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HARPER DENNIS HOBBS LAUNCH BRITAIN'S FIRST EVER 'VITALITY' RANKINGS

Retail specialist Harper Dennis Hobbs, have devised a unique ranking of the top 500 British retail centres, which scores the quality of the retail offer, rather than merely their size: The Vitality Index.

Westfield London, Chelsea and Knightsbridge feature highly in the ranking in terms of 'vitality', along with small but vibrant centres such as Richmond, Islington and Chiswick. In terms of the least 'vital' centres, Dudley, Llanelli and Morecambe rank lowest – and are clearly in need of concerted effort/investment to regenerate their town centres.

Jonathan De Mello, Head of Retail Consultancy at HDH, states, "This is the first ever retail ranking for Great Britain to incorporate 'vitality;' taking into account the quality of retail provision in a centre. We will be releasing this research quarterly to track changes in the rankings and indicate which centres are improving and which are falling further into decline.

"This key new metric for the market will be attractive to retailers and investors alike, as it enables them to assess which centres are growing fast in terms of the quality of retail, and as such where trading performance - and investment opportunities - can be maximised. No retailer should ever open in a location purely based on market size. The best performing retailers plan their expansion by evaluating the quality of retail centres and the suitability of the centre to their brand."

HDH understands that a relatively small retail centre with a great selection of brands can be just as vibrant as some of Britain's largest retail centres. Too often British retail centres are judged on their vacancy rate alone, however a centre full of unfashionable tenants should be assessed in a similar way to centres with high vacancy rates. Equally, some of the largest centres will also have some of the highest rents attached, meaning that smaller centres with high vitality may be some of the most profitable locations for retailers.

By evaluating the top 50 retail centres by vitality, HDH highlights the locations that are prospering in the current market and are likely to attract further investment. The bottom 50 ranking - the retail centres that have the least vitality - show the locations that need to improve their retail offer and adapt to their local consumer.

The rankings have been calibrated through an in-depth understanding of the British retail market, developed from HDH's work with many of the most exciting retailers currently operating in Britain. In addition, by advising new entrants to Britain, such as American Eagle and J Crew, and established brands such as Louis Vuitton, Karen Millen and Oasis, HDH understands which centres are most important for global retailers and where the greatest turnover is available.

Jonathan states, "Significant media focus is often placed on vacancy rates and the change in these over time. However a reduction in vacancy rates is not always positive if those vacant units are filled with what could be perceived to be 'out of fashion' tenants. Our vitality scoring system is multivariate - so takes into account the type of retail in a centre as well as pure levels of occupancy."

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Methodology:

To rank vitality of the top 500 British retail centres, HDH have assessed a wide range of variables:

- The proportion of premium/luxury retail.
    - The presence of up-market retail helps to attract affluent consumers and suggests that high quality retailers have faith in the retail centre in question.
- The proportion of value retail.
    - A high proportion of value retail suggests that a retail centre is relatively deprived and is classified as a negative variable in our ranking.
- The presence of what could be considered to be 'out-of-fashion' retail tenants, including:

- Charity Shops
- Pawnbrokers
- Pay-day loan stores
- Betting shops
- Bingo halls and amusements
- E-cigarette stores

- The vacancy rate.
  - A key indication of the vitality of a high street; rows of empty shops very quickly put off customers from visiting a retail centre.
- The suitability of retail to the local customer.
  - HDH has assessed the positioning of the retail supply in relation to the demands of the local customer, given their demographic makeup. A retail centre with high vitality has a retail mix that serves the needs of its local population, whether it is lower, mid- or up-market retail.

