

Basingstoke &
Deane Borough Council

Retail Study 2008:
*Update & Revisions
to Economic Capacity Forecasts*

July 2009

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1. INTRODUCTION

- 1.1 The Basingstoke and Deane Borough Council (hereafter referred to as 'BDBC') Retail Study was prepared by Strategic Perspectives LLP in 2008 and was published in January 2009. The study is being used by BDBC to inform the preparation of the Core Strategy as part of the Local Development Framework (LDF).
- 1.2 Since the study was published there have been a series of revisions and published updates to a number of the key baseline assumptions and forecasts underpinning the economic capacity assessment. The main updates include revisions to:
- expenditure growth forecasts;
 - floorspace 'productivity' growth forecasts;
 - 'benchmark' company average sales densities for both convenience and comparison goods retailers;
 - the base year market shares and forecast growth of Internet food and non-food retail sales; and
 - planning permissions granted by BDBC in the Borough.
- 1.3 The recent revisions to the expenditure growth forecasts published by Experian Business Strategies (EBS) take account of the impact of the economic recession on current retail sales and consumer spending, as well as the prospects for future growth in retail expenditure. The update of the 'benchmark' company average sales densities for retailers and specifically for food operators, takes account of recent changes to the approach now being used by planning consultants to help inform retail studies and planning assessments. We describe the revisions to the baseline assumptions and forecasts in more detail in Section 2 to this report.
- 1.4 In this context BDBC has subsequently commissioned Strategic Perspectives LLP to update the economic capacity forecasts set out in the 2008 Retail Study. The revised capacity forecasts are set out in Section 3 and the economic tables are appended to this report.

2. REVISED BASELINE ASSUMPTIONS & FORECASTS

2.1 This section describes in more detail the main changes and revisions to the baseline assumptions and forecasts underpinning the capacity assessment.

Expenditure Growth Forecasts

2.2 Since the 2008 Retail Study was published the deepening economic recession has resulted in

- falling consumer and business confidence;
- rising unemployment;
- contracting disposable incomes;
- increasing personal and business debt; and
- business failures.

2.3 Experian Business Strategies (EBS) has published two updates of the *Retail Planner Briefing Note* (RPBN) in the first quarter of 2009 alone. The first published in March 2009 was subsequently replaced by an updated RPBN in April 2009. These two RPBN's published less than a month apart illustrate the dramatic and unprecedented impact of the downturn on thinking and forecasts with regard to consumer spending growth and the potential timelines for economic recovery.

2.4 The April 2009 update has superseded the previous RPBNs that formed the basis for the forecasts set out in our 2008 Retail Study. For the purpose of the original economic capacity assessment we assumed a forecast growth in convenience goods expenditure of +0.8% per annum between 2008 and 2031 (see Table 2: Appendix 14) and +3.8% per annum for comparison goods (see Table 2: Appendix 13). At the time these expenditure growth rates were widely regarded as being robust and were within the range typically used by consultants for retail studies and retail planning assessments.

2.5 The table below sets out the EBS revised forecasts as published in the April 2009 RPBN:

Table 2.1: Experian Business Strategies - Retail Expenditure Growth Forecasts

	Comparison Goods	Convenience Goods
2009	-3.0	-0.5
2010	-1.1	-0.1
2011	1.3	0.2
2012 – 2016	2.5	0.8
2017 - 2026	2.8	0.9
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1987 – 2007 (medium-term trend)	6.1	1.1
1967 – 2007 (long-term trend)	4.8	0.7

Source: EBS (April 2009) Retail Planner Briefing Note – Quarterly Update

- 2.6 As the table shows, EBS forecast that there will be negative growth for both comparison and convenience goods expenditure during 2009 and 2010. They also forecast that growth over the medium to longer term will be much lower than experienced over the past 10-15 years, particularly for comparison goods spending. However EBS also state in their March RPBN that: *“The shelf life of short-medium term forecasts is understandably limited during times of rapid economic change or stress”*. They admit that the forecasts could be liable to change in a few months due to changes in the economic outlook.
- 2.7 The next Quarterly Update of the RPBN is not scheduled for publication until summer 2009. In the meantime we set out below our own informed thinking with regard to the potential growth in convenience and comparison goods expenditure over the short, medium and longer term.

Table 2.2: Strategic Perspectives LLP – Revised Retail Expenditure Growth Forecasts

	Comparison Goods	Convenience Goods
2009	-3.0	0.5
2010	-0.5	0.5
2011	1.5	0.7
2012 – 2016	2.5	0.8
2017 - 2026	3.5	0.9

Source: Informed by EBS (April 2009) Retail Planner Briefing Note – Quarterly Update

- 2.8 As the table shows, we are more positive about the prospects for growth than EBS. This is based on our understanding and interpretation of recent economic indicators and forecasts, informed by the recent annual accounts of a number of major retail operators and our discussions with economic forecasters.
- 2.9 For **comparison goods** we have assumed the same negative growth rate for 2009 as EBS (i.e. -3.0%). However, for 2010 and 2011 we consider that expenditure growth will be stronger than forecast by EBS as the predicted economic recovery begins to have a positive impact on consumer confidence and spending. We have assumed the same growth rate as EBS of +2.5% per annum for the period 2012 to 2016, although we note that this is significantly lower than previous medium-term forecasts and projections. We therefore consider that the EBS forecasts may under-estimate the potential growth in comparison goods expenditure up to 2016. This would, in turn, under-estimate the capacity for new comparison goods floorspace over the medium-term. Over the longer term (i.e. between 2017 and 2026) we have assumed a forecast growth of +3.5% per annum, which is higher than the +2.8% forwarded by EBS. We consider this higher growth rate is robust and realistic, as it is still considerably lower than the EBS historic ultra-long and medium-term projections based on the actual growth in expenditure since 1967 (see Table 2.1). This long term growth forecast is also lower than +3.8% per annum growth rate assumed for the entire forecast period up to 2031 in the 2008 Retail Study.
- 2.10 For **convenience goods** we do not necessarily agree with the more pessimistic EBS forecast of negative growth for 2009 (-0.5%) and 2010 (-0.1%), followed by a modest return to growth by 2011 (+0.2%). In our judgement household expenditure on food is more robust and will not experience the same level of impact from the economic downturn as for comparison goods expenditure. Our view is supported by the relatively strong trading performance of the main food retailers and discount operators (such as Aldi and Lidl) over the

last 6-12 months. There is also evidence to suggest that households are transferring some of their previous expenditure on “eating out” to “eating in”. We therefore forecast that growth in convenience goods expenditure will be at around +0.5% per annum for 2009 and 2010, increasing to +0.7% in 2011. These revised growth rates are still considerably lower than the actual average growth rates achieved over the last decade of circa 1.1% per annum (see Table 2.1). Post 2011 we have assumed the same growth forecasts as EBS over the medium to longer term.

- 2.11 Our expenditure growth forecasts over the short to medium term reflect more optimistic thinking about the prospects and timing of the economic recovery. Nevertheless, for the reasons stated above, the forecasts are liable to further revision due to the speed of change in the economic outlook. We therefore strongly recommend that the economic capacity assessment is subject to regular review over the next 6-12 months to take account of the latest forecasts and thinking.

Special Forms of Trading

- 2.12 As part of the revised assessment we have also updated our forecasts of the market share of non-store retail sales (or sales by ‘special forms of trading’)¹, based on the most recent research published by EBS². The revised EBS market shares for SFT in 2008 are 5.9% for convenience goods sales and 11.3% for comparison goods sales. EBS forecast that Internet shopping as a proportion of total retail sales will increase to 8.1% by 2016 for convenience goods and 13.9% for comparison goods.

- 2.13 However, it is important to note that a proportion of sales over the Internet are sourced directly from existing stores, rather than from bespoke warehouses. This is particularly the case for food shopping, where the majority of Internet orders are serviced by existing stores. As a result we consider it is reasonable to assume that 50% of Internet sales for convenience goods retailing are sourced from stores. After 2016 we assume that the market shares for both comparison and convenience goods will ‘flat line’ at the forecast levels of circa 4.1% and 12.5%.

