

Relaxing **Retail** *Therapy*
@Caerphilly



Caerphilly



Caerphilly is the largest town in Caerphilly County Borough and is defined as a district centre. The town is located in an area of outstanding natural beauty and is bounded to the south by Caerphilly Mountain.

The immediate catchment area has a population of approximately 53,000, which is boosted considerably because this historic town is a popular tourist destination. Caerphilly town encircles its medieval castle with a blend of retail, commercial, residential and open parkland. The town has a unique character, which makes it a relaxing alternative to the city experience.

The Visit Caerphilly Centre is located in the heart of the town and attracts around 70,000 visitors a year - a third of which are from overseas. Across the road, Caerphilly Castle - spread over a 30 acre site and the second largest fortress in Europe - also attracts around 100,000 visitors annually.

Pedestrian footfall is monitored on Cardiff Road and also at the Castle Court Shopping Centre using an electronic pedestrian counting system.

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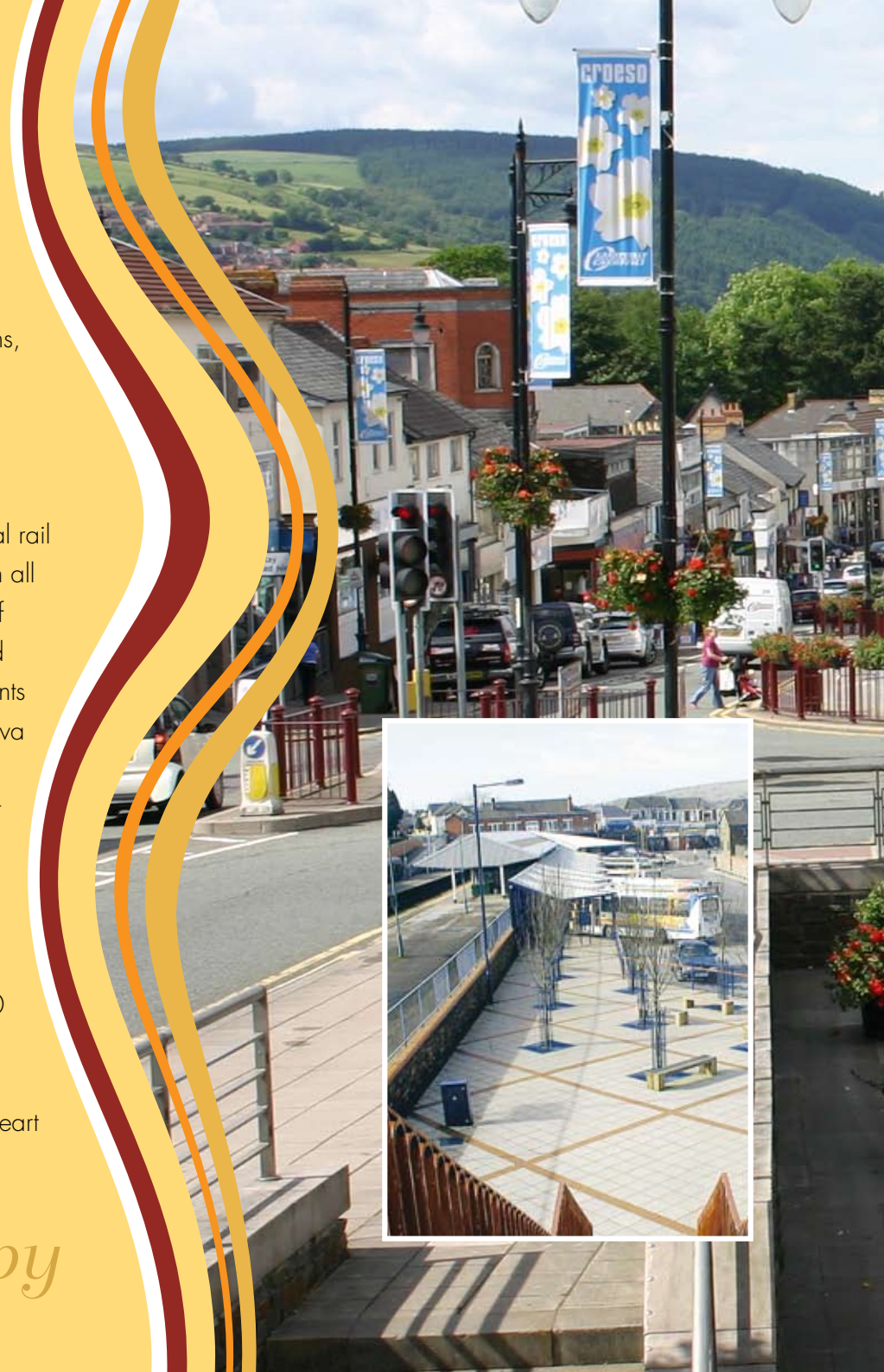
Location

