



Commercial Use of Listed Buildings in Towns and Cities

OCTOBER 2018

PREPARED FOR THE HISTORIC
ENGLAND

COLLIERS INTERNATIONAL PROPERTY CONSULTANTS LIMITED

Company registered in England and Wales no. 7996509

Registered office:

9 Marylebone Lane

London W1U 1HL

Tel: +44 20 7935 4499

www.colliers.com/uk

david.geddes@colliers.com

Version Control	
Status	FINAL
Filename/Document ID	Commercial Uses of Listed Buildings in England FINAL.docx
Last Saved	16 November 2018
Owner	David Geddes

TABLE OF CONTENTS

1	Summary	4
2	By Heritage Density	8
3	By Type of Place	13
4	Brands	17
5	Total Uses in England	18
6	Change Since 2012	21

APPENDICES

1	Methodology	28
1	Detailed Data for Uses in 55 Places	35
2	Summarised Data for 55 Places	43
3	Grossing Up	47

1 SUMMARY

This report analyses the number and nature of commercial operations in listed buildings in 500m radius areas in 55 locations in towns and cities in England and compares with use of non-listed buildings. It also estimates the total number of commercial operations in listed buildings in England.

It is a repeat of an analysis done, using similar methodology, for the Heritage Lottery Fund and Historic England¹ in 2012.

It is a companion to a study assessing creative industries in conservation areas. That work is issued separately to avoid confusion because it uses different data and a different definition of creative industries². The research methodology is described in Appendix 1.

The analysis finds there are approximately 142,000 town centre-type commercial operations in listed buildings in the England. Figure 1 summarises them.

Figure 1: Estimate of commercial operations in listed buildings in England³

Comparison Retail - Independent	19,082	13%
Retail Services - Independent	16,246	11%
Fashion - Independent	11,688	8%
Convenience Retail - Independent	4,136	3%
Total Independent Retail:	51,151	36%
Comparison Retail - Branded	3,585	3%
Retail Services - Branded	8,402	6%
Fashion - Branded	4,925	3%
Convenience Retail - Branded	1,637	1%
Total Branded Retail:	18,550	13%
Charity Retail	1,616	1%
TOTAL RETAIL:	71,317	50%
Eat and Drink - Independent	21,626	15%
Eat and Drink - Branded	4,754	3%
TOTAL EAT AND DRINK:	26,380	19%
Creative Industries	7,559	5%
Non-Professional Services	9,418	7%
Professional Services	19,772	14%
TOTAL COMMERCIAL:	36,749	26%
Accommodation	3,575	3%
Entertainment	3,823	3%
Place of Worship	376	0%
TOTAL USES:	142,221	100%

¹ Called English Heritage at the time.

² Explained in Appendix 1.

³ Percentages are different to Figure 2 because of the effect of grossing up. Figure 2 is percentages in the 55 places. Figure 1 is percentages when grossed up to all UK.

Figure 2 summarises the percentage of all operations that fall into the main use categories analysed – Retail, Eat and Drink and Commercial⁴.

Figure 3 also shows how the split of types of operation occupying listed buildings compares with the split of types of operation occupying non-listed buildings. It does this by showing the percentage of uses in listed buildings for each category divided by the equivalent percentage for non-listed buildings, expressed as a percentage⁵.

Major differences between the pattern of use of listed buildings and non-listed buildings are:

- Independent, non-branded operations form a much larger proportion of retail and food and beverage businesses occupying listed buildings than occupying non-listed buildings, in almost all circumstances. This is because the size and features of historic buildings tend to be more suited to independents than mainstream multiples. The difference is much less than it was in 2012, however. This is a reflection of the changing retail environment in town and city centres, with leisure and specialist retail forming a bigger element. Historic areas and buildings are suited to that.
- Comparison retailers, largely independent, form a much higher proportion of operations in places that have high heritage density and, to lesser extent, medium heritage density, and particularly in London and smaller towns. This is particularly true of shops selling fashion. A fashion boutique is almost twice as likely to be in a listed building than in a non-listed building in central London. This reflects the propensity of places with groupings of listed buildings to attract clusters of specialist shops, typically co-existing with places to eat and drink.
- Places to eat and drink form a much larger proportion of occupiers of listed buildings than non-listed buildings in the centres of the main regional cities, smaller towns and in outlying parts of London, reflecting the propensity of heritage environments to nurture leisure quarters.
- Creative Industries have a notably high propensity to locate in listed buildings in the main regional cities and in towns.
- Non-professional services have a much lower propensity to occupy listed buildings than non-listed buildings, especially in places where there is high heritage density.

⁴ Retail and Commercial in turn subdivided into main sub-categories.

⁵ i.e. a figure of 100% means that the proportion of uses in listed buildings in the category concerned is twice as high as the proportion in non-listed buildings; a figure of -50% means that the proportion of uses in listed buildings in the category concerned is half as high as the proportion in non-listed buildings.

Figure 2: % of all businesses occupying listed and non-listed buildings in the 55 places analysed

	By Density of Listed Buildings in the Area			By Type of Place						
	High Heritage Density	Medium Heritage Density	Low Heritage Density	London Central Business District	London Non-Central Business District	Core City Central Business District	Core City Non-Business District	Small City-Large Town	Town	TOTAL
RETAIL: NON-BRANDED BUSINESSES	LISTED BUILDINGS			LISTED BUILDINGS						
Comparison (cds, electronics etc.)	10%	7%	7%	8%	8%	5%	9%	8%	16%	8%
Retail Services (banks, phone shops etc.)	11%	11%	11%	8%	8%	10%	11%	13%	12%	11%
Fashion (clothing & jewellery)	9%	8%	5%	12%	8%	3%	19%	7%	10%	8%
Convenience (e.g. food stores)	3%	3%	3%	1%	5%	2%	4%	3%	3%	3%
Total Independent Retail:	32%	28%	26%	29%	29%	19%	43%	30%	41%	29%
RETAIL: BRANDED BUSINESSES										
Comparison	3%	2%	1%	1%	0%	2%	1%	3%	3%	2%
Retail Services	4%	4%	5%	2%	2%	4%	2%	6%	5%	4%
Fashion	5%	4%	2%	6%	1%	3%	2%	5%	4%	4%
Convenience	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%
Total Branded Retail:	13%	11%	9%	9%	4%	10%	5%	15%	13%	12%
Charity Retail	1%	1%	0%	0%	0%	0%	0%	1%	2%	1%
TOTAL RETAIL:	46%	40%	35%	38%	33%	29%	48%	47%	55%	42%
EAT AND DRINK										
Non-Branded Businesses	15%	14%	15%	9%	14%	15%	9%	16%	17%	15%
Branded Businesses	5%	5%	5%	4%	6%	6%	2%	5%	3%	5%
TOTAL EAT AND DRINK:	20%	19%	20%	13%	20%	21%	11%	21%	20%	19%
COMMERCIAL										
Creative Industries	5%	7%	8%	5%	15%	6%	12%	5%	4%	6%
Non-Professional Services	7%	8%	10%	11%	12%	10%	11%	6%	5%	8%
Professional Services	16%	21%	22%	27%	16%	27%	15%	16%	10%	19%
TOTAL COMMERCIAL:	28%	36%	40%	43%	43%	43%	38%	27%	19%	34%
OTHER	5%	5%	5%	5%	4%	6%	3%	5%	6%	5%
RETAIL: NON-BRANDED BUSINESSES	NON-LISTED BUILDINGS			NON-LISTED BUILDINGS						
Comparison (cds, electronics etc.)	7%	6%	6%	5%	8%	4%	9%	7%	9%	6%
Retail Services (banks, phone shops etc.)	8%	9%	10%	7%	9%	8%	10%	11%	9%	9%
Fashion (clothing & jewellery)	5%	6%	4%	5%	8%	3%	9%	4%	5%	5%
Convenience (e.g. food stores)	2%	2%	3%	1%	2%	2%	2%	3%	3%	2%
Total Independent Retail:	21%	23%	23%	18%	28%	16%	31%	25%	26%	23%
RETAIL: BRANDED BUSINESSES										
Comparison	4%	4%	3%	2%	1%	4%	2%	5%	4%	3%
Retail Services	4%	4%	4%	3%	2%	5%	2%	6%	4%	4%
Fashion	8%	6%	5%	7%	1%	8%	1%	8%	4%	6%
Convenience	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%
Total Branded Retail:	17%	15%	14%	13%	5%	20%	6%	21%	14%	15%
Charity Retail	1%	1%	1%	0%	0%	0%	0%	1%	2%	1%
TOTAL RETAIL:	38%	39%	38%	32%	33%	36%	36%	47%	41%	39%
EAT AND DRINK										
Non-Branded Businesses	11%	10%	11%	9%	10%	11%	11%	11%	12%	11%
Branded Businesses	5%	4%	4%	6%	4%	6%	2%	4%	2%	5%
TOTAL EAT AND DRINK	16%	15%	15%	16%	14%	18%	13%	15%	13%	15%
COMMERCIAL										
Creative Industries	6%	6%	7%	6%	14%	4%	10%	4%	3%	6%
Non-Professional Services	12%	12%	13%	13%	18%	11%	15%	10%	12%	12%
Professional Services	21%	23%	21%	29%	20%	28%	20%	18%	17%	22%
TOTAL COMMERCIAL:	39%	41%	42%	48%	52%	43%	46%	32%	31%	41%
OTHER	7%	5%	6%	4%	4%	6%	5%	6%	12%	6%

Figure 3: Percentage of all uses by category in listed buildings compared to same percentage for non-listed buildings

	LISTED VERSUS NON-LISTED BUILDINGS			LISTED BUILDINGS VERSUS NON-LISTED BUILDINGS						
	By Density of Listed Buildings in the Area			By Type of Place						
	High Heritage Density	Medium Heritage Density	Low Heritage Density	London Central Business District	London Non-Central Business District	Core City Central Business District	Core City Non-Business District	Small City-Large Town	Town	TOTAL
RETAIL: NON-BRANDED BUSINESSES										
Comparison (cds, electronics etc).	53%	7%	5%	51%	2%	27%	-4%	16%	63%	25%
Retail Services (banks, phone shops etc.)	41%	19%	11%	12%	-9%	31%	0%	17%	26%	20%
Fashion (clothing & jewellery)	83%	39%	12%	161%	-3%	26%	111%	52%	105%	55%
Convenience (e.g. food stores)	49%	26%	28%	-12%	145%	1%	93%	12%	0%	26%
Total Independent Retail:	55%	21%	11%	60%	8%	26%	37%	22%	51%	30%
RETAIL: BRANDED BUSINESSES										
Comparison	-29%	-39%	-72%	-63%	-63%	-53%	-49%	-47%	-22%	-40%
Retail Services	0%	-6%	19%	-43%	-1%	-27%	8%	-1%	34%	1%
Fashion	-31%	-26%	-63%	-15%	-13%	-62%	227%	-26%	-10%	-28%
Convenience	-29%	-50%	-46%	-65%	-39%	-55%	-75%	-43%	-45%	-45%
Total Branded Retail:	-23%	-26%	-39%	-33%	-24%	-50%	-9%	-26%	-7%	-25%
Charity Retail										
TOTAL RETAIL:	21%	3%	-8%	21%	3%	-16%	30%	0%	30%	8%
EAT AND DRINK										
Non-Branded Businesses	42%	38%	37%	0%	53%	35%	-20%	51%	40%	39%
Branded Businesses	-16%	8%	35%	-35%	53%	0%	-22%	30%	50%	6%
TOTAL EAT AND DRINK	23%	29%	37%	-14%	53%	22%	-20%	45%	41%	29%
COMMERCIAL										
Creative Industries	-10%	12%	12%	-17%	11%	49%	13%	29%	35%	1%
Non-Professional Services	-41%	-30%	-26%	-13%	-34%	-8%	-29%	-40%	-60%	-34%
Professional Services	-24%	-9%	5%	-9%	-14%	1%	-26%	-11%	-45%	-13%
TOTAL COMMERCIAL:	-27%	-12%	-3%	-11%	-14%	3%	-18%	-16%	-43%	-17%

2 BY HERITAGE DENSITY

Figure 4 shows the average number of commercial operations in listed buildings in 500m radius areas of a centre point in the 55 places analysed. The places are grouped according to their “heritage density”⁶.

17% of structures that are listed in those areas are not capable of use for commercial purposes - they are the like of gates, monuments and remnants. A further 7% are used for non-commercial purposes like schools and government.

Figure 4: Business operations in Listed Buildings – average per place

	High Heritage Density	Medium Heritage Density	Low Heritage Density	AVERAGE
Number of Places:	12	27	16	55
USES IN LISTED BUILDINGS				
Listed structures	429	217	74	221
Listed structures that are not buildings	68	36	15	37
Listed Buildings	361	181	59	191
% of listed structures that are not buildings	16%	17%	20%	17%
Non-business listed buildings	155	83	36	85
Non-business listed bldgs as % of total listed bldgs	6%	7%	12%	7%
Retail Businesses in Listed Buildings				
Retail as % of uses	46%	40%	35%	42%
Retail per all listed buildings	0.5	0.5	0.8	0.5
Brands as % of Retail businesses	28%	29%	25%	28%
Eat and Drink Businesses in Listed Buildings				
Eat and Drink as % of uses	20%	19%	20%	19%
Eat and Drink per all listed buildings	0.2	0.2	0.5	0.2
Brands as a % of Eat and Drink	23%	26%	26%	25%
Commercial Uses in Listed Buildings				
Commercial as % of uses	28%	36%	40%	34%
Commercial per all listed buildings	0.3	0.5	0.9	0.4
Other Uses in Listed Buildings				
Other Uses	23	12	6	13
Total Business Uses in Listed Buildings				
Total business uses per all listed buildings	1.2	1.3	2.2	1.3
USES IN NON-LISTED BUILDINGS				
Retail Uses				
Retail as % of uses	38%	39%	38%	39%
Brands as % of Retail	42%	42%	44%	42%
Eat and Drink				
Eat and Drink as % of uses	16%	15%	15%	15%
Brands as a % of Eat and Drink	59%	22%	19%	27%
Commercial Uses				
Commercial as % of Uses	39%	41%	42%	41%
Other Uses				
Other Uses	64	48	52	53
Total Business Uses				
Total Business Uses	959	928	914	930

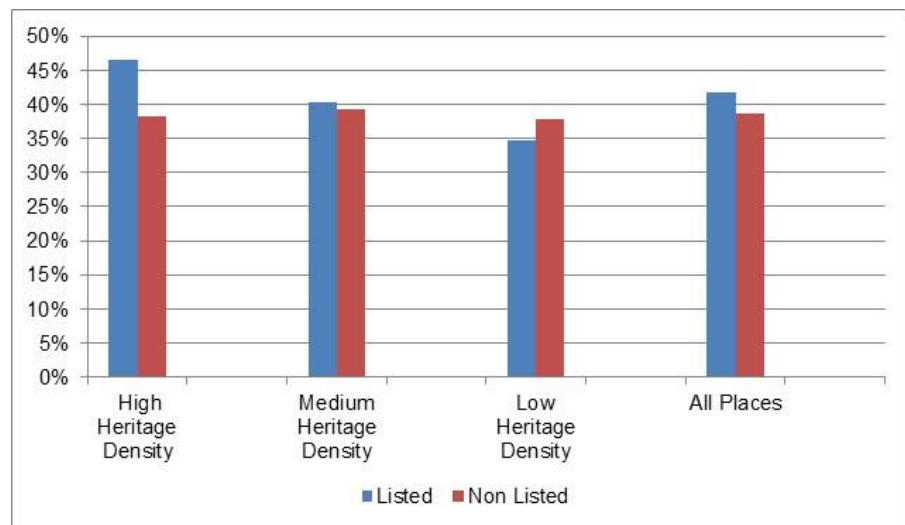
It shows that there are less business operations per all listed buildings in places of high heritage density than places of medium and low density. The explanation for this is that there are more residential occupiers in places with many listed buildings so that listed buildings are less likely, on average, to have a commercial occupier.

⁶ See Figure 27 for list of places.

It shows that retail forms a larger percentage of operations in places with high density than those with medium density, which, in turn have a higher percentage than places with low density. **This is because extensive heritage townscapes nurture a vibrant retail environment.** Places to eat and drink account for about a fifth of all business uses in every situation.

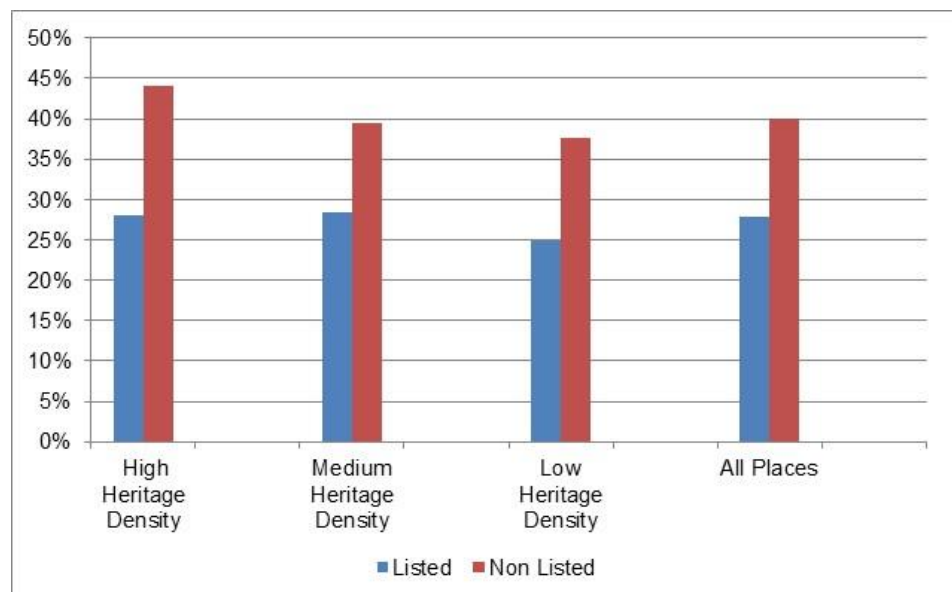
Retail uses account for about 40% of uses of both listed and non-listed buildings in town and city centres. The proportion of uses in listed buildings increases with heritage density.

