

**APPENDIX 6**

**Retail Floorspace Need  
Assessment**

**APPENDIX 6A**

**Methodology for Assessing  
convenience Floorspace  
Need/Capacity**

### Methodology for Assessing Quantitative Retail Need / Capacity

#### **Step 1 Catchment Area Definition and Study Time Frame**

**Step 1A** The catchment (or survey) area should be defined with regard to the study objective.

**Step 1B** The catchment should then be subdivided into zones (or sub-areas) to reflect the number and location of retail centres and the accessibility between them.

The number of zones will depend on the size of the sample for the household survey. Ideally a minimum of around 80 interviews should be carried out within each zone.

Zone boundaries are normally defined in terms of administrative boundaries or postal geography.

**Step 1C** An assessment will normally adopt the current year as its starting point or “base year”. The end year, or “forecast year”, will normally be determined by the end date of the Plan.

In preparing quantitative need studies it is normally helpful to also produce need estimates for selected intermediate years, since this will show how floorspace need (if any) changes or grows over time.

**Step 1D** A constant price base must be adopted for the quantitative need assessment. Thus all monetary figures are given in real values and discounted for the affects of price inflation.

#### **Step 2 Analyse Consumer Demand**

**Step 2A** Population estimates for each zone at the base year are required. Each of the zone populations must then be projected forwards to the forecast year(s).

**Step 2B** Estimates of retail expenditure per head are required for either the catchment area as a whole or ideally for each zone.

Estimates are also likely to be required for different categories of goods; the most common are: convenience goods and comparison goods.

All expenditure data providers produce estimates for user defined areas which reflect the socio-demographics and affluence of the localities.

It is essential that the expenditure per head estimates are adjusted to the correct price base (see Step 1D) and also that spending on special forms of trading is excluded (i.e. this is expenditure that does not take place in shops e.g. that through mail order, through vending machines and also over the internet).

#### **Step 2C Projection of Expenditure Per Head Estimates Through to the Forecast Year(s)**

National expenditure growth forecasts are published by a number of organisations (e.g. Experian).

**Step 2D** Total available retail expenditure (for each goods category) should be calculated for the survey area and the constituent zones at both the base year and the forecast year(s). Thus the “growth” in available expenditure can be identified.

Total available expenditure at any particular year will originate from two sources:- inside the survey area and from outside the survey area.

Within the survey area – generated expenditure is calculated by multiplying the resident population by the estimate of average spend per head. This calculation can also be undertaken for each zone.

Outside the survey area – it is likely that there will be an in-flow of retail expenditure from people living outside the survey area. This is likely to be particularly significant if the survey area contains higher order centres and/or a popular tourist centre. The main types of in-flow are as follows:-

- Long distance shopping trips – the amount of spending from this source can be determined from household surveys carried out in adjoining areas or should be estimated by reference to the best available sources.
- Workers – a large daily working population will generate retail expenditure. For major commuter areas the spending produced by workers who live outside the survey area should be estimated and included.
- Tourists – visitors from the UK and overseas may for certain locations be an important generator of retail expenditure. Using survey data where available the spending from this source must also be estimated and included.

Estimates must be made of the extent to which the scale of in-flow retail expenditure will change through to the forecast year(s) in real terms.

#### **Step 3 Analyse Retail Supply**

**Step 3A** The existing stock of retail floorspace in the Plan area must be determined by the main goods categories analysed at Step 2B. This is essential since it is virtually impossible to provide a robust estimate of future quantitative need if the current floorspace supply is unknown.

All retail floorspace must be included – in centre, edge of centre and out-of-centre.

If existing stock figures are unavailable, it will normally be necessary to undertake or commission a thorough retail audit of the current retail provision.

As well as estimates of floorspace quantity, a survey of retail occupiers should ideally be carried out. This will ascertain information on the quality of the retail offer, the physical condition of the floorspace stock (e.g. size and configuration of units) and the trading performance of the shops.

The combination of comprehensive information on both the quantity and quality of the existing retail offer / floorspace stock will inform the assessment of whether the retail economy is currently trading at equilibrium or not (see Step 4A below).

**Step 3B** A household survey should be commissioned to establish the existing pattern of shopper behaviour and retail consumer expenditure flows within the Plan area and between the Plan area and adjoining areas.

This survey as a minimum should cover the whole of the Plan area. However, there are important benefits if the survey can be extended to cover other adjoining and nearby areas (i.e. it can then inform on the extent of in-flow expenditure from beyond the Plan area).

The most cost-effective form of household survey is by telephone. As stated at Step 1B, a minimum of 100 completed interviews per zone is recommended.

The survey should quantify shopper behaviour separately for the main goods categories.

**Step 3C** The household survey results can then be applied to the totals of available expenditure by zone (from Step 2D) in order to estimate the existing retail turnovers of centres and stores within the Plan area.

For centres which attract long distance shopping trips and/or which benefit from commuter and tourist expenditure (see Step 2D), allowances must be made for turnover contributions from these sources.

The actual centre and store turnovers derived from the household survey should, wherever possible, be cross-checked against actual turnover figures from other sources (e.g. the retailers themselves) where these are available.

The household survey will determine the actual levels of available retail expenditure retained by individual centres and the Plan area as a whole. These are the base year market shares and can be calculated for each main category of goods.

**Step 3D** A “benchmark” turnover for each of the main goods categories must be derived for the Plan area as a whole and for each centre. When compared to the actual turnovers calculated at Step 3C, this allows one to determine whether the existing floorspace is under or over-trading.

The best way to identify whether the existing floorspace is over or under-trading is to carry out a survey of the retailers themselves.

If this is not possible, then published company average sales densities for leading retailers may be used, although this will only give a partial view. In any event, company averages should be weighted up or down as appropriate to reflect local circumstances (e.g. the affluence of the area, the type and size of stores and the costs of the location to retailers).

#### **Step 4 Retail Demand vs. Retail Supply in the Base Year**

**Step 4A** It is necessary to test the adequacy of existing retail provision in the Plan area. If actual turnovers (from Step 3C) exceed the benchmark turnovers (from Step 3D) then it can be said that the current floorspace stock is over-trading, and that there is an existing need for additional floorspace. Conversely, if actual turnovers are less than the benchmark turnovers then there is an existing over-supply of floorspace. Lastly, if actual and benchmark turnovers are the same (or close) then the Plan area’s retail economy for that category of goods can be said to be in equilibrium.

The extent of the existing retail floorspace over or under-supply can be estimated by converting the existing turnover surplus or deficit into floorspace by applying an appropriate average sales density.

#### **Step 5 Changes in Retail Demand and Retail Supply through to the Forecast Year(s)**

**Step 5A** Step 2D estimated the total available retail expenditure within the Plan area at the forecast year(s) for each of the main goods categories. The base year market shares (from Step 3C) may then be applied in order to obtain estimates of the levels of retained available expenditure at the forecast year(s).

It should be considered whether the application of the base year market shares are appropriate at the forecast year(s) in relation to the Plan area as a whole and/or individual centres. If it is considered that expenditure outflow (or leakage) is too high, or a centre is not achieving its true retailing potential, then a case could be made for increasing the market share(s). Alternatively, if it is thought that the proportion of expenditure being retained is too high, then the market share(s) could be reduced.

In either situation, the adjustment of the market shares should be the result of an interactive process, which focuses on realistic expectations of trade retention within individual zones within the Plan area.

It should also be borne in mind that adjusting the market share of a centre will have direct implications for the market shares of other centres. Similarly, increasing the market share for the Plan area as a whole will mean adjoining areas will lose their share of available expenditure. This may require collaboration and agreement with nearby Planning Authorities otherwise double counting of available expenditure is likely.

**Step 5B** Step 3D estimated the benchmark retail turnovers generated within the Plan area in the base year for the main categories of goods. These turnovers must then be projected to the forecast (year(s)) by taking into account any expected improvements in store efficiency (i.e. sales densities). In addition, the turnovers of any retail commitments (normally taken as comprising floorspace under construction or with planning consent) within the Plan area, must be added. It may also be appropriate to take into account the turnover associated with retail proposals and / or the re-use of vacant space.

**Step 5C** The monetary difference between the total potential retained expenditure at 5A and the forecast retail turnover at 5B gives a measure of the quantitative need for additional retail floorspace within the Plan area since the base year. If there is an expenditure surplus this is converted into a floorspace total by dividing through by an appropriate average sales density. Similarly, if there is an expenditure deficit, a floorspace over-supply can be calculated in the same way.

**Step 5D** To arrive at a final estimate of overall quantitative need the floorspace outputs from Step 5C must be combined with the existing floorspace over / under supply figures derived at Step 4A.

**APPENDIX 6B**

**The Need for Additional  
Convenience Goods  
Floorspace: Scenario 1**

**SCENARIO 1: RETAIL FLOORSPACE NEED ASSESSMENT: CONVENIENCE GOODS  
(INCORPORATING ESTIMATES OF (ANY) UNDER / OVER TRADING AT THE BASE YEAR, 2008)**

**CONTENTS**

|                 |  |
|-----------------|--|
| <b>Table 1</b>  | <u>Population Change By Zone</u>   |
| <b>Table 2</b>  | <u>Expenditure On Convenience Goods Per Head Of Population By Zone (Including Expenditure By Special Forms Of Trading)</u> |
| <b>Table 3</b>  | <u>Expenditure On Convenience Goods Per Head Of Population By Zone (Excluding Expenditure By Special Forms Of Trading)</u> |
| <b>Table 4</b>  | <u>Total Available Convenience Goods Expenditure By Zone (Excluding Expenditure By Special Forms Of Trading)</u>           |
| <b>Table 5</b>  | <u>Unadjusted Convenience Goods Centre Market Shares By Zone In The Base Year, 2008 (Column Percent)</u>                   |
| <b>Table 6</b>  | <u>Estimated Convenience Goods Expenditure Pattern And Centre Turnover Estimates In The Base Year, 2008 (£ Million)</u>    |
| <b>Table 7</b>  | <u>Adjusted Convenience Goods Centre Market Shares By Zone (Column Percent)</u>  |
| <b>Table 8</b>  | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2011 (£ Million)</u>                               |
| <b>Table 9</b>  | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2011 (£ Million)</u>                                   |
| <b>Table 10</b> | <u>Quantitative Retail Floorspace Need at 2011</u>   |
| <b>Table 11</b> | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2016 (£ Million)</u>                               |
| <b>Table 12</b> | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2016 (£ Million)</u>                                   |
| <b>Table 13</b> | <u>Quantitative Retail Floorspace Need at 2016</u>   |
| <b>Table 14</b> | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2021 (£ Million)</u>                               |
| <b>Table 15</b> | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2021 (£ Million)</u>                                   |
| <b>Table 16</b> | <u>Quantitative Retail Floorspace Need at 2021</u>   |
| <b>Table 17</b> | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2026 (£ Million)</u>                               |
| <b>Table 18</b> | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2026 (£ Million)</u>                                   |
| <b>Table 19</b> | <u>Quantitative Retail Floorspace Need at 2026</u>   |