Caerphilly is strategically located in the south of the county borough within about 20 minutes of Cardiff and Newport.

It is easily accessible by road from all directions, including more scenic routes from Cardiff over Caerphilly Mountain and directly into the town centre.

Caerphilly County Borough is served by a local rail service, which connects at Cardiff Central with all main line services. Trains run north from Cardiff through Caerphilly to Ystrad Mynach, Bargoed and Rhymney. Track and signalling improvements have been completed, which has enabled Arriva Trains Wales to double the frequency of trains between Caerphilly and Cardiff to 4 trains per hour throughout the day.

The main railway station is located in the south of the town adjacent to the Bus station and is accompanied by Park & Ride Facility with 300 spaces. To the west, another station is located at Aber. This station also benefits from a Park & Ride facility with 150 spaces and is in the heart of the residential catchment area.



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Retail

The town has 2 distinct types of shopping offers: the modern Castle Court Shopping Centre and a more traditional shopping area on Cardiff Road.

Castle Court Shopping Centre is home to a wide variety of multiple retailers, which include Argos, WH Smith, Boots and Costa Coffee.

This modern centre is anchored by Morrisons Food store and includes short stay parking for over 500 vehicles.

Cardiff Road features many of the town's independent retailers, which are interspersed by more familiar high street names such as Peacocks, Superdrug and Iceland.

The majority of the service businesses such as high street banks, building societies and opticians are also located on Cardiff Road.

Local groups, retailers, businesses and churches have worked together to promote Fairtrade and Caerphilly was the first town in the county borough to be awarded Fairtrade Town status in recognition of their endeavours.



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Events



Caerphilly's vibrancy as a town centre is boosted by a number of free events throughout the year including The Big Cheese: an extravaganza of street entertainers, living history encampments, music, dance, traditional funfair and much more. It regularly attracts over 70,000 people.

The Flower Festival is held each summer and involves many sectors of the community including local retailers, businesses, churches and horticultural groups. The town is bedecked with flowers and the majority of local churches have flower displays. The event has attracted large numbers of visitors from across Wales and the West Country.

In December, a highly successful medieval market is staged throughout the town centre. Christmas activities culminate in a River of Light Parade, which climaxes in a firework display at Caerphilly Castle.

Public realm improvements have been made and these comprise unusual and dramatic pieces of public art, including a larger than life size bronze of the Caerphilly born Tommy Cooper.

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Investment

Caerphilly County Borough Council recognises the importance of Town Centres to the wider economy of the county borough and the strategic development of town centres is at the core of the Council's Regeneration Strategy. Caerphilly Town benefits from the Town Centre Development Manager who co-ordinates the strategic and operational needs of the town centres.

The local authority aims to improve the town centre environment, attract additional visitors and encourage private sector investment. Town Centre Management in Caerphilly County Borough Council takes a proactive approach to attract new retailers and investors. To assist potential businesses in their evaluation process of the benefits of locating to Caerphilly, there are a number of key tools available: The following reports can be obtained without charge on request from the Town Centre Development Manager.



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CACI Market Summary Report

This report is compiled by CACI, one of the UK's most respected retail analysts. It provides detailed information on the town's demographics using the ACORN demographic profile. It also sets out the town's place in the retail hierarchy.

Footfall Data

An electronic pedestrian counter has been installed on Cardiff Road. The counter is provided by Footfall (an Experian company) and measures footfall 24 hours a day, seven days a week. Weekly reports are provided which give comparative data from two other district centres in the county borough and also National Town Centre benchmark figure.

Drivetime Map

The maps provided by Faber Maunsell / AECOM show the population within a 10 minute, 20 minute and 30 minute drive time of town centre.

