ED.4.5.1

STRATFORD-ON-AVON DISTRICT
FURTHER UPDATES OF COMPARISON GOODS AND CONVENIENCE GOODS RETAIL STUDIES

PREPARED FOR:
STRATFORD-ON-AVON DISTRICT COUNCIL

COMMENTARY AND EXPLANATORY REPORT

MARCH 2014

Accelerating success.

COLLIERS INTERNATIONAL PROPERTY ADVISERS UK LLP
Company registered in England and Wales no. OC385143
Registered Office:
50 George Street
London
W1U 7GA

Tel: +44 (0) 20 7935 4499
www.colliers.com/uk

Graham Connell MRTPI
Director
Colliers International
1 Broad Gate
The Headrow
LEEDS
LS1 8EQ

Tel: 0113 200 1800
Fax: 0113 200 1840
Email: graham.connell@colliers.com

STRATFORD ON AVON DISTRICT COUNCIL
COMPARISON GOODS AND CONVENIENCE GOODS RETAIL STUDIES
2014 UPDATE

1. Colliers International (CI) have carried out a series of Retail Studies for Stratford on Avon District Council. These Studies have comprised the following:

   a) Stratford on Avon District Retail Study, June 2008: this was a study of convenience goods retailing only.
   b) Stratford upon Avon Comparison Goods Retail Study, May 2011: this was a study of comparison goods retailing across the District, albeit that its focus was Stratford upon Avon town centre as this is identified as the only significant destination for comparison goods retailing within the District.
   c) An update of this Comparison Goods Study using revised population projections.
   d) Stratford on Avon District Convenience Goods Retail Study, April 2012: this updated report took account of revised population projections used in the Comparison Goods Study, October 2011 Update with forecast years also to reflect that Study.
   e) Stratford on Avon District Convenience Goods Retail Study Further Update, November 2012: this was revised to take account of three significant commitments for convenience goods retailing.
   f) Stratford on Avon District Comparison Goods Retail Study Update 2013, July 2013: this revision was to apply revised population forecasts, although some other more recent statistics were also incorporated.

2. We have been instructed now to produce a further update of the Studies for both Comparison and Convenience Goods Retailing to take account of revised population forecasts in particular. The District Council is now proposing a requirement of 10,800 dwellings over the plan period 2011-2031. This is forecast to equate to a population increase in the District of approximately 16,000 persons over that period. The statistical update therefore takes account of these new population forecasts which have been provided to CI by the local planning authority.

3. The District Council has also provided information on recent retail floorspace commitments and these are commented upon subsequently. We have also updated a number of the underlying assumptions as also explained subsequently.

4. We provide in full tables showing the assessments for both bulky and non-bulky comparison goods floorspace and for convenience goods floorspace as previously, now for the required years of 2021, 2026 and 2031.

SOURCES

Comparison Goods

5. The original tables made references to a series of appendices in the original Retail Studies and a number of these remain relevant and are referenced as they have not been updated. The background to these merits explanation.

Appendix 1: the same household telephone survey results have been used as the basis for this update. Given the limited changes in retail provision, particularly for comparison shopping and agreement on the basis to adjust convenience patterns previously, it is considered highly unlikely that there have been significant changes in shopping habits and we are therefore confident that this survey provides an appropriate basis for analysis at policy-making level.

Appendix 2: the population projections have been provided by the District Council.

Appendix 3:

3a - The definition of the categories of comparison goods remain unaltered.

3b - The base expenditure per head on the two categories of comparison goods by zone has remained unaltered.

3c - Expenditure per head actual growth and forecasts have been updated using the latest available information from Experian in the form of Retail Planner Briefing Note 11 from October 2013.

3d - Recent trends and forecasts of special forms of trading has also been updated based on the most recent Experian document above.

3e - Changing store productivities have also been updated on the basis of that latest Experian document.

Appendix 4: estimated inflow of retail expenditure from residents and tourists has remained unaltered.