Vitality Ranking – Top 50 Centres

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
1	Westfield London	312	£2,265,528,498	13
2	Chelsea	290	£795,283,829	98
3	Knightsbridge	261	£675,270,025	128
4	Canary Wharf	254	£563,390,481	149
5	Brent Cross	246	£1,501,294,061	36
6	Richmond	244	£413,187,352	195
7	Cambridge	240	£1,465,236,495	39
8	Bluewater	236	£1,960,572,594	17
9	Kensington	208	£701,930,527	116
10	Bath	208	£1,289,255,124	50
11	Guildford	205	£1,365,457,817	47
12	London West End	201	£8,470,734,807	1
13	Kingston upon Thames	201	£2,127,365,507	14
14	Westfield Stratford	200	£1,954,050,298	18
15	Cribbs Causeway	197	£1,108,296,600	62
16	Islington - Upper Street	193	£245,431,754	293
17	Edinburgh	191	£2,297,048,682	12
18	St Albans	186	£499,029,364	164
19	Trafford Centre	180	£1,834,021,399	24
20	Harrogate	180	£815,709,875	96
21	Chichester	179	£693,839,884	121
22	Brighton	176	£1,836,819,268	23
23	Meadowhall	175	£1,801,190,169	26
24	Oxford	173	£1,444,976,023	41
25	Chester	171	£1,644,201,122	29
26	Chiswick	166	£261,105,176	279
27	Manchester	165	£3,424,696,667	4
28	Sevenoaks	163	£123,115,413	382
29	Leeds	163	£3,062,899,974	5
30	Wilmslow	162	£202,907,794	334
31	Hampstead	161	£101,789,161	394
32	Lakeside	159	£1,622,017,826	30
33	Liverpool	159	£3,029,719,219	6
34	Marlow	159	£72,187,145	404
35	Winchester	159	£410,707,986	197
36	York	159	£1,356,202,848	48
37	Tunbridge Wells	158	£1,113,434,066	61
38	Bristol - Queens Road	157	£105,359,383	392
39	Bristol	155	£2,095,123,247	15
40	Clapham	155	£497,891,543	165
41	Cheltenham	154	£889,872,403	86
42	Canterbury	152	£972,588,591	75
43	Ocean Terminal	150	£115,724,520	386
44	Windsor	149	£485,783,631	168
45	Solihull	145	£1,050,130,680	67
46	Lymington	144	£173,041,448	349
47	Cardiff	141	£2,746,380,212	8
48	Metrocentre	140	£1,517,571,706	33
49	Walton-on-Thames	140	£88,250,710	397
50	Beverley	138	£270,520,870	272

The ranking of the top 50 retail centres with the greatest vitality provides insight into the highest quality British retail centres. These centres may not be large on a national scale - for example Bath is the 50th biggest retail centre in Great Britain by retail spend potential - but is the 10th ranked centre in HDH's Vitality Ranking. Bath benefits from a low vacancy rate, a good mix of premium and high quality mid-market brands, and a lack of unfashionable retailers trading. Moreover**,** the supply of retail in Bath is well aligned with the local population and the large numbers of affluent tourists visiting the centre.

A number of smaller centres feature prominently in the Vitality rankings. For example, though Harrogate is the 96th biggest retail centre in terms of weighted spend, it is the 20th most vital retail centre. Therefore, whilst total retail floorspace is limited, the retailers present are of a high quality and there are few 'out-of-fashion' brands trading there.

Oxford is the 24th 'most vital' retail centre: the retailers present perform strongly on a sales per sq.ft. basis and the best units are snapped up fast. This situation has arisen because the city has historically been drastically under-supplied in terms of retail floorspace. The Westgate shopping centre expansion and redevelopment will create an additional 100 stores, which should help the town to liberate a higher proportion of its spend potential.

Sevenoaks features highly in the Vitality Ranking (28th) despite being a comparatively small retail centre. This is an example of a prosperous town centre which has potential for further retail investment. Marks and Spencer are set to open a new 29,000 sq ft store in the town centre, despite a retreat from expanding their estate of general merchandise stores across the country. The Vitality Ranking therefore acts as a barometer for 'of-the-moment' centres.

The fact that Greater London accounts for 8 of the top ten most vital centres is testament to the prosperity of the capital's retail market. These London centres both attract large volumes of retail spend and are dynamic destinations - with low vacancy rates and a vibrant retail mix. Malls also tend to feature highly on the Vitality Ranking, due to the fact that they proactively manage their tenant mix, ensuring a lack of charity shops, cash-for-gold and e-cigarette stores trading – as well as low vacancy rates.