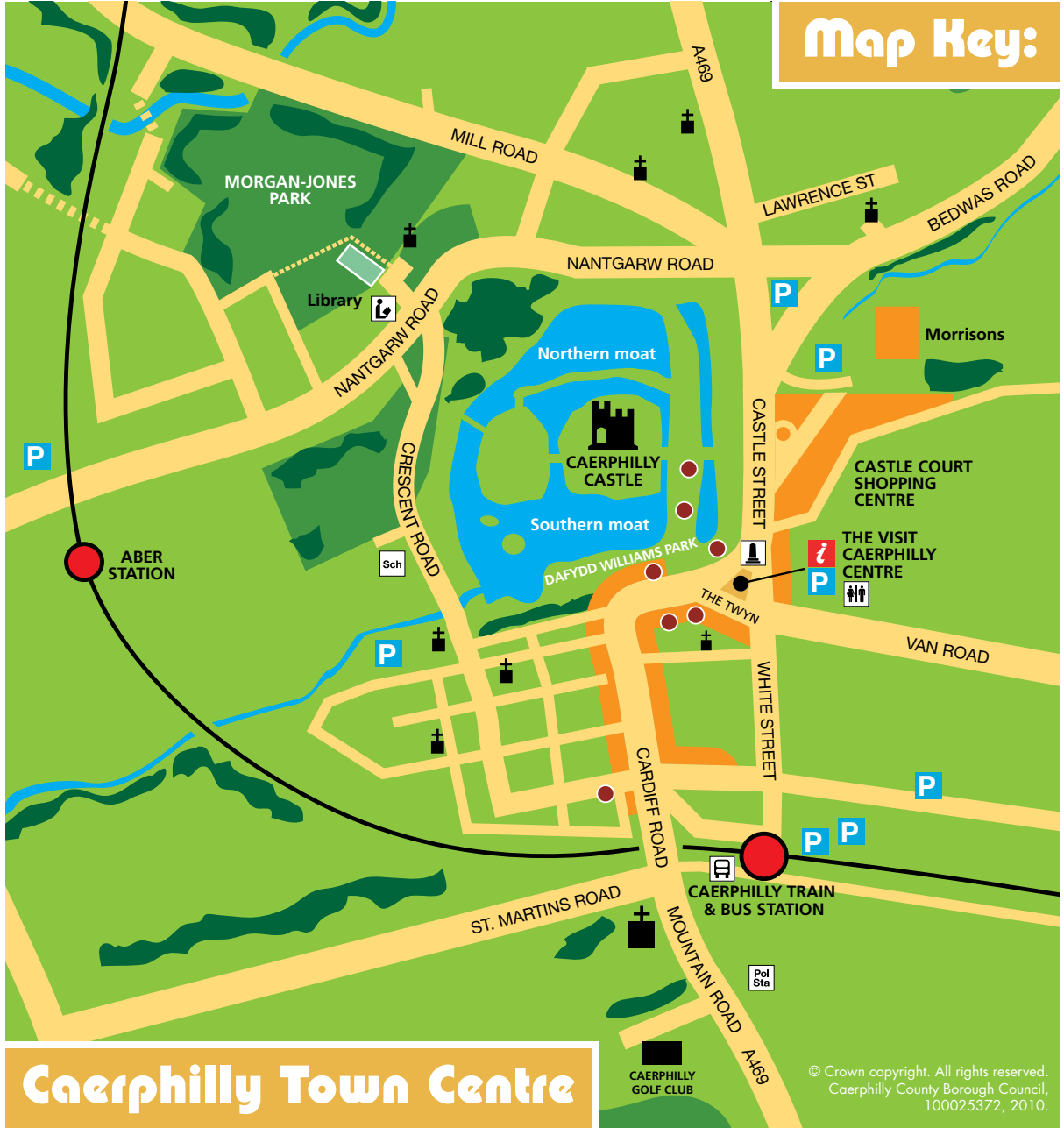
Experian GOAD Maps

This report, produced by Experian, gives a detailed break down of the expenditure of the geographic area for Caerphilly.

Property finding Service

A Retail Property Directory is available free of charge on the www.caerphillyproperty.info. The directory includes details of all retail premises available in Caerphilly town centre - in both private and public ownership, freehold or leasehold.

To help you find the right property for your business the Property Directory has an outline description, photograph, location map and agents details.



Caerphilly Town Centre

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