Appendix 5: retail floorspace data and benchmark turnovers have not been changed. More recent editions of source material (such as the Mintel UK Retail Rankings 2013) are available. However, given the methodology for the calculation of turnover for Stratford upon Avon town centre as a whole, it was beyond the scope of this update to revise that total centre assessment. Moreover, it was not considered necessary as it was evident from initial re-calculation of the tables using the revised population and expenditure related information, from the lack of significant additions or losses of floorspace and noting that these figures were inevitably estimates in the first place, that the extent of change and implications would not have significant implications for the outcomes or our consequent views. . It was therefore decided to retain all floorspace data and benchmark turnovers as per the original Study.

In relation to completions and commitments, given that the Study took these into account and there has been no significant change in the floorspace (and so there would be no impact on outcomes), there was no need to amend these background tables.

Convenience Goods

6. Again the original household survey results have been utilised although the adjusted figures put forward in the November 2012 update have been incorporated. These adjustments were CI judgements but were made reflecting the retail studies submitted in support of specific new developments and the views of these of the District Council.

7. Population projections are again as provided by the Council.

8. The definition of the categories of convenience goods remain unaltered.

9. The base expenditure per head by zone has remained unaltered.

10. Expenditure per head actual growth and forecasts have been updated using the latest available information from Experian in the form of Retail Planner Briefing Note 11 from October 2013.

11. Recent trends and forecasts of special forms of trading has also been updated based on the most recent Experian document above.

12. Changing store productivities have also been updated on the basis of that latest Experian document.

13. Estimated inflow of retail expenditure from residents and tourists has remained unaltered.

14. Retail floorspace data and benchmark turnovers have not been changed. While again more recent editions of source material (such as the Mintel UK Retail Rankings 2013) are available, given the aim is to assess future overall requirements and so to assess proportionate changes, maintaining the figures was not considered inappropriate. The forecast changes in productivity have, however, been incorporated as for convenience goods the lower rates of growth were considered likely to be significant for outcomes.

15. In relation to completions and commitments, we have included a recent planning permission for a foodstore at Wellesbourne.

CHANGING ASSUMPTIONS

16. The most up to date information on recent actual changes and also changes in forecast have been utilised as indicated above. These include the following:

    a) Increased, but modified assumptions regarding special forms of trading. While this is accounting for high proportions in all forms of retailing (noting that figures distinguishing between bulky and non-bulky comparison goods sales are not provided), it also now assumed that a proportion (and the figure used by Experian is 30%) of special forms of trading, actually takes place through the stores and therefore needs to be taken into account when assessing future floorspace needs.

    b) Overall growth rates have been moderated both in the recent past and in projections.

    c) Changes in store productivity are also forecast and, for all categories, lower rates of growth are expected. Indeed, for convenience stores, a relatively static position is forecast.

COMMITMENTS

17. In relation to convenience stores, we have taken into account the commitment at Wellesbourne as mentioned but undetermined applications at Shipston on Stour and Bidford on Avon have not been included.

18. In addition, a pending application in Banbury town centre has been investigated but as this is not yet a commitment it has not been included.

19. We are also advised of changes at Leamington Retail Park and in Shirley town centre. We believe that the relationship of these to the core shopping patterns of the District does not fundamentally affect the conclusions, although clearly as shopping patterns adjust, there will be changes. However, judgements relating to the impacts of peripheral developments are considered too uncertain, particularly when the implications would also be marginal.

20. More significantis the Banbury Gateway site on which we commented previously. There was an unsuccessful legal challenge to this permission in late 2013 and so this is a commitment. The implications of this development for trading patterns are considered by CI to be significant but too complex to be addressed by judgement based assumptions in the same manner that the changes in convenience provision were. Consequently we now set out in broad terms our views on the possible implications of Banbury Gate for comparison goods shopping patterns in Stratford on Avon District, consequently for Stratford upon Avon town centre and, in the context of this analysis, for retail planning in the District.

