the residents living south east of Leicester, with a catchment area that extends from Blaby in the west to Fleckley and Kibworth in the south, Thurnby in the north and east into Leicester's rural hinterland. Oadby therefore has a large catchment area of 321,000 people.

3.3. Oadby town centre contains 15,599 sqm (167,906 sqft) of retail floorspace. This is focused on The Parade and the ASDA store (although this is not located within the town centre boundary itself), which is separated from the rest of the town centre by Harborough Road. Smaller pockets of retail can be found along London Road, interspersed with residential and office uses.

3.4. The retail core is focused around The Parade and its side streets (defined in the 1999 Local Plan as the primary shopping area), which contain most of Oadby's large national multiple stores. The Parade is also a focus for financial and professional services, with five banks and seven estate agents.

3.5. The retail offer of London Road is secondary to that of The Parade. Retail here is dominated by service uses such as hairdressers as well as pubs, restaurants and takeaways. Shops are dispersed along the road with no defined focus and limited off street parking.

3.6. North of Harborough Road, and to the east of the ASDA, is a block of local independent stores, at the junction of Harborough Road and Stoughton Road. These shops include a local grocer and butcher, as well as takeaway and a vet. The block is a neighbourhood centre, serving the housing to the north of Harborough Road.

3.7. Oadby's retail offer has not changed significantly in recent years, with market activity focused on the smaller shops. The only major addition has been the 9,343sqft Marks and Spencer Simply Food at 27 The Parade.

Town Centre Retail Health Check Overview

3.8. The Central Leicestershire Retail Study identified Oadby as a key service centre for suburban Leicester. The town is not directly in competition with the City Centre. Rather it focuses on providing the residents of the south east portion of the Leicester conurbation with convenience goods and services (notably supermarket shopping and banking) that would otherwise require a journey into the city.

3.9. Key facts and observations drawn from this and other studies are:

- Comparison goods sector represents 39 percent of the floorspace – less than the national average of 46 percent
- Multiple retailer representation, at 27 percent, is less than the national average of 34 percent
- Only two national key retailers recognised by Experian Goad are represented, although one is the top ranked retailer, Boots
- Oadby town centre has been impacted by the development of 'Fosse Park', constraining its growth
- The challenges to Oadby of 'high street' retailers concentrating on larger centre investment and superstore chain expansion into non-food product areas of clothing, leisure goods and homewares.

3.10. The core characteristics of The Parade are:

- Focus of national multiples including a number of anchor attractions such as Marks and Spencer, Wetherspoon and Barracuda
- Wide range of independent food shops, but the non-food offer is limited
- Street dominated by smaller retail units, especially when compared to Wigston, which explains the more limited range of national multiples
- Excessive proportion of service uses, some of which add nothing to complement daytime retail activity
- Recent and continuing market activity suggests a reasonable level of demand
- Low quality built environment and public realm.

Diversity of Uses

3.11. BE Group has prepared a property uses plan, which should be read in conjunction with this report. The uses are also tabulated and details provided for both the wider area as well as the core retail area of The Parade (table below).

Outlet	The Parade (No.)	The Parade (floorspace, sqm)	Town Centre Total (No.)	Town Centre Total (floorspace, sqm)
Supermarket	2	1484	2	1484
Mini market	0	0	1	66
Newsagent	1	192	2	292
Bakers and Confectioners	3	200	3	200
Butchers	1	52	3	235
Greengrocers and Fishmongers	2	161	3	262
Off-Licences	1	162	1	162
Confectioners/Cards	1	211	2	277
Total Convenience	**11**	**2462**	**17**	**2978**
Charity Shop	3	213	4	279
Footwear and Repair	2	123	2	123
Clothes	0	0	1	97
Furniture, Carpets and Textiles	5	1951	7	2342
Booksellers, Arts etc.	1	68	1	68
Gas, Electrical	0	0	1	39
DIY, Hardware and Housewares	1	60	4	867
China, Glass and Fancy Wear	0	0	0	0
Cars, Motorcycles – sale and/or repair	0	0	1	59
Chemists, Drugstore and Optician	3	344	5	426
Catalogue	0	0	0	0
Florists	1	98	1	98
Toys, Hobby, Cycle and Sports	0	0	2	83
Jewellers and Repair	2	161	2	161
Video/Music rental and/or sale	1	95	1	95
Other Comparison	1	137	4	1025
Total Comparison	**20**	**3250**	**36**	**5762**