Figure 5: % of occupiers of buildings that are retailers



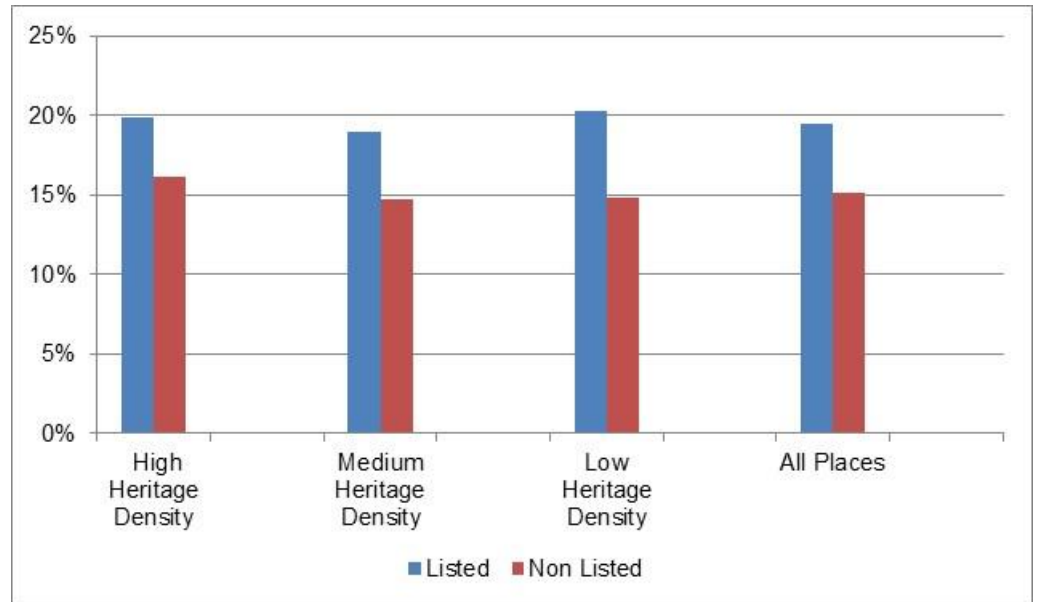
The nature of the retail use is different, however. About 28% of retail occupiers of listed buildings are branded. About 40% of retail occupiers of non-listed buildings are branded. The proportions do not vary much by heritage density.

Figure 6: % of Retail operations that are Brands



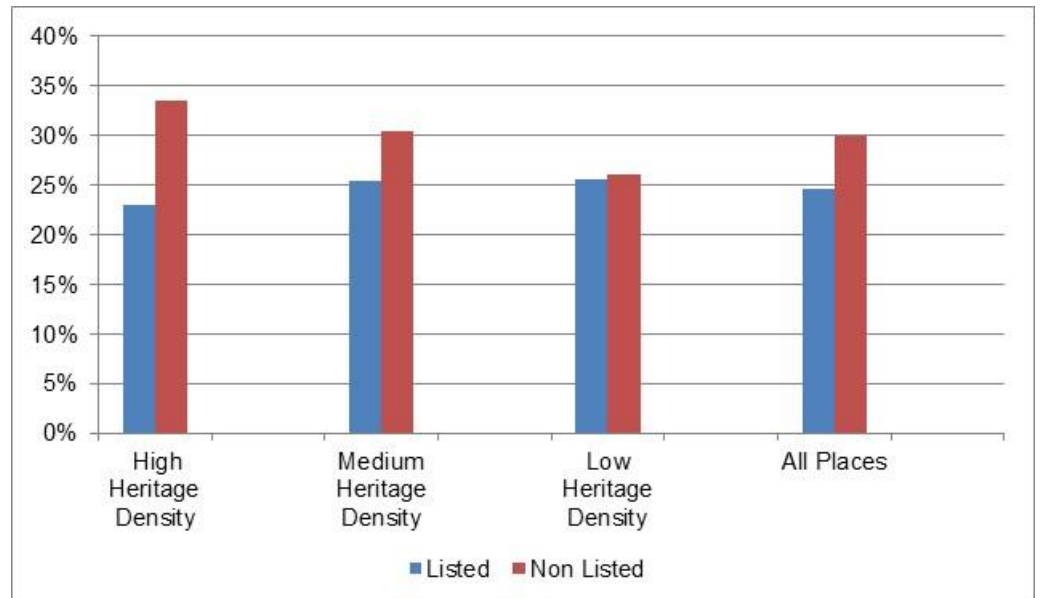
Listed buildings are more likely than non-listed buildings to be occupied by business operations that provide eating and drinking.

Figure 7: % of occupiers of buildings that are eating and drinking establishments



As with retail, eating and drinking establishments are less likely to be brands if they are in listed buildings.

Figure 8: % of Eating and Drinking Establishments that are brands



A lower proportion of occupiers of listed buildings are commercial⁷ than in non-listed buildings across all 55 places, but the difference varies substantially by heritage density. The lower the heritage density, the more likely it is that listed buildings will have a commercial business operation in them.

Figure 9: % of occupiers of buildings that are Commercial Uses

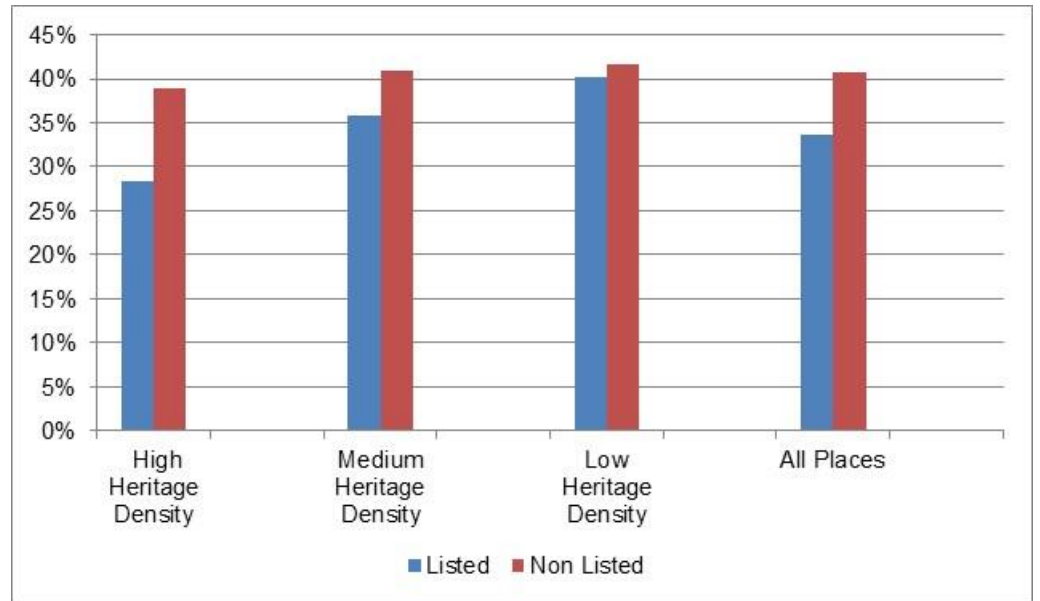


Figure 10 breaks down the business operation categories into more detail and compares listed and non-listed buildings.

⁷ As defined in this study.

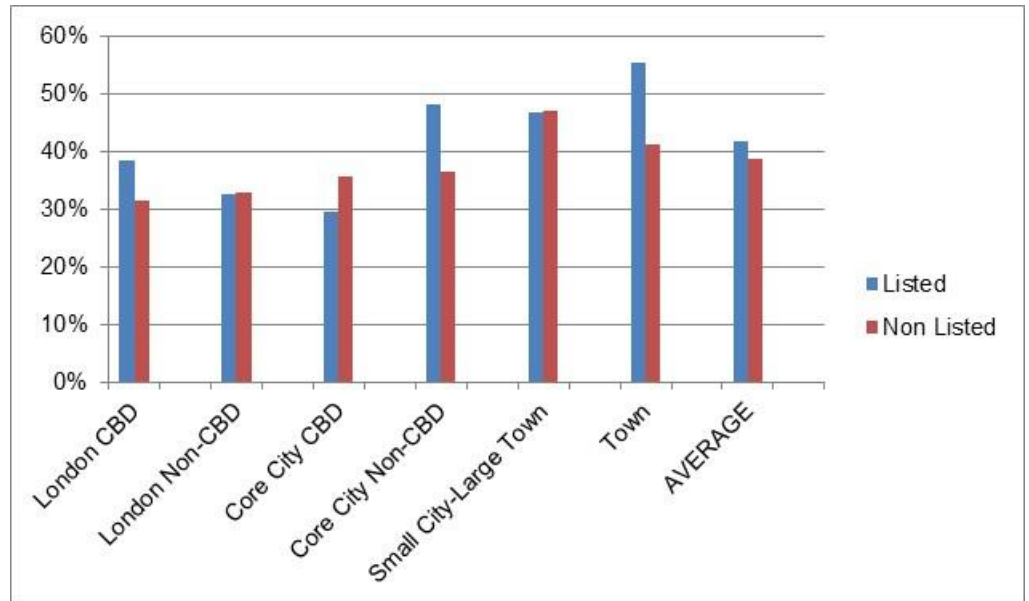
Figure 10: Occupiers of Non-Listed and Listed Buildings

	High Heritage Density	Medium Heritage Density	Low Heritage Density	TOTAL
Comparison Retail - Independent				
Non-Listed Buildings	7%	6%	6%	6%
Listed Buildings	10%	7%	7%	8%
Retail Services - Independent				
Non-Listed Buildings	8%	9%	10%	9%
Listed Buildings	11%	11%	11%	11%
Fashion - Independent				
Non-Listed Buildings	5%	6%	4%	5%
Listed Buildings	9%	8%	5%	8%
Convenience Retail - Independent				
Non-Listed Buildings	2%	2%	3%	2%
Listed Buildings	3%	3%	3%	3%
Total Independent Retail:				
Non-Listed Buildings	21%	23%	23%	23%
Listed Buildings	32%	28%	26%	29%
Comparison Retail - Branded				
Non-Listed Buildings	4%	4%	3%	3%
Listed Buildings	3%	2%	1%	2%
Retail Services - Branded				
Non-Listed Buildings	4%	4%	4%	4%
Listed Buildings	4%	4%	5%	4%
Fashion - Branded				
Non-Listed Buildings	8%	6%	5%	6%
Listed Buildings	5%	4%	2%	4%
Convenience Retail - Branded				
Non-Listed Buildings	2%	2%	2%	2%
Listed Buildings	1%	1%	1%	1%
Total Branded Retail:				
Non-Listed Buildings	17%	15%	14%	15%
Listed Buildings	13%	11%	9%	12%
Charity Retail				
Non-Listed Buildings	1%	1%	1%	1%
Listed Buildings	1%	1%	0%	1%
TOTAL RETAIL:				
Non-Listed Buildings	38%	39%	38%	39%
Listed Buildings	46%	40%	35%	42%
Eat and Drink - Independent				
Non-Listed Buildings	11%	10%	11%	11%
Listed Buildings	15%	14%	15%	15%
Eat and Drink - Branded				
Non-Listed Buildings	5%	4%	4%	5%
Listed Buildings	5%	5%	5%	5%
TOTAL EAT AND DRINK:				
Non-Listed Buildings	16%	15%	15%	15%
Listed Buildings	20%	19%	20%	19%
Creative Industries				
Non-Listed Buildings	6%	6%	7%	6%
Listed Buildings	5%	7%	8%	6%
Non-Professional Services				
Non-Listed Buildings	12%	12%	13%	12%
Listed Buildings	7%	8%	10%	8%
Professional Services				
Non-Listed Buildings	21%	23%	21%	22%
Listed Buildings	16%	21%	22%	19%
TOTAL COMMERCIAL:				
Non-Listed Buildings	39%	41%	42%	41%
Listed Buildings	28%	36%	40%	34%

3 BY TYPE OF PLACE

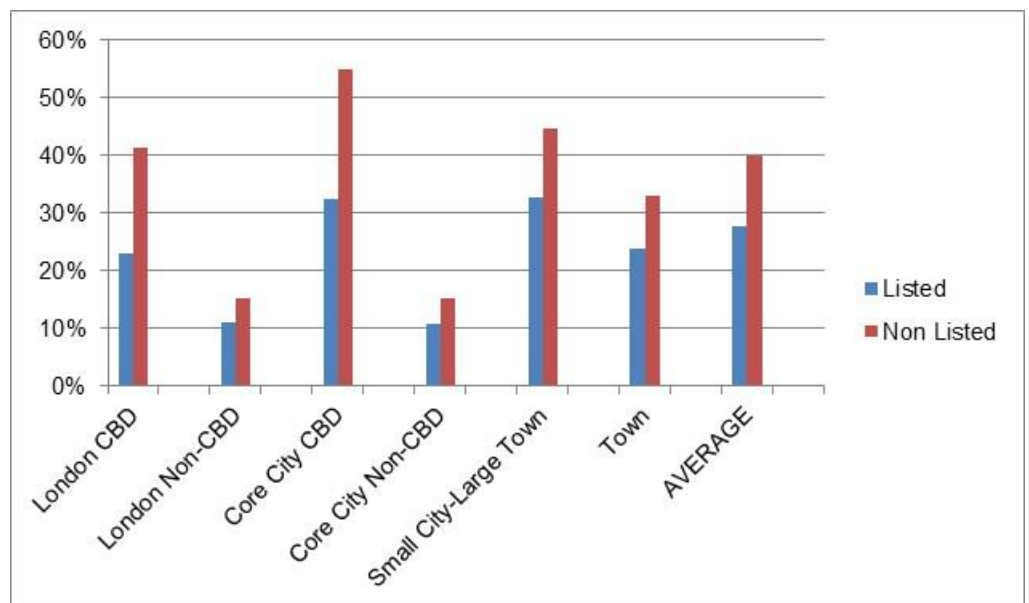
The proportion of use of buildings by shops is similar between listed and non-listed buildings in most circumstances, except it is notably higher in sections of cities outside of the central business district and in towns.

Figure 11: % of occupiers of buildings that are retail



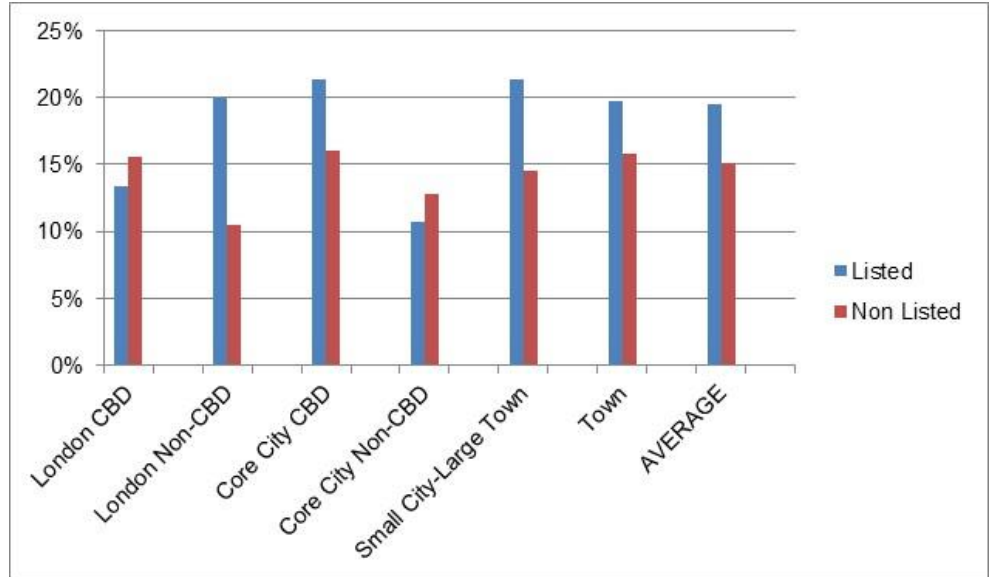
The difference between the proportions of shops occupied by brands is greatest between listed and non-listed buildings in the centre of London and the large regional cities (“core cities”).