21. The development is an edge of town scheme for major comparison goods development, indicated as including major high street names such as Marks and Spencer and Next. It is suggested that trading will commence in 2015. The development is described on its website as drawing car borne trade from an extensive catchment with a market focus on "affluent shoppers". It would be likely to draw trade from the District, particularly its south eastern areas and parts of Zones 5, 6 and 7. Indeed the supporting retail statement included the following:

"it would become the gateway to Banbury, drawing people to shop at the park who might otherwise have travelled to ….. Stratford-upon-Avon……"

22. The proposed development is only about 30 minutes from Stratford-upon-Avon and the CI household survey suggested significant expenditure being drawn in that direction already. If this proposal does progress, then it is likely that additional trade will be drawn to it.

23. On the basis of information set out on the scheme website, it is not inconceivable that Banbury Gateway would, in 2021, draw expenditure at least equivalent to the residual headroom expenditure available for non-bulky comparison goods from the Stratford on Avon District. CI consider that this has important implications for the need to make provision for retail development at Stratford upon Avon. In these circumstances it will also be appropriate for the Council, perhaps in association with adjoining local planning authorities, to investigate the shopping patterns associated with the Banbury Gateway scheme when these patterns are established. The actual changes in shopping patterns should be determined through empirical studies so that appropriate levels of provision can be made for future years. This is perhaps particularly unfortunate for the Stratford on Avon Local Plan process as this major new destination will be introduced at an early stage in the Plan period. Consequently, there is fundamental uncertainty regarding the appropriate emerging strategy for non-bulky comparison goods in particular and so for retail planning for Stratford upon Avon town centre.

COMMENTS ON FINDINGS OF THIS UPDATE

24. There are important caveats to enter in relation to the revised figures, and indeed points made in relation to the original study which must be stressed. The translation of headroom to floorspace is based on current assumed/calculated average sales densities. Consequently the floorspace figures which arise from that arithmetic exercise need to be treated with caution. This is particularly so in the later stages of forecasting given the scope for changes in sales density as have emerged between the original analysis and this update.

NON-BULKY GOODS SHOPPING AND ISSUES RELATING TO STRATFORD ON AVON TOWN CENTRE

25. The first elements of our consideration relate to general matters, and to non-bulky comparison goods in particular, as fundamental to retail planning for the main town centre of Stratford upon Avon. High Streets nationally remain a volatile commercial environment, although centres such as Stratford upon Avon (with a prime position within its own urban area and a rural hinterland and a significant visitor destination) are less vulnerable than many others.

26. It is the Colliers International view that it will be some time before retail floorspace and expenditure across the country return to something like equilibrium – a debate over whether we are significantly over-provided with retail floorspace continues. Importantly, even analysis suggesting continuing needs for additional floorspace generally is predicated on the assumption that the economy generally will return to healthier growth. This overall context obviously disguises variations with different towns with varying roles performing very differently. The major regional centres continue to perform well, while secondary and tertiary centres seem to continue to suffer disproportionately. Stratford upon Avon has the characteristics which place it among those which would be expected to be more resilient and capable of recovering more quickly, based on both resident and visitor spend as stated.

27. Given economic uncertainties and the nature of the forecasting exercise generally it is CI's view that local planning authorities should adopt a prudent and cautious approach to provision of new floorspace, particularly when addressing the long term. This Update Study demonstrates how sensitive forecasts can be to changing assumptions and recent evidence. The most recent Retail Planner Briefing Note 11 continues to state the Experian view, a rather contradictory one in our view, as being:

"Planning decisions for the next two decades should focus on the long term, ignoring the short term effects of recent events. But it should also be recognised that the future will not necessarily be like the past – if circumstances change the outlook changes"

28. The CI analysis utilises appropriate long term trends and the headroom figures arise from these and revised population figures. However, as stated, they have also shown themselves to be affected by changes which, although recent, cannot be dismissed as short term – the impacts of internet shopping and reducing retailer performance for example. These uncertainties are further compounded when there are major developments, the implications for trading patterns of which can only be estimated, as is the case for non-bulky comparison goods shopping as a consequence of the Banbury Gateway development.