- 2.14 However it is important to note that forecasts of the potential growth in SFT and specifically Internet shopping are subject to significant uncertainty. We therefore recommend that the Council monitors the research relating to the growth in e-tailing and adjusts the growth rates to take account of any significant revisions.

Floorspace ‘Productivity’ Growth Rates

- 2.15 The update and revision of the average annual expenditure growth rates has also necessitated a revision of the average annual floorspace ‘productivity’ (or turnover ‘efficiency’) growth rates for both comparison and convenience goods retailing.

¹ Special forms of trading (SFT) includes purchases that occur outside of shops, such as via mail order, vending machines and the Internet (or ‘e-tailing’).

² Retail Planner Briefing Note 6.1 (October 2008): Table 5.1

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- 2.16 In the 2008 Retail Study we assumed a year-on-year 'productivity' growth rate of +0.5% for convenience goods and +1.5% for comparison goods over the forecast period. However, we have necessarily revised these growth rates to reflect the lower expenditure growth forecasts. Our updated forecasts have been informed by the latest EBS RPN (April 2009).
- 2.17 For comparison goods we assume no 'productivity' growth in 2009 and 2010, to reflect the negative expenditure growth forecasts. Thereafter we forecast that 'productivity' growth will increase broadly in line with the forecast growth in comparison goods expenditure to achieve levels of +1.0% between 2012 and 2016 and +2.0% from 2017 onwards.
- 2.18 For convenience goods we assume 'productivity' growth rates of +0.3% for 2009 and 2010, increasing in line with the forecast growth in convenience goods expenditure over the medium term to +0.5% from 2017 to 2031.

'Benchmark' Average Sales Densities

- 2.19 As part of this update we have also revisited the assumed 'benchmark' company average turnover to floorspace ratios (or average sales densities) for both convenience and comparison goods retailers and floorspace in the study area³.
- 2.20 The correct approach to the estimation of average sales densities has been a topic of considerable debate amongst planning consultants over the last 6-12 months. These discussions have mainly focused on the issue that simply applying the company average figure published by Mintel and Verdict Research to 'convenience only' sales area (i.e. stripping out the elements of non-food floorspace from stores) is inaccurate, as it under-estimates the actual sales performance of convenience goods floorspace. This issue is most relevant to the analysis of the main grocery operators (i.e. Tesco, Asda, Sainsbury's and Morrisons), where an increasing proportion of the sales areas of their larger store formats is devoted to comparison goods retailing (by as much as 40-50% in some stores). Against this background it is now argued that simply applying the published company average figure to the convenience goods sales area will underestimate the convenience turnover of stores, as convenience goods retailing generally trades at higher average sales density levels than non-food sales⁴.
- 2.21 The average sales densities assumed in our 2008 Retail Study were derived using a commonly accepted approach applied by a number of different planning consultants until recently. Using our approach the company average 'benchmark' turnover levels were derived from the latest 'UK Retail Rankings' published by Mintel (see Appendix 11: Table 1). Mintel's grocery sector figures are based on the sales by food and grocery retailers from the ONS. However, in order to make reported sales by the companies consistent with ONS data, elements of reported turnover often need to be excluded (such as petrol sales, restaurant turnover and NHS receipts). In order to give an appropriate weighting to the non-retail sales of the main grocery retailers, we deducted the proportions set out in Mintel's 'UK Retail Rankings' (as set out in the footnote to Table 1: Appendix 11 of the 2008 Retail Study). However, since we prepared the 2008 Retail

³ Expressed as sales (£) per square metre (m²)

⁴ The issue is less relevant to smaller grocery retailers who typically tend to sell a more limited amount of comparison goods in their stores.

Study it is now widely accepted that the average sales densities for convenience goods retailing should be higher than the published company averages (after allowing for non-food sales). For the major food retailers there is also the issue of VAT, as an increasing share of their sales is derived from non-food goods.

2.22 In the context of the on-going debate as to the most appropriate method to determine robust average sales densities, a number of consultants are now adopting an alternative more detailed approach for retail studies and assessments. Although we do not propose to cover the minutiae of the alternative approaches here, they do comprise a number of common sequential steps:

- First, the overall turnover mix of the main grocery retailers are disaggregated for convenience goods, comparison goods and petrol/café sales, based on research carried out by Verdict (published in the *UK Grocery Retailing* report). The convenience and comparison elements of the sales density figures are then adjusted for VAT⁵.
- Next, based on the 'floorspace allocation' data identified by Verdict, it is possible to apportion the average space for the sale of convenience and comparison goods for individual retailers.
- Finally the convenience and comparison goods elements of the company average sales density levels are adjusted to reflect the respective proportions of floorspace which are occupied by food and non-food retailing. This provides an overall estimate of the convenience and comparison sales density figures.

2.23 To help inform our assessment of the average convenience goods sales levels of the main grocery retailers we have drawn on the latest company figures published by both Mintel and Verdict to provide a 'best estimate'. We have then rebased the average sales estimates to the 2006 price year, so that they are consistent with the 2008 study.

2.24 In summary the updated average sales levels derived from the latest research by Verdict and Mintel are broadly similar. For example, we estimate that Tesco's convenience floorspace achieves an average sales level of £12,680 per m² and Sainsbury's is trading at circa £9,520 per m². Asda is estimated to be achieving the highest average sales density, after taking account of the impact of comparison goods floorspace on trading levels.

2.25 We have also adjusted the average sales levels of the main retail warehouse operators in the study area to take account of the updated research by Mintel and Verdict. There are no significant changes for individual retailers apart from Argos, which is now estimated to be achieving a much higher company average sales density of circa £21,180 per m² (in 2006 prices)

⁵ We normally assume a rate of 6% for convenience goods and c.15% for comparison goods

Commitments

- 2.26 The 2008 Retail Study identified all the main comparison and convenience floorspace commitments within the Borough at the time of the finalisation of the report and the economic modelling⁶. As part of this update we have also taken account of the following two retail schemes that have recently been granted planning permission by the Council.
- An extension to the Sainsbury's store at Wallop Drive, Hatch Warren. This is for 1,710 m² of net additional floorspace, divided equally between convenience and comparison goods sales.
 - New retail warehouse floorspace at 120-120 Worting Road. This is for 1,947 m² net of retail floorspace, conditioned to prevent the sale of clothing, footwear and other goods. At the time of preparing this update there were no identified operators, so we have assumed an average sales density for 'bulky goods' large format retailing.
- 2.27 The 2008 Retail Study also assessed the outstanding permission for a new B&Q Warehouse at Winchester Road (granted at Appeal) to replace the existing smaller store at Lister Road. However, we now understand that it is highly unlikely that this store will be developed as planned.
- 2.28 Table 6 (Appendix 1) sets update the main commitments in the study area and the revised comparison and convenience turnover forecasts. We estimate that all the convenience goods floorspace with permission could achieve total sales of £11.9m in 2011 (at 2006 prices). For comparison goods, the new commitments are forecast to achieve total sales of £8.2m in 2011 without the B&Q permission, or circa £26.8m including the replacement B&Q⁷.

Summary

- 2.29 In summary, there have been a number of significant revisions and updates to some of the key baseline assumptions and forecasts tested by the 2008 Retail Study. The following section assesses the impact of these revisions and updates on the economic capacity forecasts over the short, medium and longer term.

⁶ The main commitments and their characteristics (in terms of net sales area and forecast turnover) were set out Table 6 (**Appendix 13**) of the 2008 study.

⁷ Please note that we have deducted £6.5m from the sales of the replacement B&Q to allow for the current turnover performance of the existing B&Q at Winchester Road.

3. UPDATED ECONOMIC CAPACITY ASSESSMENT

3.1 This section sets out the results of the updated economic capacity assessment based on the revisions and updates to the main assumptions and forecasts described in Section 2. Please note that these forecasts replace those set out in the 2008 Retail Study for both comparison goods and convenience goods retailing respectively.

3.2 As for the 2008 Retail Study we first assess the 'baseline' capacity for new retail floorspace up to 2031 based on population projections derived from the EBS 2008 *Retail Planner* Reports.