Figure 12: % of retail units occupied by brands



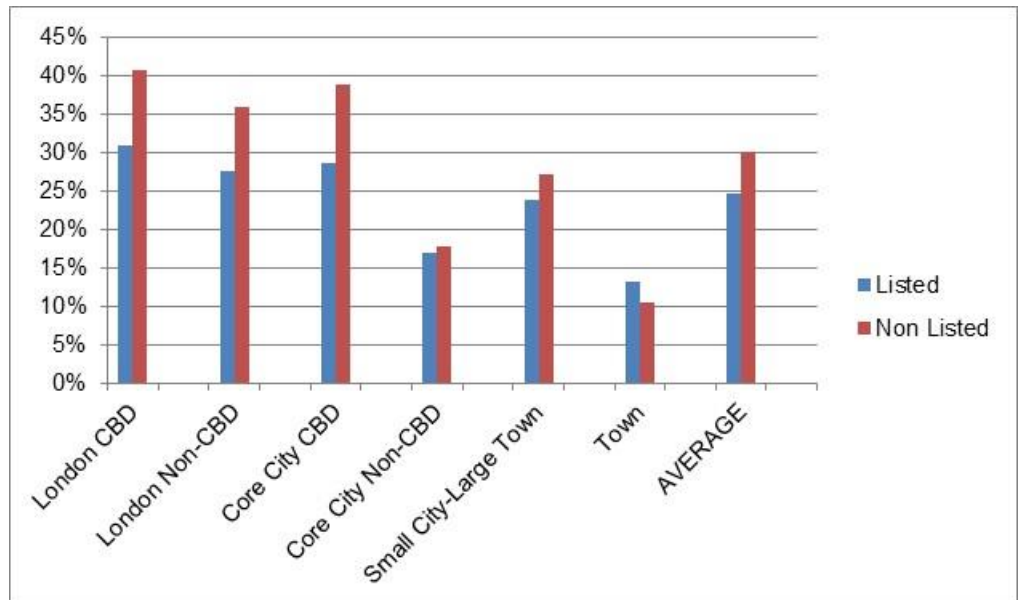
The proportion of listed buildings occupied by eating and drinking establishments is higher in the Central Business Districts and in towns; it is lower in central London and non-CBD areas of Core Cities.

Figure 13: % of occupiers of buildings that are eating and drinking businesses



The proportion of eating and drinking businesses that are brands is higher in non-listed buildings than in listed buildings in all situations.

Figure 14: Proportion of eating and drinking establishments that are brands



The proportion of occupiers of listed buildings that are office and studio based commercial activities is a little lower than for non-listed buildings in most cases.

Figure 15: Proportion of buildings occupied by commercial uses

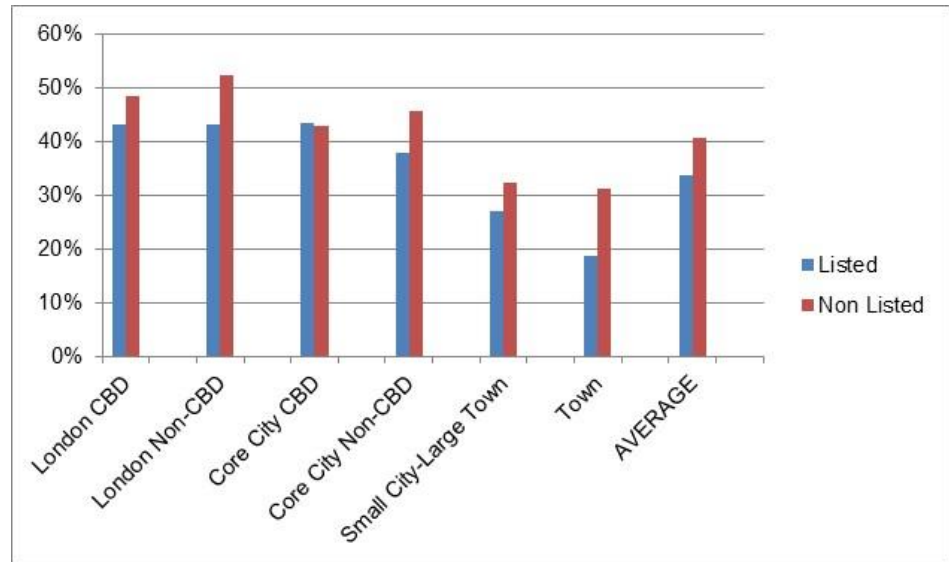


Figure 19 has more detail of occupiers by type of place.

Figure 16: Uses of Non-Listed and Listed Buildings

	London CBD	London Non CBD	Core City CBD	Core City Non-CBD	Small City-Large Town	Town	TOTAL
Comparison Retail - Independent							
Non-Listed Buildings	5%	8%	4%	9%	7%	9%	6%
Listed Buildings	8%	8%	5%	9%	8%	16%	8%
Retail Services - Independent							
Non-Listed Buildings	7%	9%	8%	10%	11%	9%	9%
Listed Buildings	8%	8%	10%	11%	13%	12%	11%
Fashion - Independent							
Non-Listed Buildings	5%	8%	3%	9%	4%	5%	5%
Listed Buildings	12%	8%	3%	19%	7%	10%	8%
Convenience Retail - Independent							
Non-Listed Buildings	1%	2%	2%	2%	3%	3%	2%
Listed Buildings	1%	5%	2%	4%	3%	3%	3%
Total Independent Retail:							
Non-Listed Buildings	18%	28%	16%	31%	25%	26%	23%
Listed Buildings	29%	29%	19%	43%	30%	41%	29%
Comparison Retail - Branded							
Non-Listed Buildings	2%	1%	4%	2%	5%	4%	3%
Listed Buildings	1%	0%	2%	1%	3%	3%	2%
Retail Services - Branded							
Non-Listed Buildings	3%	2%	5%	2%	6%	4%	4%
Listed Buildings	2%	2%	4%	2%	6%	5%	4%
Fashion - Branded							
Non-Listed Buildings	7%	1%	8%	1%	8%	4%	6%
Listed Buildings	6%	1%	3%	2%	5%	4%	4%
Convenience Retail - Branded							
Non-Listed Buildings	1%	1%	2%	2%	2%	2%	2%
Listed Buildings	0%	1%	1%	0%	1%	1%	1%
Total Branded Retail:							
Non-Listed Buildings	13%	5%	20%	6%	21%	14%	15%
Listed Buildings	9%	4%	10%	5%	15%	13%	12%
Charity Retail							
Non-Listed Buildings	0%	0%	0%	0%	1%	2%	1%
Listed Buildings	0%	0%	0%	0%	1%	2%	1%
TOTAL RETAIL:							
Non-Listed Buildings	32%	33%	36%	36%	47%	41%	39%
Listed Buildings	38%	33%	29%	48%	47%	55%	42%
Eat and Drink - Independent							
Non-Listed Buildings	9%	10%	11%	11%	11%	12%	11%
Listed Buildings	9%	14%	15%	9%	16%	17%	15%
Eat and Drink - Branded							
Non-Listed Buildings	6%	4%	6%	2%	4%	2%	5%
Listed Buildings	4%	6%	6%	2%	5%	3%	5%
TOTAL EAT AND DRINK:							
Non-Listed Buildings	16%	14%	18%	13%	15%	13%	15%
Listed Buildings	13%	20%	21%	11%	21%	20%	19%
Creative Industries							
Non-Listed Buildings	6%	14%	4%	10%	4%	3%	6%
Listed Buildings	5%	15%	6%	12%	5%	4%	6%
Non-Professional Services							
Non-Listed Buildings	13%	18%	11%	15%	10%	12%	12%
Listed Buildings	11%	12%	10%	11%	6%	5%	8%
Professional Services							
Non-Listed Buildings	29%	20%	28%	20%	18%	17%	22%
Listed Buildings	27%	16%	27%	15%	16%	10%	19%
TOTAL COMMERCIAL:							
Non-Listed Buildings	48%	52%	43%	46%	32%	31%	41%
Listed Buildings	43%	43%	43%	38%	27%	19%	34%
Other Uses							
Non-Listed Buildings	4%	4%	6%	5%	6%	12%	6%
Listed Buildings	5%	4%	6%	3%	5%	6%	5%
TOTAL USES:	100%	100%	100%	100%	100%	100%	100%

4 BRANDS

Figure 17 shows national multiples which have four or more units in listed buildings in the 55 places analysed. The large number of units occupied by the coffee chains is a change since 2012.

Figure 17: Brands with four or more units in listed buildings in the 55 places

CONVENIENCE RETAIL		COMPARISON RETAIL		EAT AND DRINK	
Greggs	14	WH Smith	9	Greene King	24
Tesco Express	7	Roly's Fudge Pantry	7	Marstons	22
Warrens	5	Specsavers	6	Caffe Nero	21
Londis	4	Waterstone's	6	Mitchells & Butler	19
Patisserie Valerie	4	Amplifon	5	Stonegate Pubs	17
Sainsbury's Local	4	Mr Simms	4	Starbucks Coffee	15
RETAIL - FASHION		Paperchase	4	Nicholson's Pubs	14
Monsoon	11	CHARITY RETAIL		Wetherspoon	14
Jigsaw	7	Oxfam	8	Shepherd Neame	12
The Edinburgh Woollen Mill	7	British Heart Foundation	5	Costa	11
Karen Millen	6	Age UK	4	Pizza Express	11
T M Lewin	6	RETAIL SERVICES		Loch Fyne	9
White Stuff	6	Santander	17	Subway	9
Clarks	5	Countrywide	15	Fullers Pubs	8
Country Casuals	5	Lloyds	15	Pret A Manger	7
Goldsmiths	5	NatWest	14	ASK	6
Hobbs	5	Barclays	11	McDonald's	6
Jaeger	5	Royal Mail	10	Zizzi	6
Joules	5	Timpson	10	Cote	5
Mint Velvet	5	HSBC	9	Prezzo	5
Office	5	RBS	8	Slug & Lettuce	5
Pandora	5	Toni & Guy	8	Tokyo Industries	5
Phase Eight	5	TSB	8	Turtle Bay	5
Warehouse	5	Savills - Smiths Gore	7	Realpubs	4
Crabtree & Evelyn	4	Yorkshire Bank	7	Yates's	4
French Connection	4	Co-operative Bank	6	Young's	4
Gap	4	Martin & Co	6	ENTERTAINMENT	
H & M	4	Nationwide	6	Ladbrokes	14
H Samuel	4	Mail Boxes Etc	5	Coral	10
Jones Bootmaker	4	O2	5	Betfred	9
Molton Brown	4	The Carphone Warehouse	5	William Hill	7
Moss Bros	4	Bridgfords	4	PROFESSIONAL SERVICES	
Oasis	4	STA	4	Hays	15
Russell & Bromley	4			Adecco	4
Superdrug	4			Manpower	4
Sweaty Betty	4			Office Angels	4
Whistles	4			Randstad	4
				Relate	4
				The Best Connection	4

5 TOTAL USES IN ENGLAND

The data about uses of listed buildings in 55 places has been grossed up to give an estimate of how many businesses of the type examined are in listed buildings in England. The process of grossing up is described in Appendix 3.

Figure 18: Number of commercial operations in listed buildings by place type⁸

Category Code:	A1	A3	A5	A6	B1	B2	B3	B4	B5	B6	C2	C3	C4	C5	C6	Other Places	TOTAL
Place Type:	London CBD	Core CBD	Small City/Large Town	Town	London CBD	London Non-CBD	Core City CBD	Core City Non CBD	Small City/Large Town	Town	London Non-CBD	Core City	Core City Non CBD	Small City/Large Town	Town		
Heritage Density:	High Density	High Density	High Density	High Density	Medium Density	Medium Density	Medium Density	Medium Density	Medium Density	Medium Density	Low Density	Low Density	Low Density	Low Density	Low Density	15%	
Number of Places:	4	3	13	84	1	10	8	8	28	204	24	3	24	128	520	of Total	
Comparison Retail - Independent	240	84	640	2,877	7	163	120	115	424	4,641	252	28	254	832	5,915	2,489	19,082
Retail Services - Independent	218	107	709	3,171	12	157	379	181	784	2,601	204	68	259	1,963	3,315	2,119	16,246
Fashion - Independent	366	50	429	2,247	3	157	147	357	437	2,193	240	8	202	533	2,795	1,524	11,688
Convenience Retail - Independent	32	17	208	756	0	120	88	27	166	663	96	6	168	405	845	539	4,136
Total Independent Retail:	856	257	1,986	9,051	22	597	733	680	1,811	10,098	792	110	883	3,733	12,870	6,672	51,151
Comparison Retail - Branded	22	23	189	903	0	10	80	16	179	663	0	6	34	149	845	468	3,585
Retail Services - Branded	38	35	371	1,218	10	30	139	19	312	1,734	72	33	62	1,024	2,210	1,096	8,402
Fashion - Branded	174	41	338	1,008	3	13	157	16	401	816	36	9	82	149	1,040	642	4,925
Convenience Retail - Branded	10	20	72	315	0	7	37	3	73	255	48	6	19	235	325	214	1,637
Total Branded Retail:	244	117	969	3,444	13	60	413	53	965	3,468	156	54	197	1,557	4,420	2,420	18,550
Charity Retail	0	8	88	378	0	3	16	3	58	306	0	2	5	149	390	211	1,616
TOTAL RETAIL:	1,100	381	3,042	12,873	35	660	1,163	736	2,834	13,872	948	166	1,085	5,440	17,680	9,302	71,317
Eat and Drink - Independent	234	201	1,105	3,843	24	253	501	203	976	3,621	564	104	278	2,283	4,615	2,821	21,626
Eat and Drink - Branded	82	75	332	798	22	100	248	27	302	459	204	40	72	789	585	620	4,754
TOTAL EAT AND DRINK:	316	276	1,437	4,641	46	353	749	229	1,277	4,080	768	144	350	3,072	5,200	3,441	26,380
Creative Industries	152	86	302	714	2	273	184	205	338	1,275	540	46	254	576	1,625	986	7,559
Non-Professional Services	286	123	306	966	29	203	309	259	396	1,479	456	60	259	1,173	1,885	1,228	9,418
Professional Services	626	228	689	2,751	96	300	1,131	413	1,111	2,448	600	201	322	3,157	3,120	2,579	19,772
TOTAL COMMERCIAL:	1,064	437	1,297	4,431	127	777	1,624	877	1,846	5,202	1,596	307	835	4,907	6,630	4,793	36,749
Accommodation	18	15	107	882	2	7	40	13	112	765	12	4	29	128	975	466	3,575
Entertainment	118	57	140	441	6	70	160	67	172	561	96	26	77	619	715	499	3,823
Place of Worship	8	3	39	42	0	7	5	5	30	51	24	0	5	43	65	49	376
TOTAL USES:	2,624	1,169	6,061	23,310	216	1,873	3,741	1,928	6,272	24,531	3,444	647	2,381	14,208	31,265	18,551	142,221

⁸ The category codes are Colliers codes for categorising places by type

Figure 19: % of all commercial uses of listed buildings by place type

Category Code:	A1	A3	A5	A6	B1	B2	B3	B4	B5	B6	C2	C3	C4	C5	C6	Other Places	TOTAL
Place Type:	London CBD	Core CBD	Small City/Large Town	Town	London CBD	London Non-CBD	Core City CBD	Core City Non CBD	Small City/Large Town	Town	London Non-CBD	Core City	Core City Non CBD	Small City/Large Town	Town		
Heritage Density:	High Density	High Density	High Density	High Density	Medium Density	Medium Density	Medium Density	Medium Density	Medium Density	Medium Density	Low Density	Low Density	Low Density	Low Density	Low Density		
Number of Places:	4	3	13	84	1	10	8	8	28	204	24	3	24	128	520		
Comparison Retail - Independent	1%	0%	3%	15%	0%	1%	1%	1%	2%	24%	1%	0%	1%	4%	31%	13%	100%
Retail Services - Independent	1%	1%	4%	20%	0%	1%	2%	1%	5%	16%	1%	0%	2%	12%	20%	13%	100%
Fashion - Independent	3%	0%	4%	19%	0%	1%	1%	3%	4%	19%	2%	0%	2%	5%	24%	13%	100%
Convenience Retail - Independent	1%	0%	5%	18%	0%	3%	2%	1%	4%	16%	2%	0%	4%	10%	20%	13%	100%
Total Independent Retail:	2%	1%	4%	18%	0%	1%	1%	1%	4%	20%	2%	0%	2%	7%	25%	13%	100%
Comparison Retail - Branded	1%	1%	5%	25%	0%	0%	2%	0%	5%	18%	0%	0%	1%	4%	24%	13%	100%
Retail Services - Branded	0%	0%	4%	14%	0%	0%	2%	0%	4%	21%	1%	0%	1%	12%	26%	13%	100%
Fashion - Branded	4%	1%	7%	20%	0%	0%	3%	0%	8%	17%	1%	0%	2%	3%	21%	13%	100%
Convenience Retail - Branded	1%	1%	4%	19%	0%	0%	2%	0%	4%	16%	3%	0%	1%	14%	20%	13%	100%
Total Branded Retail:	1%	1%	5%	19%	0%	0%	2%	0%	5%	19%	1%	0%	1%	8%	24%	13%	100%
Charity Retail	0%	0%	5%	23%	0%	0%	1%	0%	4%	19%	0%	0%	0%	9%	24%	13%	100%
TOTAL RETAIL:	2%	1%	4%	18%	0%	1%	2%	1%	4%	19%	1%	0%	2%	8%	25%	13%	100%
Eat and Drink - Independent	1%	1%	5%	18%	0%	1%	2%	1%	5%	17%	3%	0%	1%	11%	21%	13%	100%
Eat and Drink - Branded	2%	2%	7%	17%	0%	2%	5%	1%	6%	10%	4%	1%	2%	17%	12%	13%	100%
TOTAL EAT AND DRINK:	1%	1%	5%	18%	0%	1%	3%	1%	5%	15%	3%	1%	1%	12%	20%	13%	100%
Creative Industries	2%	1%	4%	9%	0%	4%	2%	3%	4%	17%	7%	1%	3%	8%	21%	13%	100%
Non-Professional Services	3%	1%	3%	10%	0%	2%	3%	3%	4%	16%	5%	1%	3%	12%	20%	13%	100%
Professional Services	3%	1%	3%	14%	0%	2%	6%	2%	6%	12%	3%	1%	2%	16%	16%	13%	100%
TOTAL COMMERCIAL:	3%	1%	4%	12%	0%	2%	4%	2%	5%	14%	4%	1%	2%	13%	18%	13%	100%
TOTAL USES:	2%	1%	4%	16%	0%	1%	3%	1%	4%	17%	2%	0%	2%	10%	22%	13%	100%

6 CHANGE SINCE 2012

Figure 20 shows the difference in operations in listed and unlisted buildings compared to the previous study in 2012⁹. It suggests there has been a large increase in all activities, even in the retail sector¹⁰.