| TABLE 1 - POPULATION CHANGE BY ZONE |                                |                 |                 |                 |                 |                               |                                    |
|-------------------------------------|--------------------------------|-----------------|-----------------|-----------------|-----------------|-------------------------------|------------------------------------|
| Zone                                | 2008 Population<br>(Base Year) | 2011 Population | 2016 Population | 2021 Population | 2026 Population | Total Increase<br>(2008-2026) | Percentage Increase<br>(2008-2026) |
| Zone 1                              | 18,038                         | 18,258          | 18,593          | 19,001          | 19,405          | 1,367                         | 7.6%                               |
| Zone 2                              | 14,914                         | 15,098          | 15,375          | 15,712          | 16,047          | 1,133                         | 7.6%                               |
| Zone 3                              | 19,889                         | 20,130          | 20,498          | 20,950          | 21,396          | 1,507                         | 7.6%                               |
| Zone 4                              | 14,917                         | 15,098          | 15,375          | 15,712          | 16,047          | 1,130                         | 7.6%                               |
| Zone 5                              | 11,331                         | 11,471          | 11,680          | 11,936          | 12,190          | 859                           | 7.6%                               |
| Zone 6                              | 17,924                         | 18,142          | 18,472          | 18,880          | 19,282          | 1,358                         | 7.6%                               |
| Zone 7                              | 18,618                         | 18,844          | 19,187          | 19,611          | 20,028          | 1,410                         | 7.6%                               |
| Zone 8                              | 24,142                         | 24,330          | 24,559          | 24,846          | 25,267          | 1,125                         | 4.7%                               |
| <b>TOTAL</b>                        | <b>139,773</b>                 | <b>141,371</b>  | <b>143,739</b>  | <b>146,648</b>  | <b>149,662</b>  | <b>9,889</b>                  | <b>7.1%</b>                        |

**Notes:**

Population figures for zones 1 to 7 have been provided by Stratford on Avon District Council Planning Department. They are based on ward populations for 2005 produced by Warwickshire Observatory and incorporate forecasts of the number of dwellings to be completed between 2005 and 2026 (see Appendix). Populations for zone 8 (covering Cotswold and Wychavon Districts) have been sourced from the respective County Councils.

**TABLE 2 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (INCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

| Zone          | Expenditure Per Head (£) <sup>(1)</sup> |                  |       |       |       |       |     | Total Increase (2008-2026) | Percentage Increase (2008-2026) |
|---------------|---|------------------|-------|-------|-------|-------|-----|----------------------------|---------------------------------|
|               | 2006                                    | 2008 (Base Year) | 2011  | 2016  | 2021  | 2026  |     |                            |                                 |
| <b>Zone 1</b> | 1,763                                   | 1,788            | 1,826 | 1,890 | 1,957 | 2,027 | 239 | 13.4%                      |                                 |
| <b>Zone 2</b> | 1,584                                   | 1,606            | 1,640 | 1,698 | 1,759 | 1,821 | 215 | 13.4%                      |                                 |
| <b>Zone 3</b> | 1,737                                   | 1,761            | 1,799 | 1,862 | 1,929 | 1,997 | 236 | 13.4%                      |                                 |
| <b>Zone 4</b> | 1,681                                   | 1,705            | 1,741 | 1,802 | 1,866 | 1,933 | 228 | 13.4%                      |                                 |
| <b>Zone 5</b> | 1,774                                   | 1,799            | 1,837 | 1,902 | 1,970 | 2,040 | 241 | 13.4%                      |                                 |
| <b>Zone 6</b> | 1,758                                   | 1,783            | 1,820 | 1,885 | 1,952 | 2,021 | 238 | 13.4%                      |                                 |
| <b>Zone 7</b> | 1,637                                   | 1,660            | 1,695 | 1,755 | 1,818 | 1,882 | 222 | 13.4%                      |                                 |
| <b>Zone 8</b> | 1,699                                   | 1,723            | 1,759 | 1,822 | 1,886 | 1,953 | 230 | 13.4%                      |                                 |

**Notes:**

(1) Average consumer expenditure per head on convenience goods for 2006 has been estimated by Experian for each zone. The 2006 expenditure per head figures in each zone have been projected forwards to 2008 (the base year) and the forecast years of 2011, 2016, 2021 and 2026 by using UK expenditure per head growth forecasts provided by Experian (see Appendix 3c).

**TABLE 3 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

| Zone          | Expenditure Per Head (£) <sup>(1)</sup> |       |       |       |       |                            |                                 |
|---------------|---|-------|-------|-------|-------|----------------------------|---------------------------------|
|               | 2008 (Base Year)                        | 2011  | 2016  | 2021  | 2026  | Total Increase (2008-2026) | Percentage Increase (2008-2026) |
| <b>Zone 1</b> | 1,688                                   | 1,698 | 1,752 | 1,815 | 1,879 | 191                        | 11.3%                           |
| <b>Zone 2</b> | 1,516                                   | 1,525 | 1,574 | 1,630 | 1,688 | 172                        | 11.3%                           |
| <b>Zone 3</b> | 1,663                                   | 1,673 | 1,727 | 1,788 | 1,851 | 189                        | 11.3%                           |
| <b>Zone 4</b> | 1,609                                   | 1,619 | 1,671 | 1,730 | 1,792 | 182                        | 11.3%                           |
| <b>Zone 5</b> | 1,698                                   | 1,708 | 1,763 | 1,826 | 1,891 | 193                        | 11.3%                           |
| <b>Zone 6</b> | 1,683                                   | 1,693 | 1,747 | 1,809 | 1,874 | 191                        | 11.3%                           |
| <b>Zone 7</b> | 1,567                                   | 1,576 | 1,627 | 1,685 | 1,745 | 178                        | 11.3%                           |
| <b>Zone 8</b> | 1,626                                   | 1,636 | 1,689 | 1,749 | 1,811 | 184                        | 11.3%                           |

**Notes:**

(1) Expenditure per head on convenience goods has been discounted by 5.6% (over the figures in Table 2) for the base year of 2008, to exclude non-store retail sales, which includes e-tailing. At 2011 and 2016, discounts of 7% and 7.3% have been assumed. For the forecast years of 2021 and 2026 we assume the same discount of 7.3%, since the level of SFT is expected to plateau.

The SFT percentages are derived from in-depth research carried out by Experian (see Appendix 3d).

**TABLE 4 - TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE ZONE (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

| Zone          | Total Available Expenditure (£m) <sup>(1)</sup> |              |              |              |              |                            |                                 |
|---------------|---|--------------|--------------|--------------|--------------|----------------------------|---------------------------------|
|               | 2008 (Base Year)                                | 2011         | 2016         | 2021         | 2026         | Total Increase (2008-2026) | Percentage Increase (2008-2026) |
| <b>Zone 1</b> | 30.4  | 31.0         | 32.6         | 34.5         | 36.5         | 6.0                        | 19.8%                           |
| <b>Zone 2</b> | 22.6  | 23.0         | 24.2         | 25.6         | 27.1         | 4.5                        | 19.8%                           |
| <b>Zone 3</b> | 33.1  | 33.7         | 35.4         | 37.5         | 39.6         | 6.5                        | 19.8%                           |
| <b>Zone 4</b> | 24.0  | 24.4         | 25.7         | 27.2         | 28.7         | 4.7                        | 19.8%                           |
| <b>Zone 5</b> | 19.2  | 19.6         | 20.6         | 21.8         | 23.0         | 3.8                        | 19.8%                           |
| <b>Zone 6</b> | 30.2  | 30.7         | 32.3         | 34.2         | 36.1         | 6.0                        | 19.8%                           |
| <b>Zone 7</b> | 29.2  | 29.7         | 31.2         | 33.0         | 34.9         | 5.8                        | 19.8%                           |
| <b>Zone 8</b> | 39.3  | 39.8         | 41.5         | 43.4         | 45.8         | 6.5                        | 16.5%                           |
| <b>TOTAL</b>  | <b>228.0</b>                                    | <b>232.0</b> | <b>243.4</b> | <b>257.2</b> | <b>271.8</b> | <b>43.8</b>                | <b>19.2%</b>                    |

**Notes:**

(1) Total available expenditure totals for convenience goods are calculated as follows: Population (Table 1) multiplied by consumer expenditure after making appropriate reductions for SFT (Table 3).

**TABLE 5 - CONVENIENCE GOODS CENTRE MARKET SHARES BY ZONE IN THE BASE YEAR, 2008  
(COLUMN PERCENT)**

| Retail Supply: Where the Money is Spent   | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |
|---|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|   | Study Area   |             |             |             |             |             |             |             |
|   | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |
| Stratford Upon Avon                       | 12.4   | 38.3        | 90.9        | 98.1        | 28.1        | 30.3        | 0.0         | 10.1        |
| Alcester                                  | 0.0  | 27.1        | 3.8         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| Shipston on Stour                         | 0.0  | 0.0         | 0.0         | 0.0         | 39.2        | 1.4         | 0.0         | 0.9         |
| Southam                                   | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 2.1         | 25.6        | 0.0         |
| Other Centres / Stores                    | 18.7   | 8.3         | 1.7         | 0.0         | 0.0         | 17.7        | 0.0         | 0.4         |
| <b>SUB TOTAL</b>                          | <b>31.1</b>  | <b>73.6</b> | <b>96.4</b> | <b>98.1</b> | <b>67.3</b> | <b>51.5</b> | <b>25.6</b> | <b>11.4</b> |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b> |  |             |             |             |             |             |             |             |
| All Centres / Stores                      | 68.9   | 26.4        | 3.6         | 1.9         | 32.7        | 48.5        | 74.4        | 88.6        |
| <b>SUB TOTAL</b>                          | <b>68.9</b>  | <b>26.4</b> | <b>3.6</b>  | <b>1.9</b>  | <b>32.7</b> | <b>48.5</b> | <b>74.4</b> | <b>88.6</b> |
| <b>TOTAL</b>                              | <b>100</b>   | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  |

**Notes:**

The market share percentages are derived from the household telephone survey carried out within Stratford on Avon District and its shopping hinterland during January/February 2008.