3.3 We then test alternative capacity scenarios based on different population projections. This is because the EBS-derived population estimates do not take account of the plan-led housing growth trajectories set out in the South East Plan. We have therefore tested the 'sensitivity' of the capacity forecasts using the following two different ranges of housing completion rates up to 2026 (as set out in the 2008 Retail Study):

- **Scenario 1:** 945 dwellings per year.
- **Scenario 3:** 740 dwellings per year.

3.4 The impact of the different housing growth trajectories on the capacity forecasts are briefly described below.

'Baseline' Capacity Forecasts

3.5 For **comparison goods** retailing the detailed results of the updated 'baseline' capacity assessment are set out in the economic tables at Appendix 1. The table below shows the headline results.

Table 3.1: 'Baseline' Comparison Goods Floorspace Capacity (m² net)

	2008	2011	2016	2021	2026	2031
INCLUDING ALL COMMITMENTS:						
Residual Expenditure (£ million):	11.2	-16.5	32.2	98.4	185.4	297.7
Net Floorspace Capacity (m ²):	1,870	-	5,070	14,020	23,940	34,820
EXCLUDING REPLACEMENT B&Q:						
Residual Expenditure (£ million):	21.8	-5.9	43.4	110.7	199.0	312.8
Net Floorspace Capacity (m ²):	3,630	-	6,820	15,780	25,690	36,580

Source: Appendix 1 (Table 7)

Notes: The forecasts are cumulative (i.e. the forecasts for each year include the forecasts for the previous years and are not additional to the earlier forecasts) and have been rounded.

3.6 The 'baseline' assessment indicates that any forecast capacity for new comparison goods floorspace up to 2011 will be effectively 'wiped out' by new commitments (with and without the replacement B&Q store) and the negative forecast growth in expenditure on comparison goods for 2009 and 2010. By 2016 the potential capacity for new comparison goods sales area increases to between 5,070 m² (including all commitments) and 6,820 m² (excluding the replacement B&Q from the commitments). Over the longer term, up to 2031, there is forecast capacity for between 34,820 m² and 36,580 m² net of new comparison goods retailing.

These revised floorspace capacity levels are substantially lower than forecast in the 2008 Retail Study of between 65,540 m² and 68,010 m² net at 2031.

- 3.7 The revised economic capacity tables for convenience goods retailing are set out in Appendix 2. Table 3.2 below summarises the results of the forecasts detailed in Table 6 (**Appendix 2**) for both 'large format' and 'discount' foodstore retailing.

Table 3.2: 'Baseline' Convenience Goods Floorspace Capacity (m² net) – 2008 Retail Study & 2009 Update

	2008	2011	2016	2021	2026	2031
June 2009 Retail Study Update:						
Residual Expenditure (£ million):	0.8	-0.1	9.3	20.6	33.1	46.8
<u>Net Floorspace Capacity (m²):</u>						
<i>Large Format Superstore</i>	70	-	820	1,770	2,780	3,830
<i>Deep Discounter / Supermarket</i>	160	-	1,800	3,890	6,110	8,430

2008 Retail Study						
Residual Expenditure (£ million):	£24.1	£25.3	£34.0	£44.2	£55.5	£67.7
<u>Net Floorspace Capacity (m²):</u>						
<i>Large Format Superstore</i>	2,410	2,500	3,270	4,150	5,070	6,030
<i>Deep Discounter / Supermarket</i>	4,830	4,990	6,540	8,290	10,150	12,070

Source: Appendix 2 (Table 6)

Notes: The forecasts are cumulative (i.e. the forecasts for each year include the forecasts for the previous years and are not additional to the earlier forecasts) and have been rounded.

- 3.8 Compared with the 2008 Retail Study, the revised 'baseline' capacity forecasts indicate only a small capacity for new floorspace in 2008. This is mainly explained by the uplift in the average 'benchmark' sales density figures of the main foodstore operators based on the revised approach described in Section 2.
- 3.9 At 2011 our forecasts show that there is no residual expenditure available to support new retail floorspace. This is explained by the lower forecast growth in convenience goods expenditure between 2008 and 2011, along with the recent permission for an extension to the Sainsbury's store at Wallop Drive, Hatch Warren.
- 3.10 After 2011 we assume that year-on-year convenience goods expenditure growth will return to pre-recession levels. By 2031 the revised forecast capacity for large format superstore floorspace is 3,830 m² net, based on an average sales density of circa £12,200⁸. This is lower than the 6,030 m² net forecast in the 2008 Retail Study. If the new floorspace proposed is for a 'deep discounter' or smaller supermarket format trading at circa £5,550 per m² then we forecast that the capacity increases to 8,430 m² by 2031. This is also below the 12,070 m² forecast in the 2008 Retail Study.
- 3.11 Please note also that both the original capacity forecasts set out in the 2008 Retail Study and the revised forecasts in this updated study are based on constant market shares over the forecast period. They do not,

⁸ The floorspace capacity increases to 4,190 m² net if the base year average sales level of £11,000 is held constant over the forecast period.

therefore, take account of changing shopping patterns that can arise from new retail development. Where new development occurs in the Borough the overall impact on shopping patterns could be positive, resulting in increased market shares and 'claw back' of shoppers and expenditure from centres and stores outside the study area. Any uplift in market shares arising from new development would therefore generate additional residual expenditure and forecast capacity for new floorspace, over and above the forecasts identified above. Conversely, where new development occurs outside the study area, then the impact on market shares could be negative due to the increased 'leakage' of shoppers and expenditure out of the Borough. The positive and negative impacts of new retail development will be one of a number of important considerations for the Council to assess when determining planning applications for new retail floorspace.

- 3.12 Finally, for the reasons set out in Section 2, it is now apparent that in the current economic climate even short term forecasts are increasingly uncertain. As a result, we advise the local planning authority that the updated floorspace capacity forecasts should only be treated as a broad indication of the potential for new retail development over the short, medium and long term. They should not be regarded as a maximum or minimum threshold (or 'target') that should necessarily be met.

Alternative Population Growth Scenarios

- 3.13 The 'baseline' capacity assessment does not take account of the impact of different housing completion targets on population growth in the Borough area and any resultant uplift in the capacity for new comparison and convenience goods floorspace.
- 3.14 For this updated study we have assessed the forecast capacity that results from the two different annual housing completion targets for the Borough (i.e. Zone 1) of 945 dwellings (scenario 1) and 740 dwellings (scenario 3).
- 3.15 The detailed results of the revised comparison goods capacity assessments for scenarios 1 and 3 are summarised by the following table.

Table 3.3: Comparison Goods Capacity Assessment (m² net) – Sensitivity Analysis

	2008	2011	2016	2021	2026	2031
'Baseline' Assessment:	1,200 – 3,190	-	4,390 – 6,380	13,350 – 15,340	23,260 – 25,250	34,140 – 36,130
Scenario 1: 945 dwellings per year	2,660 – 4,410	0 - 525	7,600 – 9,350	17,810 – 19,570	29,280 – 31,040	42,060 – 43,820
Scenario 3: 740 dwellings per year	2,520 – 4,280	0 - 200	6,310 – 8,060	15,460 – 17,210	25,720 – 27,470	36,940 – 38,690

Notes: Capacity forecasts represent residual net floorspace after allowing for commitments. The higher capacity forecast range assumes that the replacement B&Q on land at Winchester Road and Harrow Way is not implemented.

- 3.16 The 'sensitivity' analysis shows a capacity forecast range resulting from the 'high' and 'low' housing completion rates of between 36,940 m² net (scenario 3) and 43,380 m² net (scenario 1) by 2031, depending on whether the replacement B&Q is included as a commitment.

- 3.17 The headline results of the revised convenience goods capacity assessments for 'large format' retailing only are as follows:

Table 3.4: Convenience Goods Capacity Assessment (sq.m net) – Sensitivity Analysis

	2008	2011	2016	2021	2026	2031
'Baseline' Assessment:	72	-	820	1,770	2,780	3,830
Scenario 1: 945 dwellings per year	330	480	1,580	2,850	4,210	5,660
Scenario 3: 740 dwellings per year	290	370	1,200	2,190	3,270	4,390

Notes: Capacity forecasts represent residual net floorspace after allowing for all commitments.