29. Consequently, while the statistical analysis points to gross floorspace requirement for non-bulky good rising from 2,312 sq metres gross at 2021, through 6,179 sq metres gross at 2026 to 10,160sq metres gross at 2031, this figure could be reduced dramatically if Banbury Gateway trades to its developers aspirations, yet alone if it outperforms benefitting from a highly accessible location, plentiful free parking and major anchor stores. CI suggest that this provides the essential context for the first years of the Local Plan period.

30. While it is important to make provision to meet identified needs, particularly to ensure sustainable shopping patterns and to avoid the need for residents to travel to more distant centres, the focus of national planning policy remains "town centre first". Assessments should be made of the scope to accommodate floorspace requirements in the town centre as defined. However if such sites are not available or would damage the character of the town centre in other ways, then it will be necessary to consider whether development on suitable edge of centre sites could be appropriately integrated with the town centre to ensure no significant adverse impact on the town centre itself. Such assessments are not in the scope of our brief.

31. However, it will be appropriate in the Local Plan process for the local planning authority to assess such opportunities and the timescale over which they might be brought forward. The risk otherwise is that out of centre developments in the District or indeed in adjoining areas might be promoted which would have significant adverse impact on Stratford upon Avon town centre. It is understood that this is the intention.

32. Without the consideration and identification of town centre or other appropriate opportunities which would accord with the full range of relevant policies then it may, during the Plan period, be difficult to resist out of centre developments which would impact on confidence in the town centre in the long term. The Maybird Centre has already developed into a form that accommodates main High Street names within footplates not available in the Town Centre.

33. It may be that the historic character of the Town Centre places an ultimate constraint on the ability to accommodate such space. If this is the case, it could be that town centre extension or edge of centre sites warrant investigation through the Development Plan process.

34. However, this would relate to the latter years of the Plan period and, as advised, the requirements should be reassessed in the light of proper analysis and understanding of shopping patterns towards the end of this decade. It is understood that the town centre boundary is proposed to be changed to reflect the distribution of the full range of main town centre uses. However, this extension is not well related to the Primary Shopping Area and if it is concluded that additional retail development is needed in the town centre for which provision should be made in any development plan then, in accordance with national policy, opportunities well related to the Primary Shopping Area would need to be investigated.

35. CI would also confirm the views expressed in previous reports that the future of the town centre should be considered in the light not only of quantitative retail analysis but also in the context of broader health check information and commercial perceptions. This update has revised our previous analyses by applying changed population information and the most up to date readily available retail data. The comments arise from that basis alone and we would suggest that commercial advice is also sought on retailer, investor and developer perceptions of Stratford upon Avon Town Centre in particular and its future. The future health of town centres generally has been shown to be uncertain – planning to accommodate potential change needs to arise from a broad understanding of all interests, and including all main town centre uses and not solely retailing.

BULKY GOODS SHOPPING

36. The forecasts indicate a significantly increased floorspace requirement, growing from 7,215 sq metres gross in 2021, to 9,835 sq metres gross in 2026 and 12,610sq metres gross in 2031. However, it should be noted that a significant proportion of this arises as a consequence of estimated overtrading at base year, with this being the case for the total 'need' at 2021 and for almost 50% of the 'need' at 2031. Over-trading is in this context something of a statistical issue as it arises as a consequence of retail spend exceeding benchmark turnovers. In the bulky goods sector it does not necessarily infer congested outlets. It has not resulted in development pressure for further outlets and indeed this is not a sector experiencing growth but rather downsizing and consolidation.

37. Given that it is unlikely that provision of the required floorspace will be made in the town centre, and the loss of bulky floorspace to non-bulky operators (at the Maybird Centre for example) it is not considered that specific provision needs to be made for the first half of the Plan period (i.e. to 2021).

38. This is in light of the explanation above relating to overtrading, the evident fewer traditional bulky goods retailers for whom some policy flexibility has previously been seen as acceptable and the existing level of representation.

39. However, given that it will be desirable for such floorspace to be located in widely accessible locations there would be merit in assessing opportunities when allocations are considered. It may be that provision of an appropriate scale could be considered in the smaller towns as it could complement the role that would be played by appropriate convenience floorspace growth in those towns in reducing the need to travel. However, as Stratford upon Avon is considered to remain the main town centre in the District, especially for non-bulky goods, it will be essential to restrict the scale and range of goods to be sold at any such development should suitable opportunities to accommodate such proposals emerge. This position should be reviewed by any future retail studies assessing both quantitative and qualitative needs.

