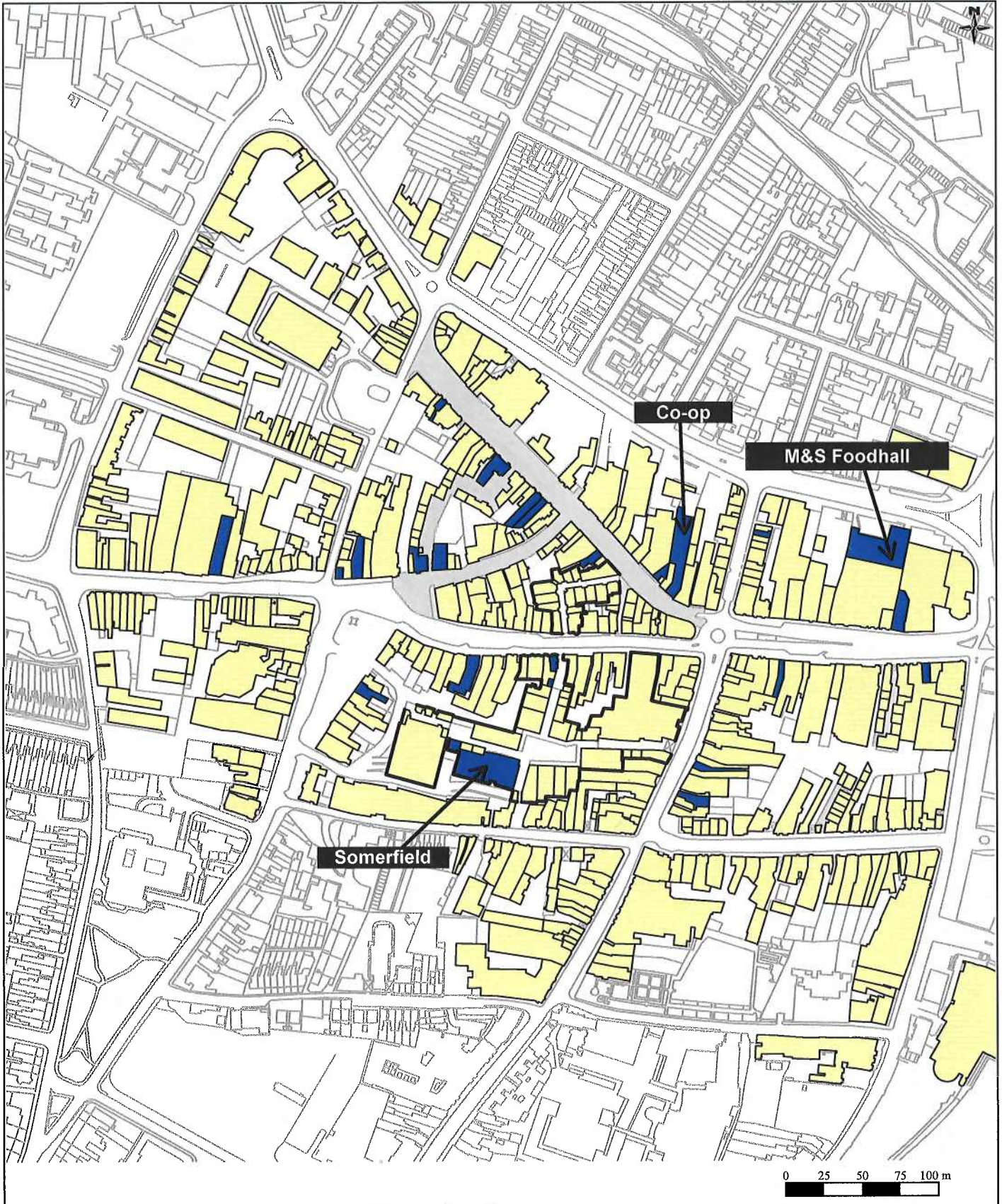


**APPENDIX 5**

**Retail Floorspace Data**

**APPENDIX 5A**

**Convenience Goods Store  
Representation: Map of Each  
Town Centre**



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# Alcester Town Centre: Location of Convenience Goods Shops