- 3.18 Based on scenario 1, which assumes higher annual housing completions and population growth, there is a forecast capacity for 5,660 m² net of new convenience goods floorspace by 2031, compared with the 'baseline' forecast of 3,830 m² net.
- 3.19 We advise that the higher capacity forecasts arising from the annual housing completion targets be treated with caution, particularly as we are not clear as to the likely phasing of new dwellings over the forecast period. Nevertheless, both the Government and Borough housing figures do show uplift in capacity for both convenience and comparison goods floorspace over the medium and longer term.

Summary

- 3.20 This section has set out our revised 'baseline' capacity forecasts for new convenience and comparison goods retail floorspace up to 2031, based on population projections derived from the Experian Business Strategies *Retail Planner* model. We have also tested the 'sensitivity' of the capacity forecasts to the different housing completion rates and higher population growth forecast for the Borough.
- 3.21 Compared with the forecasts set out in the 2008 Retail Study, the revised forecasts show limited or no capacity for new comparison and convenience goods floorspace up to 2011. This is largely explained by the impact of the recession on expenditure growth forecasts; the different approach used to assess average sales densities for convenience goods retailing; and the most recent permissions for new convenience and comparison goods floorspace. Over the medium to longer term the forecast growth in expenditure results in capacity for new retail floorspace in the Borough, albeit at lower levels than forecast by the 2008 Retail Study.
- 3.22 For the reasons set out in this study it is clear that forecasts even over the short term are inherently less certain. We therefore advise the local planning authority that the identified capacity should only be considered as a broad indication of the potential for new retail development, rather than as a maximum or minimum threshold (or 'target') that should necessarily be met.
- 3.23 In accordance with national, regional and local retail planning policy guidance all forecast capacity should be directed to town centres in the first instance. We have therefore not differentiated between town centre and

out-of-centre locations in our capacity forecasts. Any applications for new retail floorspace in edge or out-of-centre locations will need to be considered on their individual merits in accordance with the latest policy guidance.

- 3.24 Finally the original and updated forecasts are based on constant market shares. They do not, therefore, take account of changing shopping patterns that can arise from new development. For example, any uplift in market shares arising from new development could generate additional residual expenditure and forecast capacity for new floorspace over and above the forecasts identified by this study. This will be one of a number of important considerations for the Council when assessing and determining future planning applications.

Appendix 1:

REVISED 'BASELINE' COMPARISON GOODS RETAIL CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

Revised 'Baseline' Comparison Goods Capacity Assessment (2006 prices)

TABLE 1: STUDY AREA: BASE YEAR POPULATION & FORECASTS (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031
Zone 1	157,937	160,373	164,328	168,136	172,091	176,194
Zone 2	27,005	26,964	26,962	27,086	27,259	27,409
Zone 3	12,842	12,964	13,225	13,449	13,743	14,014
Zone 4	34,225	34,614	35,090	35,823	36,556	37,326
Zone 5	62,030	62,520	63,243	63,953	64,893	65,744
Zone 6:	44,939	45,268	45,892	46,637	47,442	48,249
TOTAL:	338,978	342,703	348,740	355,084	361,984	368,937

Source: Population Estimates and Forecasts derived from Experian Retail Planner Reports for each Zone (May 2008)

POPULATION GROWTH (%)

2008 - 2016	2016 - 2031
4.0%	7.2%
-0.2%	1.7%
3.0%	6.0%
2.5%	6.4%
2.0%	4.0%
2.1%	5.1%
2.9%	5.8%

TABLE 2: UNADJUSTED COMPARISON GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Includes Special Forms of Trading (and E-tailing)

Zone	2008	2011	2016	2021	2026	2031
Zone 1	£3,253	£3,187	£3,605	£4,282	£5,086	£6,040
Zone 2	£3,488	£3,417	£3,866	£4,592	£5,453	£6,477
Zone 3	£3,540	£3,467	£3,923	£4,659	£5,534	£6,573
Zone 4	£3,362	£3,294	£3,726	£4,426	£5,256	£6,243
Zone 5	£3,505	£3,433	£3,885	£4,614	£5,480	£6,508
Zone 6	£3,216	£3,151	£3,565	£4,234	£5,028	£5,972

Source: ⁽¹⁾ 2008 average spend per capita estimates derived from Experian Business Strategies - Retail Planner Reports (May 2008). (2006 prices)

⁽²⁾ Expenditure growth forecasts informed by Experian Retail Planner Briefing Note - Quarterly Update (April 2009)

EXPENDITURE GROWTH

2008 - 2016	2016 - 2031
10.8%	67.5%
10.8%	67.5%
10.8%	67.5%
10.8%	67.5%
10.8%	67.5%
10.8%	67.5%

TABLE 3: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Excludes Special Forms of Trading & E-tailing (@1.5%) ⁽¹⁾

Zone	2008	2011	2016	2021	2026	2031
SFT ⁽¹⁾:	10.2%	12.1%	12.5%	12.5%	12.5%	12.5%
Zone 1	£2,922	£2,802	£3,154	£3,746	£4,450	£5,285
Zone 2	£3,133	£3,005	£3,382	£4,017	£4,771	£5,667
Zone 3	£3,180	£3,049	£3,432	£4,077	£4,842	£5,750
Zone 4	£3,020	£2,896	£3,260	£3,872	£4,599	£5,462
Zone 5	£3,148	£3,019	£3,399	£4,037	£4,794	£5,694
Zone 6	£2,889	£2,771	£3,119	£3,704	£4,399	£5,225

Source: ⁽¹⁾ Market share for non-store retail sales informed by Experian Business Strategies 'Retail Planning Briefing Note 6.1' (October 2008: Table 5.1).

Assume a proportion of Internet sales are sourced through existing stores.

REVISED SPEND GROWTH

2008 - 2016	2016 - 2031
7.9%	67.5%
7.9%	67.5%
7.9%	67.5%
7.9%	67.5%
7.9%	67.5%
7.9%	67.5%

TABLE 4: STUDY AREA: TOTAL AVAILABLE COMPARISON GOODS SPEND AND GROWTH (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031
Zone 1	£461.50	£449.42	£518.35	£629.90	£765.72	£931.12
Zone 2	£84.62	£81.03	£91.20	£108.81	£130.06	£155.32
Zone 3	£40.83	£39.53	£45.39	£54.82	£66.54	£80.59
Zone 4	£103.37	£100.26	£114.40	£138.71	£168.12	£203.88
Zone 5	£195.30	£188.77	£214.94	£258.15	£311.11	£374.35
Zone 6	£129.83	£125.42	£143.12	£172.75	£208.71	£252.10
TOTAL:	£1,015.45	£984.42	£1,127.41	£1,363.15	£1,650.26	£1,997.35

TOTAL GROWTH (%)

2008 - 2016	2016 - 2031
12.3%	79.6%
7.8%	70.3%
11.2%	77.5%
10.7%	78.2%
10.1%	74.2%
10.2%	76.1%
11.0%	77.2%

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

Baseline Comparison Goods Capacity Assessment (2006 prices)