Figure 20: Business operations by main category

	2018	2012	Change
RETAIL			
Non-Listed Buildings	18,703	16,982	10%
Listed Buildings	5,411	5,327	2%
EATING AND DRINKING			
Non-Listed Buildings	7,252	6,111	19%
Listed Buildings	2,556	2,214	15%
COMMERCIAL			
Non-Listed Buildings	18,998	11,646	63%
Listed Buildings	4,386	2,924	50%
TOTAL			
Non-Listed Buildings	44,953	34,739	29%
Listed Buildings	12,353	10,465	18%

Figure 21 shows a big increase in branded retailers and places to eat and drink occupying listed buildings at, apparently, the expense of independents.

Figure 21: Number of operations in non-listed and listed buildings in 50 places

	2018	2012	Change	2018	2012	Change
NON-LISTED						
Independent retail	10,663	9,476	13%	3,762	4,609	-18%
Branded retail	7,763	7,209	8%	1,549	611	154%
Charity retail	277	297	-7%	100	107	-7%
Independent eating/drinking	5,007	4,768	5%	1,921	1,981	-3%
Branded eating/drinking	2,245	1,343	67%	635	233	173%
Creative industries	2,683	2,173	23%	790	629	26%
Non-professional services	5,704	3,980	43%	1,042	674	55%
Professional services	10,611	5,493	93%	2,554	1,621	58%
TOTAL	44,953	34,739	29%	12,353	10,465	18%

Figure 23 shows the change in the number of operations in listed buildings by heritage density. It suggests that places with the highest heritage density have had the biggest increase in number of business operations in listed buildings, with especially large increases in commercial services and branded retail.

⁹ Excludes Entertainment, Accommodation & Places of Worship, which were not included in 2012. It removes the five additional places which were included in 2018.

¹⁰ The capacity for increase in business uses is, of course, less for listed buildings than non-listed buildings because there is little or no opportunity to increase the amount of space provided in listed buildings.

Figure 22: Uses in listed buildings, 2018 compared to 2012

	High Heritage Density	Medium Heritage Density	Low Heritage Density	TOTAL
Comparison Retail - Independent	-11%	-45%	-39%	-31%
Retail Services - Independent	20%	-21%	-26%	-10%
Fashion - Independent	10%	-13%	-50%	-7%
Convenience Retail - Independent	-19%	-33%	-53%	-31%
Total Independent Retail:	3%	-28%	-37%	-18%
Comparison Retail - Branded	79%	61%	-15%	59%
Retail Services - Branded	435%	679%	667%	562%
Fashion - Branded	213%	46%	46%	94%
Convenience Retail - Branded	267%	100%	91%	144%
Total Branded Retail:	214%	117%	146%	154%
Charity Retail	2%	-13%	-18%	-7%
TOTAL RETAIL:	27%	-11%	-17%	2%
Eat and Drink - Independent	16%	-16%	0%	-3%
Eat and Drink - Branded	182%	153%	223%	173%
TOTAL EAT AND DRINK:	34%	1%	24%	15%
Creative Industries	23%	23%	42%	26%
Non-Professional Services	99%	45%	19%	55%
Professional Services	103%	36%	72%	58%
TOTAL COMMERCIAL:	81%	35%	51%	50%
TOTAL USES:	41%	5%	14%	18%

Figure 24 suggests that the pattern in different with non-listed buildings, with growth higher in areas with low heritage density than high heritage density. This may be because, however, the higher the heritage density in an area, the less capacity there is for growth in space that can accommodate business activity.

Figure 25 shows how city centres have been achieving the greatest growth of operations in listed buildings. The data suggests a great increase in branded retail services in all areas.

It is especially notable that:

- The proportion of listed buildings occupied by retail brands appears to be increasing at a fast pace, especially in areas of high heritage density. This could be because niche brands are less affected by on-line shopping than mainstream brands and, often, like the size and ambience that historic buildings provide.
- The number of listed buildings occupied by branded restaurants has increased very fast, especially in areas of medium heritage density. This reflects the boom in coffee and casual dining chains, reflected in the list in Figure 17.

Figure 23: Change in uses in listed buildings by density of heritage

	High Heritage Density			Medium Heritage Density			Low Heritage Density			TOTAL		
	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change
Comparison Retail - Independent	573	510	-11%	779	432	-45%	141	86	-39%	1,493	1,028	-31%
Retail Services - Independent	458	549	20%	868	684	-21%	253	187	-26%	1,579	1,420	-10%
Fashion - Independent	412	455	10%	557	485	-13%	92	46	-50%	1,061	986	-7%
Convenience Retail - Independent	156	127	-19%	252	169	-33%	68	32	-53%	476	328	-31%
Total Independent Retail:	1,599	1,641	3%	2,456	1,770	-28%	554	351	-37%	4,609	3,762	-18%
Comparison Retail - Branded	71	127	79%	84	135	61%	20	17	-15%	175	279	59%
Retail Services - Branded	40	214	435%	33	257	679%	12	92	667%	85	563	562%
Fashion - Branded	85	266	213%	188	274	46%	24	35	46%	297	575	94%
Convenience Retail - Branded	15	55	267%	28	56	100%	11	21	91%	54	132	144%
Total Branded Retail:	211	662	214%	333	722	117%	67	165	146%	611	1,549	154%
Charity Retail	49	50	2%	47	41	-13%	11	9	-18%	107	100	-7%
TOTAL RETAIL:	1,859	2,353	27%	2,836	2,533	-11%	632	525	-17%	5,327	5,411	2%
Eat and Drink - Independent	666	774	16%	1,057	888	-16%	258	259	0%	1,981	1,921	-3%
Eat and Drink - Branded	82	231	182%	120	304	153%	31	100	223%	233	635	173%
TOTAL EAT AND DRINK:	748	1,005	34%	1,177	1,192	1%	289	359	24%	2,214	2,556	15%
Creative Industries	211	260	23%	335	412	23%	83	118	42%	629	790	26%
Non-Professional Services	183	365	99%	356	516	45%	135	161	19%	674	1,042	55%
Professional Services	398	808	103%	980	1,329	36%	243	417	72%	1,621	2,554	58%
TOTAL COMMERCIAL:	792	1,433	81%	1,671	2,257	35%	461	696	51%	2,924	4,386	50%
TOTAL USES:	3,399	4,791	41%	5,684	5,982	5%	1,382	1,580	14%	10,465	12,353	18%

Figure 24: Change in uses in non-listed buildings by density of heritage

	High Heritage Density			Medium Heritage Density			Low Heritage Density			TOTAL		
	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change
Comparison Retail - Independent	791	756	-4%	1,240	1,602	29%	537	612	14%	2,568	2,970	16%
Retail Services - Independent	1,102	885	-20%	1,827	2,285	25%	760	1,138	50%	3,689	4,308	17%
Fashion - Independent	624	566	-9%	1,297	1,383	7%	483	428	-11%	2,404	2,377	-1%
Convenience Retail - Independent	209	194	-7%	407	533	31%	199	281	41%	815	1,008	24%
Total Independent Retail:	2,726	2,401	-12%	4,771	5,803	22%	1,979	2,459	24%	9,476	10,663	13%
Comparison Retail - Branded	453	404	-11%	830	881	6%	370	452	22%	1,653	1,737	5%
Retail Services - Branded	637	485	-24%	1,263	1,086	-14%	550	547	-1%	2,450	2,118	-14%
Fashion - Branded	817	876	7%	1,171	1,464	25%	481	663	38%	2,469	3,003	22%
Convenience Retail - Branded	84	175	108%	343	449	31%	210	281	34%	637	905	42%
Total Branded Retail:	1,991	1,940	-3%	3,607	3,880	8%	1,611	1,943	21%	7,209	7,763	8%
Charity Retail	71	62	-13%	137	137	0%	89	78	-12%	297	277	-7%
TOTAL RETAIL:	4,788	4,403	-8%	8,515	9,820	15%	3,679	4,480	22%	16,982	18,703	10%
Eat and Drink - Independent	1,431	1,237	-14%	2,363	2,560	8%	974	1,210	24%	4,768	5,007	5%
Eat and Drink - Branded	445	622	40%	676	1,123	66%	222	500	125%	1,343	2,245	67%
TOTAL EAT AND DRINK:	1,876	1,859	-1%	3,039	3,683	21%	1,196	1,710	43%	6,111	7,252	19%
Creative Industries	681	658	-3%	1,161	1,462	26%	331	563	70%	2,173	2,683	23%
Non-Professional Services	1,324	1,416	7%	1,991	2,947	48%	665	1,341	102%	3,980	5,704	43%
Professional Services	1,590	2,404	51%	3,071	5,827	90%	832	2,380	186%	5,493	10,611	93%
TOTAL COMMERCIAL:	3,595	4,478	25%	6,223	10,236	64%	1,828	4,284	134%	11,646	18,998	63%
TOTAL USES:	10,259	10,740	5%	17,777	23,739	34%	6,703	10,474	56%	34,739	44,953	29%

Figure 25: Change in number of operations in listed buildings by place type

	London CBD			London Non-CBD			Core City CBD			Core City Non-CBD			Small City-Large Town			Town			TOTAL		
	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change
Comparison Retail - Independent	140	127	-9%	75	56	-25%	225	144	-36%	42	40	-5%	711	459	-35%	300	202	-33%	1,493	1,028	-31%
Retail Services - Independent	133	121	-9%	50	52	4%	293	308	5%	42	63	50%	879	729	-17%	182	147	-19%	1,579	1,420	-10%
Fashion - Independent	102	186	82%	33	48	45%	147	105	-29%	71	137	93%	530	384	-28%	178	126	-29%	1,061	986	-7%
Convenience Retail - Independent	18	16	-11%	29	42	45%	115	58	-50%	10	3	-70%	225	169	-25%	79	40	-49%	476	328	-31%
Total Independent Retail:	393	450	15%	187	198	6%	780	615	-21%	165	243	47%	2,345	1,741	-26%	739	515	-30%	4,609	3,762	-18%
Comparison Retail - Branded	4	11	175%	2	3	50%	33	57	73%	0	4		104	164	58%	32	40	25%	175	279	59%
Retail Services - Branded	3	29	867%	3	11	267%	15	111	640%	0	13		52	332	538%	12	67	458%	85	563	562%
Fashion - Branded	19	90	374%	4	6	50%	57	100	75%	8	18	125%	181	316	75%	28	45	61%	297	575	94%
Convenience Retail - Branded	0	5		0	5		23	34	48%	1	1	0%	27	71	163%	3	16	433%	54	132	144%
Total Branded Retail:	26	135	419%	9	25	178%	128	302	136%	9	36	300%	364	883	143%	75	168	124%	611	1,549	154%
Charity Retail	0	0		1	1	0%	13	14	8%	1	0	-100%	62	65	5%	30	20	-33%	107	100	-7%
TOTAL RETAIL:	419	585	40%	197	224	14%	921	931	1%	175	279	59%	2,771	2,689	-3%	844	703	-17%	5,327	5,411	2%
Eat and Drink - Independent	165	141	-15%	126	93	-26%	489	481	-2%	71	52	-27%	869	936	8%	261	218	-16%	1,981	1,921	-3%
Eat and Drink - Branded	22	63	186%	11	43	291%	65	192	195%	2	11	450%	123	293	138%	10	33	230%	233	635	173%
TOTAL EAT AND DRINK:	187	204	9%	137	136	-1%	554	673	21%	73	63	-14%	992	1,229	24%	271	251	-7%	2,214	2,556	15%
Creative Industries	80	78	-3%	84	102	21%	156	199	28%	50	75	50%	211	282	34%	48	54	13%	629	790	26%
Non-Professional Services	116	172	48%	51	80	57%	216	312	44%	35	70	100%	220	347	58%	36	61	69%	674	1,042	55%
Professional Services	307	409	33%	98	124	27%	462	863	87%	66	103	56%	599	933	56%	89	122	37%	1,621	2,554	58%
TOTAL COMMERCIAL:	503	659	31%	233	306	31%	834	1,374	65%	151	248	64%	1,030	1,562	52%	173	237	37%	2,924	4,386	50%
TOTAL USES:	1,109	1,448	31%	567	666	17%	2,309	2,978	29%	399	590	48%	4,793	5,480	14%	1,288	1,191	-8%	10,465	12,353	18%

Figure 26: Change in number of operations in non-listed buildings by place type

	London CBD			London Non-CBD			Core City CBD			Core City Non-CBD			Small City-Large Town			Town			TOTAL		
	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change	2012	2018	Change
Comparison Retail - Independent	356	409	15%	303	507	67%	362	415	15%	128	165	29%	1,157	1,260	9%	262	214	-18%	2,568	2,970	16%
Retail Services - Independent	663	527	-21%	455	529	16%	678	858	27%	214	208	-3%	1,457	1,985	36%	222	201	-9%	3,689	4,308	17%
Fashion - Independent	402	347	-14%	407	553	36%	384	305	-21%	215	262	22%	891	804	-10%	105	106	1%	2,404	2,377	-1%
Convenience Retail - Independent	149	89	-40%	126	133	6%	136	209	54%	43	27	-37%	331	481	45%	30	69	130%	815	1,008	24%
Total Independent Retail:	1,570	1,372	-13%	1,291	1,722	33%	1,560	1,787	15%	600	662	10%	3,836	4,530	18%	619	590	-5%	9,476	10,663	13%
Comparison Retail - Branded	165	143	-13%	43	67	56%	406	439	8%	19	25		915	975	7%	105	88	-16%	1,653	1,737	5%
Retail Services - Branded	313	248	-21%	86	131	52%	581	552	-5%	55	38		1,249	1,063	-15%	166	86	-48%	2,450	2,118	-14%
Fashion - Branded	409	514	26%	37	63	70%	668	958	43%	14	17	21%	1,233	1,365	11%	108	86	-20%	2,469	3,003	22%
Convenience Retail - Branded	20	69		46	80		175	273	56%	41	38	-7%	305	395	30%	50	50	0%	637	905	42%
Total Branded Retail:	907	974	7%	212	341	61%	1,830	2,222	21%	129	118	-9%	3,702	3,798	3%	429	310	-28%	7,209	7,763	8%
Charity Retail	6	3		4	7	75%	50	35	-30%	9	5	-44%	183	191	4%	45	36	-20%	297	277	-7%
TOTAL RETAIL:	2,483	2,349	-5%	1,507	2,070	37%	3,440	4,044	18%	738	785	6%	7,721	8,519	10%	1,093	936	-14%	16,982	18,703	10%
Eat and Drink - Independent	875	688	-21%	583	583	0%	967	1,302	35%	266	193	-27%	1,796	1,973	10%	281	268	-5%	4,768	5,007	5%
Eat and Drink - Branded	357	472	32%	125	259	107%	352	704	100%	35	56	60%	439	716	63%	35	38	9%	1,343	2,245	67%
TOTAL EAT AND DRINK:	1,232	1,160	-6%	708	588	-17%	1,319	1,816	38%	301	249	-17%	2,235	2,689	20%	316	306	-3%	6,111	7,252	19%
Creative Industries	539	456	-15%	644	753	17%	318	486	53%	177	222	25%	439	697	59%	56	69	23%	2,173	2,683	23%
Non-Professional Services	955	963	1%	561	1,075	92%	823	1,243	51%	182	312	71%	1,130	1,847	63%	329	264	-20%	3,980	5,704	43%
Professional Services	1,676	2,178	30%	701	1,201	71%	1,376	3,132	128%	232	388	67%	1,316	3,332	153%	192	380	98%	5,493	10,611	93%
TOTAL COMMERCIAL:	3,170	3,597	13%	1,906	3,029	59%	2,517	4,861	93%	591	922	56%	2,885	5,876	104%	577	713	24%	11,646	18,998	63%
TOTAL USES:	6,885	7,106	3%	4,121	5,687	38%	7,276	10,721	47%	1,630	1,956	20%	12,841	17,084	33%	1,986	1,955	-2%	34,739	44,953	29%

APPENDICES

1 METHODOLOGY

The research methodology for assessing the nature of uses in listed buildings involved obtaining databases with relevant information and analysing them. Two databases were used:

- The National Heritage List for England, a list of all listed buildings nationwide, collated by Historic England. The study focuses on uses in listed buildings because there is no database of un-listed historic buildings.
- A list of all the non-residential uses that take place in buildings, called PointX, which is collated by Ordnance Survey¹¹. It has data about 4 million places across Great Britain “that can be visited, for business and pleasure”. It is compiled from various different data suppliers such as the Local Data Company and Experian.

The approach was to examine areas of a radius of 500 m from a mid-point in the town / city. The rationale is:

- It is easiest to obtain and analyse the data within a circular area. ProMap has an online service that makes it possible to look at the listed buildings, plus other information, within a radius area on a map. Looking at many different towns and city centres on ProMap showed that, in most places, a 500m radius covers the core of the central business district and most listed buildings in commercial use.
- It provides a standard framework for comparing places. It is possible to compare different places on the basis of the number of listed buildings per 500m radius area, and to assess differences in circumstances between places that have different densities of listed buildings.