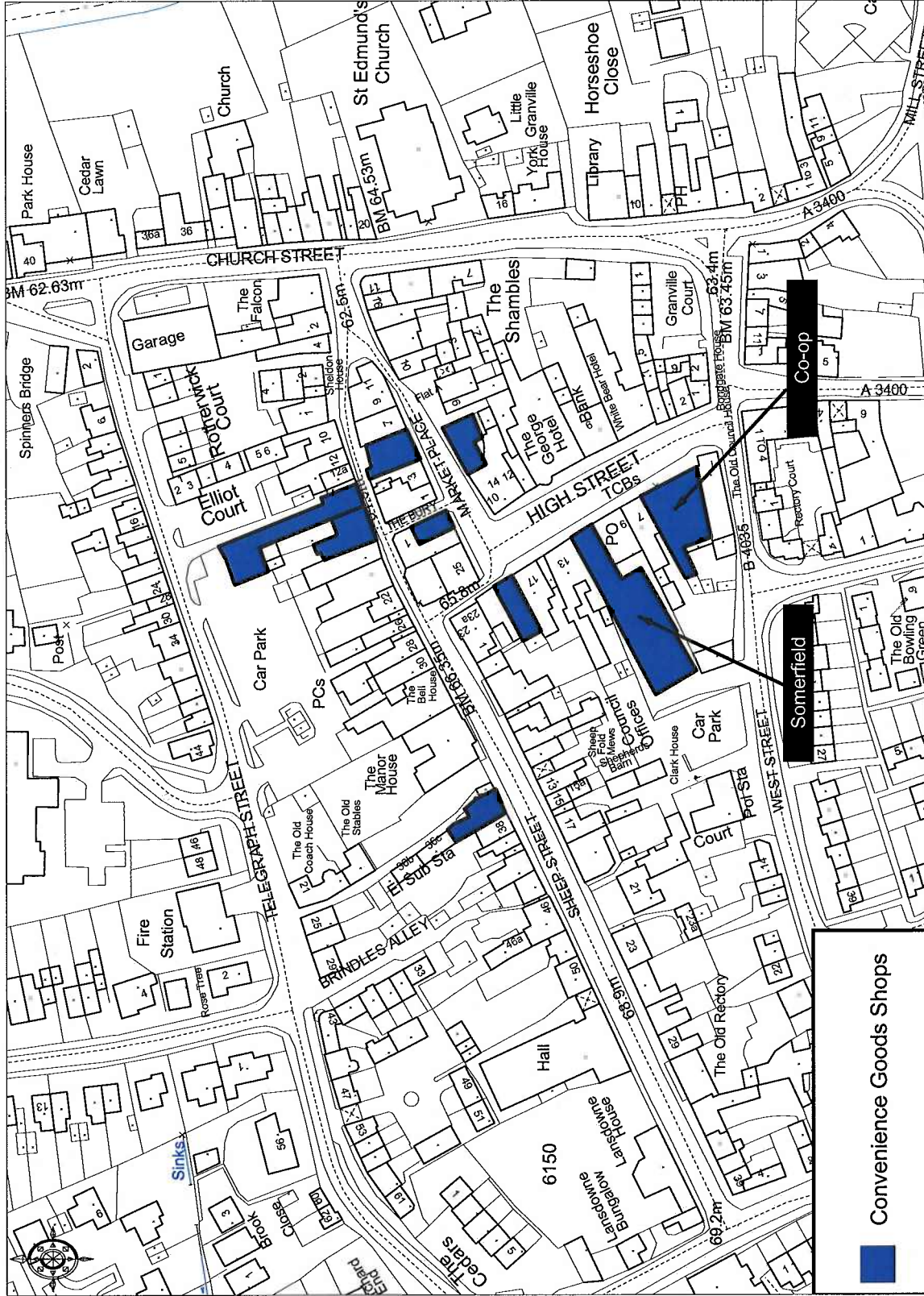
Convenience Goods Shops



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