TABLE 5: Estimated Comparison Goods Floorspace & 'Benchmark' Turnover Levels

	Net Sales Area	Revised Average Sales Density (2008)	2008 COMPARISON GOODS TURNOVER
	(m ²)	(£ per sq.m)	(£ million)
BASINGSTOKE TOWN CENTRE:	60,586	£6,000 ⁽¹⁾	£363.52
CHINEHAM DISTRICT CENTRE:	5,802	£4,500 ⁽¹⁾	£26.11
BRIGHTON HILL DISTRICT CENTRE:	787	£4,500 ⁽¹⁾	£3.54
TADLEY DISTRICT CENTRE:	866	£2,750 ⁽¹⁾	£2.38
OVERTON DISTRICT CENTRE:	470	£2,750 ⁽¹⁾	£1.29
KINGSCLERE LOCAL CENTRE:	355	£2,600 ⁽¹⁾	£0.92
OTHER LOCAL SHOPS / PARADES	1,405	£2,500 ⁽¹⁾	£3.51
OUT-OF-CENTRE RETAIL WAREHOUSES IN BOROUGH:			
Brighton Hill Retail Park			
Toys R Us	1,186	£2,710 ⁽²⁾	£3.21
PC World	1,186	£7,285 ⁽²⁾	£8.64
Currys	1,547	£6,885 ⁽²⁾	£10.65
Carpentryright	825	£1,365 ⁽²⁾	£1.13
JJB Sports	1,186	£2,280 ⁽²⁾	£2.70
Harveys	825 ⁽⁴⁾	£2,960 ⁽¹⁾	£2.44
Hatch Warren			
Mothercare World	1,186	£2,868 ⁽²⁾	£3.40
Design 65	750 ⁽³⁾	£1,550 ⁽¹⁾	£1.16
Hatch Warren Retail Park			
Dreams	411 ⁽⁴⁾	£2,960 ⁽²⁾	£1.22
Rosebys ⁽⁵⁾	411	£2,000	£0.82
Pets @ Home	829	£2,452 ⁽²⁾	£2.03
Argos Extra	790	£21,175	£16.73
Blockbuster	430	£4,000	£1.72
Tiles R Us	513	£1,800 ⁽²⁾	£0.92
Winchester Road			
Allied Carpets	790	£1,380 ⁽²⁾	£1.09
B&Q	2,720	£2,010 ⁽²⁾	£5.47
Homebase	5,596 ⁽⁴⁾	£1,350 ⁽²⁾	£7.55
Comet	790	£7,840 ⁽²⁾	£6.19
Maplin	790 ⁽³⁾	£3,850 ⁽²⁾	£3.04
Halfords	1,339	£1,785 ⁽²⁾	£2.39
Staples	1,972	£2,100 ⁽²⁾	£4.14
Other Retail Warehouse / Non-Food Shops			
MFI ⁽⁵⁾	2,720	£2,360 ⁽²⁾	£6.42
Wickes	2,926 ⁽⁴⁾	£2,420 ⁽²⁾	£7.08
Bathstore	750 ⁽³⁾	£2,000 ⁽¹⁾	£1.50
Brewers Paints	750 ⁽³⁾	£2,155 ⁽¹⁾	£1.62
Howdens Kitchens	750 ⁽³⁾	£1,750 ⁽¹⁾	£1.31
Reading Warehouse	750 ⁽³⁾	£1,500 ⁽¹⁾	£1.13
TOTAL (excl. Commitments):	104,989	£4,829	£506.99

SOURCES:

Rapleys (2004) Retail Study
 Mintel 'UK Retail Rankings' (2009)
 Other information provided by Council &/or set out in other studies &/or contained in previous planning applications, etc.

NOTES:

- (1) Strategic Perspectives estimates of average sales levels of comparison goods floorspace and retailers.
 (2) Company average sales densities derived from latest Mintel 'UK Retail Rankings'. Published company averages are exclusive of VAT. Strategic Perspectives has included VAT for comparison goods sales.
 (3) Strategic Perspectives estimates of net sales area agreed with Council.
 (4) Sourced from Public Inquiry Evidence for B&Q / Wickes (November 2005). Statement of Common Ground.
 (5) Both Rosebys and MFI ceased trading in early 2009

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

Baseline Comparison Goods Capacity Assessment (2006 prices)

TABLE 6: CURRENT RETAIL COMMITMENTS - FLOORSPACE AND TURNOVER ESTIMATES FOR 2008 (in 2006 prices)

	1	2	3	4	5	6	7	8
	Existing Sales Area (m ² net)	Total Estimated New Sales Area (m ² net)	Total New Floorspace (m ² net)	2008 Company Average Sales Density (£ per sq.m)	Adjusted Sales Densities for Extension Floorspace ⁽¹⁾ (£ per sq.m)	TOTAL 2008 TURNOVER (£'000s)	Estimated Trade Draw from Study Area (%)	TOTAL 2008 TURNOVER FROM STUDY AREA; (£'000s)
SAINSBURY'S EXTENSION: MULFORDS HILL, TADLEY								
TOTAL ESTIMATED SALES AREA:	2,000	3,270		-	-	£7.47		£7.47
- Convenience Goods	1,700	3,270	1,570	£9,520	£4,760	£7.47	100%	£7.47
- Comparison Goods	300	-	-	-	-	-	-	-
MORRISONS: WORTING ROAD, BASINGSTOKE								
TOTAL ESTIMATED SALES AREA:	3,716	3,745		-	-	£0.16		£0.16
-Convenience Goods	3,344	3,373	29	£11,140	£5,570	£0.16	100%	£0.16
-Comparison Goods	372	-	-	-	-	-	-	-
SAINSBURY'S EXTENSION: HATCH WARREN (WALLOP DRIVE)								
TOTAL ESTIMATED SALES AREA:	-	1,710		-	-	£7.40		£7.40
-Convenience Goods			855	£9,520	£4,760	£4.07	100%	£4.07
-Comparison Goods			855	£7,783	£3,892	£3.33	100%	£3.33
B&Q: LAND AT WINCHESTER ROAD & HARROW WAY								
TOTAL ESTIMATED SALES AREA:	-	7,959		-	-	£16.00		£16.00
-Comparison Goods		7,959	7,959	£2,010	-	£16.00	100%	£16.00
RETAIL WAREHOUSE FLOORSPACE: 120-122 WORTING ROAD ⁽²⁾								
TOTAL ESTIMATED SALES AREA:	-	1,947		-	-	£4.87		£4.87
-Comparison Goods		1,947	1,947	£2,500	-	£4.87	100%	£4.87

NOTES: (1) Assume that the comparison and convenience goods sales areas of extension floorspace will trade (on average) at 50% of the company average sales density.

(2) Total gross floorspace of permitted retail warehouse floorspace is 2,781 m². Assume a net/gross ratio of 70%, as set out in the supporting retail planning assessment prepared by Pegasus Planning Group (August 2008). Average sales density estimate is based on a 'bulky goods' tenant mix. However, it should be noted that sales levels could be higher depending on the type of retailers taking space in the scheme.

(3) Commitments do not include the outline consent for a foodstore as part of the North Popley / Merton Rise development, as the scale of retailing and phasing has not been identified.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

'Baseline' Comparison Goods Capacity Assessment (2006 prices)

TABLE 7: BASINGSTOKE & DEANE BOROUGH AREA

	2008	2011	2016	2021	2026	2031
1 TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (m² net):	104,989	104,989	104,989	104,989	104,989	104,989
2 EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£546.12	£530.44	£609.54	£738.71	£895.78	£1,086.44
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£370.42	£359.78	£413.44	£501.05	£607.58	£736.91
3 EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£469.33	£453.98	£517.86	£624.44	£754.48	£910.91
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£89.37	£86.45	£98.62	£118.91	£143.67	£173.46
4 TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):	£459.79	£446.24	£512.05	£619.96	£751.26	£910.37
5 ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£68.97	£66.94	£76.81	£92.99	£112.69	£136.56
6 TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£528.76	£513.17	£588.86	£712.95	£863.95	£1,046.93
j POTENTIAL AVERAGE SALES DENSITY (£ per sq.m)	£5,036	£4,888	£5,609	£6,791	£8,229	£9,972
7 TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,829	£4,865	£5,113	£5,646	£6,233	£6,882
l TOTAL BENCHMARK TURNOVER (£ million):	£506.99	£510.79	£536.85	£592.73	£654.42	£722.53
8 TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:						
m FORECAST RESIDUAL EXPENDITURE BEFORE COMMITMENTS [Step 6 minus Step 7] (£ million):	£21.77	£2.38	£52.01	£120.23	£209.53	£324.39
9 ESTIMATED COMPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):						
- Replacement B&Q (Land at Winchester Road and Harrow Way):	£10.53	£10.61	£11.15	£12.31	£13.59	£15.01
- Retail Warehouse (120-122 Worthing Road):	-	£4.90	£5.15	£5.69	£6.28	£6.94
- Sainsbury's Extension (Wallop Drive, Hatch Warren):	-	£3.33	£3.50	£3.86	£4.26	£4.71
10 NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):						
- Net Residual Expenditure Including All Commitments:	£11.24	-£16.46	£32.21	£98.36	£185.39	£297.74
- Net Residual Expenditure Excluding B&Q:	£21.77	-£5.65	£43.36	£110.68	£198.98	£312.75
11 CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE INCLUDING ALL COMMITMENTS (m² net):						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,045	£6,353	£7,015	£7,745	£8,551
- Net Floorspace Capacity (sq.m):	1,873	-2,724	5,070	14,023	23,938	34,821
12 CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE EXCLUDING B&Q (m² net):						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,045	£6,353	£7,015	£7,745	£8,551
- Net Floorspace Capacity (sq.m):	3,628	-968	6,825	15,778	25,693	36,576