The nature of the use of listed buildings has been examined in 55 places, shown in Figure 27. They include just over 12,000 listed structures¹² in the 500m radius areas. The places are categorised in two dimensions.

Their “Heritage Density”, as measured by the number of listed structures per 500m radius. They are divided into three groups: High Density (300+ listed buildings per 500m radius), Medium Density (150+ listed buildings per 500m radius), and Low Density (less than 150 listed buildings per 500m radius).

Nature of Place. This is split into six groups: London Central Business District, London Non-Central Business District, Core Cities¹³ Central Business District, Core Cities Non-Central Business District, Small Cities/Large Towns and Towns.

¹¹ The data was purchased from the Landmark Information Group under licence to Colliers International.

¹² In all uses.

¹³ The term given to the eight largest cities outside London: Birmingham, Bristol, Leeds, Liverpool, Manchester, Newcastle, Nottingham and Sheffield. All are included in the study.

Figure 27: Places Analysed

AREA	Category	Listed Structures	Region	AREA	Category	Listed Structures	Region
A. HIGH HERITAGE INTENSITY				SMALL CITIES/LARGE TOWNS (continued)			
300+ LISTED STRUCTURES IN 500M RADIUS OF CENTRAL POINT				26 Colchester	B5	232	East of England
LONDON CENTRAL BUSINESS DISTRICT				27 Exeter	B5	295	South West
1 Mayfair & Marylebone	A1	314	London	28 Guildford	B5	173	South East
2 Soho	A1	394	London	29 Kingston upon Hull	B5	208	Yorkshire
CORE CITIES CENTRAL BUSINESS DISTRICT				30 Huddersfield	B5	294	Yorkshire
3 Bristol Central	A3	330	South West	31 Lancaster	B5	234	North West
4 Nottingham	A3	296	East Midlands	32 Leicester	B5	163	East Midlands
SMALL CITIES/LARGE TOWNS				33 Lincoln	B5	290	East Midlands
5 Canterbury	A5	564	South East	34 St Albans	B5	200	East of England
6 Norwich	A5	467	East of England	35 Truro	B5	251	South West
7 Winchester	A5	320	South East	TOWNS			
8 York	A5	661	Yorkshire	36 Dorchester	B6	213	South West
TOWNS				37 Hexham	B6	176	North East
9 Bury St Edmunds	A6	590	East of England	38 Rye	B6	279	South East
10 Richmond	A6	316	Yorkshire	39 St Ives	B6	169	South West
11 Shrewsbury	A6	508	West Midlands	C. LOW HERITAGE INTENSITY			
12 Whitby	A6	375	Yorkshire	<150 LISTED STRUCTURES / 500M RADIUS OF CENTRAL POINT			
B. MEDIUM HERITAGE INTENSITY				LONDON NON-CENTRAL BUSINESS DISTRICT			
150-300 LISTED STRUCTURES PER 500M RADIUS				40 Borough	C2	97	London
LONDON CENTRAL BUSINESS DISTRICT				41 Shoreditch	C2	123	London
13 City	B1	238	London	CORE CITIES CBD			
LONDON NON-CENTRAL BUSINESS DISTRICT				42 Birmingham Central	C3	112	West Midlands
14 Clerkenwell	B2	176	London	43 Liverpool CBD	C3	142	North West
15 Islington	B2	169	London	44 Sheffield	C3	116	Yorkshire
16 Spitalfields	B2	157	London	CORE CITIES NON-CENTRAL BUSINESS DISTRICT			
CORE CITIES CENTRAL BUSINESS DISTRICT				45 Leeds East / South East	C4	45	Yorkshire
17 Leeds	B3	238	Yorkshire	46 Manchester Northern Qtr/Ancoats	C4	122	North West
18 Manchester Central	B3	211	North West	47 Newcastle Byker	C4	78	North East
19 Newcastle	B3	273	North East	48 Nottingham Derby Road	C4	67	East Midlands
CORE CITIES NON-CENTRAL BUSINESS DISTRICT				49 Sheffield Kelham Island	C4	50	Yorkshire
20 Bristol Clifton	B4	189	South West	SMALL CITIES/LARGE TOWNS			
21 Liverpool - Cathedral Quarter	B4	231	North West	50 Bolton	C5	62	North West
22 Birmingham Jewellery Quarter	B4	188	West Midlands	51 Bradford	C5	125	Yorkshire
SMALL CITIES/LARGE TOWNS				52 Doncaster	C5	115	North East
23 Brighton	B5	262	South East	53 Derby	C5	128	East Midlands
24 Carlisle	B5	193	North West	54 Northampton	C5	72	East Midlands
25 Cheltenham	B5	259	South West	55 Stafford	C5	86	West Midlands
Total Listed Structures:						12,109	

Each point of interest on the Point X database is classified into one of more than 600 types, which are combined into 9 different sets: accommodation, eating and drinking; attractions; commercial services; education and health; manufacturing and production; public infrastructure; retail; sport and entertainment; and transport.

Five of those categories were analysed for the study: accommodation, eating and drinking; commercial services; retail; and sport and entertainment.

The points of interest were then re-categorised into a smaller number in order to reduce the complexity and make it easier to see patterns. They were reorganised into the following categories:

RETAIL

Convenience – mainly food shops and newsagents.

Fashion – clothing, jewellery, shoe and cosmetic stores.

Retail Services¹⁴ – hairdressers, phone shops etc.

Comparison – antiques, gifts, photographic equipment etc.

Charity

LEISURE

Eat and Drink – pubs, restaurants and takeaways.

COMMERCIAL

¹⁴ Many of these are included in the Commercial rather than Retail in the Point of Interest categorisation.

Professional Services – accountants, employment agents, lawyers etc.

Creative Industries – architects, designers, artists, marketing agencies etc.

Non-Professional Services – building repairs, dating agencies etc.

OTHER

Accommodation – hotels, guest houses etc.

Entertainment

Places of Worship

Figure 28 shows how the Point X types were allocated between these categories.

The Creative Industries study which accompanies this study uses the formal definition provided by the Department of Culture Media and Sport (DCMS), which constitutes a set of standard industry classification (SIC codes). It can do that because it uses data from Companies House which is categorised using SIC codes. This study uses Point X data which does not have SIC codes.

The most challenging and time consuming aspect of the analysis was matching the locations on the two data bases. Both databases were entered into the Colliers GIS system. They both contain addresses, but in different format. They do not match.

We used the GIS system to convert postcodes on the Point X database to spatial points and identified the closest points between both databases. Listed buildings has coordinates which provide the exact spatial point. This method returned about 50% of the matches. We then split up the addresses into separate parts in Excel (house number, street name, postcode) for both PointX and Listed buildings, and matched that way. We then checked the matches to verify that both related to the same building.

Bristol Central was used as a sample to check that the procedures had worked and the data was reliable.

The result of the matching of the data was a set of uses that take place in listed buildings, divided into Point of Interest Categories, as described above. The data was then sorted and analysed in Excel.

The Point X data was categorised in the same way. The number of uses in non-listed buildings was obtained by subtracting the number in listed buildings from the total number.

The process does not provide information about the number of buildings that are not listed. That could be done by identifying unique addresses using the PointX database, but was not high priority for this study.

Figure 28: Grouping of Point of Interest Categories

ACCOMMODATION	
1	Camping, Caravanning, Mobile Homes, Holiday Parks
2	Bed and Breakfast and Backpacker Accommodation
3	Hostels and Refuges For The Homeless
4	Hotels, Motels, Country Houses and Inns
5	Self Catering
6	Timeshare
7	Youth Accommodation
8	CHARITY RETAIL
9	COMPARISON RETAIL
10	Baby, Nursery and Playground Equipment
11	Beds and Bedding
12	Brushes
13	Candles
14	Canvas Goods
15	Carpets, Flooring, Rugs and Soft Furnishings
16	Medals, Trophies, Ceremonial and Religious Goods
17	China and Glassware
18	Cookers and Stoves - Non Electrical
19	Curtains and Blinds
20	Cutlery and Tableware
21	Disability and Mobility Equipment
22	Refrigeration and Freezing Appliances
23	Furniture
24	Garden Goods
25	Giftware
26	Hobby, Sports and Pastime Products
27	Disposable Products
28	Lampshades and Lighting
29	Leather Products
30	Luggage, Bags, Umbrellas & Travel Accessories
31	Musical Instruments
32	Photographic and Optical Equipment
33	Saunas and Sunbeds
34	Tents, Marquees and Camping Equipment
35	Tobacco Products
36	Fireplaces and Mantelpieces
37	Conservatories
38	Bathroom Fixtures, Fittings and Sanitary Equipment
39	Alcoholic Drinks
40	Animal Feeds, Pet Foods, Hay and Straw
41	Baking and Confectionery
42	Non Alcoholic Drinks
43	Catering and Non Specific Food Products
44	Abrasive Products and Grinding Equipment
45	Adhesives and Sealants
46	Aeroplanes
47	Agricultural Machinery and Goods
48	Air and Water Filtration
49	Arms and Ammunition
50	Bearing, Gear and Drive Elements
51	Beekeeping Supplies
52	Bricks, Tiles, Clay and Ceramic Products
53	Cable, Wire and Fibre Optics
54	Colours, Chemicals & Water Softeners & Supplies
55	Cleaning Equipment and Supplies
56	Concrete Products
57	Cooling and Refrigeration
58	Electrical Components
59	Electrical Motors and Generators
60	Electrical Production and Manipulation Equipment
61	Electronic Equipment
62	Electronic Media
63	Engines
64	Fertilisers
65	Food and Beverage Industry Machinery
66	General Construction Supplies
67	General Purpose Machinery
68	Glass
69	Horticultural Equipment
70	Industrial Coatings and Finishings
71	Tools Including Machine Shops
72	Lifting and Handling Equipment
73	Lubricants and Lubricating Equipment
74	Marine Equipment Including Boats and Ships
75	Measurement and Inspection Equipment
76	Medical Equipment, Supplies and Pharmaceuticals
77	Metals Manufacturers, Fabricators and Stockholders
78	Moulds, Dies and Castings
79	Office and Shop Equipment
80	Ovens and Furnaces
81	Packaging
82	Paints, Varnishes and Lacquers
83	Pesticides
84	Printing Related Machinery
85	Published Goods
86	Pumps and Compressors
87	Radar and Telecommunications Equipment
88	Road Maintenance Equipment
89	Ropes, Nets and Cordage
90	Rubber, Silicones and Plastics
91	Seals, Tapes, Taps and Valves
92	Signs
93	Special Purpose Machinery and Equipment
94	Textiles, Fabrics, Silk and Machinery
95	Stationery, Stamps, Tags and Labels
96	General Manufacturing
97	Vehicle Bodybuilders
98	Vehicle Components
99	Vehicles
100	Wood Products Inc Charcoal, Paper, Card & Board
101	Workwear
102	Educational Equipment and Supplies
103	Ice
104	Fences, Gates and Railings
105	Access Equipment
106	Car Ports and Steel Buildings
107	Waste Collection, Processing & Disposal Equipment
108	Glass Fibre Services
109	Shelving, Storage, Safes and Vaults
110	Baby and Nursery Equipment & Children's Clothes
111	Confectioners
112	Green and New Age Goods
113	Alcoholic Drinks Inc Off Licences & Wholesalers
114	Markets
115	Tea and Coffee Merchants
116	Supermarket Chains
117	Books and Maps
118	Carpets, Rugs, Soft Furnishings & Needlecraft
119	China and Glassware
120	Craft Supplies
121	Cycles and Accessories
122	DIY and Home Improvement
123	Furniture
124	Garden Centres and Nurseries
125	Garden Machinery and Furniture
126	General Household Goods
127	Hobby, Sports and Pastime Products
128	Leather Goods, Luggage & Travel Accessories
129	Lighting
130	Music and Video
131	Musical Instruments

132	Pets, Supplies and Services	11	Archaeological Sites
133	Camping and Caravanning	12	Battlefields
134	Department Stores	13	Historic Buildings Including Castles, Forts and Abbeys
135	Discount Stores	14	Historic and Ceremonial Structures
136	Mail Order and Catalogue Stores	15	Historical Ships
137	Shopping Centres and Retail Parks	16	Museums
138	Surplus Goods	17	Art Galleries
139	Art and Antiques	18	Commons
140	Florists	19	Country and National Parks
141	Gifts and Cards	20	Picnic Areas
142	Party Goods and Novelties	21	Playgrounds
143	Secondhand Goods	22	Municipal Parks and Gardens
144	Domestic Appliances	23	Designated Scenic Features
145	Electrical Goods and Components	24	Trigonometric Points
146	Photographic and Optical Equipment	25	Laseria, Observatories and Planetaria
147	Stationery and Office Supplies	26	Model Villages
148	Adult Shops	27	Railways (Heritage, Steam and Miniature)
149	Comics Bookshops	28	Theme and Adventure Parks
150	Computer Shops	29	Siteseeing, Tours, Viewing and Visitor Centres
151	Potteries	30	Information Centres
152	New Vehicles	31	Unspecified and Other Attractions
153	Secondhand Vehicles	32	Ponds
154	Vehicle Auctions	33	Lakes and Waters
155	Vehicle Parts and Accessories	34	Lochs and Lochans
	CONVENIENCE RETAIL	35	Tarns, Pools and Meres
1	PayPoint Locations	36	Reservoirs
2	Dairy Products	37	Settling, Balancing and Silt Ponds
3	Fish, Meat and Poultry Products	38	Children's Activity Centres
4	Milling, Refining and Food Additives	39	Entertainment Services
5	Bakeries	40	Firework Related Services
6	Butchers	41	Funfair Services
7	Delicatessens	42	Mobile Discos
8	Fishmongers	43	Motorsport Services
9	Frozen Foods	44	Amusement Parks and Arcades
10	Grocers, Farm Shops and Pick Your Own	45	Bingo Halls
11	Herbs and Spices	46	Bookmakers
12	Organic, Health, Gourmet and Kosher Foods	47	Casinos
13	Convenience Stores and Independent Supermarkets	48	Pools Promoters
14	Livestock Markets	49	Angling and Sports Fishing
15	Cash and Carry	50	Combat, Laser and Paintball Games
	CREATIVE INDUSTRIES	51	Hot Air Ballooning
1	Metalworkers Including Blacksmiths	52	Parachuting and Bungee Jumping
2	Architectural and Building-Related Consultants	53	Paragliding and Hang Gliding
3	Modelling and Theatrical Agencies	54	Watersports
4	Advertising Services	55	Riding Schools, Livery Stables and Equestrian Centres
5	Artists, Illustrators and Calligraphers	56	Outdoor Pursuit Organisers and Equipment
6	Electronic and Internet Publishers	57	Athletics Facilities
7	Internet Services	58	Bowling Facilities
8	Literary Services	59	Climbing Facilities
9	Marketing Services	60	Golf Ranges, Courses, Clubs and Professionals
10	Recording Studios and Record Companies	61	Gymnasiums, Sports Halls and Leisure Centres
11	Television and Radio Services	62	Ice Rinks
12	Photographic Services	63	Motorsport Venues
13	Sculptors, Wood Workers and Stone Masons	64	Racecourses and Greyhound Tracks
14	Design Services	65	Shooting Facilities
	EAT AND DRINK	66	Ski Infrastructure and Aerial Cableways
1	Banqueting and Function Rooms	67	Snooker and Pool Halls
2	Cafes, Snack Bars and Tea Rooms	68	Sports Grounds, Stadia and Pitches
3	Fast Food and Takeaway Outlets	69	Squash Courts
4	Fast Food Delivery Services	70	Swimming Pools
5	Fish and Chip Shops	71	Tennis Facilities
6	Internet Cafes	72	Velodromes
7	Pubs, Bars and Inns	73	Cinemas
8	Restaurants	74	Discos
	ENTERTAINMENT	75	Nightclubs
1	Zoos and Animal Collections	76	Social Clubs
2	Spas	77	Theatres and Concert Halls
3	Bouncy Castles and Inflatables Hire	78	Conference and Exhibition Centres
4	Aquaria and Sea Life Centres	79	Adult Venues
5	Bird Reserves, Collections and Sanctuaries		FASHION
6	Butterfly Farms	1	Clothing, Components and Accessories
7	Farm Based Attractions	2	Cosmetics, Toiletries and Perfumes
8	Horticultural Attractions	3	Footwear
9	Salmon Ladders	4	Jewellery, Gems, Clocks and Watches
10	Zoos and Animal Collections	5	Lingerie and Hosiery