Vitality Ranking – Bottom 50 Centres

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
451	Bootle	29	£140,430,567	368
452	Bognor Regis	29	£223,384,622	319
453	Paignton	29	£219,275,655	322
454	Chester-le-Street	28	£220,685,916	321
455	Bridlington	28	£240,634,251	300
456	Hinckley	28	£304,001,403	257
457	Dunstable	28	£227,676,040	316
458	Redcar	28	£229,682,651	314
459	Beeston	28	£146,627,329	364
460	Gosport	28	£165,275,333	355
461	Glasgow - Parkhead	28	£603,833,444	138
462	St Austell	27	£264,734,450	277
463	Ashford (Kent)	27	£477,898,449	170
464	Wembley	27	£91,816,607	395
465	Glenrothes	27	£264,213,242	278
466	Clacton-on-Sea	26	£344,520,303	229
467	Barry	26	£75,526,124	403
468	Rhyl	26	£277,913,626	268
469	Peterlee	26	£107,804,571	389
470	Evesham	26	£247,126,322	290
471	Southampton - Shirley	25	£216,043,052	323
472	Haverfordwest	25	£247,125,427	291
473	Paisley	25	£315,094,762	250
474	Blackwood	25	£209,250,715	328
475	Accrington	24	£320,346,891	247
476	West Bromwich	24	£425,682,531	190
477	Bournemouth - Boscombe	24	£286,440,248	266
478	Long Eaton	24	£236,394,402	306
479	Letchworth	24	£221,183,339	320
480	Retford	23	£165,524,247	354
481	Ilkeston	23	£269,456,571	273
482	Dewsbury	23	£333,958,656	238
483	Rotherham	23	£460,029,473	176
484	Wallasey (Liscard)	23	£125,848,354	375
485	Arnold	23	£172,679,710	350
486	Newport (Wales)	23	£733,420,442	111
487	Stockton-on-Tees	22	£395,273,992	205
488	Edinburgh - Leith	22	£3,239,093	414
489	Aldershot	21	£401,655,127	201
490	Folkestone	21	£363,001,712	218
491	Stoke-on-Trent - Longton	20	£123,414,407	381
492	Ramsgate	19	£227,302,963	317
493	Stroud	19	£204,316,802	332
494	Brighton - London Road	17	£123,646,799	380
495	Bristol - Bedminster	16	£120,688,611	385
496	Dover	13	£257,666,949	284
497	Ellesmere Port	12	£130,487,947	372
498	Morecambe	9	£76,743,232	402
499	Llanelli	8	£237,206,935	304
500	Dudley	5	£412,650,898	196

The bottom 50 least vital retail centres in Britain highlight centres that need to make serious changes to attract good quality retail tenants and customers alike. These centres tend to have both a relatively low total volume of spend available and a poor quality of retail tenants.

Stockton-on-Tees, which is ranked the 205th biggest retail centre in Britain, is one of the least vital retail centres in the country. The vacancy rate is more than 25% in Stockton-on-Tees with 69% of retailers trading being value or lower mid-market positioned.

Beeston is an example of a retail centre where the vacancy rate is relatively low (14%) but the retail present is 73% value or mid-market positioned, with value accounting for 40% alone. This retail supply shows a low correlation with the local population, which although mixed, does feature a significant aspirational student population.

Dudley is the town with the lowest vitality score out of the 500 largest retail centres in the UK. Dudley has suffered from strong competition since Merry Hill shopping centre opened in 1985. Work is now underway on a £6.7m regeneration of the town market place. It is hoped that focusing on this differentiating factor from a mall retail environment will help to reinvigorate the town. The Vitality Ranking quarterly updates will track the success of these changes.

HDH Retail Centre Ranking

To complement the Vitality Ranking, HDH have also ranked the top 50 British retail centres by the total retail spend attracted to each centre. These rankings create an interesting contrast with the Vitality Ranking and variations between these measures can highlight opportunities for investment.

HDH's view is that Vitality scores for centres will be a key benchmark for both the private and public sectors, and an important basis for store acquisition, investment and planning decisions going forwards.

The Retail Spend Potential is calculated based on the supply and demand characteristics of each centre. The supply side incorporates the total floorspace of retail available, the quality of each brand trading and the level of competition from competing centres. The demand side calculates the level of spend available from every resident, worker and tourist in Great Britain, and understands their attraction to all proximal retail locations.