Appendix 2

REVISED 'BASELINE' CONVENIENCE GOODS RETAIL CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

Revised 'Baseline' Convenience Goods Capacity Assessment (2006 prices)

TABLE 1: STUDY AREA: BASE YEAR POPULATION & FORECASTS (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031
Zone 1	157,937	160,373	164,328	168,136	172,091	176,194
Zone 2	27,005	26,964	26,962	27,086	27,259	27,409
Zone 3	12,842	12,964	13,225	13,449	13,743	14,014
Zone 4	34,225	34,614	35,090	35,823	36,556	37,326
Zone 5	62,030	62,520	63,243	63,953	64,893	65,744
Zone 6:	44,939	45,268	45,892	46,637	47,442	48,249
TOTAL:	338,978	342,703	348,740	355,084	361,984	368,937

Source: Population Estimates and Forecasts derived from Experian Retail Planner Reports for each Zone (May 2008)

POPULATION GROWTH (%)

2008 - 2016	2016 - 2031
4.0%	7.2%
-0.2%	1.7%
3.0%	6.0%
2.5%	6.4%
2.0%	4.0%
2.1%	5.1%
2.9%	5.8%

TABLE 2: UNADJUSTED CONVENIENCE GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Includes Special Forms of Trading (and E-tailing)

Zone	2008	2011	2016	2021	2026	2031
Zone 1	£1,698	£1,727	£1,797	£1,879	£1,965	£2,056
Zone 2	£1,822	£1,853	£1,929	£2,017	£2,109	£2,206
Zone 3	£1,848	£1,880	£1,956	£2,046	£2,140	£2,238
Zone 4	£1,737	£1,767	£1,839	£1,923	£2,011	£2,103
Zone 5	£1,769	£1,799	£1,872	£1,958	£2,047	£2,141
Zone 6	£1,769	£1,799	£1,872	£1,958	£2,047	£2,141

Source: ⁽¹⁾ 2008 average spend estimates derived from Experian Business Strategies Retail Planner Reports (May 2008). (2006 prices)

⁽²⁾ Expenditure growth forecasts informed by Experian Retail Planner Briefing Note - Quarterly Update (April 2009)

EXPENDITURE GROWTH

2008 - 2016	2016 - 2031
5.8%	14.4%
5.8%	14.4%
5.8%	14.4%
5.8%	14.4%
5.8%	14.4%
5.8%	14.4%

TABLE 3: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Excludes Special Forms of Trading & E-tailing ⁽¹⁾

Zone	2008	2011	2016	2021	2026	2031
SFT (adjusted) ⁽²⁾:	3.0%	3.7%	4.1%	4.1%	4.1%	4.1%
Zone 1	£1,648	£1,664	£1,724	£1,803	£1,886	£1,972
Zone 2	£1,768	£1,786	£1,850	£1,935	£2,024	£2,117
Zone 3	£1,794	£1,811	£1,877	£1,963	£2,053	£2,147
Zone 4	£1,686	£1,702	£1,764	£1,845	£1,930	£2,018
Zone 5	£1,716	£1,733	£1,796	£1,878	£1,964	£2,054
Zone 6	£1,716	£1,733	£1,796	£1,878	£1,964	£2,054

Source: ⁽¹⁾ Market share for non-store retail sales informed by Experian Business Strategies Retail Planning Briefing Note 6.1 (October 2008: Table 5.1)

⁽²⁾ SFT adjusted to reflect the fact that significant proportion of internet sales for food retailing are sourced from existing foodstores.

REVISED SPEND GROWTH

2008 - 2016	2016 - 2031
4.6%	14.4%
4.6%	14.4%
4.6%	14.4%
4.6%	14.4%
4.6%	14.4%
4.6%	14.4%

TABLE 4: STUDY AREA: TOTAL AVAILABLE CONVENIENCE GOODS SPEND AND GROWTH (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031
Zone 1	£260.24	£266.83	£283.34	£303.19	£324.54	£347.50
Zone 2	£47.75	£48.15	£49.89	£52.42	£55.17	£58.01
Zone 3	£23.04	£23.48	£24.82	£26.40	£28.21	£30.09
Zone 4	£57.70	£58.93	£61.91	£66.10	£70.54	£75.32
Zone 5	£106.46	£108.35	£113.59	£120.13	£127.48	£135.06
Zone 6	£77.13	£78.45	£82.42	£87.60	£93.19	£99.12
TOTAL:	£572.32	£584.19	£615.97	£655.83	£699.13	£745.12

TOTAL GROWTH (%)

2008 - 2016	2016 - 2031
8.9%	22.6%
4.5%	16.3%
7.8%	21.2%
7.3%	21.7%
6.7%	18.9%
6.9%	20.3%
7.6%	21.0%

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

'Baseline' Convenience Goods Capacity Assessment (2006 prices)