Outlet	The Parade (No.)	The Parade (floorspace, sqm)	Town Centre Total (No.)	Town Centre Total (floorspace, sqm)
Restaurants and Cafes	5	739	7	1151
Pubs	3	-	8	-
Hot Food Takeaways	6	275	11	784
Total Food	**14**	**1014**	**26**	**1935**
Hairdressers, Beauty Parlours , Tattooists	4	215	14	763
Laundries and Dry Cleaners	0	0	1	468
Travel Agents	5	430	5	430
Undertakers	1	117	2	325
Total Service	**10**	**762**	**22**	**1986**
Solicitors	1	39	3	100
Betting Office	2	163	2	163
Banks and Financial Services	5	1762	6	1880
Building Societies	2	121	2	121
Estate Agents and Valuers	7	487	10	674
Total Financial and Professional Services	**17**	**2572**	**23**	**2938**
TOTAL	**72**	**10,060**	**124**	**15,599**

Retail uses

3.12. Key points to summarise from this analysis are:

- Retail is focused on The Parade, with 58 percent of shops there providing approximately 10,060 sqm florspace. Inclusion of side streets off The Parade increases the figure to 76 percent (11,922 sqm). Retail on London Road is secondary (only 3677 sqm) and focused on service uses, notably hairdressers and beauty parlours.
- The Parade is also the focus of supermarket shopping. Oadby is well represented with national and discount supermarkets. Including ASDA and Sainsbury's, which sit outside the area. Of particular note is the presence of a Marks and Spencer Simply Food, a high value use more commonly associated with larger centres.
- The town centre also has a number of independent butchers and greengrocers (but no fishmonger)
- One third of the outlets are comparison goods (5,762 sqm) – and most categories are represented, although there is only one independent clothes shop.
- Seven furniture, carpets and textile shops (2,342 sqm)

- Oadby has a role as a service centre with 23 (19% of all outlets, 2938 sqm) properties used for financial and professional services. These include two solicitors, ten estate agents and six financial services including four of the five main banks. The banks are clustered around the southern area of The Parade (from the Marks and Spencer down to Brooksby Drive and along Chestnut Avenue), while the estate agents are focused on the northern section (north of South Street).
- There are only three charity shops, all on The Parade
- The nighttime economy is clustered at either end of The Parade, with one large pub/restaurant in each. There is another cluster at the eastern end of London Road. There are also 11 hot food takeaways, clustered in the same manner.

3.13. Comparison has been made with the last retail survey (undertaken by Experian Goad in 2005), to identify any changes that have occurred. It should be noted London Road was not included in the 2005 study. The table below provides the findings, which suggest it is only The Parade (and even then only the southern end) where there has been even minor change. The Harborough Road and side street percentage changes are less meaningful because of their low base numbers.

3.14. In addition to supermarkets there are major regional and national retailers, including Multiyork, Greggs, Subway, Thomson, Coral, Thorntons, Boots, Co-op Travel, Going Places, and Threshers. Out of 75 A1 Use premises 55 (73 percent) are occupied by local independents or small sub regional multiples. This is an important factor in distinguishing Oadby from other centres.

Street	Total number of Commercial Properties	Number Changed Occupier since 2005	Percent
The Parade (total)	72	5	6.9
The Parade North	25	1	4.0
The Parade Centre	21	1	4.7
The Parade South	26	3	11.5
London Road	Unknown	-	-
Harborough Road	16	2	12.5
Chestnut Avenue	7	1	14.2
Chapel Street	5	0	0
North Street/East Street	1	0	0
Total	**101**	**8**	**7.9**

Changes in Town Centre Businesses since 2005

Retail Rents and Values

3.15. Evidence of market transactions is limited. There is only one retail property currently on the market together with two pubs:

- The Parade is arguably the core retail pitch, with rents of between £16 and £24 per sqft, being achieved here (the only recorded figure for a Zone A rent (28 The Parade) gives a figure of £29.90 per sqft). However there is little retail transaction data for other streets.
- 10 The Parade, currently occupied by In Home Furniture (still trading) is currently on the market on the basis of a lease assignment. The lease expires in September 2017. The lease relates to both ground floor sales and store of 334 sqm and first floor stores and kitchen of 112 sqm. The annual rent of £25,500 pa equates to an overall rental of £5.29 per sqft.
- The Three Bells Pub (41 The Parade) occupies a prime pitch in the centre of The Parade next to the Co-op Supermarket, with an estimated annual turnover of £190,000 pa. It has potential as a bar/restaurant (322 sqm). The Pub is being marketed as a franchise by S&N Pub Enterprises.
- The Black Dog Pub (26 London Road) is on the market as a going concern. The Property is for sale leasehold for £95,000.