CONVENIENCE GOODS SHOPPING

40. The forecasts are significantly affected by changes in key factors including reduced rates of expenditure growth and expansion of SFT. Lower rates of increasing productivity of existing floorspace mean that the effect of these changes has not been offset.

41. It is noted that there are undetermined proposals which may have important implications for possible headroom in certain towns. In the light of the overall figures and recent developments in the District improving the quality of provision over recent years (notably the period over which CI have been assessing and updating requirements) it is not considered that additional provision is required. However, the particular figures for individual towns suggest that there would be merit in the Local Plan process in assessing opportunities for certain towns to increase market retention which could reduce the need to travel – this reflects conclusions in the original study.

42. We provide a series of summary tables extracted from the full tables which set out the potential convenience goods floorspace requirements on the various different assumptions for each settlement/area included in the Study.

OVERALL CONCLUSIONS

43. This Update Study was required to take account of revised population forecasts reflecting housing requirements for the District across the Plan period. However, since the original Study and over the years of the various updates there has also been changes in actual and forecast rates of change in several of the factors which influence the quantitative assessment of retail requirements. Furthermore, retailing generally remains in a period of uncertainty as does the general economic requirement. The outcomes have also been changed by development that has taken place or planning commitments that have been established over the last six years.

44. The outcomes as described above suggest to CI that there is no pressing requirement for allocations within the next five years. However, given the timescales involved in identifying sites should they be needed it is suggested that a study update utilising new survey data will be required as part of Local Plan review (see comments below also) The key conclusions for CI are:

i) Banbury Gateway has the potential to absorb all the non-bulky comparison goods headroom potential for Stratford upon Avon in the early years of the Plan and still a considerable element throughout the Plan period. Consequently the impacts on the trading patterns within the eight zones of the Study Area of this development, and therefore for retail requirements at Stratford upon Avon should be assessed as these new patterns become established (a further reason for updating survey work as indicated above). This will indicate for the later years of the Local Plan period the need for provision to be made for additional development of non-bulky comparison goods floorspace. In the meantime, in Plan preparation and in the context of assessing the town centre holistically and not solely in retail terms, potential opportunities for and/or constraints upon growth of the centre should be assessed.

ii) The statistical analysis points to relatively significant floorspace requirements. Making provision to accommodate this should be tempered by the extent to which it emerges from over-trading at base year and also the extent to which bulky goods floorspace has become occupied by general comparison goods. However, there may be scope to increase provision for this sector within the smaller towns, complementing the convenience developments over recent years in creating a generally more sustainable pattern of shopping development.

iii) The new developments of supermarkets/superstores, consistent with advice in earlier Study reports, have met to a significant degree both quantitative and qualitative needs. However, opportunities to meet within those towns the requirements that are suggested for the Plan period nonetheless merit assessment in Local Plan preparation.

SUMMARY CONVENIENCE GOODS TABLES

Additional Convenience Goods Floorspace Need: Stratford-on Avon District (Scenario 1)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	-4,748	-3,298	-,2,308
2026	-2,187	-1,609	-1,126
2031	647	476	333

Additional Convenience Goods Floorspace Need: Stratford-on-Avon District (Scenario 2)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	-6,278	-4,619	-3,233
2026	-4,104	-3,019	-2,113
2031	-1,397	-1,028	-720

Additional Convenience Goods Floorspace Need: Stratford-upon-Avon (Scenario 1)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	-8,240	-6,062	-4,244
2026	-7,087	-5,214	-3,650
2031	-5,596	-4,117	-2,882

Additional Convenience Goods Floorspace Need: Stratford-upon-Avon (Scenario 2)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	-6,782	-4,990	-3,193
2026	-5,531	-4,069	-2848
2031	-3,936	-2,896	-2,027