TABLE 6 - ESTIMATED CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 2008 (£ MILLION)

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8) | Estimated Inflow Expenditure <sup>(1)</sup> | Total Convenience Goods Turnover | Convenience Goods Floorspace (sq.m. net) <sup>(2)</sup> | Average Sales Density (£ per sq.m. net) | Benchmark Average Sales Density (£ per sq.m net) <sup>(3)</sup> | Benchmark Convenience Goods Turnover (£m) | Extent of Any Over / Under Trading (£m) |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|--|---|----------------------------------|---|---|---|---|---|
|  | Study Area   |             |             |             |             |             |             |             |                             |  |   |                                  |   |   |   |   |   |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |  |   |                                  |   |   |   |   |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |  |   |                                  |   |   |   |   |   |
| Stratford Upon Avon  | 3.8  | 8.7         | 30.1        | 23.6        | 5.4         | 9.2         | 0.0         | 4.0         | 84.6                        | 13.7   | 98.3  | 10,366                           | 9481.2  | 9,512                                   | 98.6  | -0.3                                      |   |
| Alcester   | 0.0  | 6.1         | 1.2         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 7.4                         | 0.4  | 7.8   | 1,757                            | 4423.3  | 5,580                                   | 9.8   | -2.0                                      |   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 7.5         | 0.4         | 0.0         | 0.4         | 8.3                         | 0.2  | 8.5   | 1,246                            | 6852.0  | 4,840                                   | 6.0   | 2.5                                       |   |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 0.6         | 7.5         | 0.0         | 8.1                         | 0.2  | 8.3   | 1,328                            | 6253.2  | 5,388                                   | 7.2   | 1.1                                       |   |
| Other Centres / Stores   | 5.7  | 1.9         | 0.6         | 0.0         | 0.0         | 5.3         | 0.0         | 0.1         | 13.6                        | 0.0  | 13.6  | -                                | -   | -                                       | 13.1  | -   |   |
| <b>SUB TOTAL</b>   | <b>9.5</b>   | <b>16.7</b> | <b>31.9</b> | <b>23.6</b> | <b>13.0</b> | <b>15.5</b> | <b>7.5</b>  | <b>4.5</b>  | <b>122.0</b>                | <b>14.5</b>                                    | <b>136.5</b>                                | <b>14,697</b>                    | <b>27009.7</b>  |   | <b>134.7</b>  | <b>1.3</b>                                |   |
| <b>OUTSIDE STRATFORD UPON AVON DISTRICT</b>                                      |  |             |             |             |             |             |             |             |                             |  |   |                                  |   |   |   |   |   |
| All Centres / Stores   | 21.0   | 6.0         | 1.2         | 0.4         | 6.3         | 14.6        | 21.7        | 34.8        | 106.0                       |  |   |                                  |   |   |   |   |   |
| <b>SUB TOTAL</b>   | <b>21.0</b>  | <b>6.0</b>  | <b>1.2</b>  | <b>0.4</b>  | <b>6.3</b>  | <b>14.6</b> | <b>21.7</b> | <b>34.8</b> | <b>106.0</b>                |  |   |                                  |   |   |   |   |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>30.4</b>  | <b>22.6</b> | <b>33.1</b> | <b>24.0</b> | <b>19.2</b> | <b>30.2</b> | <b>29.2</b> | <b>39.3</b> | <b>228.0</b>                |  |   |                                  |   |   |   |   |   |

**Notes:**

- (1) Estimated by Colliers CRE - includes visit / tourist expenditure (see Appendix 4 for full details).
- (2) Floorspace estimated from a range of sources (see Appendix 5b for full details).
- (3) Benchmark sales densities estimated by Colliers CRE (see Appendix 5b for full details).

**TABLE 7 - ADJUSTED CONVENIENCE GOODS CENTRE MARKET SHARES BY ZONE (COLUMN PERCENT)**

| Retail Supply: Where the Money is Spent   | Consumer Demand: Where the Money Comes From (Zone) |              |              |              |              |              |              |              |
|---|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|   | Study Area   |              |              |              |              |              |              |              |
|   | Zone 1   | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>  |  |              |              |              |              |              |              |              |
| Stratford Upon Avon                       | 20.0   | 16.7         | 90.9         | 98.1         | 14.8         | 45.0         | 0.0          | 10.1         |
| Alcester                                  | 5.0  | 70.0         | 3.8          | 0.0          | 0.0          | 0.0          | 0.0          | 0.0          |
| Shipston on Stour                         | 0.0  | 0.0          | 0.0          | 0.0          | 75.0         | 10.0         | 0.0          | 0.9          |
| Southam                                   | 0.0  | 0.0          | 0.0          | 0.0          | 0.0          | 10.0         | 70.0         | 0.0          |
| Other Centres / Stores                    | 18.7   | 8.3          | 1.7          | 0.0          | 0.0          | 17.7         | 0.0          | 0.4          |
| <b>SUB TOTAL</b>                          | <b>43.7</b>  | <b>95.0</b>  | <b>96.4</b>  | <b>98.1</b>  | <b>89.8</b>  | <b>82.7</b>  | <b>70.0</b>  | <b>11.4</b>  |
| <b>OUTSIDE STRATFORD UPON ON DISTRICT</b> |  |              |              |              |              |              |              |              |
| All Centres / Stores                      | 56.3   | 5.0          | 3.6          | 1.9          | 10.2         | 17.3         | 30.0         | 88.6         |
| <b>SUB TOTAL</b>                          | <b>56.3</b>  | <b>5.0</b>   | <b>3.6</b>   | <b>1.9</b>   | <b>10.2</b>  | <b>17.3</b>  | <b>30.0</b>  | <b>88.6</b>  |
| <b>TOTAL</b>                              | <b>100.0</b>                                       | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> |

**Notes:**

Some of the market share percentages for the rural market towns of Alcester, Shipston on Stour and Southam have been adjusted to reflect the potential of these centres to retain higher proportions of locally available expenditure in the future. Similarly, the market share percentages for Stratford on Avon have been adjusted in Zones 1 and 6 to reflect the potential of the town to capture more expenditure from these areas (see Section 6).

**TABLE 8 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2011 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 6.2  | 3.8         | 30.6        | 24.0        | 2.9         | 13.8        | 0.0         | 4.0         | 85.4                        | 85.4  | 14.1   | 99.5  |
| Alcester   | 1.5  | 16.1        | 1.3         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 18.9                        | 18.9  | 0.9  | 19.8  |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 14.7        | 3.1         | 0.0         | 0.4         | 18.1                        | 18.1  | 0.5  | 18.6  |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 3.1         | 20.8        | 0.0         | 23.9                        | 23.9  | 0.6  | 24.5  |
| Other Centres / Stores   | 5.8  | 1.9         | 0.6         | 0.0         | 0.0         | 5.4         | 0.0         | 0.1         | 13.8                        | 13.8  | 0.0  | 13.8  |
| <b>SUB TOTAL</b>   | <b>13.5</b>  | <b>21.9</b> | <b>32.5</b> | <b>24.0</b> | <b>17.6</b> | <b>25.4</b> | <b>20.8</b> | <b>4.5</b>  | <b>160.2</b>                | <b>160.2</b>  | <b>16.1</b>                                      | <b>176.3</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 17.5   | 1.2         | 1.2         | 0.5         | 2.0         | 5.3         | 8.9         | 35.3        | 71.8                        |   |  |   |
| <b>SUB TOTAL</b>   | <b>17.5</b>  | <b>1.2</b>  | <b>1.2</b>  | <b>0.5</b>  | <b>2.0</b>  | <b>5.3</b>  | <b>8.9</b>  | <b>35.3</b> | <b>71.8</b>                 |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>31.0</b>  | <b>23.0</b> | <b>33.7</b> | <b>24.4</b> | <b>19.6</b> | <b>30.7</b> | <b>29.7</b> | <b>39.8</b> | <b>232.0</b>                |   |  |   |

**Notes:**

For each cell, the monetary figure is derived by multiplying the 2011 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).

(1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 9 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2011 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2011 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2011 | Residual Turnover Potential by 2011 | Potential Headroom Expenditure by 2011 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 8, C)            |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 99.5                    | 1.8  | 97.7                                | -0.6                                   |
| Alcester                                 | 7.8           | 19.8                    | 0.2  | 19.7                                | 11.9                                   |
| Shipston on Stour                        | 8.5           | 18.6                    | 0.1  | 18.5                                | 10.0                                   |
| Southam                                  | 8.3           | 24.5                    | 0.1  | 24.3                                | 16.0                                   |
| Other Centres / Stores                   | 13.6          | 13.8                    | 0.2  | 13.6                                | 0.0                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>176.3</b>            | <b>2.4</b>   | <b>173.8</b>                        | <b>37.3</b>                            |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 10 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2011**

| Centre                                   | Potential Headroom Expenditure by 2011 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2011 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2011 (£m) | Assumed Sales Density in 2011 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2011 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 9, E)                                | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | -0.6  | -0.3  | -0.9                                       | 14.0   | -14.9   | 7,636   | -1,952  |
| Alcester                                 | 11.9  | -2.0  | 9.9  | 0.0  | 9.9   | 7,636   | 1,291   |
| Shipston on Stour                        | 10.0  | 2.5   | 12.5                                       | 0.0  | 12.5  | 7,636   | 1,637   |
| Southam                                  | 16.0  | 1.1   | 17.2                                       | 0.0  | 17.2  | 7,636   | 2,250   |
| Other Centres / Stores                   | 0.0   | 0.0   | 0.0  | 0.0  | 0.0   | 7,636   | 1   |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>37.3</b>                                 | <b>1.3</b>  | <b>38.6</b>                                | <b>14.0</b>  | <b>24.6</b>   |   | <b>3,227</b>  |

**SCENARIO 2 - LOW**

|                        |       |        |
|------------------------|-------|--------|
| Stratford Upon Avon    | 5,091 | -2,928 |
| Alcester               | 5,091 | 1,936  |
| Shipston on Stour      | 5,091 | 2,456  |
| Southam                | 5,091 | 3,375  |
| Other Centres / Stores | 5,091 | 2      |

|  |  |              |
|--|--|--------------|
|  |  | <b>4,841</b> |
|--|--|--------------|

**SCENARIO 3 - HIGH**

|                        |        |        |
|------------------------|--------|--------|
| Stratford Upon Avon    | 10,181 | -1,464 |
| Alcester               | 10,181 | 968    |
| Shipston on Stour      | 10,181 | 1,228  |
| Southam                | 10,181 | 1,688  |
| Other Centres / Stores | 10,181 | 1      |

|  |  |              |
|--|--|--------------|
|  |  | <b>2,420</b> |
|--|--|--------------|

**Notes:**

- (1) Details and estimated 2011 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.  
 (2) The derivation of our 2011 benchmark centre sales density estimates are set out in Section 5.