3.16. A review of past transaction data provides details of five retail properties sold or let over the last five years:

- 45 The Parade (122 sqm) was sold at auction as a freehold investment to an undisclosed buyer in 2006 for £435,000. The property was subsequently let to Threshers on a 15 year period for £25,000 pa (£18.88 per sqft)
- 62 The Parade (91 sqm) was sold at auction as a freehold investment to an undisclosed buyer in 2006 for £366,000. The property was subsequently let to Bradford and Bingley for 15-years at £15,000 pa (£24.19 per sqft).
- 76 The Parade (93 sqm) was let to Subway Realty Ltd for 15-years at £20,000 pa (£19.90 per sqft)
- 28 The Parade (74 sqm) was let to Greggs Plc. for a 15-year period for £13,500 pa (£16.77 per sqft). The Zone A rental value was recorded as £29.90 per sqft.
- 54 London Road (37 sqm) was sold to an undisclosed buyer for £85,000 in 2002.

Vacancy Levels

3.17. Only three properties are on the market, a vacancy rate of two percent. Two vacant premises are on The Parade.

Retail Demand

3.18. There are a number of national retailers (British Heart Foundation, Card Warehouse, Carphone Warehouse, Ethel Austin, First Choice Holidays and Saks Hair) looking to locate in the town centre. Four are for 92 sqm units, while two are looking for at least 232 sqm, these could be potentially accommodated in existing retail property.

3.19. However, the town centre is characterised by a significant number of local independents. These types of businesses use public sector agencies to identify available property. Therefore enquiry data supplied by Leicestershire County Council has also been reviewed.

3.20. Enquiries data has been provided, but only for the whole of Oadby and Wigston, and for a limited number of size bands (in sqft). The data is provided for the period April 2005 to February 2007, the period for which Leicestershire County Council has recorded enquiries. These details are contained in the table below. Details of successful market transactions were not recorded.

0 – 9999 sqft	10,000 – 24,999 sqft	25,000 – 49,999 sqft	50,000 – 69,999 sqft	70,000+ sqft	Total Enquiries
58	13	6	6	6	**89**

Retail Enquiries for Oadby and Wigston (2005-2007)

3.21. Because the data is for Oadby and Wigston, no significant conclusions can be drawn. It is not possible to determine what percentage of these enquiries is focused solely on Oadby. Furthermore the large size bands (particularly the lack of any division at the level below 10,000 sqft) make interpretation difficult. The assumption is that local independents generally require smaller footplates than the national multiples – although the type of goods being sold will influence this. This would suggest greater interest in properties of less than 10,000 sqft, while national multiples require properties of more than 10,000 sqft. While there is a clear preference for properties of less than 10,000 sqft, the data does not permit more specific conclusions.

Competing Centres

3.22. Leicester City Centre is the dominant retail centre in Leicestershire, with a catchment spend of £1393 million on comparison goods (compared to £7.2 million for Oadby). It is the only centre in Leicestershire with 'Major Regional' status (Management Horizons Index) and contains 102,190 sqm of comparison retail floorspace. The city is the 11th ranked retail centre in the country (CACI Retail Footprint, 2006) competing not only with nearby Nottingham (5th) and Coventry (not ranked), but Birmingham (2nd) and Sheffield (16th).

3.23. Studies do not indicate what percentage of Oadby's retail expenditure Leicester City Centre commands, however, it is more meaningful to think of the City Centre and Oadby as complementing each other rather than being in competition. The City Centre is a national centre for comparison shopping while Oadby is a district level centre focused on convenience goods and services. The success of the City Centre will therefore not necessarily mean a decline for Oadby. Indeed it may deliver some benefits by bringing more shoppers (and residents) into the Leicester conurbation.