Top 50 Retail Centres by Spend

HDH Retail Spend Potential Rank	Retail Centre	HDH Retail Spend Potential	HDH Vitality Score (0-400)	Vitality Score Ranking
1	London West End	£8,470,734,807	201	12
2	Glasgow	£4,187,229,307	133	56
3	Birmingham	£3,523,573,409	137	55
4	Manchester	£3,424,696,667	165	27
5	Leeds	£3,062,899,974	163	29
6	Liverpool	£3,029,719,219	159	33
7	Nottingham	£2,931,531,767	138	52
8	Cardiff	£2,746,380,212	141	47
9	Newcastle upon Tyne	£2,739,903,521	108	82
10	Leicester	£2,334,503,122	98	95
11	Norwich	£2,312,194,954	111	73
12	Edinburgh	£2,297,048,682	191	17
13	Westfield London	£2,265,528,498	312	1
14	Kingston upon Thames	£2,127,365,507	201	13
15	Bristol	£2,095,123,247	155	39
16	Southampton	£2,049,378,010	111	74
17	Bluewater	£1,960,572,594	236	8
18	Westfield Stratford	£1,954,050,298	200	14
19	Milton Keynes	£1,899,213,056	138	51
20	Reading	£1,898,846,846	108	84
21	Aberdeen	£1,859,791,291	117	70
22	Hull	£1,858,896,751	63	170
23	Brighton	£1,836,819,268	176	22
24	Trafford Centre	£1,834,021,399	180	19
25	Derby	£1,823,247,763	85	113
26	Meadowhall	£1,801,190,169	175	23
27	Croydon	£1,774,115,183	78	126
28	Bromley	£1,673,163,330	133	57
29	Chester	£1,644,201,122	171	25
30	Lakeside	£1,622,017,826	159	32
31	Plymouth	£1,600,100,139	79	122
32	Bolton	£1,523,597,487	43	290
33	Metrocentre	£1,517,571,706	140	48
34	Ipswich	£1,512,017,550	67	149
35	Exeter	£1,509,650,136	130	58
36	Brent Cross	£1,501,294,061	246	5
37	Peterborough	£1,483,055,456	90	104
38	Watford	£1,468,923,698	105	88
39	Cambridge	£1,465,236,495	240	7
40	Sheffield	£1,447,824,794	66	154
41	Oxford	£1,444,976,023	173	24
42	Merry Hill	£1,434,079,460	110	77
43	Stoke-on-Trent	£1,415,671,039	49	246
44	Coventry	£1,406,175,227	44	283
45	Northampton	£1,401,826,055	63	164
46	Middlesbrough	£1,386,029,645	50	237
47	Guildford	£1,365,457,817	205	11
48	York	£1,356,202,848	159	36
49	Lincoln	£1,351,635,493	71	135
50	Bath	£1,289,255,124	208	10

The UK's major city centres top the retail centre rankings, in terms of total retail spend potential, due to the large quantum of retail found in each centre. These cities attract large amounts of spend from workers, residents and tourists alike.

Westfield London is the highest ranked shopping centre with a total weighted spend available of £2.3 billion. However, though Westfield is not in the top ten retail centres in terms of weighted spend, it is the most vital retail centre in the UK. This is indicative of the fact that Westfield has a low vacancy rate, a strong list of high quality tenants and a retail mix that accurately represents the local

population. The variation between the vitality and spend rank suggests that there is more room to invest in Westfield London, which is of course a reality considering the planned extension.

In contrast to this, Glasgow is the second largest retail centre in the UK but the 56th most vital. This suggests that though Glasgow is attracting large volumes of spend, the retail centre is not particularly prosperous. In Glasgow's case the city centre suffers from a high vacancy rate in non 'core' streets, and a relatively large number of 'out-of-fashion' tenants in certain locations.

Retailers often need to locate in centres with a high total volume of spend available but in a market as mature as the UK, they must also consider the quality of that retail centre. Locating in a centre with low vitality could yield lower sales and have a damaging impact on brand equity.

Appendix

HDH have provided breakdowns of the top and bottom least vital retail centres in each of the British regions.

East of England

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
7	Cambridge	240	£1,465,236,495	39
67	Bury St Edmunds	118	£564,363,829	148
73	Norwich	111	£2,312,194,954	11
104	Peterborough	90	£1,483,055,456	37
149	Ipswich	67	£1,512,017,550	34

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
263	Felixstowe	47	£178,560,211	344
268	Huntingdon	47	£331,700,573	239
317	Wisbech	39	£232,756,278	309
331	Great Yarmouth	36	£382,628,578	211
338	Lowestoft	35	£260,676,071	280

East Midlands

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
52	Nottingham	138	£2,931,531,767	7
72	Stamford	114	£202,911,319	333
80	Market Harborough	109	£250,968,997	285
95	Leicester	98	£2,334,503,122	10
113	Derby	85	£1,823,247,763	25

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
375	Beeston	28	£146,627,329	364
394	Long Eaton	24	£236,394,402	306
396	Retford	23	£165,524,247	354
397	Ilkeston	23	£269,456,571	273
401	Arnold	23	£172,679,710	350

Greater London

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
1	Westfield London	312	£2,265,528,498	13
2	Chelsea	290	£795,283,829	98
3	Knightsbridge	261	£675,270,025	128
4	Canary Wharf	254	£563,390,481	149
5	Brent Cross	246	£1,501,294,061	36

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
295	Barking	42	£173,655,727	348
311	Hammersmith - King Street	40	£259,043,032	282
356	Edmonton	31	£214,424,214	324
359	Orpington	30	£236,356,303	307
380	Wembley	27	£91,816,607	395