- | | | | |
|----|---|-----|--|
| 6 | Clothing | 61 | Pet Cemeteries and Crematoria |
| 7 | Footwear | 62 | Veterinarians and Animal Hospitals |
| 8 | Jewellery and Fashion Accessories | 63 | Veterinary Pharmacies |
| 9 | Lingerie and Hosiery | 64 | Education Authorities |
| 10 | Cosmetics, Toiletries, Perfumes & Hairdressing Supplies | 65 | Education Services |
| | NON PROFESSIONAL SERVICES | 66 | Examination Boards |
| 1 | Construction Completion Services | 67 | Alternative, Natural and Complementary |
| 2 | Construction Plant | 68 | Foot Related Services |
| 3 | Cutting, Drilling and Welding Services | 69 | Homeopaths |
| 4 | Demolition Services | 70 | Speech Therapists |
| 5 | Diving Services | 71 | Clinics and Health Centres |
| 6 | Electrical Contractors | 72 | Nursing and Residential Care Homes |
| 7 | Gardening, Landscaping & Tree Surgery Services | 73 | Parenting and Childcare Services |
| 8 | Glaziers | 74 | Day and Care Centres |
| 9 | Painting and Decorating Services | 75 | Ballet and Dance Schools |
| 10 | Plasterers | 76 | Beauty and Hairdressing Schools |
| 11 | Plumbing and Heating Services | 77 | Diving Schools |
| 12 | Pool and Court Construction | 78 | Drama Schools |
| 13 | Roofing and Chimney Services | 79 | Driving and Motorcycle Schools |
| 14 | Fencing and Drystone Walling Services | 80 | First Aid Training |
| 15 | Building and Component Suppliers | 81 | Flying Schools |
| 16 | Security Consultants | 82 | Language Schools |
| 17 | Domestic Staff and Home Help | 83 | Martial Arts Instruction |
| 18 | Driver Agencies | 84 | Music Teachers and Schools |
| 19 | Agricultural Contractors | 85 | Nursery Schools & Pre / After School Care |
| 20 | Display and Window Dressers | 86 | Sailing Schools |
| 21 | Drain and Sewage Clearance | 87 | Sports and Fitness Coaching |
| 22 | Linen Hire and Washroom Services | 88 | Training Providers and Centres |
| 23 | Office Services | 89 | Telecommunications Companies |
| 24 | Packers | 90 | Utility Companies and Brokers |
| 25 | Computer Security | 91 | Animal Welfare Organisations |
| 26 | Computer Systems Services | 92 | Fan Clubs and Associations |
| 27 | Concert/Exhibition Organisers and Services | 93 | Sports Clubs and Associations |
| 28 | Database Services | 94 | Institutes and Professional Organisations |
| 29 | Desktop Publishing Services | 95 | Political Parties and Related Organisations |
| 30 | Film and Video Services | 96 | Religious Organisations |
| 31 | General Computer Services | 97 | Youth Organisations |
| 32 | Event Ticket Agents and Box Office | 98 | Community Networks and Projects |
| 33 | Astrologers, Clairvoyants and Palmists | 99 | Charitable Organisations |
| 34 | Customer Service Centres | 100 | Conservation Organisations |
| 35 | CV Writers | 101 | Coal Mining |
| 36 | Headquarters, Administration and Central Offices | 102 | Oil & Gas Extraction, Refinery & Product Manufacture |
| 37 | Motoring Organisations | 103 | Ore Mining |
| 38 | Party Organisers | 104 | Peat Extraction |
| 39 | Sports Services | 105 | Sand, Gravel and Clay Extraction and Merchants |
| 40 | Weather Services | 106 | Stone Quarrying and Preparation |
| 41 | Window Cleaners | 107 | Unspecified Quarries or Mines |
| 42 | Musicians, Orchestras and Composers | 108 | Business Parks and Industrial Estates |
| 43 | Vehicle Breakdown and Recovery Services | 109 | Fuel Distributors and Suppliers |
| 44 | Sewage Services | | PLACE OF WORSHIP |
| 45 | Printing On Garments | | PROFESSIONAL SERVICES |
| 46 | Commercial Property Letting | 1 | Business-Related Consultants |
| 47 | Recycling, Reclamation and Disposal | 2 | Computer Consultants |
| 48 | Rag Merchants | 3 | Construction Service Consultants |
| 49 | Clearance and Salvage Dealers | 4 | Feng Shui Consultants, Furnishers & Shop Fitters |
| 50 | Scrap Metal Dealers and Breakers Yards | 5 | Food Consultants |
| 51 | Waste Paper Merchants | 6 | Image Consultants |
| 52 | Building Repairs | 7 | Interpretation and Translation Consultants |
| 53 | Household Repairs and Restoration | 8 | Traffic Mgmt & Transport Related Consultants |
| 54 | Industrial Repairs and Servicing | 9 | Careers Offices & Armed Forces Recruitment |
| 55 | Vehicle Repair, Testing and Servicing | 10 | Employment Agencies |
| 56 | Distribution and Haulage | 11 | Nursing Agencies |
| 57 | Import and Export Services | 12 | Aviation Engineers |
| 58 | Removals and Shipping Agents | 13 | Chemical Engineers |
| 59 | Taxi Services | 14 | Civil Engineers |
| 60 | Clothing Hire | 15 | Electrical and Electronic Engineers |

16	Hydraulic Engineers	88	Courts, Court Services and Tribunals
17	Industrial Engineers	89	Driving Test Centres
18	Instrumentation Engineers	90	Embassies and Consulates
19	Marine Engineers and Services	91	Fire Brigade Stations
20	Mechanical Engineers	92	Central Government
21	Pneumatic Engineers	93	Local Government
22	Precision Engineers	94	Revenue and Customs Offices
23	Structural Engineers	95	Job Centres
24	Aircraft Charters	96	Members of Parliament / European Parliament
25	Catering Services	97	Police Stations
26	Contract Cleaning Services	98	Prisons
27	Mailing and Other Information Services	99	Probation Offices & Police Support Services
28	Plate Makers, Print Finishers and Type Setters	100	Registrars Offices
29	Press and Journalism Services	101	Social Service Activities
30	Accountants and Auditors	102	Tribunals
31	Auctioneers, Auction Rooms and Valuers	103	Foreign Country Support Activities
32	Company Registration and Trademarks	104	Electrical Features
33	Copyright and Patent	105	Fire Safety Features
34	Credit Reference Agencies	106	Gas Features
35	Debt Collecting Agencies	107	Meteorological Features
36	Financial Advice Services		RETAIL SERVICES
37	Fundraising Services	1	Building Contractors
38	Insurers and Support Activities	2	Restoration and Preservation Services
39	Solicitors, Advocates and Notaries Public	3	Road Construction Services
40	Stocks, Shares and Unit Trusts	4	Telecommunications Consultants
41	Commodity Dealers	5	Pest and Vermin Control
42	Franchise and Holding Company Services	6	Printing and Photocopying Services
43	Pension and Fund Management	7	Telephone, Telex and Fax Services
44	Detective and Investigation Agencies	8	Banks and Building Societies
45	Funeral and Associated Services	9	Currency Conversion and Money Transfers
46	Historical Research	10	Cheque Cashing
47	Estate and Property Management	11	Mortgage and Financial Lenders
48	Property Development Services	12	Pawnbrokers
49	Property Information Services	13	Hotel Booking Agencies
50	Research Services	14	Hair and Beauty Services
51	Testing and Analysis Services	15	Cleaning Services
52	Airlines and Airline Services	16	Lock, Key and Security Services
53	Railway Related Services	17	Message and Greeting Services
54	Sound, Light & Vision Service & Equipment Hire	18	Personalisation
55	Dental Technicians	19	Tattooing and Piercing Services
56	Dieticians and Nutritionists	20	Trophies and Engraving Services
57	Midwifery	21	Vehicle Cleaning Services
58	Optometrists and Opticians	22	Wedding Services
59	Physical Therapy	23	Tailoring and Clothing Alteration
60	Surgeons and Cosmetic Surgeries	24	Slimming Clubs and Services
61	Chemists and Pharmacies	25	Adult Services
62	Dental and Medical Laboratories	26	Property Sales
63	Dental Surgeries	27	Property Letting
64	Doctors Surgeries	28	Electrical Equipment Repair and Servicing
65	Hospices	29	Service Industry Equipment Repairs
66	Hospitals	30	Sports and Leisure Equipment Repair
67	Mental Health Centres and Practitioners	31	Tool Repairs
68	Accident and Emergency Hospitals	32	Shoe Repairs
69	Walk-In Centre	33	Animal Transportation
70	Ambulance and Medical Transportation Services	34	Courier, Delivery and Messenger
71	Blood Transfusion Service	35	Ferry and Cruise Companies
72	Counselling and Advice Services	36	Boat Hiring Services
73	Health Authorities	37	Construction and Tool Hire
74	Medical Waste Disposal Services	38	Leisure Equipment Hirings
75	Pregnancy Related Services and Help Centres	39	Renting and Leasing of Personal and Household Goods
76	X-Ray Services	40	Vehicle Hire and Rental
77	First, Primary and Infant Schools	41	Animal Clipping and Grooming
78	Further Education Establishments	42	Dog Training
79	Independent and Preparatory Schools	43	Horse Training
80	Broad Age Range and Secondary State Schools	44	Kennels and Catteries
81	Special Schools and Colleges	45	Secure Units
82	Higher Education Establishments	46	Medical Equipment Rental and Leasing
83	Unspecified and Other Schools	47	Travel Agencies
84	Pupil Referral Units	48	Computer Supplies
85	Armed Services	49	Telephones and Telephone Cards
86	Coastal Safety	50	Post Offices
87	Consular Services	51	Garages, Garden and Portable Buildings

1 DETAILED DATA FOR USES IN 55 PLACES

The tables below show the full data by place for the business uses that take place in listed and non-listed buildings in 500m radius areas of a central point in the 55 places analysed.

Figure 29: Number of business uses in non-listed and listed buildings – High Heritage Density

	Mayfair	Soho	Bristol Central	Nottingham	Norwich	Winchester	York	Canterbury	Richmond	Whitby	Bury St Edmunds	Shrewsbury	TOTAL	% OF TOTAL
USES IN NON-LISTED BUILDINGS														
Comparison Retail - Independent	148	200	41	73	85	32	49	20	11	30	26	41	756	7%
Retail Services - Independent	160	194	55	131	99	37	56	30	16	18	39	50	885	8%
Fashion - Independent	181	151	26	47	55	16	24	1	7	14	18	26	566	5%
Convenience Retail - Independent	17	57	22	16	19	5	14	7	2	12	9	14	194	2%
Total Independent Retail:	506	602	144	267	258	90	143	58	36	74	92	131	2,401	21%
Comparison Retail - Branded	52	53	38	50	41	25	35	38	5	10	31	26	404	4%
Retail Services - Branded	90	53	38	81	54	36	34	33	5	13	27	21	485	4%
Fashion - Branded	293	115	47	122	63	28	69	62	1	6	38	32	876	8%
Convenience Retail - Branded	19	24	27	40	17	6	11	5	4	7	7	8	175	2%
Total Branded Retail:	454	245	150	293	175	95	149	138	15	36	103	87	1,940	17%
Charity Retail	3	0	2	8	7	7	2	7	3	8	7	8	62	1%
TOTAL RETAIL:	963	847	296	568	440	192	294	203	54	118	202	226	4,403	38%
Eat and Drink - Independent	139	401	123	184	72	39	98	28	14	57	36	46	1,237	11%
Eat and Drink - Branded	102	206	39	99	41	16	53	26	2	5	19	14	622	5%
TOTAL EAT AND DRINK:	241	607	162	283	113	55	151	54	16	62	55	60	1,859	16%
Creative Industries	108	288	61	59	40	25	26	13	4	2	17	15	658	6%
Non-Professional Services	328	428	121	149	80	64	65	41	17	26	49	48	1,416	12%
Professional Services	725	519	240	221	164	94	117	80	32	33	97	82	2,404	21%
TOTAL COMMERCIAL:	1,161	1,235	422	429	284	183	208	134	53	61	163	145	4,478	39%
Accommodation	14	20	10	11	2	8	14	5	2	60	1	2	149	1%
Entertainment	53	176	34	56	27	16	24	14	5	13	13	37	468	4%
Place of Worship	5	9	16	11	19	16	23	15	4	9	11	9	147	1%
TOTAL USES:	2,437	2,894	940	1,358	885	470	714	425	134	323	445	479	11,504	100%
USES IN LISTED BUILDINGS														
Comparison Retail - Independent	72	48	34	22	43	23	91	40	12	50	26	49	510	10%
Retail Services - Independent	49	60	37	34	55	20	75	68	20	15	55	61	549	11%
Fashion - Independent	119	64	9	24	46	6	53	27	5	32	24	46	455	9%
Convenience Retail - Independent	3	13	4	7	13	3	30	18	8	10	9	9	127	3%
Total Independent Retail:	243	185	84	87	157	52	249	153	45	107	114	165	1,641	32%
Comparison Retail - Branded	6	5	1	14	7	6	32	13	3	1	16	23	127	3%
Retail Services - Branded	12	7	6	17	23	20	49	22	8	3	25	22	214	4%
Fashion - Branded	38	49	2	25	19	12	52	21	1	2	19	26	266	5%
Convenience Retail - Branded	1	4	6	7	0	4	15	3	6	3	4	2	55	1%
Total Branded Retail:	57	65	15	63	49	42	148	59	18	9	64	73	662	13%
Charity Retail	0	0	1	4	5	2	13	7	4	2	4	8	50	1%
TOTAL RETAIL:	300	250	100	154	211	96	410	219	67	118	182	246	2,353	46%
Eat and Drink - Independent	24	93	82	52	76	15	158	91	24	50	36	73	774	15%
Eat and Drink - Branded	12	29	18	32	19	15	45	23	3	1	14	20	231	5%
TOTAL EAT AND DRINK:	36	122	100	84	95	30	203	114	27	51	50	93	1,005	20%
Creative Industries	33	43	24	33	31	21	25	16	4	9	5	16	260	5%
Non-Professional Services	69	74	48	34	27	17	33	17	8	1	14	23	365	7%
Professional Services	219	94	79	73	73	47	54	38	8	6	57	60	808	16%
TOTAL COMMERCIAL:	321	211	151	140	131	85	112	71	20	16	76	99	1,433	28%
Accommodation	4	5	4	6	7	3	15	8	11	15	4	12	94	2%
Entertainment	11	48	19	19	12	9	20	2	5	2	6	8	161	3%
Place of Worship	3	1	2	0	9	0	2	1	0	0	2	0	20	0%
TOTAL USES:	675	637	376	403	465	223	762	415	130	202	320	458	5,066	100%

Figure 30: Business uses in non-listed and listed buildings, % of total – Medium Heritage Density

	Mayfair	Soho	Bristol Central	Nottingham	Norwich	Winchester	York	Canterbury	Richmond	Whitby	Bury St Edmunds	Shrewsbury	TOTAL
USES IN NON-LISTED BUILDINGS													
Comparison Retail - Independent	6%	7%	4%	5%	10%	7%	7%	5%	8%	9%	6%	9%	7%
Retail Services - Independent	7%	7%	6%	10%	11%	8%	8%	7%	12%	6%	9%	10%	8%
Fashion - Independent	7%	5%	3%	3%	6%	3%	3%	0%	5%	4%	4%	5%	5%
Convenience Retail - Independent	1%	2%	2%	1%	2%	1%	2%	2%	1%	4%	2%	3%	2%
Total Independent Retail:	21%	21%	15%	20%	29%	19%	20%	14%	27%	23%	21%	27%	21%
Comparison Retail - Branded	2%	2%	4%	4%	5%	5%	5%	9%	4%	3%	7%	5%	4%
Retail Services - Branded	4%	2%	4%	6%	6%	8%	5%	8%	4%	4%	6%	4%	4%
Fashion - Branded	12%	4%	5%	9%	7%	6%	10%	15%	1%	2%	9%	7%	8%
Convenience Retail - Branded	1%	1%	3%	3%	2%	1%	2%	1%	3%	2%	2%	2%	2%
Total Branded Retail:	19%	8%	16%	22%	20%	20%	21%	32%	11%	11%	23%	18%	17%
Charity Retail	0%	0%	0%	1%	1%	1%	0%	2%	2%	2%	2%	2%	1%
TOTAL RETAIL:	40%	29%	31%	42%	50%	41%	41%	48%	40%	37%	45%	47%	38%
Eat and Drink - Independent	6%	14%	13%	14%	8%	8%	14%	7%	10%	18%	8%	10%	11%
Eat and Drink - Branded	4%	7%	4%	7%	5%	3%	7%	6%	1%	2%	4%	3%	5%
TOTAL EAT AND DRINK:	10%	21%	17%	21%	13%	12%	21%	13%	12%	19%	12%	13%	16%
Creative Industries	4%	10%	6%	4%	5%	5%	4%	3%	3%	1%	4%	3%	6%
Non-Professional Services	13%	15%	13%	11%	9%	14%	9%	10%	13%	8%	11%	10%	12%
Professional Services	30%	18%	26%	16%	19%	20%	16%	19%	24%	10%	22%	17%	21%
TOTAL COMMERCIAL:	48%	43%	45%	32%	32%	39%	29%	32%	40%	19%	37%	30%	39%
TOTAL USES:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Accommodation	1%	1%	1%	1%	0%	2%	2%	1%	1%	19%	0%	0%	1%
Entertainment	2%	6%	4%	4%	3%	3%	3%	3%	4%	4%	3%	8%	4%
Place of Worship	0%	0%	2%	1%	2%	3%	3%	4%	3%	3%	2%	2%	1%
TOTAL USES:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
USES IN LISTED BUILDINGS													
Comparison Retail - Independent	11%	8%	9%	5%	9%	10%	12%	10%	9%	25%	8%	11%	10%
Retail Services - Independent	7%	9%	10%	8%	12%	9%	10%	16%	15%	7%	17%	13%	11%
Fashion - Independent	18%	10%	2%	6%	10%	3%	7%	7%	4%	16%	8%	10%	9%
Convenience Retail - Independent	0%	2%	1%	2%	3%	1%	4%	4%	6%	5%	3%	2%	3%
Total Independent Retail:	36%	29%	22%	22%	34%	23%	33%	37%	35%	53%	36%	36%	32%
Comparison Retail - Branded	1%	1%	0%	3%	2%	3%	4%	3%	2%	0%	5%	5%	3%
Retail Services - Branded	2%	1%	2%	4%	5%	9%	6%	5%	6%	1%	8%	5%	4%
Fashion - Branded	6%	8%	1%	6%	4%	5%	7%	5%	1%	1%	6%	6%	5%
Convenience Retail - Branded	0%	1%	2%	2%	0%	2%	2%	1%	5%	1%	1%	0%	1%
Total Branded Retail:	8%	10%	4%	16%	11%	19%	19%	14%	14%	4%	20%	16%	13%
Charity Retail	0%	0%	0%	1%	1%	1%	2%	2%	3%	1%	1%	2%	1%
TOTAL RETAIL:	44%	39%	27%	38%	45%	43%	54%	53%	52%	58%	57%	54%	46%
Eat and Drink - Independent	4%	15%	22%	13%	16%	7%	21%	22%	18%	25%	11%	16%	15%
Eat and Drink - Branded	2%	5%	5%	8%	4%	7%	6%	6%	2%	0%	4%	4%	5%
TOTAL EAT AND DRINK:	5%	19%	27%	21%	20%	13%	27%	27%	21%	25%	16%	20%	20%
Creative Industries	5%	7%	6%	8%	7%	9%	3%	4%	3%	4%	2%	3%	5%
Non-Professional Services	10%	12%	13%	8%	6%	8%	4%	4%	6%	0%	4%	5%	7%
Professional Services	32%	15%	21%	18%	16%	21%	7%	9%	6%	3%	18%	13%	16%
TOTAL COMMERCIAL:	48%	33%	40%	35%	28%	38%	15%	17%	15%	8%	24%	22%	28%
Accommodation	1%	1%	1%	1%	2%	1%	2%	2%	8%	7%	1%	3%	2%
Entertainment	2%	8%	5%	5%	3%	4%	3%	0%	4%	1%	2%	2%	3%
Place of Worship	0%	0%	1%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%
TOTAL USES:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Figure 33: Number of business uses in non-listed and listed buildings – Low Heritage Density