3.24. Outside of the City Centre, the 2003 Retail Study identifies that two district level centres dominate each quarter of the Leicester conurbation. The north west is dominated by Beaumont Leys and Anstey, the north east by Syston and Thurmaston and the south west by Blaby and South Wigston. In the south east both Oadby and Wigston compete directly with each other to provide convenience goods, services and local level comparison shopping to residents living in this quarter.

3.25. Wigston has a significant retail core (£68m catchment spend on comparison goods and 27,182 sqm (292,587 sqft) of floorspace), providing significant competition for Oadby as it shares an almost identical catchment area. Wigston also has a greater number of multiple retailers including B & Q, McDonalds, Kwik Save, a larger Boots, and a Co-Op department store. Wigston (combined with South Wigston) also contains two thirds of the Borough's population.

3.26. The 'Fosse Park' out-of-town development has impacted on both Oadby and Wigston. It has 25,579 sqm of retail floorspace and has attracted a range of national multiples including Marks and Spencer (non-food), Burtons, Gap, Top Shop, Next, JJB Sports and several supermarkets. The precise impact of Fosse Park on surrounding centres has not been measured, but studies suggest that it has inhibited the growth of comparison shopping in Oadby.

Town Centre Businesses Survey

3.27. A business survey was carried out to gather empirical evidence about the retail and commercial markets in Oadby, as well as to gain local traders' views of the town centre.

3.28. The 124 town centre businesses identified were surveyed by face-to-face interview. Those unwilling or unable to participate, when approached by the interviewer, were left with a questionnaire and pre-paid return envelope, to complete and return when convenient. The businesses consulted were on The Parade, Leicester Road, London Road, Harborough Road, East Street, Stoughton Road, Chapel Street, Brooksby Drive and the eastern section of Chestnut Avenue.

3.29. A 50 percent response rate was achieved, with 62 businesses consulted directly, or returning a completed questionnaire by post (see table below).

Response	Number of Companies	%
Face-to-face interview completed	61	49.2
Questionnaire received in post	1	0.8
Questionnaire left – no response	62	50.0
Total	**124**	**100**

Survey Responses

3.30. The response was strongest on The Parade and Leicester Road while it was weaker on London Road and in some of the side streets (see table below).

Street	Total Number of Businesses	Number of Businesses Participating	%
The Parade	68	46	72.0
Leicester Road	3	2	66.6
London Road	25	7	28.0
Harborough Road	9	0	0.0
East Street	1	1	100.0
North Street	1	0	0.0
Stoughton Road	2	1	50.0
Chapel Street	5	2	40.0
Brooksby Drive	4	1	25.0
Chestnut Avenue	7	2	28.5
Total	**124**	**62**	

Business Location

Analysis

Business Churn

3.31. The rate of business churn is low to moderate. 74 percent have been in Oadby town centre for over six years. Nine percent of have been there for less than a year. On The Parade, 60 percent of businesses have been at their present address for more than six years. Only four businesses wish to move in the next three years, two on The Parade, and two on London Road.

3.32. For the two on the Parade, a lack of trade is seen as the motivation to leave Oadby altogether. The two on London Road wish to move to The Parade, stating that their current location is too distant from the centre, attracting only limited trade and footfall. London Road also has insufficient parking to meet the needs of both customers and staff.

Employment

3.33. The businesses surveyed employ 375 people (169 full time, 206 part time). The findings confirm the important role of part time employment in the retail sector. 76 percent of the businesses employ some part time staff. The majority (66 percent) employ five or less staff, emphasising the strong role of small independent traders in the town centre. However, there are a number of national multiples, clustered around The Parade, which employ higher numbers. These businesses employ between eight and 42 full and part time staff each.

Opening Hours

3.34. Most open Monday to Friday, usually from 9.00/9.30am to 5.00/5.30pm. Generally only newsagents, takeaways and betting shops have longer opening hours. Weekend trading is common with 80 percent of businesses opening on Saturdays, although 42 percent have reduced trading hours. Sunday trading is less common with only a quarter of businesses opening.

Customer Base

3.35. The survey emphasises the role of Oadby as a local retail centre, primarily servicing the needs of the town and communities immediately surrounding it. 80 percent of the businesses state that at least three quarters of their customers come from Oadby, the adjacent town of Wigston, and surrounding villages. The remainder state that 90 percent of their customers live in Oadby.

3.36. Only ten businesses see a significant proportion of their customers coming from Leicester or more distant places. These tend to be more specialist traders, such as antiques dealers, who will frequently travel to customers to make sales and deliver goods.

