

APPENDIX 1

Examples of Rotherham Town Centre Priority Product Categories

Businesses that enhance the visitor experience by enriching the food/drink offer during the day and/or in the evening

- Premium coffee house
- juice bars
- internet cafes
- Premium food & wine Bistro

Products that are specialist, have high visual appeal and are perceived as under represented

- independent premium ladies fashion and/or fashion accessories (bags, hats, umbrellas, shoes) boutiques
- independent premium children's clothes and accessories
- independent premium menswear
- gift shops (where gifts are the majority product)
- perfume and/or cosmetics retailers
- full-range delicatessens
- cheese shop
- coffee retailer
- chocolatier
- health food retailer
- Asian fashion, food & music
- specialist Toy Shop
- fishmongers
- art shops (paintings / prints / posters / original artwork / framing / art materials as majority product)
- independent music and home entertainment
- contemporary high quality jewellery retailer
- high quality furniture and household accessories/interiors shops
- independent bookshops
- antique shops

The grants panel, at their discretion, will also consider innovative retail & leisure concepts suitable for the town centre location.

Public houses and food outlets where the majority product is takeaway are excluded.