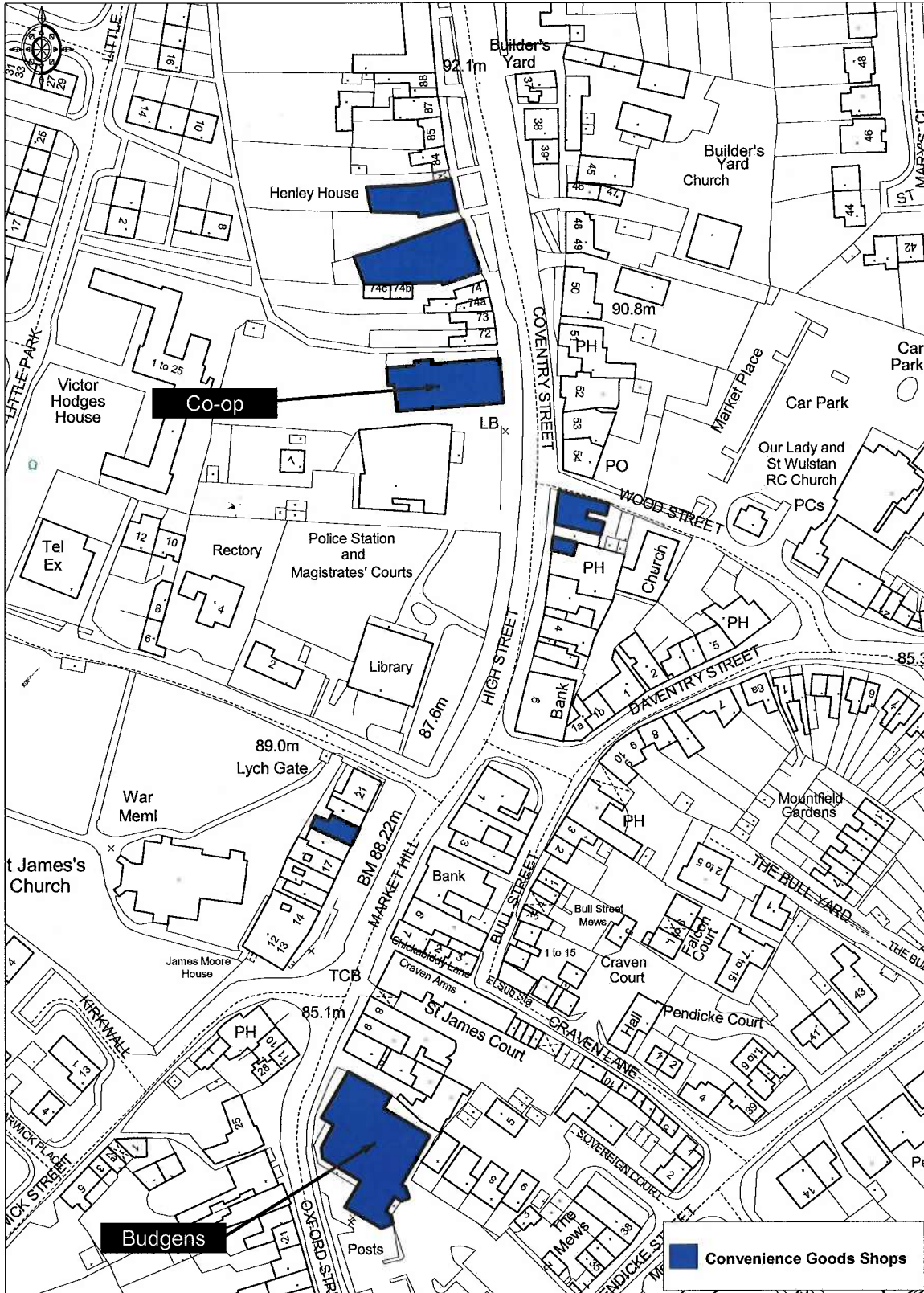
# Shipston on Stour Town Centre: Location of Convenience Goods Shops