TABLE 5: Estimated Convenience Goods Floorspace

Retailer	Address	Net Sales Area (sq.m)	% of Sales Area Devoted to Convenience Goods (%)	Net Convenience Goods Sales Area (sq.m)	Revised Average Sales Density (2008) (£ per sq.m)	2008 'BENCHMARK' CONVENIENCE GOODS TURNOVER (£ million)
BASINGSTOKE TOWN CENTRE:						
Sainsbury's	Basingstoke Town Centre	1,944	85%	1,653	£9,520 ⁽³⁾	£15.73
Tesco Metro	Basingstoke Town Centre	745	95%	708	£12,680 ⁽³⁾	£8.97
Iceland	Basingstoke Town Centre	650	85%	553	£5,850 ⁽³⁾	£3.23
Marks & Spencer	Basingstoke Town Centre	983	95%	934	£11,120 ⁽³⁾	£10.38
Other Floorspace	Basingstoke Town Centre	1,018		1,018	£3,500 ⁽²⁾	£3.56
TOWN CENTRE - TOTAL:		5,340		4,864		£41.89
CHINEHAM DISTRICT CENTRE:						
Tesco	Chineham District Centre	4,326	80%	3,461	£12,680 ⁽³⁾	£43.88
Iceland	Chineham District Centre	620	90%	558	£5,850 ⁽³⁾	£3.26
Other Floorspace ⁽²⁾	Chineham District Centre	50	100%	50	£3,500 ⁽²⁾	£0.18
SUB-TOTAL:				4,069		£47.32
BRIGHTON HILL DISTRICT CENTRE:						
Asda ⁽¹⁾	Brighton Hill District Centre	2,850	70%	1,995	£13,600 ⁽³⁾	£27.13
SUB-TOTAL:				1,995		£27.13
WHITCHURCH DISTRICT CENTRE:						
Somerfield	Whitchurch District Centre	191	95%	181	£6,900 ⁽³⁾	£1.25
Other Floorspace ⁽²⁾	Whitchurch District Centre	75	100%	75	£3,500 ⁽²⁾	£0.26
SUB-TOTAL:				256		£1.51
TADLEY DISTRICT CENTRE:						
Sainsbury's	Tadley District Centre	2,000	85%	1,700	£9,520 ⁽³⁾	£16.18
Other Floorspace	Tadley District Centre	483	100%	483	£3,500 ⁽²⁾	£1.69
SUB-TOTAL:				2,183		£17.87
OVERTON DISTRICT CENTRE:						
Co-op	Overton District Centre	291	95%	276	£6,000 ⁽³⁾	£1.66
Other Floorspace	Overton District Centre	174	100%	174	£3,500 ⁽²⁾	£0.61
SUB-TOTAL:				450		£2.26
KINGSCLERE LOCAL CENTRE:						
Other Floorspace ⁽²⁾	Kingsclere Local Centre	175	100%	175	£3,500 ⁽²⁾	£0.61
SUB-TOTAL:				175		£0.61
OTHER LOCAL SHOPS / PARADES						
Tesco Express	Buckingham Parade, Kempshott	151	95%	143	£12,680 ⁽³⁾	£1.82
Tesco Express	Lychpit Centre, RG24 8BE	193	95%	183	£12,680 ⁽³⁾	£2.32
Tesco Express	Popley, RG24 9EL	166	95%	158	£12,680 ⁽³⁾	£2.01
Other Floorspace	Popley	294	100%	294	£3,500 ⁽²⁾	£1.03
Co-Op	Kings Road, South Ham	206	95%	196	£6,000 ⁽³⁾	£1.18
Other Floorspace	South Ham	134	100%	134	£3,500 ⁽²⁾	£0.47
Other Floorspace	Oakley	134	100%	134	£3,500 ⁽²⁾	£0.47
OTHER LOCAL SHOPS/ PARADES - TOTAL:				1,243		£9.29
OUT-OF-CENTRE STORES IN BOROUGH:						
Morrisons	Worting Road	3,716	90%	3,344	£11,140 ⁽³⁾	£37.26
Sainsbury's	Hatch Warren	4,913	76%	3,729	£9,520 ⁽⁴⁾	£35.50
Sainsbury's Local	374 Worting Rd, Buckskin	186	95%	177	£9,520 ⁽³⁾	£1.68
Somerfield	Winklebury Way	1,013	100%	1,013	£6,900 ⁽³⁾	£6.99
Lidl	Churchill Way West	1,063	90%	957	£2,800 ⁽³⁾	£2.68
Tesco	Oakridge Road, RG21 5SG	170	95%	162	£12,680 ⁽³⁾	£2.05
Tesco	Kingsley Pk, Whitchurch	176	95%	168	£12,680 ⁽³⁾	£2.13
Tesco	Baughurst, Tadley	150	95%	143	£12,680 ⁽³⁾	£1.81
Co-Op	1-2 Giles Walk, Tadley	124	100%	124	£6,000 ⁽³⁾	£0.74
OUT-OF-CENTRE STORES - TOTAL:				9,815		£90.83
TOTAL (excl. Commitments):				25,050	£9,530	£238.72

SOURCES:

Rapleys (2004) Retail Study

IGD Dataset (2007). Allowances made for net comparison goods sales area of foodstores. Estimates of convenience goods sales areas are informed by IGD; the Council's own estimates; and other available research. Please note that SP has not measured the sales area of each individual store identified.

Other information provided by Council &/or set out in other studies &/or contained in previous planning applications, etc.

NOTES:

(1) Basingstoke Council has indicated that Asda has a gross floorspace of 3,716 m², of which 70% is for convenience goods retailing.

(2) Strategic Perspectives estimates. Informed by previous studies and research.

(3) Company average sales densities informed by latest Mintel and Verdict Research. For more detailed explanation of methodology please refer to June 2009 Retail Study Update.

(4) Gross and net sales areas derived from Retail Impact Assessment prepared by *White Young Green* (December 2008) in support of proposed store extension.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (June 2009)

'Baseline' Convenience Goods Capacity Assessment (2006 prices)

TABLE 6: BASINGSTOKE & DEANE BOROUGH AREA

	2008	2011	2016	2021	2026	2031
1 TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):	25,050	25,050	25,050	25,050	25,050	25,050
2 EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£307.99	£314.97	£333.23	£355.61	£379.71	£405.52
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.5%	73.5%	73.5%	73.5%	73.5%	73.5%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£226.34	£231.48	£244.89	£261.34	£279.05	£298.02
3 EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£264.33	£269.21	£282.74	£300.22	£319.42	£339.60
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.81	£21.19	£22.26	£23.64	£25.15	£26.74
4 TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):	£247.15	£252.67	£267.15	£284.97	£304.20	£324.75
5 ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£247.15	£252.67	£267.15	£284.97	£304.20	£324.75
j POTENTIAL 'AVERAGE SALES DENSITY' (£ per sq.m)	£9,866	£10,086	£10,665	£11,376	£12,143	£12,964
7 TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£9,530	£9,621	£9,815	£10,062	£10,316	£10,577
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£238.72	£241.00	£245.86	£252.07	£258.43	£264.96
8 TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	£8.43	£11.67	£21.29	£32.90	£45.76	£59.79
9 ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):						
- Sainsbury's Extension (Mulfords Hill, Tadley):	£7.47	£7.54	£7.69	£7.89	£8.09	£8.29
- Morrison's Extension (Worting Road, Basingstoke):	£0.16	£0.16	£0.16	£0.17	£0.17	£0.18
- Sainsbury's Extension (Wallop Drive, Hatch Warren)	-	£4.11	£4.19	£4.30	£4.40	£4.51
10 NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):	£0.79	-£0.14	£9.25	£20.55	£33.10	£46.81
11 OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m² net):						
- Estimated Average Sales Density of New Convenience Goods Floorspace (£ per sq.m):	£11,000	£11,105	£11,329	£11,615	£11,908	£12,209
- Net Floorspace Capacity (sq.m):	72	-12	816	1,770	2,780	3,834
12 OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m² net):						
- Estimated Average Sales Density of New Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,048	£5,149	£5,279	£5,413	£5,549
- Net Floorspace Capacity (sq.m):	159	-27	1,796	3,893	6,115	8,435

Appendix 3

SCENARIO 1: REVISED CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

SCENARIO 1: Comparison Goods Capacity Assessment (2006 prices)

TABLE 1: BASINGSTOKE & DEANE BOROUGH AREA: GOVERNMENT HOUSING FORECASTS (945 dwellings per annum)

	2008	2011	2016	2021	2026	2031
1 TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (m² net):	104,989	104,989	104,989	104,989	104,989	104,989
2 EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£552.15	£542.01	£630.12	£772.80	£948.86	£1,165.85
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£374.51	£367.63	£427.40	£524.17	£643.58	£790.76
3 EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£469.33	£453.98	£517.86	£624.44	£754.48	£910.91
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£89.37	£86.45	£98.62	£118.91	£143.67	£173.46
4 TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):	£463.88	£454.09	£526.01	£643.08	£787.26	£964.23
5 ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£69.58	£68.11	£78.90	£96.46	£118.09	£144.63
6 TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£533.46	£522.20	£604.91	£739.55	£905.35	£1,108.86
j POTENTIAL AVERAGE SALES DENSITY (£ per sq.m)	£5,081	£4,974	£5,762	£7,044	£8,623	£10,562
7 TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,829	£4,865	£5,113	£5,646	£6,233	£6,882
l TOTAL BENCHMARK TURNOVER (£ million):	£506.99	£510.79	£536.85	£592.73	£654.42	£722.53
8 TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:						
m FORECAST RESIDUAL EXPENDITURE BEFORE COMMITMENTS [Step 6 minus Step 7] (£ million):	£26.47	£11.40	£88.06	£146.82	£250.93	£386.33
9 ESTIMATED COMPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):						
- Replacement B&Q (Land at Winchester Road and Harrow Way):	£10.53	£10.61	£11.15	£12.31	£13.59	£15.01
- Retail Warehouse (120-122 Worring Road):	-	£4.90	£5.15	£5.69	£6.28	£6.94
- Sainsbury's Extension (Wallop Drive, Hatch Warren):	-	£3.33	£3.50	£3.86	£4.26	£4.71
10 NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):						
- Net Residual Expenditure Including All Commitments:	£15.94	-£7.44	£48.26	£124.96	£226.79	£359.68
- Net Residual Expenditure Excluding B&Q:	£26.47	£3.17	£59.41	£137.27	£240.38	£374.69
11 CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE INCLUDING ALL COMMITMENTS (m² net):						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,045	£6,353	£7,015	£7,745	£8,551
- Net Floorspace Capacity (sq.m):	2,657	-1,230	7,596	17,814	29,283	42,064
12 CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE EXCLUDING B&Q (m² net):						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,045	£6,353	£7,015	£7,745	£8,551
- Net Floorspace Capacity (sq.m):	4,412	525	9,351	19,569	31,038	43,819