**TABLE 11 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2016 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 6.5  | 4.0         | 32.2        | 25.2        | 3.0         | 14.5        | 0.0         | 4.2         | 89.7                        | 89.7  | 14.8   | 104.5   |
| Alcester   | 1.6  | 16.9        | 1.3         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 19.9                        | 19.9  | 1.0  | 20.9  |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 15.4        | 3.2         | 0.0         | 0.4         | 19.1                        | 19.1  | 0.5  | 19.6  |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 3.2         | 21.9        | 0.0         | 25.1                        | 25.1  | 0.6  | 25.7  |
| Other Centres / Stores   | 6.1  | 2.0         | 0.6         | 0.0         | 0.0         | 5.7         | 0.0         | 0.2         | 14.6                        | 14.6  | 0.0  | 14.6  |
| <b>SUB TOTAL</b>   | <b>14.2</b>  | <b>23.0</b> | <b>34.1</b> | <b>25.2</b> | <b>18.5</b> | <b>26.7</b> | <b>21.9</b> | <b>4.7</b>  | <b>168.3</b>                | <b>168.3</b>  | <b>16.9</b>                                      | <b>185.2</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 18.3   | 1.2         | 1.3         | 0.5         | 2.1         | 5.6         | 9.4         | 36.8        | 75.1                        |   |  |   |
| <b>SUB TOTAL</b>   | <b>18.3</b>  | <b>1.2</b>  | <b>1.3</b>  | <b>0.5</b>  | <b>2.1</b>  | <b>5.6</b>  | <b>9.4</b>  | <b>36.8</b> | <b>75.1</b>                 |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>32.6</b>  | <b>24.2</b> | <b>35.4</b> | <b>25.7</b> | <b>20.6</b> | <b>32.3</b> | <b>31.2</b> | <b>41.5</b> | <b>243.4</b>                |   |  |   |

**Notes:**  
 For each cell, the monetary figure is derived by multiplying the 2016 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).  
 (1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 12 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2016 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2016 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2016 | Residual Turnover Potential by 2016 | Potential Headroom Expenditure by 2016 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 10, C)           |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 104.5                   | 4.8  | 99.7                                | 1.4                                    |
| Alcester                                 | 7.8           | 20.9                    | 0.5  | 20.4                                | 12.7                                   |
| Shipston on Stour                        | 8.5           | 19.6                    | 0.3  | 19.3                                | 10.7                                   |
| Southam                                  | 8.3           | 25.7                    | 0.4  | 25.3                                | 17.0                                   |
| Other Centres / Stores                   | 13.6          | 14.6                    | 0.6  | 13.9                                | 0.3                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>185.2</b>            | <b>6.6</b>   | <b>178.6</b>                        | <b>42.1</b>                            |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 13 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2016**

| Centre                                   | Potential Headroom Expenditure by 2016 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2016 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2016 (£m) | Assumed Sales Density in 2016 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2016 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 12, E)                               | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 1.4   | -0.3  | 1.1  | 14.5   | -13.4   | 7,868   | -1,707  |
| Alcester                                 | 12.7  | -2.0  | 10.6                                       | 0.0  | 10.6  | 7,868   | 1,350   |
| Shipston on Stour                        | 10.7  | 2.5   | 13.2                                       | 0.0  | 13.2  | 7,868   | 1,682   |
| Southam                                  | 17.0  | 1.1   | 18.2                                       | 0.0  | 18.2  | 7,868   | 2,310   |
| Other Centres / Stores                   | 0.3   | 0.0   | 0.3  | 0.0  | 0.3   | 7,868   | 40  |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>42.1</b>                                 | <b>1.3</b>  | <b>43.4</b>                                | <b>14.5</b>  | <b>28.9</b>   |   | <b>3,674</b>  |

**SCENARIO 2 - LOW**

|                        |       |        |
|------------------------|-------|--------|
| Stratford Upon Avon    | 5,245 | -2,561 |
| Alcester               | 5,245 | 2,025  |
| Shipston on Stour      | 5,245 | 2,524  |
| Southam                | 5,245 | 3,465  |
| Other Centres / Stores | 5,245 | 59     |

|  |  |              |
|--|--|--------------|
|  |  | <b>5,512</b> |
|--|--|--------------|

**SCENARIO 3 - HIGH**

|                        |        |        |
|------------------------|--------|--------|
| Stratford Upon Avon    | 10,490 | -1,281 |
| Alcester               | 10,490 | 1,012  |
| Shipston on Stour      | 10,490 | 1,262  |
| Southam                | 10,490 | 1,733  |
| Other Centres / Stores | 10,490 | 30     |

|  |  |              |
|--|--|--------------|
|  |  | <b>2,756</b> |
|--|--|--------------|

**Notes:**

- (1) Details and estimated 2016 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.  
 (2) The derivation of our 2016 benchmark centre sales density estimates are set out in Section 5.

**TABLE 14 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2021 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 6.9  | 4.3         | 34.1        | 26.7        | 3.2         | 15.4        | 0.0         | 4.4         | 94.9                        | 94.9  | 15.6   | 110.5   |
| Alcester   | 1.7  | 17.9        | 1.4         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 21.1                        | 21.1  | 1.1  | 22.2  |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 16.3        | 3.4         | 0.0         | 0.4         | 20.2                        | 20.2  | 0.5  | 20.7  |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 3.4         | 23.1        | 0.0         | 26.5                        | 26.5  | 0.7  | 27.2  |
| Other Centres / Stores   | 6.4  | 2.1         | 0.6         | 0.0         | 0.0         | 6.0         | 0.0         | 0.2         | 15.4                        | 15.4  | 0.0  | 15.4  |
| <b>SUB TOTAL</b>   | <b>15.1</b>  | <b>24.3</b> | <b>36.1</b> | <b>26.7</b> | <b>19.6</b> | <b>28.2</b> | <b>23.1</b> | <b>4.9</b>  | <b>178.1</b>                | <b>178.1</b>  | <b>17.9</b>                                      | <b>196.0</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 19.4   | 1.3         | 1.3         | 0.5         | 2.2         | 5.9         | 9.9         | 38.5        | 79.1                        |   |  |   |
| <b>SUB TOTAL</b>   | <b>19.4</b>  | <b>1.3</b>  | <b>1.3</b>  | <b>0.5</b>  | <b>2.2</b>  | <b>5.9</b>  | <b>9.9</b>  | <b>38.5</b> | <b>79.1</b>                 |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>34.5</b>  | <b>25.6</b> | <b>37.5</b> | <b>27.2</b> | <b>21.8</b> | <b>34.2</b> | <b>33.0</b> | <b>43.4</b> | <b>257.2</b>                |   |  |   |

**Notes:**  
 For each cell, the monetary figure is derived by multiplying the 2021 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).  
 (1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 15 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2021 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2021 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2021 | Residual Turnover Potential by 2021 | Potential Headroom Expenditure by 2021 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 14, C)           |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 110.5                   | 8.0  | 102.5                               | 4.2                                    |
| Alcester                                 | 7.8           | 22.2                    | 0.8  | 21.4                                | 13.6                                   |
| Shipston on Stour                        | 8.5           | 20.7                    | 0.5  | 20.2                                | 11.6                                   |
| Southam                                  | 8.3           | 27.2                    | 0.6  | 26.7                                | 18.4                                   |
| Other Centres / Stores                   | 13.6          | 15.4                    | 1.1  | 14.3                                | 0.7                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>196.0</b>            | <b>10.9</b>  | <b>185.1</b>                        | <b>48.6</b>                            |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 16 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2021**

| Centre                                   | Potential Headroom Expenditure by 2021 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2021 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2021 (£m) | Assumed Sales Density in 2021 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2021 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 15, E)                               | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 4.2   | -0.3  | 3.9  | 14.9   | -11.0   | 8,107   | -1,356  |
| Alcester                                 | 13.6  | -2.0  | 11.6                                       | 0.0  | 11.6  | 8,107   | 1,427   |
| Shipston on Stour                        | 11.6  | 2.5   | 14.2                                       | 0.0  | 14.2  | 8,107   | 1,745   |
| Southam                                  | 18.4  | 1.1   | 19.5                                       | 0.0  | 19.5  | 8,107   | 2,407   |
| Other Centres / Stores                   | 0.7   | 0.0   | 0.7  | 0.0  | 0.7   | 8,107   | 91  |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>48.6</b>                                 | <b>1.3</b>  | <b>49.9</b>                                | <b>14.9</b>  | <b>35.0</b>   |   | <b>4,314</b>  |

**SCENARIO 2 - LOW**

|                        |       |        |
|------------------------|-------|--------|
| Stratford Upon Avon    | 5,404 | -2,034 |
| Alcester               | 5,404 | 2,140  |
| Shipston on Stour      | 5,404 | 2,618  |
| Southam                | 5,404 | 3,611  |
| Other Centres / Stores | 5,404 | 137    |

**6,472**

**SCENARIO 3 - HIGH**

|                        |        |        |
|------------------------|--------|--------|
| Stratford Upon Avon    | 10,809 | -1,017 |
| Alcester               | 10,809 | 1,070  |
| Shipston on Stour      | 10,809 | 1,309  |
| Southam                | 10,809 | 1,805  |
| Other Centres / Stores | 10,809 | 68     |

**3,236**

**Notes:**

(1) Details and estimated 2021 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.

(2) The derivation of our 2021 benchmark centre sales density estimates are set out in Section 5.

**TABLE 17 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2026 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |  |   |                                  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|--|---|----------------------------------|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8) | Estimated Inflow Expenditure <sup>(1)</sup> | Total Convenience Goods Turnover |   |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |  |   |                                  | A |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |  |   |                                  |   |
| Stratford Upon Avon  | 7.3  | 4.5         | 36.0        | 28.2        | 3.4         | 16.3        | 0.0         | 4.6         | 100.3                       | 100.3  | 16.5  | 116.8                            |   |
| Alcester   | 1.8  | 19.0        | 1.5         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 22.3                        | 22.3   | 1.1   | 23.4                             |   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 17.3        | 3.6         | 0.0         | 0.4         | 21.3                        | 21.3   | 0.5   | 21.8                             |   |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 3.6         | 24.5        | 0.0         | 28.1                        | 28.1   | 0.7   | 28.8                             |   |
| Other Centres / Stores   | 6.8  | 2.2         | 0.7         | 0.0         | 0.0         | 6.4         | 0.0         | 0.2         | 16.3                        | 16.3   | 0.0   | 16.3                             |   |
| <b>SUB TOTAL</b>   | <b>15.9</b>  | <b>25.7</b> | <b>38.2</b> | <b>28.2</b> | <b>20.7</b> | <b>29.9</b> | <b>24.5</b> | <b>5.2</b>  | <b>188.3</b>                | <b>188.3</b>                                   | <b>18.8</b>                                 | <b>207.1</b>                     |   |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |  |   |                                  |   |
| All Centres / Stores   | 20.5   | 1.4         | 1.4         | 0.5         | 2.4         | 6.3         | 10.5        | 40.6        | 83.5                        |  |   |                                  |   |
| <b>SUB TOTAL</b>   | <b>20.5</b>  | <b>1.4</b>  | <b>1.4</b>  | <b>0.5</b>  | <b>2.4</b>  | <b>6.3</b>  | <b>10.5</b> | <b>40.6</b> | <b>83.5</b>                 |  |   |                                  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>36.5</b>  | <b>27.1</b> | <b>39.6</b> | <b>28.7</b> | <b>23.0</b> | <b>36.1</b> | <b>34.9</b> | <b>45.8</b> | <b>271.8</b>                |  |   |                                  |   |

**Notes:**

For each cell, the monetary figure is derived by multiplying the 2026 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).