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# Southam Town Centre: Location of Convenience Goods Shops



Ordnance Survey

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**APPENDIX 5B**

**Existing Convenience  
Goods Retailer  
Representation and  
Estimated Sales Floorspace  
by Town**

**STRATFORD UPON AVON TOWN - Schedule of Convenience Goods Shops and Estimated Floorspace (as at March 2008)**

Type of Goods	Fascia	Estimated Gross Floorspace (SqM)	Source	Estimated Net Floorspace (SqM)	Estimated Benchmark Sales Density (£ per SqM Net)	Estimated Benchmark Turnover (£m)
Supermarket	Tesco*	6,100	1,2	3,522**	12,000	42.26
Supermarket	Morrisons*	5,900	1,2	3,370**	10,000	33.70
Supermarket	Somerfield	800	1	520	6,100	3.17
Food Hall	Marks & Spencer Food Hall	1,603	2	1,042	10,000	10.42
Health Food	Holland & Barrett	204	2	133	4,000	0.53
Confectionery	Thorntons	93	3	60	4,000	0.24
Off Licence	Vin NEUF	37	3	24	7,000	0.17
Supermarket	Co-op	511	3	332	5,400	1.79
Bakers	Pasty Presto Bakers	56	3	36	4,000	0.14
Confectionery	Fudgetastic	74	3	48	4,000	0.19
Off Licence	Vinology	121	3	77	7,000	0.54
Confectionery	Truffles	167	3	109	4,000	0.44
Bakers	Druckers Bakers	195	3	127	4,000	0.51
Confectionery	The Little Sweet Shop	56	3	36	4,000	0.14
Delicatessen	Oscars	158	3	103	4,000	0.41
Delicatessen	Emerys	130	3	85	4,000	0.34
Convenience Store	One Stop	177	3	115	4,000	0.46
Delicatessen	Taste of Home	37	3	24	4,000	0.10
Health Food	Revital Health Food	307	3	199	4,000	0.80
Convenience Store	McColls	111	3	72	4,000	0.29
Off Licence	Bottoms Up	232	3	151	7,000	1.06
Delicatessen	Oil & Vinegar	46	3	30	4,000	0.12
Greengrocers	JACS Greengrocers	19	3	12	4,000	0.05
Bakers	The Hathaway Bakers	121	3	79	4,000	0.32
Off Licence	Vom Fass	93	3	60	7,000	0.42
<b>TOTAL</b>		<b>17,348</b>		<b>10,366</b>	<b>9,512</b>	<b>98.60</b>

**Notes:**

Sources: 1) Stratford-on-Avon District Figures; 2) Experian Goad / IGD Figures; 3) Colliers CRE Estimates

\* Out of centre store

\*\* Excludes estimated comparison goods floorspace.

**ALCESTER - Schedule of Convenience Goods Shops and Estimated Floorspace (as at March 2008)**

Type of Goods	Fascia	Estimated Gross Floorspace (SqM)	Source	Estimated Net Floorspace (SqM)	Estimated Benchmark Sales Density (£ per SqM Net)	Estimated Benchmark Turnover (£m)
Supermarket	Somerfield	1,200	1	780	6,100	4.76
Newsagent	Mills CTN	190	2	124	4,000	0.50
Convenience Store	Select Save	590	2	384	4,000	1.54
Butcher	Reg Phillips	102	2	66	4,000	0.26
Off Licence	Threshers Wine Shop	65	2	42	7,000	0.29
Greengrocers	The Little Fruit & Veg Shop	65	2	42	4,000	0.17
Delicatessen	Fine Food Emporium	46	2	30	4,000	0.12
Convenience Store	Tesco Express	445	2	289	7,500	2.17
<b>TOTAL</b>		<b>2,703</b>		<b>1,757</b>	<b>5,580</b>	<b>9.80</b>

**Notes:**

Sources: 1) Stratford-on-Avon District Figures; 2) Experian Goad / IGD Figures; 3) Colliers CRE Estimates