	Borough	London Shoreditch	Birmingham CBD	Liverpool CBD	Sheffield	Manchester Northern City	Leeds - East / South East	Newcastle - Byker	Nottingham Derby Road	Sheffield - Kelham Island	Bolton	Bradford	Doncaster	Derby	Northampton	Stafford	TOTAL	% OF TOTAL
USES IN NON-LISTED BUILDINGS																		
Comparison Retail - Independent	85	169	35	43	40	88	36	25	32	62	54	54	61	77	33	42	936	6%
Retail Services - Independent	93	167	106	118	69	143	49	3	61	40	88	93	138	118	98	74	1,458	10%
Fashion - Independent	8	127	31	56	33	84	19	3	6	11	40	37	30	60	28	21	594	4%
Convenience Retail - Independent	26	44	20	28	15	19	16	2	19	9	33	34	36	43	19	8	371	3%
Total Independent Retail:	212	507	192	245	157	334	120	33	118	122	215	218	265	298	178	145	3,359	23%
Comparison Retail - Branded	17	12	51	75	35	21	17	6	3	1	37	50	47	42	43	34	491	3%
Retail Services - Branded	23	18	82	67	57	28	13	0	4	5	55	36	35	58	56	50	587	4%
Fashion - Branded	5	16	118	164	64	13	4	0	0	0	40	64	51	54	57	33	683	5%
Convenience Retail - Branded	27	17	33	37	29	30	9	3	6	4	23	22	21	27	24	8	320	2%
Total Branded Retail:	72	63	284	343	185	92	43	9	13	10	155	172	154	181	180	125	2,081	14%
Charity Retail	0	0	2	3	8	5	1	0	0	0	7	8	9	16	11	9	79	1%
TOTAL RETAIL:	284	570	478	591	350	431	164	42	131	132	377	398	428	495	369	279	5,519	38%
Eat and Drink - Independent	116	211	113	156	119	157	83	1	52	47	97	75	101	129	88	59	1,604	11%
Eat and Drink - Branded	64	43	89	95	45	51	14	0	6	2	28	29	18	28	32	21	565	4%
TOTAL EAT AND DRINK:	180	254	202	251	164	208	97	1	58	49	125	104	119	157	120	80	2,169	15%
Creative Industries	166	378	42	49	42	137	54	25	16	29	22	21	27	32	14	11	1,065	7%
Non-Professional Services	284	397	170	124	130	192	66	45	45	55	64	74	89	96	57	61	1,949	13%
Professional Services	289	394	492	363	254	209	102	29	97	83	123	122	157	158	94	119	3,085	21%
TOTAL COMMERCIAL:	739	1169	704	536	426	538	222	99	158	167	209	217	273	286	165	191	6,099	42%
Accommodation	16	10	22	24	7	15	9	0	6	2	3	5	4	9	7	3	142	1%
Entertainment	43	85	40	59	43	44	21	6	19	11	38	40	36	44	34	16	579	4%
Place of Worship	8	8	7	5	10	7	4	5	6	5	14	4	9	14	0	5	111	1%
TOTAL USES:	1,270	2,096	1,453	1,466	1,000	1,243	517	153	378	366	766	768	869	1,005	695	574	14,619	100%
USES IN LISTED BUILDINGS																		
Comparison Retail - Independent	7	14	4	20	4	12	24	0	5	12	3	8	11	10	3	4	141	7%
Retail Services - Independent	5	12	21	33	14	22	23	1	7	1	3	22	15	30	12	10	231	11%
Fashion - Independent	1	19	2	4	2	12	29	0	1	0	3	3	5	9	2	3	95	5%
Convenience Retail - Independent	6	2	1	3	2	1	32	1	1	0	2	2	6	7	1	1	68	3%
Total Independent Retail:	19	47	28	60	22	47	108	2	14	13	11	35	37	56	18	18	535	26%
Comparison Retail - Branded	0	0	2	2	2	4	2	0	1	0	0	1	2	1	0	3	20	1%
Retail Services - Branded	2	4	12	14	7	9	3	0	0	1	0	11	10	12	10	5	100	5%
Fashion - Branded	2	1	5	3	1	17	0	0	0	0	0	1	3	0	0	3	36	2%
Convenience Retail - Branded	3	1	1	3	2	1	3	0	0	0	0	1	5	2	2	1	25	1%
Total Branded Retail:	7	6	20	22	12	31	8	0	1	1	0	14	20	15	12	12	181	9%
Charity Retail	0	0	0	0	2	0	1	0	0	0	0	4	2	0	0	1	10	0%
TOTAL RETAIL:	26	53	48	82	36	78	117	2	15	14	11	53	59	71	30	31	726	35%
Eat and Drink - Independent	17	30	24	51	29	31	20	1	5	1	5	17	29	31	17	8	316	15%
Eat and Drink - Branded	13	4	15	14	11	10	5	0	0	0	4	1	8	14	5	5	109	5%
TOTAL EAT AND DRINK:	30	34	39	65	40	41	25	1	5	1	9	18	37	45	22	13	425	20%
Creative Industries	20	25	16	25	5	25	14	1	3	10	2	9	2	10	3	1	171	8%
Non-Professional Services	19	19	19	33	8	27	6	4	6	11	8	19	6	11	8	3	207	10%
Professional Services	34	16	75	94	32	34	9	3	9	12	23	50	18	24	23	10	466	22%
TOTAL COMMERCIAL:	73	60	110	152	45	86	29	8	18	33	33	78	26	45	34	14	844	40%
Accommodation	0	1	0	3	1	5	0	0	1	0	0	2	2	2	0	0	17	1%
Entertainment	2	6	4	11	11	9	3	1	0	3	6	2	5	6	7	3	79	4%
Place of Worsjip	0	2	0	0	0	0	1	0	0	0	1	0	1	0	0	0	5	0%
TOTAL USES:	131	156	201	313	133	219	175	12	39	51	60	153	130	169	93	61	2,096	100%

Figure 34: Businesses uses in non-listed and listed buildings, % of total – Low Heritage Density

	Borough	London Shoreditch	Birmingham CBD	Liverpool CBD	Sheffield	Manchester Northern Qtr	Leeds - East/ South East	Newcastle - Byker	Nottingham Derby Road	Sheffield - Kelham Island	Bolton	Bradford	Doncaster	Derby	Northampton	Stafford	TOTAL
NON-LISTED BUILDINGS																	
Comparison Retail - Independent	7%	8%	2%	3%	4%	7%	7%	16%	8%	17%	7%	7%	7%	8%	5%	7%	6%
Retail Services - Independent	7%	8%	7%	8%	7%	12%	9%	2%	16%	11%	11%	12%	16%	12%	14%	13%	10%
Fashion - Independent	1%	6%	2%	4%	3%	7%	4%	2%	2%	3%	5%	5%	3%	6%	4%	4%	4%
Convenience Retail - Independent	2%	2%	1%	2%	2%	2%	3%	1%	5%	2%	4%	4%	4%	4%	3%	1%	3%
Total Independent Retail:	17%	24%	13%	17%	16%	27%	23%	22%	31%	33%	28%	28%	30%	30%	26%	25%	23%
Comparison Retail - Branded	1%	1%	4%	5%	4%	2%	3%	4%	1%	0%	5%	7%	5%	4%	6%	6%	3%
Retail Services - Branded	2%	1%	6%	5%	6%	2%	3%	0%	1%	7%	5%	5%	4%	6%	8%	9%	4%
Fashion - Branded	0%	1%	8%	11%	6%	1%	1%	0%	0%	5%	8%	8%	6%	5%	8%	6%	5%
Convenience Retail - Branded	2%	1%	2%	3%	3%	2%	2%	2%	2%	1%	3%	3%	2%	3%	3%	1%	2%
Total Branded Retail:	6%	3%	20%	23%	19%	7%	8%	6%	3%	3%	20%	22%	18%	18%	26%	22%	14%
Charity Retail	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	1%	2%	2%	2%	1%
TOTAL RETAIL:	22%	27%	33%	40%	35%	35%	32%	27%	35%	36%	49%	52%	49%	49%	53%	49%	38%
Eat and Drink - Independent	9%	10%	8%	11%	12%	13%	16%	1%	14%	13%	13%	10%	12%	13%	13%	10%	11%
Eat and Drink - Branded	5%	2%	6%	6%	5%	4%	3%	0%	2%	1%	4%	4%	2%	3%	5%	4%	4%
TOTAL EAT AND DRINK:	14%	12%	14%	17%	16%	17%	19%	1%	15%	13%	16%	14%	14%	16%	17%	14%	15%
Creative Industries	13%	18%	3%	3%	4%	11%	10%	16%	4%	8%	3%	3%	3%	3%	2%	2%	7%
Non-Professional Services	22%	19%	12%	8%	13%	15%	13%	29%	12%	15%	8%	10%	10%	10%	8%	11%	13%
Professional Services	23%	19%	34%	25%	25%	17%	20%	19%	26%	23%	16%	16%	18%	16%	14%	21%	21%
TOTAL COMMERCIAL:	58%	56%	48%	37%	43%	43%	43%	65%	42%	46%	27%	28%	31%	28%	24%	33%	42%
TOTAL USES:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
USES IN LISTED BUILDINGS																	
Comparison Retail - Independent	5%	9%	2%	6%	3%	5%	14%	0%	13%	24%	5%	5%	8%	6%	3%	7%	7%
Retail Services - Independent	4%	8%	10%	11%	11%	10%	13%	8%	18%	2%	5%	14%	12%	18%	13%	16%	11%
Fashion - Independent	1%	12%	1%	1%	2%	5%	17%	0%	3%	0%	5%	2%	4%	5%	2%	5%	5%
Convenience Retail - Independent	5%	1%	0%	1%	2%	0%	18%	8%	3%	0%	3%	1%	5%	4%	1%	2%	3%
Total Independent Retail:	15%	30%	14%	19%	17%	21%	62%	17%	36%	25%	18%	23%	28%	33%	19%	30%	26%
Comparison Retail - Branded	0%	0%	1%	1%	2%	2%	1%	0%	3%	0%	0%	1%	2%	1%	0%	5%	1%
Retail Services - Branded	2%	3%	6%	4%	5%	4%	2%	0%	0%	2%	0%	7%	8%	7%	11%	8%	5%
Fashion - Branded	2%	1%	2%	1%	1%	8%	0%	0%	0%	0%	0%	1%	2%	0%	0%	5%	2%
Convenience Retail - Branded	2%	1%	0%	1%	2%	0%	2%	0%	0%	0%	0%	1%	4%	1%	2%	2%	1%
Total Branded Retail:	5%	4%	10%	7%	9%	14%	5%	0%	3%	2%	0%	9%	15%	9%	13%	20%	9%
Charity Retail	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	3%	2%	0%	0%	2%	0%
TOTAL RETAIL:	20%	34%	24%	26%	27%	36%	67%	17%	38%	27%	18%	35%	45%	42%	32%	51%	35%
Eat and Drink - Independent	13%	19%	12%	16%	22%	14%	11%	8%	13%	2%	8%	11%	22%	18%	18%	13%	15%
Eat and Drink - Branded	10%	3%	7%	4%	8%	5%	3%	0%	0%	7%	1%	6%	6%	8%	5%	8%	5%
TOTAL EAT AND DRINK:	23%	22%	19%	21%	30%	19%	14%	8%	13%	2%	15%	12%	28%	27%	24%	21%	20%
Creative Industries	15%	16%	8%	8%	4%	11%	8%	8%	8%	20%	3%	6%	2%	6%	3%	2%	8%
Non-Professional Services	15%	12%	9%	11%	6%	12%	3%	33%	15%	22%	13%	12%	5%	7%	9%	5%	10%
Professional Services	26%	10%	37%	30%	24%	16%	5%	25%	23%	24%	38%	33%	14%	14%	25%	16%	22%
TOTAL COMMERCIAL:	56%	38%	55%	49%	34%	39%	17%	67%	46%	65%	55%	51%	20%	27%	37%	23%	40%
Accommodation	0%	1%	0%	1%	1%	2%	0%	0%	3%	0%	0%	1%	2%	1%	0%	0%	1%
Entertainment	2%	4%	2%	4%	8%	4%	2%	8%	0%	6%	10%	1%	4%	4%	8%	5%	4%
Place of Worship	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%
TOTAL USES:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2 SUMMARISED DATA FOR 55 PLACES

Figure 35: Number of businesses uses in non-listed and listed buildings – High Heritage Density

	Mayfair	Soho	Bristol Central	Nottingham	Norwich	Winchester	York	Canterbury	Richmond	Whitby	Bury St Edmunds	Shrewsbury	TOTAL
USES IN NON-LISTED BUILDINGS													
INDEPENDENTS													
Retail	506	602	144	267	258	90	143	58	36	74	92	131	2,401
Eating & Drinking	139	401	123	184	72	39	98	28	14	57	36	46	1,237
Total	645	1003	267	451	330	129	241	86	50	131	128	177	3,638
BRANDS													
Retail	454	245	150	293	175	95	149	138	15	36	103	87	1,940
Eating & Drinking	102	206	39	99	41	16	53	26	2	5	19	14	622
Total	556	451	189	392	216	111	202	164	17	41	122	101	2,562
TOTAL													
Retail	960	847	294	560	433	185	292	196	51	110	195	218	4,341
Eating & Drinking	241	607	162	283	113	55	151	54	16	62	55	60	1,859
Total	1201	1454	456	843	546	240	443	250	67	172	250	278	6,200
% OF EATING & DRINKING & RETAIL													
Independents	54%	69%	59%	53%	60%	54%	54%	34%	75%	76%	51%	64%	59%
Brands	46%	31%	41%	47%	40%	46%	46%	66%	25%	24%	49%	36%	41%
USES IN LISTED BUILDINGS													
INDEPENDENTS													
Retail	243	185	85	91	162	54	262	160	49	109	118	173	1,691
Eating & Drinking	24	93	82	52	76	15	158	91	24	50	36	73	774
Total	267	278	167	143	238	69	420	251	73	159	154	246	2,465
BRANDS													
Retail	57	65	15	63	49	42	148	59	18	9	64	73	662
Eating & Drinking	12	29	18	32	19	15	45	23	3	1	14	20	231
Total	69	94	33	95	68	57	193	82	21	10	78	93	893
TOTAL													
Retail	300	250	100	154	211	96	410	219	67	118	182	246	2,353
Eating & Drinking	36	122	100	84	95	30	203	114	27	51	50	93	1,005
Total	336	372	200	238	306	126	613	333	94	169	232	339	3,358
% OF EATING & DRINKING & RETAIL													
Independents	79%	75%	84%	60%	78%	55%	69%	75%	78%	94%	66%	73%	73%
Brands	21%	25%	17%	40%	22%	45%	31%	25%	22%	6%	34%	27%	27%

Figure 36: Number of business uses in non-listed and listed buildings – Medium Heritage Density