(1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 18 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2026 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2026 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2026 | Residual Turnover Potential by 2026 | Potential Headroom Expenditure by 2026 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 17, C)           |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 116.8                   | 11.2   | 105.6                               | 7.3                                    |
| Alcester                                 | 7.8           | 23.4                    | 1.1  | 22.3                                | 14.5                                   |
| Shipston on Stour                        | 8.5           | 21.8                    | 0.7  | 21.1                                | 12.6                                   |
| Southam                                  | 8.3           | 28.8                    | 0.8  | 28.0                                | 19.7                                   |
| Other Centres / Stores                   | 13.6          | 16.3                    | 1.5  | 14.8                                | 1.2                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>207.1</b>            | <b>15.3</b>  | <b>191.8</b>                        | <b>55.3</b>                            |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 19 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2026**

| Centre                                   | Potential Headroom Expenditure by 2026 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2026 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2026 (£m) | Assumed Sales Density in 2026 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2026 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 18, E)                               | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 7.3   | -0.3  | 7.0  | 15.4   | -8.4  | 8,353   | -1,004  |
| Alcester                                 | 14.5  | -2.0  | 12.5                                       | 0.0  | 12.5  | 8,353   | 1,491   |
| Shipston on Stour                        | 12.6  | 2.5   | 15.1                                       | 0.0  | 15.1  | 8,353   | 1,809   |
| Southam                                  | 19.7  | 1.1   | 20.8                                       | 0.0  | 20.8  | 8,353   | 2,491   |
| Other Centres / Stores                   | 1.2   | 0.0   | 1.2  | 0.0  | 1.2   | 8,353   | 143   |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>55.3</b>                                 | <b>1.3</b>  | <b>56.6</b>                                | <b>15.4</b>  | <b>41.2</b>   |   | <b>4,930</b>  |

**SCENARIO 2 - LOW**

|                        |       |        |
|------------------------|-------|--------|
| Stratford Upon Avon    | 5,568 | -1,506 |
| Alcester               | 5,568 | 2,237  |
| Shipston on Stour      | 5,568 | 2,714  |
| Southam                | 5,568 | 3,736  |
| Other Centres / Stores | 5,568 | 215    |

|  |  |              |
|--|--|--------------|
|  |  | <b>7,396</b> |
|--|--|--------------|

**SCENARIO 3 - HIGH**

|                        |        |       |
|------------------------|--------|-------|
| Stratford Upon Avon    | 11,137 | -753  |
| Alcester               | 11,137 | 1,119 |
| Shipston on Stour      | 11,137 | 1,357 |
| Southam                | 11,137 | 1,868 |
| Other Centres / Stores | 11,137 | 107   |

|  |  |              |
|--|--|--------------|
|  |  | <b>3,698</b> |
|--|--|--------------|

**Notes:**

(1) Details and estimated 2026 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.

(2) The derivation of our 2026 benchmark centre sales density estimates are set out in Section 5.

**APPENDIX 6C**

**The Need for Additional  
Convenience Goods  
Floorspace: Scenario 2**

**SCENARIO 2: RETAIL FLOORSPACE NEED ASSESSMENT: CONVENIENCE GOODS  
(INCORPORATING ESTIMATES OF (ANY) UNDER / OVER TRADING AT THE BASE YEAR, 2008)**

**CONTENTS**

|                 |  |
|-----------------|--|
| <b>Table 1</b>  | <u>Population Change By Zone</u>   |
| <b>Table 2</b>  | <u>Expenditure On Convenience Goods Per Head Of Population By Zone (Including Expenditure By Special Forms Of Trading)</u> |
| <b>Table 3</b>  | <u>Expenditure On Convenience Goods Per Head Of Population By Zone (Excluding Expenditure By Special Forms Of Trading)</u> |
| <b>Table 4</b>  | <u>Total Available Convenience Goods Expenditure By Zone (Excluding Expenditure By Special Forms Of Trading)</u>           |
| <b>Table 5</b>  | <u>Unadjusted Convenience Goods Centre Market Shares By Zone In The Base Year, 2008 (Column Percent)</u>                   |
| <b>Table 6</b>  | <u>Estimated Convenience Goods Expenditure Pattern And Centre Turnover Estimates In The Base Year, 2008 (£ Million)</u>    |
| <b>Table 7</b>  | <u>Unadjusted Convenience Goods Centre Market Shares By Zone (Column Percent)</u>  |
| <b>Table 8</b>  | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2011 (£ Million)</u>                               |
| <b>Table 9</b>  | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2011 (£ Million)</u>                                   |
| <b>Table 10</b> | <u>Quantitative Retail Floorspace Need at 2011</u>   |
| <b>Table 11</b> | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2016 (£ Million)</u>                               |
| <b>Table 12</b> | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2016 (£ Million)</u>                                   |
| <b>Table 13</b> | <u>Quantitative Retail Floorspace Need at 2016</u>   |
| <b>Table 14</b> | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2021 (£ Million)</u>                               |
| <b>Table 15</b> | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2021 (£ Million)</u>                                   |
| <b>Table 16</b> | <u>Quantitative Retail Floorspace Need at 2021</u>   |
| <b>Table 17</b> | <u>Convenience Goods Expenditure Pattern And Centre Turnover Estimates, 2026 (£ Million)</u>                               |
| <b>Table 18</b> | <u>Calculation Of Potential Convenience Goods Headroom Expenditure, 2026 (£ Million)</u>                                   |
| <b>Table 19</b> | <u>Quantitative Retail Floorspace Need at 2026</u>   |

**TABLE 1 - POPULATION CHANGE BY ZONE**

| Zone          | 2008 Population<br>(Base Year) | 2011 Population | 2016 Population | 2021 Population | 2026 Population | Total Increase<br>(2008-2026) | Percentage Increase<br>(2008-2026) |
|---------------|--------------------------------|-----------------|-----------------|-----------------|-----------------|-------------------------------|------------------------------------|
| <b>Zone 1</b> | 18,038                         | 18,258          | 18,593          | 19,001          | 19,405          | 1,367                         | 7.6%                               |
| <b>Zone 2</b> | 14,914                         | 15,098          | 15,375          | 15,712          | 16,047          | 1,133                         | 7.6%                               |
| <b>Zone 3</b> | 19,889                         | 20,130          | 20,498          | 20,950          | 21,396          | 1,507                         | 7.6%                               |
| <b>Zone 4</b> | 14,917                         | 15,098          | 15,375          | 15,712          | 16,047          | 1,130                         | 7.6%                               |
| <b>Zone 5</b> | 11,331                         | 11,471          | 11,680          | 11,936          | 12,190          | 859                           | 7.6%                               |
| <b>Zone 6</b> | 17,924                         | 18,142          | 18,472          | 18,880          | 19,282          | 1,358                         | 7.6%                               |
| <b>Zone 7</b> | 18,618                         | 18,844          | 19,187          | 19,611          | 20,028          | 1,410                         | 7.6%                               |
| <b>Zone 8</b> | 24,142                         | 24,330          | 24,559          | 24,846          | 25,267          | 1,125                         | 4.7%                               |
| <b>TOTAL</b>  | <b>139,773</b>                 | <b>141,371</b>  | <b>143,739</b>  | <b>146,648</b>  | <b>149,662</b>  | <b>9,889</b>                  | <b>7.1%</b>                        |

**Notes:**

Population figures for zones 1 to 7 have been provided by Stratford on Avon District Council Planning Department. They are based on ward populations for 2005 produced by Warwickshire Observatory and incorporate forecasts of the number of dwellings to be completed between 2005 and 2026 (see Appendix). Populations for zone 8 (covering Cotswold and Wychavon Districts) have been sourced from the respective County Councils.

**TABLE 2 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (INCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

| Zone          | Expenditure Per Head (£) <sup>(1)</sup> |                  |       |       |       |       |     | Total Increase (2008-2026) | Percentage Increase (2008-2026) |
|---------------|---|------------------|-------|-------|-------|-------|-----|----------------------------|---------------------------------|
|               | 2006                                    | 2008 (Base Year) | 2011  | 2016  | 2021  | 2026  |     |                            |                                 |
| <b>Zone 1</b> | 1,763                                   | 1,788            | 1,826 | 1,890 | 1,957 | 2,027 | 239 | 13.4%                      |                                 |
| <b>Zone 2</b> | 1,584                                   | 1,606            | 1,640 | 1,698 | 1,759 | 1,821 | 215 | 13.4%                      |                                 |
| <b>Zone 3</b> | 1,737                                   | 1,761            | 1,799 | 1,862 | 1,929 | 1,997 | 236 | 13.4%                      |                                 |
| <b>Zone 4</b> | 1,681                                   | 1,705            | 1,741 | 1,802 | 1,866 | 1,933 | 228 | 13.4%                      |                                 |
| <b>Zone 5</b> | 1,774                                   | 1,799            | 1,837 | 1,902 | 1,970 | 2,040 | 241 | 13.4%                      |                                 |
| <b>Zone 6</b> | 1,758                                   | 1,783            | 1,820 | 1,885 | 1,952 | 2,021 | 238 | 13.4%                      |                                 |
| <b>Zone 7</b> | 1,637                                   | 1,660            | 1,695 | 1,755 | 1,818 | 1,882 | 222 | 13.4%                      |                                 |
| <b>Zone 8</b> | 1,699                                   | 1,723            | 1,759 | 1,822 | 1,886 | 1,953 | 230 | 13.4%                      |                                 |

**Notes:**

(1) Average consumer expenditure per head on convenience goods for 2006 has been estimated by Experian for each zone. The 2006 expenditure per head figures in each zone have been projected forwards to 2008 (the base year) and the forecast years of 2011, 2016, 2021 and 2026 by using UK expenditure per head growth forecasts provided by Experian (see Appendix 3c).