The Good Features of Oadby

3.37. The primary features identified are car parking, the variety of shops, transport accessibility, and Oadby's 'village atmosphere'. The availability of large amounts of free parking in the town centre is seen as the primary strength of Oadby by over a quarter of businesses. A similar proportion also feel that the town possesses a good variety of shops, particularly a good balance between national multiples and local independents. Marks and Spencer is seen as a particular asset. The town centre is also seen as well positioned on the A6, making it accessible for both cars and public transport. The result is a lot of passing trade for shops.

3.38. A number of businesses highlight the 'village atmosphere' of Oadby, specifically its strong, well defined (and affluent) local community, who are loyal to local shops. The compact nature of the town centre is seen to make it more attractive for shoppers and businesses alike. Nevertheless, it should also be noted that 22 percent of the businesses feel that the town centre has no good features.

The Bad Features of Oadby

3.39. Car parking and the limited variety of shops are also identified as concerns. While car parking is free for three hours, the introduction of charges after that period is seen as a problem, discouraging shoppers from staying in the town centre for longer periods. Shop workers now also have to pay to park for the full day.

3.40. Although there are some national multiples in the town centre (notably Marks and Spencer and Boots), businesses feel there could be more (particularly clothes). Currently, Oadby is considered to have too many charity shops, banks and estate agents, which contribute little to the shopping experience. Illegal parking on the main streets (particularly the southern part of The Parade/Leicester Road) is also seen as a problem, reducing access to shops.

Trade and Footfall

3.41. Opinion on trade is cautiously positive. Overall, 45 percent feel that trade has increased over the last four years, while 32 percent feel it has stayed the same. Only 23 percent feel it has declined. The most positive views relate to The Parade and its side streets where 49 percent of businesses state trade has increased. Those on Leicester Road and London Road believe trade has remained static.

3.42. Opinion is more divided over how footfall has changed during the last four years. Overall, 34 percent feel that footfall has increased, conversely 29 percent feel it has decreased. While 37 percent feel it has been static. This view is reflected across all the streets.

Impacts of Asda/Sainsbury

3.43. Most retailers (75 percent) do not feel that the two supermarkets are having any impact on trade/footfall. Many add that any impact is offset by the presence of Marks and Spencer, a considerable draw for the town centre. A minority (25 percent) stated that competition from the supermarkets is impacting on trade and footfall. These businesses are located on The Parade and believe that many shoppers are simply parking and shopping at Asda and then not bothering to cross Harborough Road to visit the rest of the town centre. These businesses consist of retailers who sell goods in direct competition with the supermarkets, including clothing shops, butchers, florists and pharmacies.

Impacts of Fosse Park

3.44. Most retailers (92 percent) do not feel that Fosse Park is having any impact on trade/footfall, as it does not compete for local level shopping and is some distance away from Oadby. A minority (8 percent) stated that competition from Fosse Park is impacting on trade and footfall. These businesses are distributed throughout the town centre and consist of retailers who sell goods in direct competition, most notably clothing shops and electrical goods.

How could trade/footfall be increased?

3.45. Trade and footfall increases will result from addressing the negative features identified. Extending free parking would boost trade by encouraging more people to remain in the town centre for longer periods, browse more casually and participate more fully in the town centre experience. In addition, attracting an increased variety of shops as well as more brand names would offset the current over provision of outlets offering services rather than selling goods. To achieve this, further retail units may have to be built and the current library site is suggested as a possible location for such a development. Respondents would especially like to see more clothing, shoes and electrical goods shops, although, as discussed above, these are the retail sectors being impacted on by Fosse Park. This may inhibit further provision of such retail businesses.

3.46. Opinions are divided as to what could be done to prevent illegal parking. Many from the affected parts of The Parade/Leicester Road simply suggest more traffic wardens, but a minority also suggested pedestrianising The Parade. Alternatively, some businesses suggest that more on-street parking be provided outside of shops, giving shoppers legal alternatives for quickly accessing businesses.

3.47. Most businesses believe that events such as fairs and continental markets would be a good way of boosting the profile of Oadby. A Victorian themed weekend is also suggested.

What could be done to improve the town's appearance?