	City of London	Clerkenwell	Islington	Spitalfields	Leeds	Manchester Central	Newcastle	Bristol Clifton	Liverpool Cathedral Qtr	Birmingham Jewellery Qtr	Brighton	Carlisle	Cheltenham	Colchester	Exeter	Guildford	Hull	Huddersfield	Lancaster	Leicester	Lincoln	Truro	St Albans	St Ives	Rye	Hexham	Dorchester	TOTAL
USES IN NON-LISTED BUILDINGS																												
INDEPENDENTS																												
Retail	264	760	247	503	226	217	172	63	104	328	402	187	227	247	204	113	149	192	170	252	128	154	145	91	72	82	104	5,803
Eating & Drinking	148	151	113	203	155	118	115	55	164	36	243	77	77	90	75	41	76	79	71	138	67	60	57	60	33	27	31	2,560
Total	412	911	360	706	381	335	287	118	268	364	645	264	304	337	279	154	225	271	241	390	195	214	202	151	105	109	135	8,363
BRANDS																												
Retail	275	58	111	100	411	203	272	44	37	26	290	160	183	201	228	202	157	173	106	122	124	94	131	35	12	58	67	3,880
Eating & Drinking	164	59	50	86	129	91	62	29	26	5	81	19	32	33	33	51	24	17	17	39	19	13	27	3	2	3	9	1,123
Total	439	117	161	186	540	294	334	73	63	31	371	179	215	234	261	253	181	190	123	161	143	107	158	38	14	61	76	5,003
TOTAL																												
Retail	539	818	358	603	637	420	444	107	141	354	692	347	410	448	432	315	306	365	276	374	252	248	276	126	84	140	171	9,683
Eating & Drinking	312	210	163	289	284	209	177	84	190	41	324	96	109	123	108	92	100	96	88	177	86	73	84	63	35	30	40	3,683
Total	851	1028	521	892	921	629	621	191	331	395	1016	443	519	571	540	407	406	461	364	551	338	321	360	189	119	170	211	13,366
% OF EATING & DRINKING & RETAIL																												
Independents	48%	89%	69%	79%	41%	53%	46%	62%	81%	92%	63%	60%	59%	59%	52%	38%	55%	59%	66%	71%	58%	67%	56%	80%	88%	64%	64%	63%
Brands	52%	11%	31%	21%	59%	47%	54%	38%	19%	8%	37%	40%	41%	41%	48%	62%	45%	41%	34%	29%	42%	33%	44%	20%	12%	36%	36%	37%
USES IN LISTED BUILDINGS																												
INDEPENDENTS																												
Retail	22	99	46	35	72	82	127	21	39	196	124	58	82	56	86	30	30	117	52	24	61	85	63	54	51	45	54	1,811
Eating & Drinking	24	29	22	25	49	60	79	13	42	21	50	33	41	43	38	12	32	54	30	26	40	35	19	13	25	15	18	888
Total	46	128	68	60	121	142	206	34	81	217	174	91	123	99	124	42	62	171	82	50	101	120	82	67	76	60	72	2,699
BRANDS																												
Retail	13	6	9	3	59	50	46	12	3	5	26	22	62	19	37	97	17	29	15	11	29	62	22	8	7	18	35	722
Eating & Drinking	22	11	12	7	37	23	33	5	4	1	21	8	10	9	19	12	11	17	4	10	6	6	7	2	0	1	6	304
Total	35	17	21	10	96	73	79	17	7	6	47	30	72	28	56	109	28	46	19	21	35	68	29	10	7	19	41	1,026
TOTAL																												
Retail	35	105	55	38	131	132	173	33	42	201	150	80	144	75	123	127	47	146	67	35	90	147	85	62	58	63	89	2,533
Eating & Drinking	46	40	34	32	86	83	112	18	46	22	71	41	51	52	57	24	43	71	34	36	46	41	26	15	25	16	24	1,192
Total	81	145	89	70	217	215	285	51	88	223	221	121	195	127	180	151	90	217	101	71	136	188	111	77	83	79	113	3,725
% OF EATING & DRINKING & RETAIL																												
Independents	57%	88%	76%	86%	56%	66%	72%	67%	92%	97%	79%	75%	63%	78%	69%	28%	69%	79%	81%	70%	74%	64%	74%	87%	92%	76%	64%	72%
Brands	43%	12%	24%	14%	44%	34%	28%	33%	8%	3%	21%	25%	37%	22%	31%	72%	31%	21%	19%	30%	26%	36%	26%	13%	8%	24%	36%	28%

Figure 37: Number of business uses in non-listed and listed buildings – Low Heritage Density

	Borough	London Shoreditch	Birmingham CBD	Leeds - East / South East	Liverpool CBD	Sheffield	Sheffield - Kelham Island	Manchester Northern Qtr	Newcastle - Byker	Nottingham - Derby Road	Bolton	Bradford	Doncaster	Derby	Northampton	Stafford	TOTAL
USES IN NON-LISTED BUILDINGS																	
INDEPENDENTS																	
Retail	212	507	192	120	245	157	122	334	33	118	215	218	265	298	178	145	3,359
Eating & Drinking	116	211	113	83	156	119	47	157	1	52	97	75	101	129	88	59	1,604
Total	328	718	305	203	401	276	169	491	34	170	312	293	366	427	266	204	4,963
BRANDS																	
Retail	72	63	284	43	343	185	10	92	9	13	155	172	154	181	180	125	2,081
Eating & Drinking	64	43	89	14	95	45	2	51	0	6	28	29	18	28	32	21	565
Total	136	106	373	57	438	230	12	143	9	19	183	201	172	209	212	146	2,646
TOTAL																	
Retail	284	570	476	163	588	342	132	426	42	131	370	390	419	479	358	270	5,440
Eating & Drinking	180	254	202	97	251	164	49	208	1	58	125	104	119	157	120	80	2,169
Total	464	824	678	260	839	506	181	634	43	189	495	494	538	636	478	350	7,609
% OF EATING & DRINKING & RETAIL																	
Independents	71%	87%	45%	78%	48%	55%	93%	77%	79%	90%	63%	59%	68%	67%	56%	58%	65%
Brands	29%	13%	55%	22%	52%	45%	7%	23%	21%	10%	37%	41%	32%	33%	44%	42%	35%
USES IN LISTED BUILDINGS																	
INDEPENDENTS																	
Retail	19	47	28	60	24	47	109	2	14	13	11	39	39	56	18	19	545
Eating & Drinking	17	30	24	51	29	31	20	1	5	1	5	17	29	31	17	8	316
Total	36	77	52	111	53	78	129	3	19	14	16	56	68	87	35	27	861
BRANDS																	
Retail	7	6	20	22	12	31	8	0	1	1	0	14	20	15	12	12	181
Eating & Drinking	13	4	15	14	11	10	5	0	0	0	4	1	8	14	5	5	109
Total	20	10	35	36	23	41	13	0	1	1	4	15	28	29	17	17	290
TOTAL																	
Retail	26	53	48	82	36	78	117	2	15	14	11	53	59	71	30	31	726
Eating & Drinking	30	34	39	65	40	41	25	1	5	1	9	18	37	45	22	13	425
Total	56	87	87	147	76	119	142	3	20	15	20	71	96	116	52	44	1,151
% OF EATING & DRINKING & RETAIL																	
Independents	64%	89%	60%	76%	70%	66%	91%	100%	95%	93%	80%	79%	71%	75%	67%	61%	75%
Brands	36%	11%	40%	24%	30%	34%	9%	0%	5%	7%	20%	21%	29%	25%	33%	39%	25%

3 GROSSING UP

The methodology for grossing up the results from the 55 places to a national estimate of the number of commercial users of listed buildings has been to categorise other places across England on the same basis as for the 55 places in terms of type of place and heritage density (see the process described in the methodology in Appendix 1 and the classification shown in Figure 27, which shows the letter / number categories) This section describes how it has been done for each type of place.

LONDON

London is especially difficult to deal with because concentrations of listed buildings are scattered and difficult to identify. There are surprisingly few intense concentrations, however, outside the central area. Figure 38 shows how the 32 London Boroughs have been categorised.

Figure 38: Categorisation of the London Boroughs

1 Kensington & Chelsea	A2	9 Hammersmith and Fulham	B2	17 Newham	C2	25 Harrow	C2
2 Westminster	B1	10 Croydon	C2	18 Hillingdon	C2	26 Hackney	C2
3 Ealing	B2	11 Barnet	C2	19 Redbridge	C2	27 Tower Hamlets	C2
4 Lambeth	B2	12 Bromley	C2	20 Havering	C2	28 Merton	C2
5 Greenwich	B2	13 Enfield	C2	21 Waltham Forest	C2	29 Sutton	C2
6 Camden	B2	14 Brent	C2	22 Haringey	C2	30 Richmond upon Thames	C2
7 Islington	B2	15 Wandsworth	C2	23 Hounslow	C2	31 Barking and Dagenham	C2
8 Southwark	B2	16 Lewisham	C2	24 Bexley	C2	32 Kingston upon Thames	C2

“CORE CITIES” (MAIN REGIONAL CITIES)

All the large English cities are included in the basic analysis. It has been assumed that there are 2 low density non-Central Business District areas for each city (24 in total) and 8 medium density non-CBD areas in total.

LARGE TOWNS AND SMALL CITIES

A list of towns and cities, with their estimated population at the 2011 census, was obtained from the Office of National Statistics. All those over 50,000 people were categorised as large towns or small cities¹⁵, 151 in addition to the 50 analysed in the study. ProMap was used to find the number of listed structures within 500m of a central point.

The charts overleaf show the categorisation.

¹⁵ This is crude because the population of the administrative district that represents the town/city is often not a good reflection of the population of its catchment area.

Figure 39: England Large Towns and Cities by Category

	Town/City	Population	Listed Buildings in 500m	Heritage Density	Category
1	Bath	90,000	550	High	A5
2	Cambridge	113,000	363	High	A5
3	Chester	80,000	470	High	A5
4	Chichester	24,000	394	High	A5
5	Gloucester	123,000	301	High	A5
6	Hastings	86,000	353	High	A5
7	Oxford	143,000	500	High	A5
8	Salisbury	40,000	488	High	A5
9	Worcester	94,000	309	High	A5
10	Durham	43,000	300	Medium	B5
11	Grimsby	88,000	158	Medium	B5
12	Guildford	69,000	177	Medium	B5
13	Hereford	56,000	263	Medium	B5
14	Ipswich	139,000	266	Medium	B5
15	Kings Lynn	43,000	240	Medium	B5
16	Lichfield	31,000	212	Medium	B5
17	Maidstone	90,000	183	Medium	B5
18	Margate	58,000	194	Medium	B5
19	Poole	145,000	162	Medium	B5
20	Preston	184,000	180	Medium	B5
21	Royal Leamington Spa	62,000	206	Medium	B5
22	Warwick		280	Medium	B5
23	Aldershot	58,000	15	Low	C5
24	Ashford	59,000	95	Low	C5
25	Aylesbury	69,000	146	Low	C5
26	Barnsley	72,000	45	Low	C5
27	Basildon	100,000	2	Low	C5
28	Basingstoke	90,000	38	Low	C5
29	Bedford	82,000	73	Low	C5
30	Birkenhead	84,000	51	Low	C5
31	Blackburn	105,000	34	Low	C5
32	Blackpool	142,000	14	Low	C5
33	Bognor Regis	62,000	24	Low	C5
34	Bootle	59,000	2	Low	C5
35	Bournemouth	168,000	46	Low	C5
36	Bracknell	71,000	8	Low	C5
37	Bromley	309,000	20	Low	C5
38	Burnley	73,000	64	Low	C5
39	Bury	61,000	30	Low	C5
40	Cannock	65,000	13	Low	C5
41	Chatham	73,000	19	Low	C5
42	Chelmsford	100,000	72	Low	C5
43	Chesterfield	70,000	99	Low	C5

Figure 40: UK Large Towns and Cities by Category

	Town/City	Population	Listed Buildings in 500m	Heritage Density	Category
44	Clacton-on-Sea	51,000	4	Low	C5
45	Coventry	303,000	74	Low	C5
46	Crawley	101,000	17	Low	C5
47	Crewe	68,000	15	Low	C5
48	Crosby	52,000	52	Low	C5
49	Darlington	86,000	116	Low	C5
50	Dartford	57,000	37	Low	C5
51	Dewsbury	54,000	49	Low	C5
52	Dover	28,000	63	Low	C5
53	Dudley	195,000	72	Low	C5
54	Dunstable	51,000	56	Low	C5
55	Eastbourne	107,000	29	Low	C5
56	Eastleigh	53,000	2	Low	C5
57	Ellesmere Port	66,000	1	Low	C5
58	Fareham	56,000	113	Low	C5
59	Farnborough	57,000	3	Low	C5
60	Folkestone	45,000	67	Low	C5
61	Gateshead	78,000	24	Low	C5
62	Gosport	69,000	39	Low	C5
63	Gravesend	53,000	84	Low	C5
64	Grays	64,000	7	Low	C5
65	Great Yarmouth	58,000	142	Low	C5
66	Halesowen	55,000	14	Low	C5
67	Halifax	84,000	93	Low	C5
68	Harlow	88,000	3	Low	C5
69	Harrogate	72,000	51	Low	C5
70	Hartlepool	86,000	29	Low	C5
71	Hemel Hempstead	83,000	64	Low	C5
72	High Wycombe	77,000	73	Low	C5
73	Hove	72,000	75	Low	C5
74	Kettering	51,000	27	Low	C5
75	Kidderminster	55,000	53	Low	C5
76	Kingston upon Thames	160,000	53	Low	C5
77	Littlehampton	56,000	34	Low	C5
78	Liverpool	469,000	139	Low	C5
79	Loughborough	55,000	21	Low	C5
80	Lowestoft	68,000	13	Low	C5
81	Luton	186,000	52	Low	C5
82	Macclesfield	51,000	102	Low	C5
83	Maidenhead	59,000	12	Low	C5
84	Mansfield	70,000	93	Low	C5
85	Middlesborough	143,000	38	Low	C5
86	Milton Keynes	185,000	1	Low	C5
87	Newcastle-under-Lyme	74,000	54	Low	C5

Figure 41: UK Large Towns and Cities by Category

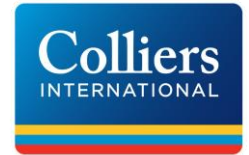
Town/City	Population	Listed Buildings in 500m	Heritage Density	Category
88 Nuneaton	71,000	12	Low	C5
89 Oldham	104,000	27	Low	C5
90 Peterborough	136,000	105	Low	C5
91 Plymouth	244,000	138	Low	C5
92 Portsmouth	187,000	105	Low	C5
93 Reading	233,000	133	Low	C5
94 Redditch	75,000	12	Low	C5
95 Rochdale	96,000	34	Low	C5
96 Rotherham	117,000	23	Low	C5
97 Royal Tunbridge Wells	60,000	143	Low	C5
98 Rugby	62,000	82	Low	C5
99 Runcorn	60,000	12	Low	C5
100 Scarborough	50,000	105	Low	C5
101 Scunthorpe	73,000	1	Low	C5
102 Slough	126,000	10	Low	C5
103 Solihull	95,000	28	Low	C5
104 South Shields	83,000	39	Low	C5
105 Southampton	234,000	92	Low	C5
106 Southend-on-Sea	160,000	4	Low	C5
107 Southport	94,000	78	Low	C5
108 St Helens	103,000	10	Low	C5
109 Stafford	64,000	87	Low	C5
110 Stevenage	81,000	3	Low	C5
111 Stockport	136,000	63	Low	C5
112 Stockton-on-Tees	80,000	85	Low	C5
113 Stoke-on-Trent (Hanley)	259,000	13	Low	C5
114 Stroud	23,000	140	Low	C5
115 Sunderland	178,000	83	Low	C5
116 Sutton Coldfield	105,000	34	Low	C5
117 Swindon	155,000	59	Low	C5
118 Tamworth	72,000	9	Low	C5
119 Telford	138,000	0	Low	C5
120 Torquay	64,000	98	Low	C5
121 Wakefield	77,000	97	Low	C5
122 Walford	121,000	34	Low	C5
123 Wallasey	59,000	3	Low	C5
124 Walsall	171,000	40	Low	C5
125 Warrington	81,000	73	Low	C5
126 Washington	53,000	9	Low	C5
127 Waterlooville	64,000	2	Low	C5
128 West Bromwich	137,000	12	Low	C5
129 Weston-super-Mare	78,000	15	Low	C5
130 Widnes	56,000	3	Low	C5
131 Wigan	81,000	72	Low	C5
132 Woking	101,000	2	Low	C5
133 Wolverhampton	251,000	102	Low	C5
134 Worthing	97,000	82	Low	C5

TOWNS

940 places in England are categorised as towns¹⁶. About 140 of them are included in the large towns category.

It has been assumed that there are 800 in total over and above those in the 55 analysed in the study, that 10% (80) have high heritage density, 25% (200) have medium heritage density and the remainder (520) have low density.

¹⁶ Historically, towns were any settlement with a charter, including market towns and ancient boroughs. The process of incorporation was reformed in 1835 and many more places received borough charters, whilst others were lost. All existing boroughs were abolished on 1 April 1974 and borough status was reformed as a civic honour for local government districts. Since 1 April 1974 any parish council in England has the right to resolve to call itself a town and several communities have taken up this right, including areas that preserved continuity with charter trustees.



CONTACT DETAILS

Tel: (020) 7935 4499

Dir: (020) 7344 6582

david.geddes@colliers.com

Colliers International
Destination Consulting
9 Marylebone Lane
London W1U 1HL

www.colliers.com/uk

All information, analysis and recommendations made for clients by Colliers International are made in good faith and represent Colliers International's professional judgement on the basis of information obtained from the client and elsewhere during the course of the assignment. However, since the achievement of recommendations, forecasts and valuations depends on factors outside Colliers International's control, no statement made by Colliers International may be deemed in any circumstances to be a representation, undertaking or warranty, and Colliers International cannot accept any liability should such statements prove to be inaccurate or based on incorrect premises. In particular, and without limiting the generality of the foregoing, any projections, financial and otherwise, in this report are intended only to illustrate particular points of argument and do not constitute forecasts of actual performance.

Colliers International is the licensed trading name of Colliers International Property Consultants Limited.
Company registered in England & Wales no. 7996509. Registered office: 9 Marylebone Lane, London W1U 1HL.