**TABLE 3 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

| Zone          | Expenditure Per Head (£) <sup>(1)</sup> |       |       |       |       |                            |                                 |
|---------------|---|-------|-------|-------|-------|----------------------------|---------------------------------|
|               | 2008 (Base Year)                        | 2011  | 2016  | 2021  | 2026  | Total Increase (2008-2026) | Percentage Increase (2008-2026) |
| <b>Zone 1</b> | 1,688                                   | 1,698 | 1,752 | 1,815 | 1,879 | 191                        | 11.3%                           |
| <b>Zone 2</b> | 1,516                                   | 1,525 | 1,574 | 1,630 | 1,688 | 172                        | 11.3%                           |
| <b>Zone 3</b> | 1,663                                   | 1,673 | 1,727 | 1,788 | 1,851 | 189                        | 11.3%                           |
| <b>Zone 4</b> | 1,609                                   | 1,619 | 1,671 | 1,730 | 1,792 | 182                        | 11.3%                           |
| <b>Zone 5</b> | 1,698                                   | 1,708 | 1,763 | 1,826 | 1,891 | 193                        | 11.3%                           |
| <b>Zone 6</b> | 1,683                                   | 1,693 | 1,747 | 1,809 | 1,874 | 191                        | 11.3%                           |
| <b>Zone 7</b> | 1,567                                   | 1,576 | 1,627 | 1,685 | 1,745 | 178                        | 11.3%                           |
| <b>Zone 8</b> | 1,626                                   | 1,636 | 1,689 | 1,749 | 1,811 | 184                        | 11.3%                           |

**Notes:**

(1) Expenditure per head on convenience goods has been discounted by 5.6% (over the figures in Table 2) for the base year of 2008, to exclude non-store retail sales, which includes e-tailing. At 2011 and 2016, discounts of 7% and 7.3% have been assumed. For the forecast years of 2021 and 2026 we assume the same discount of 7.3%, since the level of SFT is expected to plateau.

The SFT percentages are derived from in-depth research carried out by Experian (see Appendix 3d).

**TABLE 4 - TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE ZONE (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

| Zone          | Total Available Expenditure (£m) <sup>(1)</sup> |              |              |              |              |                            |                                 |
|---------------|---|--------------|--------------|--------------|--------------|----------------------------|---------------------------------|
|               | 2008 (Base Year)                                | 2011         | 2016         | 2021         | 2026         | Total Increase (2008-2026) | Percentage Increase (2008-2026) |
| <b>Zone 1</b> | 30.4  | 31.0         | 32.6         | 34.5         | 36.5         | 6.0                        | 19.8%                           |
| <b>Zone 2</b> | 22.6  | 23.0         | 24.2         | 25.6         | 27.1         | 4.5                        | 19.8%                           |
| <b>Zone 3</b> | 33.1  | 33.7         | 35.4         | 37.5         | 39.6         | 6.5                        | 19.8%                           |
| <b>Zone 4</b> | 24.0  | 24.4         | 25.7         | 27.2         | 28.7         | 4.7                        | 19.8%                           |
| <b>Zone 5</b> | 19.2  | 19.6         | 20.6         | 21.8         | 23.0         | 3.8                        | 19.8%                           |
| <b>Zone 6</b> | 30.2  | 30.7         | 32.3         | 34.2         | 36.1         | 6.0                        | 19.8%                           |
| <b>Zone 7</b> | 29.2  | 29.7         | 31.2         | 33.0         | 34.9         | 5.8                        | 19.8%                           |
| <b>Zone 8</b> | 39.3  | 39.8         | 41.5         | 43.4         | 45.8         | 6.5                        | 16.5%                           |
| <b>TOTAL</b>  | <b>228.0</b>                                    | <b>232.0</b> | <b>243.4</b> | <b>257.2</b> | <b>271.8</b> | <b>43.8</b>                | <b>19.2%</b>                    |

**Notes:**

(1) Total available expenditure totals for convenience goods are calculated as follows: Population (Table 1) multiplied by consumer expenditure after making appropriate reductions for SFT (Table 3).

**TABLE 5 - CONVENIENCE GOODS CENTRE MARKET SHARES BY ZONE IN THE BASE YEAR, 2008  
(COLUMN PERCENT)**

| Retail Supply: Where the Money is Spent   | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |
|---|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|   | Study Area   |             |             |             |             |             |             |             |
|   | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |
| Stratford Upon Avon                       | 12.4   | 38.3        | 90.9        | 98.1        | 28.1        | 30.3        | 0.0         | 10.1        |
| Alcester                                  | 0.0  | 27.1        | 3.8         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| Shipston on Stour                         | 0.0  | 0.0         | 0.0         | 0.0         | 39.2        | 1.4         | 0.0         | 0.9         |
| Southam                                   | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 2.1         | 25.6        | 0.0         |
| Other Centres / Stores                    | 18.7   | 8.3         | 1.7         | 0.0         | 0.0         | 17.7        | 0.0         | 0.4         |
| <b>SUB TOTAL</b>                          | <b>31.1</b>  | <b>73.6</b> | <b>96.4</b> | <b>98.1</b> | <b>67.3</b> | <b>51.5</b> | <b>25.6</b> | <b>11.4</b> |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b> |  |             |             |             |             |             |             |             |
| All Centres / Stores                      | 68.9   | 26.4        | 3.6         | 1.9         | 32.7        | 48.5        | 74.4        | 88.6        |
| <b>SUB TOTAL</b>                          | <b>68.9</b>  | <b>26.4</b> | <b>3.6</b>  | <b>1.9</b>  | <b>32.7</b> | <b>48.5</b> | <b>74.4</b> | <b>88.6</b> |
| <b>TOTAL</b>                              | <b>100</b>   | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  |

**Notes:**

The market share percentages are derived from the household telephone survey carried out within Stratford on Avon District and its shopping hinterland during January/February 2008.

**TABLE 6 - ESTIMATED CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 2008 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |              | Expenditure Drawn From Survey Area (Zones 1-8) | Estimated Inflow Expenditure <sup>(1)</sup> | Total Convenience Goods Turnover | Convenience Goods Floorspace (sq.m. net) <sup>(2)</sup> | Average Sales Density (£ per sq.m. net) | Benchmark Average Sales Density (£ per sq.m net) <sup>(3)</sup> | Benchmark Convenience Goods Turnover (£m) | Extent of Any Over / Under Trading (£m) |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|--------------|--|---|----------------------------------|---|---|---|---|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA |              |  |   |                                  |   |   |   |   |   |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             | A            |  |   |                                  |   |   |   |   |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |              |  |   |                                  |   |   |   |   |   |
| Stratford Upon Avon  | 3.8  | 8.7         | 30.1        | 23.6        | 5.4         | 9.2         | 0.0         | 4.0         | <b>84.6</b>                 | 84.6         | 13.7   | 98.3  | 10,366                           | 9481.2  | 9,512                                   | 98.6  | -0.3                                      |   |
| Alcester   | 0.0  | 6.1         | 1.2         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | <b>7.4</b>                  | 7.4          | 0.4  | 7.8   | 1,757                            | 4423.3  | 5,580                                   | 9.8   | -2.0                                      |   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 7.5         | 0.4         | 0.0         | 0.4         | <b>8.3</b>                  | 8.3          | 0.2  | 8.5   | 1,246                            | 6852.0  | 4,840                                   | 6.0   | 2.5                                       |   |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 0.6         | 7.5         | 0.0         | <b>8.1</b>                  | 8.1          | 0.2  | 8.3   | 1,328                            | 6253.2  | 5,388                                   | 7.2   | 1.1                                       |   |
| Other Centres / Stores   | 5.7  | 1.9         | 0.6         | 0.0         | 0.0         | 5.3         | 0.0         | 0.1         | <b>13.6</b>                 | 13.6         | 0.0  | 13.6  | -                                | -   | -                                       | 13.1  | -   |   |
| <b>SUB TOTAL</b>   | <b>9.5</b>   | <b>16.7</b> | <b>31.9</b> | <b>23.6</b> | <b>13.0</b> | <b>15.5</b> | <b>7.5</b>  | <b>4.5</b>  | <b>122.0</b>                | <b>122.0</b> | <b>14.5</b>                                    | <b>136.5</b>                                | <b>14,697</b>                    | <b>27009.7</b>  |   | <b>134.7</b>  | <b>1.3</b>                                |   |
| <b>OUTSIDE STRATFORD UPON AVON DISTRICT</b>                                      |  |             |             |             |             |             |             |             |                             |              |  |   |                                  |   |   |   |   |   |
| All Centres / Stores   | 21.0   | 6.0         | 1.2         | 0.4         | 6.3         | 14.6        | 21.7        | 34.8        | <b>106.0</b>                |              |  |   |                                  |   |   |   |   |   |
| <b>SUB TOTAL</b>   | <b>21.0</b>  | <b>6.0</b>  | <b>1.2</b>  | <b>0.4</b>  | <b>6.3</b>  | <b>14.6</b> | <b>21.7</b> | <b>34.8</b> | <b>106.0</b>                |              |  |   |                                  |   |   |   |   |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>30.4</b>  | <b>22.6</b> | <b>33.1</b> | <b>24.0</b> | <b>19.2</b> | <b>30.2</b> | <b>29.2</b> | <b>39.3</b> | <b>228.0</b>                |              |  |   |                                  |   |   |   |   |   |

**Notes:**

- (1) Estimated by Colliers CRE - includes visit / tourist expenditure (see Appendix 4 for full details).
- (2) Floorspace estimated from a range of sources (see Appendix 5b for full details).
- (3) Benchmark sales densities estimated by Colliers CRE (see Appendix 5b for full details).

**TABLE 7 - UNADJUSTED CONVENIENCE GOODS CENTRE MARKET SHARES BY ZONE (COLUMN PERCENT)**

| Retail Supply: Where the Money is Spent   | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |
|---|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|   | Study Area   |             |             |             |             |             |             |             |
|   | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |
| Stratford Upon Avon                       | 12.4   | 38.3        | 90.9        | 98.1        | 28.1        | 30.3        | 0.0         | 10.1        |
| Alcester                                  | 0.0  | 27.1        | 3.8         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         |
| Shipston on Stour                         | 0.0  | 0.0         | 0.0         | 0.0         | 39.2        | 1.4         | 0.0         | 0.9         |
| Southam                                   | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 2.1         | 25.6        | 0.0         |
| Other Centres / Stores                    | 18.7   | 8.3         | 1.7         | 0.0         | 0.0         | 17.7        | 0.0         | 0.4         |
| <b>SUB TOTAL</b>                          | <b>31.1</b>  | <b>73.6</b> | <b>96.4</b> | <b>98.1</b> | <b>67.3</b> | <b>51.5</b> | <b>25.6</b> | <b>11.4</b> |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b> |  |             |             |             |             |             |             |             |
| All Centres / Stores                      | 68.9   | 26.4        | 3.6         | 1.9         | 32.7        | 48.5        | 74.4        | 88.6        |
| <b>SUB TOTAL</b>                          | <b>68.9</b>  | <b>26.4</b> | <b>3.6</b>  | <b>1.9</b>  | <b>32.7</b> | <b>48.5</b> | <b>74.4</b> | <b>88.6</b> |
| <b>TOTAL</b>                              | <b>100</b>   | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  | <b>100</b>  |

**Notes:**

We assume no material changes to consumer shopping patterns for convenience goods in the future. We therefore adopt the same pattern of market shares as set out in Table 5.