3.48. A wide range of small-scale physical appearance projects are suggested. Most common are putting flowers, trees and other landscaping on the shopping streets; better maintenance of pavements; improved street lighting; more road sweeping (particularly on side streets which currently feel left out of road sweeping); and more rubbish bins (particularly around Oadby's takeaways, which are felt to be producing a lot of rubbish). The Christmas lights of 2006 were felt to be an improvement on previous years and have set a standard that should be maintained.

3.49. Given the comparatively high number of restaurants and cafes in Oadby, respondents feel that open air dining could improve the atmosphere of the town centre.

3.50. Respondents largely avoid suggesting radical changes to the buildings and roads in the town centre, although three businesses feel that there should be a shop front improvement scheme for Oadby. It should also be noted that 27 percent of businesses stated that they are satisfied with the town centre's current appearance.

Additional Comments

3.51. Four additional comments were noted:

- Businesses are concerned about the potential redevelopment of the Library site, Sandhurst Street, which may result in the loss of necessary car parking for the town centre. They feel they are not being kept informed on what is happening with this site.
- Additional car parking could be provided on weekends by allowing shoppers to use the Lyn House Car Park.
- Most of the existing supermarkets cater for higher end shopping, a budget supermarket would provide for the poorer residents.
- A number of bus services to surrounding rural communities have recently been cancelled; this is damaging Oadby's status as a retail centre for the rural hinterland of south east Leicestershire.

Summary

3.52. An up to date picture has been produced of ground floor uses in the town centre. This provides the baseline in terms of uses and occupancy levels.

3.53. The retail core of Oadby is focused on The Parade, the core retail pitch, although ASDA stands out as an independent destination, detached from the Parade by Harborough Road. Retail on London Road is disconnected from the core is and dispersed with other uses along the road, with limited accessibility.

3.54. Oadby has a niche role as a district centre, providing convenience goods, services and local level comparison shopping for the south east quarter of the Leicester conurbation. For this reason Oadby is not in direct competition with Leicester City Centre although the development of Fosse Park does seem to be impacting on the town’s capacity to develop its comparison offer.

3.55. The town centre also suffers from a lack of modern units that are capable of satisfying retailer requirements i.e. regular, good size units of 185-232 sqm. It is this absence, rather than a lack of interest in the town, that is preventing investment and may mean that the town is losing out in terms of national multiples.

3.56. Alternatively it might be argued that the presence of a high percentage of independents makes the town more attractive, in that it gives Oadby a more distinctive branding offer. A particular strength is the range of independent food shops that provide an alternative to supermarket shopping.

3.57. The town centre is clearly an important provider of local services – with banks, solicitors, and especially estate agents in plentiful numbers. The Parade is clearly an attraction for these uses, especially at its western end, although such uses do not necessarily contribute to the vibrancy of the shopping experience.

3.58. There is limited investment transaction evidence, and there is only one retail property currently on the market. Details of past transactions are evidence of moderate sale prices. This likely to reflect Oadby’s role as a district centre, with most significant retail interest drawn to Leicester City Centre and considerable competition for the remaining investment from Wigston and Fosse Park.

SWOT Analysis

Strengths	Opportunities
Well represented with national and discount retailers Compact retail core of The Parade encourages foot traffic High occupancy levels (97%) with strong representation by independent traders (73%) (notably food shops), although a core of key multiples does exist Number of key anchor tenants including Marks and Spencer, Boots and Wetherspoon Good road access to the wider Leicester conurbation Well represented with local services (banks, estate agents, etc.) Well defined role as district centre serving a large and well populated catchment area	Nighttime economy that could be capitalised on Identified demand from national retailers subject to appropriate sized premises being made available High percentage of independents potentially gives Oadby a distinctive branding offer
Weaknesses	**Threats**
Strong competition from Wigston and Fosse Park, limited range of national multiples compared to these centres Harborough Road breaks up retail core, while the frontages of London Road are fragmented by non-retail properties London Road shopping dominated by service uses Mainly small retail units constrains opportunities to attract further multiples Comparison sector represents 39% of the floorspace – less than the national average of 46% Low quality built environment and built realm No street or farmers market	Large comparison goods retailers likely to go to Leicester City Centre Supermarket expansion into non food areas impacts on local independents catering for these products, while competition with local food providers continues Strong independents representation does not necessarily equate to strong, viable businesses Existing traders who want to expand likely to relocate out of the town centre because of the lack of suitable larger modern units