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

SCENARIO 1: Convenience Goods Capacity Assessment (2006 prices)

TABLE 2: BASINGSTOKE & DEANE BOROUGH AREA: GOVERNMENT HOUSING FORECASTS (945 dwellings per annum)

	2008	2011	2016	2021	2026	2031
1 TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):	25,050	25,050	25,050	25,050	25,050	25,050
2 EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£311.39	£321.85	£344.48	£372.02	£402.20	£435.15
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.6%	73.6%	73.6%	73.6%	73.6%	73.6%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£229.21	£236.90	£253.57	£273.83	£296.05	£320.31
3 EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£264.33	£269.21	£282.74	£300.22	£319.42	£339.60
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.81	£21.19	£22.26	£23.64	£25.15	£26.74
4 TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):	£250.02	£258.10	£275.83	£297.47	£321.20	£347.04
5 ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£250.02	£258.10	£275.83	£297.47	£321.20	£347.04
j POTENTIAL 'AVERAGE SALES DENSITY' (£ per sq.m)	£9,981	£10,303	£11,011	£11,875	£12,822	£13,854
7 TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£9,530	£9,821	£9,815	£10,062	£10,316	£10,577
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£238.72	£241.00	£245.86	£252.07	£258.43	£264.96
8 TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	£11.29	£17.10	£29.97	£45.40	£62.77	£82.09
9 ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):						
- Sainsbury's Extension (Mulfords Hill, Tadley):	£7.47	£7.54	£7.69	£7.89	£8.09	£8.29
- Morrison's Extension (Worting Road, Basingstoke):	£0.16	£0.16	£0.16	£0.17	£0.17	£0.18
- Sainsbury's Extension (Wallop Drive, Hatch Warren)	-	£4.11	£4.19	£4.30	£4.40	£4.51
10 NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):	£3.66	£5.29	£17.92	£33.05	£50.11	£69.10
11 OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m² net):						
- Estimated Average Sales Density of New Convenience Goods Floorspace (£ per sq.m):	£11,000	£11,105	£11,329	£11,615	£11,908	£12,209
- Net Floorspace Capacity (sq.m):	333	477	1,582	2,846	4,208	5,660
12 OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m² net):						
- Estimated Average Sales Density of New Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,048	£5,149	£5,279	£5,413	£5,549
- Net Floorspace Capacity (sq.m):	732	1,048	3,480	6,261	9,257	12,452

Appendix 4:

SCENARIO 3: REVISED CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

SCENARIO 3: Comparison Goods Capacity Assessment (2006 prices)

TABLE 1: BASINGSTOKE & DEANE BOROUGH AREA: BOROUGH HOUSING FORECASTS (740 dwellings per annum)

	2008	2011	2016	2021	2026	2031
1 TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (m² net):	104,989	104,989	104,989	104,989	104,989	104,989
2 EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£551.10	£539.52	£619.63	£751.59	£913.43	£1,109.66
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£373.80	£365.94	£420.28	£509.79	£619.55	£752.65
3 EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£469.33	£453.98	£517.86	£624.44	£754.48	£910.91
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£89.37	£86.45	£98.62	£118.91	£143.67	£173.46
4 TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):	£463.17	£452.39	£518.89	£628.70	£763.23	£926.12
5 ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£69.48	£67.86	£77.83	£94.30	£114.48	£138.92
6 TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£532.65	£520.25	£596.73	£723.00	£877.71	£1,065.03
j POTENTIAL AVERAGE SALES DENSITY (£ per sq.m)	£5,073	£4,955	£5,684	£6,886	£8,360	£10,144
7 TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,829	£4,865	£5,113	£5,646	£6,233	£6,882
l TOTAL BENCHMARK TURNOVER (£ million):	£506.99	£510.79	£536.85	£592.73	£654.42	£722.53
8 TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:						
m FORECAST RESIDUAL EXPENDITURE BEFORE COMMITMENTS [Step 6 minus Step 7] (£ million):	£25.66	£9.46	£59.88	£130.28	£223.30	£342.50
9 ESTIMATED COMPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):						
- Replacement B&Q (Land at Winchester Road and Harrow Way):	£10.53	£10.61	£11.15	£12.31	£13.59	£15.01
- Retail Warehouse (120-122 Worthing Road):	-	£4.90	£5.15	£5.69	£6.28	£6.94
- Sainsbury's Extension (Wallop Drive, Hatch Warren):	-	£3.33	£3.50	£3.86	£4.26	£4.71
10 NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):						
- Net Residual Expenditure Including All Commitments:	£15.13	-£9.39	£40.07	£108.41	£199.16	£315.85
- Net Residual Expenditure Excluding B&Q:	£25.66	£1.22	£51.22	£120.72	£212.75	£330.86
11 CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE INCLUDING ALL COMMITMENTS (m² net):						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,045	£6,353	£7,015	£7,745	£8,551
- Net Floorspace Capacity (sq.m):	2,521	-1,553	6,308	15,455	25,715	36,938
12 CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE EXCLUDING B&Q (m² net):						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,045	£6,353	£7,015	£7,745	£8,551
- Net Floorspace Capacity (sq.m):	4,276	202	8,063	17,210	27,470	38,693

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY - UPDATE (July 2009)

SCENARIO 3: Convenience Goods Capacity Assessment (2006 prices)

TABLE 2: BASINGSTOKE & DEANE BOROUGH AREA: BOROUGH HOUSING FORECASTS (740 dwellings per annum)

	2008	2011	2016	2021	2026	2031
1 TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):	25,050	25,050	25,050	25,050	25,050	25,050
2 EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£310.80	£320.36	£338.74	£361.81	£387.19	£414.18
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.6%	73.6%	73.6%	73.6%	73.6%	73.6%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£228.71	£235.75	£249.27	£266.25	£284.92	£304.79
3 EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£264.33	£269.21	£282.74	£300.22	£319.42	£339.60
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.81	£21.19	£22.26	£23.64	£25.15	£26.74
4 TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):	£249.52	£256.94	£271.53	£289.88	£310.07	£331.52
5 ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£249.52	£256.94	£271.53	£289.88	£310.07	£331.52
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£9,961	£10,257	£10,840	£11,572	£12,378	£13,234
7 TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£9,530	£9,621	£9,815	£10,062	£10,316	£10,577
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£238.72	£241.00	£245.86	£252.07	£258.43	£264.96
8 TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	£10.80	£15.94	£25.68	£37.82	£51.64	£66.57
9 ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):						
- Sainsbury's Extension (Mulford's Hill, Tadley):	£7.47	£7.54	£7.69	£7.89	£8.09	£8.29
- Morrison's Extension (Worting Road, Basingstoke):	£0.16	£0.16	£0.16	£0.17	£0.17	£0.18
- Sainsbury's Extension (Wallop Drive, Hatch Warren)	-	£4.11	£4.19	£4.30	£4.40	£4.51
10 NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):	£3.16	£4.14	£13.63	£25.47	£38.98	£53.58
11 OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m² net):						
- Estimated Average Sales Density of New Convenience Goods Floorspace (£ per sq.m):	£11,000	£11,105	£11,329	£11,615	£11,908	£12,209
- Net Floorspace Capacity (sq.m):	288	372	1,203	2,193	3,273	4,389
12 OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m² net):						
- Estimated Average Sales Density of New Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,048	£5,149	£5,279	£5,413	£5,549
- Net Floorspace Capacity (sq.m):	633	819	2,647	4,824	7,201	9,656