Additional Convenience Goods Floorspace Need: Alcester (Scenario 1)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	1,970	1,449	1.014
2026	2,215	1,630	1,141
2031	2,511	1,848	1,293

Additional Convenience Goods Floorspace Need: Alcester (Scenario 2)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	73	53	37
2026	190	140	98
2031	352	259	181

Additional Convenience Goods Floorspace Need: Shipston-on-Stour (Scenario 1)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	2,332	1,716	1,201
2026	2,558	1,882	1,317
2031	2,809	2,066	1,447

Additional Convenience Goods Floorspace Need: Shipston-on-Stour (Scenario 2)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	979	720	504
2026	1,113	819	573
2031	1,268	933	653

Additional Convenience Goods Floorspace Need: Southam (Scenario 1)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	-567	-417	-292
2026	-268	-197	-138
2031	117	86	60

Additional Convenience Goods Floorspace Need: Southam (Scenario 2)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	-567	-417	-292
2026	-268	-197	-138
2031	117	86	60

Additional Convenience Goods Floorspace Need: Other Centres / Stores (Scenario 1)

Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	23	17	12
2026	395	290	203
2031	805	593	415

Additional Convenience Goods Floorspace Need: Other Centres / Stores (Scenario 2)

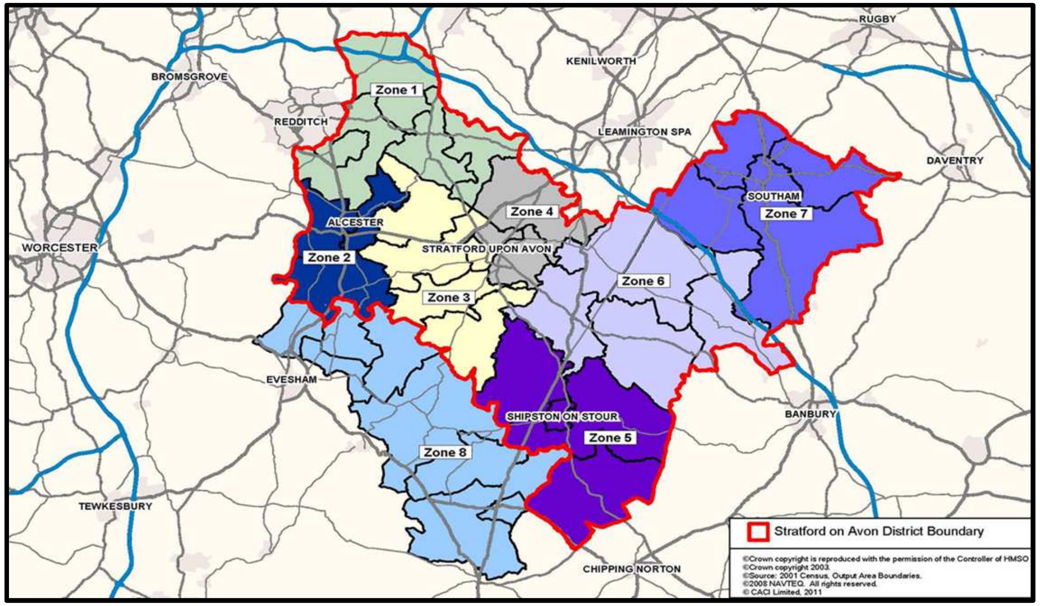
Forecast Year	Floorspace Need (sq m net)		
	Low Sales Density	Mid Sales Density	High Sales Density
2021	20	15	10
2026	392	288	202
2031	802	590	413

FULL TABLES

Colliers International: Retail Floorspace Need Assessment

Client: Stratford-on-Avon District Council
Project: Stratford-upon-Avon Comparison Goods Retail Study

Household Survey Area and Constituent Zones



Non-Bulky Comparison Goods (2014 Population Projections)

Table 1 - Population Change by Zone (Revised Population Growth)