**TABLE 8 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2011 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 3.9  | 8.8         | 30.6        | 24.0        | 5.5         | 9.3         | 0.0         | 4.0         | 86.1                        | 86.1  | 14.1   | 100.2   |
| Alcester   | 0.0  | 6.2         | 1.3         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 7.5                         | 7.5   | 0.4  | 7.9   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 7.7         | 0.4         | 0.0         | 0.4         | 8.5                         | 8.5   | 0.2  | 8.7   |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 0.6         | 7.6         | 0.0         | 8.3                         | 8.3   | 0.2  | 8.5   |
| Other Centres / Stores   | 5.8  | 1.9         | 0.6         | 0.0         | 0.0         | 5.4         | 0.0         | 0.1         | 13.8                        | 13.8  | 0.0  | 13.8  |
| <b>SUB TOTAL</b>   | <b>9.6</b>   | <b>17.0</b> | <b>32.5</b> | <b>24.0</b> | <b>13.2</b> | <b>15.8</b> | <b>7.6</b>  | <b>4.5</b>  | <b>124.2</b>                | <b>124.2</b>  | <b>14.9</b>                                      | <b>139.1</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 21.4   | 6.1         | 1.2         | 0.5         | 6.4         | 14.9        | 22.1        | 35.3        | 107.8                       |   |  |   |
| <b>SUB TOTAL</b>   | <b>21.4</b>  | <b>6.1</b>  | <b>1.2</b>  | <b>0.5</b>  | <b>6.4</b>  | <b>14.9</b> | <b>22.1</b> | <b>35.3</b> | <b>107.8</b>                |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>31.0</b>  | <b>23.0</b> | <b>33.7</b> | <b>24.4</b> | <b>19.6</b> | <b>30.7</b> | <b>29.7</b> | <b>39.8</b> | <b>232.0</b>                |   |  |   |

**Notes:**

For each cell, the monetary figure is derived by multiplying the 2011 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).

(1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 9 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2011 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2011 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2011 | Residual Turnover Potential by 2011 | Potential Headroom Expenditure by 2011 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 8, C)            |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 100.2                   | 1.8  | 98.4                                | 0.1                                    |
| Alcester                                 | 7.8           | 7.9                     | 0.2  | 7.7                                 | 0.0                                    |
| Shipston on Stour                        | 8.5           | 8.7                     | 0.1  | 8.6                                 | 0.0                                    |
| Southam                                  | 8.3           | 8.5                     | 0.1  | 8.3                                 | 0.0                                    |
| Other Centres / Stores                   | 13.6          | 13.8                    | 0.2  | 13.6                                | 0.0                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>139.1</b>            | <b>2.4</b>   | <b>136.7</b>                        | <b>0.2</b>                             |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 10 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2011**

| Centre                                   | Potential Headroom Expenditure by 2011 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2011 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2011 (£m) | Assumed Sales Density in 2011 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2011 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 9, E)                                | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 0.1   | -0.3  | -0.2                                       | 14.0   | -14.2   | 7,636   | -1,857  |
| Alcester                                 | 0.0   | -2.0  | -2.1                                       | 0.0  | -2.1  | 7,636   | -272  |
| Shipston on Stour                        | 0.0   | 2.5   | 2.5  | 0.0  | 2.5   | 7,636   | 334   |
| Southam                                  | 0.0   | 1.1   | 1.2  | 0.0  | 1.2   | 7,636   | 153   |
| Other Centres / Stores                   | 0.0   | 0.0   | 0.0  | 0.0  | 0.0   | 7,636   | 1   |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>0.2</b>                                  | <b>1.3</b>  | <b>1.5</b>                                 | <b>14.0</b>  | <b>-12.5</b>  |   | <b>-1,640</b>                                       |

**SCENARIO 2 - LOW**

|                        |       |               |
|------------------------|-------|---------------|
| Stratford Upon Avon    | 5,091 | -2,785        |
| Alcester               | 5,091 | -407          |
| Shipston on Stour      | 5,091 | 501           |
| Southam                | 5,091 | 229           |
| Other Centres / Stores | 5,091 | 2             |
|                        |       | <b>-2,460</b> |

**SCENARIO 3 - HIGH**

|                        |        |               |
|------------------------|--------|---------------|
| Stratford Upon Avon    | 10,181 | -1,393        |
| Alcester               | 10,181 | -204          |
| Shipston on Stour      | 10,181 | 250           |
| Southam                | 10,181 | 115           |
| Other Centres / Stores | 10,181 | 1             |
|                        |        | <b>-1,230</b> |

**Notes:**

- (1) Details and estimated 2011 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.  
 (2) The derivation of our 2011 benchmark centre sales density estimates are set out in Section 5.

**TABLE 11 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2016 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 4.0  | 9.3         | 32.2        | 25.2        | 5.8         | 9.8         | 0.0         | 4.2         | 90.5                        | 90.5  | 14.8   | 105.3   |
| Alcester   | 0.0  | 6.6         | 1.3         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 7.9                         | 7.9   | 0.4  | 8.3   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 8.1         | 0.5         | 0.0         | 0.4         | 8.9                         | 8.9   | 0.2  | 9.1   |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 0.7         | 8.0         | 0.0         | 8.7                         | 8.7   | 0.2  | 8.9   |
| Other Centres / Stores   | 6.1  | 2.0         | 0.6         | 0.0         | 0.0         | 5.7         | 0.0         | 0.2         | 14.6                        | 14.6  | 0.0  | 14.6  |
| <b>SUB TOTAL</b>   | <b>10.1</b>  | <b>17.8</b> | <b>34.1</b> | <b>25.2</b> | <b>13.9</b> | <b>16.6</b> | <b>8.0</b>  | <b>4.7</b>  | <b>130.5</b>                | <b>130.5</b>  | <b>15.6</b>                                      | <b>146.1</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 22.4   | 6.4         | 1.3         | 0.5         | 6.7         | 15.7        | 23.2        | 36.8        | 112.9                       |   |  |   |
| <b>SUB TOTAL</b>   | <b>22.4</b>  | <b>6.4</b>  | <b>1.3</b>  | <b>0.5</b>  | <b>6.7</b>  | <b>15.7</b> | <b>23.2</b> | <b>36.8</b> | <b>112.9</b>                |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>32.6</b>  | <b>24.2</b> | <b>35.4</b> | <b>25.7</b> | <b>20.6</b> | <b>32.3</b> | <b>31.2</b> | <b>41.5</b> | <b>243.4</b>                |   |  |   |

**Notes:**  
 For each cell, the monetary figure is derived by multiplying the 2016 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).  
 (1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 12 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2016 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2016 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2016 | Residual Turnover Potential by 2016 | Potential Headroom Expenditure by 2016 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 10, C)           |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 105.3                   | 4.8  | 100.4                               | 2.2                                    |
| Alcester                                 | 7.8           | 8.3                     | 0.5  | 7.8                                 | 0.0                                    |
| Shipston on Stour                        | 8.5           | 9.1                     | 0.3  | 8.8                                 | 0.3                                    |
| Southam                                  | 8.3           | 8.9                     | 0.4  | 8.5                                 | 0.2                                    |
| Other Centres / Stores                   | 13.6          | 14.6                    | 0.6  | 13.9                                | 0.3                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>146.1</b>            | <b>6.6</b>   | <b>139.5</b>                        | <b>3.0</b>                             |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 13 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2016**

| Centre                                   | Potential Headroom Expenditure by 2016 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2016 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2016 (£m) | Assumed Sales Density in 2016 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2016 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 12, E)                               | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 2.2   | -0.3  | 1.8  | 14.5   | -12.7   | 7,868   | -1,610  |
| Alcester                                 | 0.0   | -2.0  | -2.0                                       | 0.0  | -2.0  | 7,868   | -253  |
| Shipston on Stour                        | 0.3   | 2.5   | 2.8  | 0.0  | 2.8   | 7,868   | 355   |
| Southam                                  | 0.2   | 1.1   | 1.4  | 0.0  | 1.4   | 7,868   | 174   |
| Other Centres / Stores                   | 0.3   | 0.0   | 0.3  | 0.0  | 0.3   | 7,868   | 40  |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>3.0</b>                                  | <b>1.3</b>  | <b>4.3</b>                                 | <b>14.5</b>  | <b>-10.2</b>  |   | <b>-1,296</b>                                       |

**SCENARIO 2 - LOW**

|                        |       |        |
|------------------------|-------|--------|
| Stratford Upon Avon    | 5,245 | -2,415 |
| Alcester               | 5,245 | -380   |
| Shipston on Stour      | 5,245 | 532    |
| Southam                | 5,245 | 260    |
| Other Centres / Stores | 5,245 | 59     |

|  |  |               |
|--|--|---------------|
|  |  | <b>-1,943</b> |
|--|--|---------------|

**SCENARIO 3 - HIGH**

|                        |        |        |
|------------------------|--------|--------|
| Stratford Upon Avon    | 10,490 | -1,208 |
| Alcester               | 10,490 | -190   |
| Shipston on Stour      | 10,490 | 266    |
| Southam                | 10,490 | 130    |
| Other Centres / Stores | 10,490 | 30     |

|  |  |             |
|--|--|-------------|
|  |  | <b>-972</b> |
|--|--|-------------|

**Notes:**

- (1) Details and estimated 2016 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.  
 (2) The derivation of our 2016 benchmark centre sales density estimates are set out in Section 5.