**SHIPSTON-ON-STOUR - Schedule of Convenience Goods Shops and Estimated Floorspace (as at March 2008)**

Type of Goods	Fascia	Estimated Gross Floorspace (SqM)	Source	Estimated Net Floorspace (SqM)	Estimated Benchmark Sales Density (£ per SqM Net)	Estimated Benchmark Turnover (£m)
Supermarket	Somerfield	500	1	325	6,100	1.98
Supermarket	Co-op	400	1	260	5,400	1.40
Convenience Store	Martins	113	3	73	4,000	0.29
Greengrocers	Turners Fruit & Veg	139	3	90	4,000	0.36
Delicatessen	Taste of the Country	118	3	77	4,000	0.31
Butcher	Rightons Butchers	149	3	97	4,000	0.39
Delicatessen	Ruperts Delicatessen	113	3	73	4,000	0.29
Bakers	The Bakery	321	3	209	4,000	0.84
Butcher	K.J Flatman Butchers	65	3	42	4,000	0.17
<b>TOTAL</b>		<b>1,918</b>		<b>1,246</b>	<b>4,840</b>	<b>6.03</b>

**Notes:**

Sources: 1) Stratford-on-Avon District Figures; 2) Experian Goad / IGD Figures; 3) Colliers CRE Estimates

**SOUTHAM - Schedule of Convenience Goods Shops and Estimated Floorspace (as at March 2008)**

Type of Goods	Fascia	Estimated Gross Floorspace (SqM)	Source	Estimated Net Floorspace (SqM)	Estimated Benchmark Sales Density (£ per SqM Net)	Estimated Benchmark Turnover (£m)
Supermarket	Budgens	800	1	520	6,100	3.17
Off Licence	Wine Masters	67	3	44	7,000	0.31
Off Licence	Odd Binns	130	3	85	7,000	0.60
Supermarket	Co-op	400	1	260	5,400	1.40
Convenience Store	Acorn	400	1	260	4,000	1.04
Convenience Store	Martins	217	3	141	4,000	0.56
Bakers	Southam Bakers	27	3	18	4,000	0.07
<b>TOTAL</b>		<b>2,041</b>		<b>1,328</b>	<b>5,388</b>	<b>7.16</b>

**Notes:**

Sources: 1) Stratford-on-Avon District Figures; 2) Experian Goad / IGD Figures; 3) Colliers CRE Estimates

**APPENDIX 5C**

**Details of Convenience Goods  
Retail Commitments with  
Stratford-on-Avon District**

## Retail Commitments and Proposals

<b>1.</b>	<b>Marks &amp; Spencer Simply Food – Retail Commitment</b>
	<p>Phase 2 Maybird Retail Park, Stratford-upon-Avon (has planning consent)</p> <p>Estimated convenience goods floorspace: 743 sq m net.</p> <p>Estimate sales density: £10,200 psm net @2008 in 2006 prices.</p> <p>Turnover estimate - £7.6 million @ 2008.</p>
<b>2.</b>	<b>Sainsbury's Local – Retail Commitment</b>
	<p>Stratford-upon-Avon Town Centre (sub-division of Woolworth/under construction)</p> <p>Estimated convenience goods floorspace: 500 sq m gross</p> <p>Estimated convenience goods floorspace: 325 sq m net</p> <p>Estimated sales density: £10,200 psm net @ 2008 in 2006 prices</p> <p>Turnover estimate- £3.3 million @ 2008</p>
<b>3.</b>	<b>Aldi – Retail Proposal</b>
	<p>Birmingham Road, Stratford-upon-Avon (application submitted*)</p> <p>Estimated convenience goods floorspace: 1,500 sq m gross</p> <p>Estimated convenience goods floorspace: 975 sq m net</p> <p>Estimated sales density: £3,000 psm net @ 2008 in 2006 prices</p> <p>Turnover estimate - £2.9 million @ 2008</p>

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\*Although this is still a proposal, we have included it within our floorspace needs assessment.