Zone	Area	2011 Population (Base Year)	Projected 2021 Population	Projection 2026 Population	Projected 2031 Population	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	18,214	19,424	20,029	20,634	2,420	13.3%
	Zone 2	15,202	16,214	16,719	17,224	2,022	13.3%
	Zone 3	20,929	22,320	23,015	23,711	2,782	13.3%
	Zone 4	17,648	18,822	19,409	19,995	2,347	13.3%
	Zone 5	11,605	12,377	12,762	13,147	1,542	13.3%
	Zone 6	18,387	19,609	20,221	20,833	2,446	13.3%
	Zone 7	18,500	19,731	20,347	20,963	2,463	13.3%
SUB TOTAL		**120,485**	**128,497**	**132,502**	**136,507**	**16,022**	**13.3%**
Hinterland	**Zone 8**	24,019	25,618	26,419	27,212	3,193	13.3%
SUB TOTAL		**24,019**	**25,618**	**26,419**	**27,212**	**3,193**	**13.3%**
TOTAL		**144,504**	**154,115**	**158,921**	**163,719**	**19,215**	**13.3%**

Notes:

Population projections for all zones have been provided by Planning Department, Stratford on Avon Council.

Sources:

Stratford-on-Avon District Council.

Table 2 - Average Residents Expenditure Per Head on Non Bulky Comparison Goods by Zone (Including Expenditure By Special Forms of Trading)

Zone	Area	Expenditure Per Head (£)						
		2006	2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	2,269	2,549	3,275	3,760	4,317	1,768	69.3%
	Zone 2	2,046	2,299	2,953	3,391	3,893	1,594	69.3%
	Zone 3	2,240	2,517	3,233	3,712	4,262	1,745	69.3%
	Zone 4	2,210	2,483	3,190	3,662	4,205	1,722	69.3%
	Zone 5	2,225	2,500	3,212	3,687	4,233	1,733	69.3%
	Zone 6	2,280	2,562	3,291	3,778	4,338	1,776	69.3%
	Zone 7	2,146	2,411	3,098	3,556	4,083	1,672	69.3%
Hinterland	**Zone 8**	2,077	2,333	2,998	3,442	3,952	1,618	69.3%

Notes:

Average consumer expenditure per head on non-bulky comparison 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 2011 (the base year) and the forecast years of 2021, 2026 and 2031 by using the latest available UK expenditure per head actual growth rates and forecasts published by Experian (RPBN11).

Sources:

Experian - bespoke expenditure per head data purchase and Retail Planner Briefing Note 11. (October 2013).

Table 3 - Average Residents Expenditure Per Head on Non Bulky Comparison Goods by Zone (Excluding Expenditure By Special Forms of Trading)

Zone	Area	Expenditure Per Head (£)					
		2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	2,302	2,761	3,162	3,631	1,329	57.7%
	Zone 2	2,076	2,490	2,852	3,274	1,198	57.7%
	Zone 3	2,272	2,726	3,122	3,584	1,312	57.7%
	Zone 4	2,242	2,689	3,080	3,536	1,294	57.7%
	Zone 5	2,257	2,707	3,101	3,560	1,303	57.7%
	Zone 6	2,313	2,774	3,178	3,648	1,335	57.7%
	Zone 7	2,177	2,611	2,991	3,434	1,257	57.7%
Hinterland	**Zone 8**	2,107	2,527	2,895	3,323	1,216	57.7%

Notes:

The expenditure per head figures in Table 2 have been discounted by 9.7% at the base year of 2011, to exclude non-store retail sales, which includes shopping over the internet. At 2021, 2026 and 2031, discounts of 15.7%, 15.9% and 15.9% again have been assumed. (See cover report for details of our SFT assumptions).

Sources:

Experian - Retail Planner Briefing Note 11 (October 2013).