**TABLE 14 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2021 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 4.3  | 9.8         | 34.1        | 26.7        | 6.1         | 10.4        | 0.0         | 4.4         | 95.7                        | 95.7  | 15.6   | 111.3   |
| Alcester   | 0.0  | 6.9         | 1.4         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 8.4                         | 8.4   | 0.4  | 8.8   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 8.5         | 0.5         | 0.0         | 0.4         | 9.4                         | 9.4   | 0.2  | 9.6   |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 0.7         | 8.5         | 0.0         | 9.2                         | 9.2   | 0.2  | 9.4   |
| Other Centres / Stores   | 6.4  | 2.1         | 0.6         | 0.0         | 0.0         | 6.0         | 0.0         | 0.2         | 15.4                        | 15.4  | 0.0  | 15.4  |
| <b>SUB TOTAL</b>   | <b>10.7</b>  | <b>18.9</b> | <b>36.1</b> | <b>26.7</b> | <b>14.7</b> | <b>17.6</b> | <b>8.5</b>  | <b>4.9</b>  | <b>138.1</b>                | <b>138.1</b>  | <b>16.4</b>                                      | <b>154.5</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 23.8   | 6.8         | 1.3         | 0.5         | 7.1         | 16.6        | 24.6        | 38.5        | 119.1                       |   |  |   |
| <b>SUB TOTAL</b>   | <b>23.8</b>  | <b>6.8</b>  | <b>1.3</b>  | <b>0.5</b>  | <b>7.1</b>  | <b>16.6</b> | <b>24.6</b> | <b>38.5</b> | <b>119.1</b>                |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>34.5</b>  | <b>25.6</b> | <b>37.5</b> | <b>27.2</b> | <b>21.8</b> | <b>34.2</b> | <b>33.0</b> | <b>43.4</b> | <b>257.2</b>                |   |  |   |

**Notes:**  
 For each cell, the monetary figure is derived by multiplying the 2021 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).  
 (1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 15 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2021 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2021 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2021 | Residual Turnover Potential by 2021 | Potential Headroom Expenditure by 2021 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 14, C)           |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 111.3                   | 8.0  | 103.3                               | 5.0                                    |
| Alcester                                 | 7.8           | 8.8                     | 0.8  | 8.0                                 | 0.2                                    |
| Shipston on Stour                        | 8.5           | 9.6                     | 0.5  | 9.1                                 | 0.6                                    |
| Southam                                  | 8.3           | 9.4                     | 0.6  | 8.8                                 | 0.5                                    |
| Other Centres / Stores                   | 13.6          | 15.4                    | 1.1  | 14.3                                | 0.7                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>154.5</b>            | <b>10.9</b>  | <b>143.6</b>                        | <b>7.1</b>                             |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 16 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2021**

| Centre                                   | Potential Headroom Expenditure by 2021 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2021 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2021 (£m) | Assumed Sales Density in 2021 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2021 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 15, E)                               | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 5.0   | -0.3  | 4.7  | 14.9   | -10.2   | 8,107   | -1,256  |
| Alcester                                 | 0.2   | -2.0  | -1.8                                       | 0.0  | -1.8  | 8,107   | -228  |
| Shipston on Stour                        | 0.6   | 2.5   | 3.1  | 0.0  | 3.1   | 8,107   | 384   |
| Southam                                  | 0.5   | 1.1   | 1.6  | 0.0  | 1.6   | 8,107   | 203   |
| Other Centres / Stores                   | 0.7   | 0.0   | 0.7  | 0.0  | 0.7   | 8,107   | 91  |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>7.1</b>                                  | <b>1.3</b>  | <b>8.4</b>                                 | <b>14.9</b>  | <b>-6.5</b>   |   | <b>-805</b>   |

**SCENARIO 2 - LOW**

|                        |       |        |
|------------------------|-------|--------|
| Stratford Upon Avon    | 5,404 | -1,884 |
| Alcester               | 5,404 | -342   |
| Shipston on Stour      | 5,404 | 576    |
| Southam                | 5,404 | 304    |
| Other Centres / Stores | 5,404 | 137    |

|  |  |               |
|--|--|---------------|
|  |  | <b>-1,208</b> |
|--|--|---------------|

**SCENARIO 3 - HIGH**

|                        |        |      |
|------------------------|--------|------|
| Stratford Upon Avon    | 10,809 | -942 |
| Alcester               | 10,809 | -171 |
| Shipston on Stour      | 10,809 | 288  |
| Southam                | 10,809 | 152  |
| Other Centres / Stores | 10,809 | 68   |

|  |  |             |
|--|--|-------------|
|  |  | <b>-604</b> |
|--|--|-------------|

**Notes:**

- (1) Details and estimated 2021 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.  
 (2) The derivation of our 2021 benchmark centre sales density estimates are set out in Section 5.

**TABLE 17 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2026 (£ MILLION)**

| Retail Supply: Where the Money is Spent  | Consumer Demand: Where the Money Comes From (Zone) |             |             |             |             |             |             |             |                             |   |  |   |
|--|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------------------------|---|--|---|
|  | Study Area   |             |             |             |             |             |             |             | TOTAL HOUSEHOLD SURVEY AREA | Expenditure Drawn From Survey Area (Zones 1-8)<br>A | Estimated Inflow Expenditure <sup>(1)</sup><br>B | Total Convenience Goods Turnover<br>C = A + B |
|  | Zone 1   | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |                             |   |  |   |
| <b>WITHIN STRATFORD ON AVON DISTRICT</b>   |  |             |             |             |             |             |             |             |                             |   |  |   |
| Stratford Upon Avon  | 4.5  | 10.4        | 36.0        | 28.2        | 6.5         | 11.0        | 0.0         | 4.6         | 101.2                       | 101.2   | 16.5   | 117.7   |
| Alcester   | 0.0  | 7.3         | 1.5         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 8.8                         | 8.8   | 0.4  | 9.2   |
| Shipston on Stour  | 0.0  | 0.0         | 0.0         | 0.0         | 9.0         | 0.5         | 0.0         | 0.4         | 10.0                        | 10.0  | 0.2  | 10.2  |
| Southam  | 0.0  | 0.0         | 0.0         | 0.0         | 0.0         | 0.7         | 9.0         | 0.0         | 9.7                         | 9.7   | 0.2  | 9.9   |
| Other Centres / Stores   | 6.8  | 2.2         | 0.7         | 0.0         | 0.0         | 6.4         | 0.0         | 0.2         | 16.3                        | 16.3  | 0.0  | 16.3  |
| <b>SUB TOTAL</b>   | <b>11.3</b>  | <b>20.0</b> | <b>38.2</b> | <b>28.2</b> | <b>15.5</b> | <b>18.6</b> | <b>9.0</b>  | <b>5.2</b>  | <b>146.0</b>                | <b>146.0</b>  | <b>17.3</b>                                      | <b>163.3</b>                                  |
| <b>OUTSIDE STRATFORD ON AVON DISTRICT</b>  |  |             |             |             |             |             |             |             |                             |   |  |   |
| All Centres / Stores   | 25.1   | 7.1         | 1.4         | 0.5         | 7.5         | 17.5        | 26.0        | 40.6        | 125.8                       |   |  |   |
| <b>SUB TOTAL</b>   | <b>25.1</b>  | <b>7.1</b>  | <b>1.4</b>  | <b>0.5</b>  | <b>7.5</b>  | <b>17.5</b> | <b>26.0</b> | <b>40.6</b> | <b>125.8</b>                |   |  |   |
| <b>TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)</b> | <b>36.5</b>  | <b>27.1</b> | <b>39.6</b> | <b>28.7</b> | <b>23.0</b> | <b>36.1</b> | <b>34.9</b> | <b>45.8</b> | <b>271.8</b>                |   |  |   |

**Notes:**  
 For each cell, the monetary figure is derived by multiplying the 2026 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the adjusted convenience goods market share of the specific centre in that zone (Table 7).  
 (1) Estimated by Colliers CRE (see Appendix 4).

**TABLE 18 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2026 (£ MILLION)**

| Centre                                   | 2008 Turnover | 2026 Turnover Potential | Turnover Allocation for Existing Retailers 2008-2026 | Residual Turnover Potential by 2026 | Potential Headroom Expenditure by 2026 |
|--|---------------|-------------------------|--|-------------------------------------|--|
|  | A             | B                       | C <sup>(1)</sup>                                     | D = B - C                           | E = D - A                              |
|  | (Table 6, C)  | (Table 17, C)           |  |                                     |  |
| Stratford Upon Avon                      | 98.3          | 117.7                   | 11.2   | 106.5                               | 8.2                                    |
| Alcester                                 | 7.8           | 9.2                     | 1.1  | 8.1                                 | 0.3                                    |
| Shipston on Stour                        | 8.5           | 10.2                    | 0.7  | 9.5                                 | 1.0                                    |
| Southam                                  | 8.3           | 9.9                     | 0.8  | 9.1                                 | 0.8                                    |
| Other Centres / Stores                   | 13.6          | 16.3                    | 1.5  | 14.8                                | 1.2                                    |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>136.5</b>  | <b>163.3</b>            | <b>15.3</b>  | <b>148.0</b>                        | <b>11.5</b>                            |

**Notes:**

(1) We assume that all existing convenience goods floorspace at the base year (2008) will achieve a real sales productivity gain of 0.6% per annum. This figure is based on in-depth research carried out by Experian (see Appendix 3e). The sales productivity gains are applied to the estimated 2008 benchmark convenience goods turnovers of each centre as set out in Table 6 (Column G).

**TABLE 19 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2026**

| Centre                                   | Potential Headroom Expenditure by 2026 (£m) | Adjustment for Over / Under Trading in Base Year (£m) | Adjusted Headroom Expenditure by 2026 (£m) | Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at April 2008) <sup>(1)</sup> | Adjusted Residual Headroom Expenditure by 2026 (£m) | Assumed Sales Density in 2026 <sup>(2)</sup> (£ per sq.m net) | Estimated Retail Floorspace Need in 2026 (sq.m net) |
|--|---|---|--|--|---|---|---|
|  | A   | B   | C = A + B                                  | D  | E = C - D   | F   | G = E / F   |
|  | (Table 18, E)                               | (Table 6, H)  |  |  |   |   |   |
| Stratford Upon Avon                      | 8.2   | -0.3  | 7.9  | 15.4   | -7.5  | 8,353   | -902  |
| Alcester                                 | 0.3   | -2.0  | -1.7                                       | 0.0  | -1.7  | 8,353   | -202  |
| Shipston on Stour                        | 1.0   | 2.5   | 3.5  | 0.0  | 3.5   | 8,353   | 414   |
| Southam                                  | 0.8   | 1.1   | 1.9  | 0.0  | 1.9   | 8,353   | 232   |
| Other Centres / Stores                   | 1.2   | 0.0   | 1.2  | 0.0  | 1.2   | 8,353   | 143   |
| <b>TOTAL: STRATFORD ON AVON DISTRICT</b> | <b>11.5</b>                                 | <b>1.3</b>  | <b>12.8</b>                                | <b>15.4</b>  | <b>-2.6</b>   |   | <b>-315</b>   |

**SCENARIO 2 - LOW**

|                        |       |             |
|------------------------|-------|-------------|
| Stratford Upon Avon    | 5,568 | -1,353      |
| Alcester               | 5,568 | -303        |
| Shipston on Stour      | 5,568 | 621         |
| Southam                | 5,568 | 348         |
| Other Centres / Stores | 5,568 | 215         |
|                        |       | <b>-472</b> |

**SCENARIO 3 - HIGH**

|                        |        |             |
|------------------------|--------|-------------|
| Stratford Upon Avon    | 11,137 | -676        |
| Alcester               | 11,137 | -152        |
| Shipston on Stour      | 11,137 | 311         |
| Southam                | 11,137 | 174         |
| Other Centres / Stores | 11,137 | 107         |
|                        |        | <b>-236</b> |

**Notes:**

- (1) Details and estimated 2026 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c.  
(2) The derivation of our 2026 benchmark centre sales density estimates are set out in Section 5.