North West

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
19	Trafford Centre	180	£1,834,021,399	24
25	Chester	171	£1,644,201,122	29
27	Manchester	165	£3,424,696,667	4
30	Wilmslow	162	£202,907,794	334
33	Liverpool	159	£3,029,719,219	6

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
367	Bootle	29	£140,430,567	368
391	Accrington	24	£320,346,891	247
400	Wallasey (Liscard)	23	£125,848,354	375
413	Ellesmere Port	12	£130,487,947	372
414	Morecambe	9	£76,743,232	402

North East

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
48	Metrocentre	140	£1,517,571,706	33
82	Newcastle upon Tyne	108	£2,739,903,521	9
93	Durham	99	£301,919,789	258
94	Morpeth	98	£50,628,577	407
157	Darlington	65	£775,514,869	102

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
361	Ashington	30	£121,788,276	384
370	Chester-le-Street	28	£220,685,916	321
374	Redcar	28	£229,682,651	314
385	Peterlee	26	£107,804,571	389
403	Stockton-on-Tees	22	£395,273,992	205

Scotland

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
17	Edinburgh	191	£2,297,048,682	12
43	Ocean Terminal	150	£115,724,520	386
56	Glasgow	133	£4,187,229,307	2
64	Edinburgh - Gyle	120	£338,640,724	235
65	Silverburn Shopping Centre	119	£318,408,781	248

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
366	Cumbernauld	29	£131,904,382	370
377	Glasgow - Parkhead	28	£603,833,444	138
381	Glenrothes	27	£264,213,242	278
389	Paisley	25	£315,094,762	250
404	Edinburgh - Leith	22	£3,239,093	414

South East

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
8	Bluewater	236	£1,960,572,594	17
11	Guildford	205	£1,365,457,817	47
18	St Albans	186	£499,029,364	164
21	Chichester	179	£693,839,884	121
22	Brighton	176	£1,836,819,268	23

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
405	Aldershot	21	£401,655,127	201
406	Folkestone	21	£363,001,712	218
408	Ramsgate	19	£227,302,963	317
410	Brighton - London Road	17	£123,646,799	380
412	Dover	13	£257,666,949	284

South West

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
10	Bath	208	£1,289,255,124	50
15	Cribbs Causeway	197	£1,108,296,600	62
38	Bristol - Queens Road	157	£105,359,383	392
39	Bristol	155	£2,095,123,247	15
41	Cheltenham	154	£889,872,403	86

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
369	Paignton	29	£219,275,655	322
378	St Austell	27	£264,734,450	277
393	Bournemouth - Boscombe	24	£286,440,248	266
409	Stroud	19	£204,316,802	332
411	Bristol - Bedminster	16	£120,688,611	385

Wales

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
47	Cardiff	141	£2,746,380,212	8
96	Monmouth	97	£109,779,940	388
136	Carmarthen	71	£367,514,815	215
168	Cwmbran	63	£323,900,673	245
169	Llandudno	63	£314,744,243	251

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
384	Rhyl	26	£277,913,626	268
388	Haverfordwest	25	£247,125,427	291
390	Blackwood	25	£209,250,715	328
402	Newport (Wales)	23	£733,420,442	111
415	Llanelli	8	£237,206,935	304

West Midlands

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
45	Solihull	145	£1,050,130,680	67
54	Stratford-upon-Avon	137	£368,933,050	214
55	Birmingham	137	£3,523,573,409	3
59	Leamington Spa	129	£818,317,968	94
77	Merry Hill	110	£1,434,079,460	42

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
363	Kidderminster	30	£536,110,852	155
386	Evesham	26	£247,126,322	290
392	West Bromwich	24	£425,682,531	190
407	Stoke-on-Trent - Longton	20	£123,414,407	381
416	Dudley	5	£412,650,898	196

Yorkshire and Humberside

Top 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
20	Harrogate	180	£815,709,875	96
23	Meadowhall	175	£1,801,190,169	26
29	Leeds	163	£3,062,899,974	5
36	York	159	£1,356,202,848	48
50	Beverley	138	£270,520,870	272

Bottom 5 Vitality

HDH Vitality Ranking	Retail Centre	HDH Vitality Score (0-400)	HDH Retail Spend Potential	HDH Retail Spend Potential Rank
344	Selby	35	£148,533,025	363
353	Bradford	33	£1,127,182,351	58
371	Bridlington	28	£240,634,251	300
398	Dewsbury	23	£333,958,656	238
399	Rotherham	23	£460,029,473	176