Table 4 - Total Available Residents Expenditure on Non Bulky Comparison Goods By Zone (Excluding Expenditure By Special Forms of Trading)

Zone	Area	Total Available Expenditure (£m)					
		2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	41.9	53.6	63.3	74.9	33.0	78.7%
	Zone 2	31.6	40.4	47.7	56.4	24.8	78.7%
	Zone 3	47.6	60.8	71.9	85.0	37.4	78.7%
	Zone 4	39.6	50.6	59.8	70.7	31.1	78.7%
	Zone 5	26.2	33.5	39.6	46.8	20.6	78.7%
	Zone 6	42.5	54.4	64.3	76.0	33.5	78.7%
	Zone 7	40.3	51.5	60.9	72.0	31.7	78.7%
SUB TOTAL		**269.6**	**344.9**	**407.3**	**481.8**	**212.2**	**78.7%**
Hinterland	**Zone 8**	50.6	64.7	76.5	90.4	39.8	78.7%
SUB TOTAL		**50.6**	**64.7**	**76.5**	**90.4**	**39.8**	**78.7%**
TOTAL		**320.2**	**409.6**	**483.8**	**572.2**	**252.0**	**78.7%**

Notes:

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

Sources:

Colliers International.

Table 5 - Non Bulky Comparison Goods Market Shares By Zone At The Base Year, 2011 (Column Percent)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone)							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
WITHIN STRATFORD ON AVON DISTRICT								
Stratford-upon-Avon Town	18.8	47.6	73.1	76.7	48.6	46.9	0.0	36.0
All Other Centres/Stores	2.1	5.0	3.3	16.3	17.9	7.0	32.0	0.0
OUTSIDE OF DISTRICT								
Banbury	0.0	0.0	2.9	0.0	22.9	16.3	10.6	1.1
Birmingham	3.5	2.7	0.3	0.7	0.0	2.1	0.0	0.0
Cheltenham	0.0	1.7	0.7	0.0	0.0	0.0	0.0	20.9
Evesham	0.0	6.7	0.3	0.0	0.9	0.0	0.0	32.1
Redditch	55.6	26.3	2.9	0.0	0.0	0.0	0.0	1.3
Royal Leamington Spa	0.7	0.0	8.6	5.3	2.0	17.4	53.5	0.3
Solihull	11.0	5.3	4.3	0.0	0.0	0.2	0.0	0.7
All Other Centres/Stores	8.3	4.7	3.6	1.0	7.7	10.1	3.9	7.6
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

The market share percentages are derived from a household telephone survey carried out in February, 2008. (See Appendix 1 and cover report).

Sources:

Colliers International.

Table 6 - Estimated Non Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates At The Base Year, 2011 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover	Available Floorspace (sq.m. net)(2)	Derived Sales Density (£ per sq.m. net)	Benchmark Sales Density (£ per sq. m net)(3)	Benchmark Turnover (£m)	Estimated Extent of Any Over/Under Trading (£m)
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C	E	F=D/E	G	H=GxE	I=D-H
WITHIN STRATFORD ON AVON DISTRICT																	
Stratford-upon-Avon Town	7.9	15.0	34.8	30.3	12.7	19.9	0.0	18.2	138.9	13.9	56.0	208.8	37,010	5,642	4,683	173.3	35.5
All Other Centres/Stores	0.9	1.6	1.6	6.4	4.7	3.0	12.9	0.0	31.0								
SUB TOTAL	8.8	16.6	36.3	36.8	17.4	22.9	12.9	18.2	169.9								
OUTSIDE OF DISTRICT																	
Banbury	0.0	0.0	1.4	0.0	6.0	6.9	4.3	0.6	19.1								
Birmingham	1.5	0.9	0.1	0.3	0.0	0.9	0.0	0.0	3.6								
Cheltenham	0.0	0.5	0.3	0.0	0.0	0.0	0.0	10.6	11.4								
Evesham	0.0	2.1	0.1	0.0	0.2	0.0	0.0	16.2	18.7								
Redditch	23.3	8.3	1.4	0.0	0.0	0.0	0.0	0.7	33.6								
Royal Leamington Spa	0.3	0.0	4.1	2.1	0.5	7.4	21.5	0.2	36.1								
Solihull	4.6	1.7	2.0	0.0	0.0	0.1	0.0	0.4	8.8								
All Other Centres/Stores	3.5	1.5	1.7	0.4	2.0	4.3	1.6	3.8	18.8								
SUB TOTAL	33.2	15.0	11.2	2.8	8.8	19.6	27.4	32.4	150.3								
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	41.9	31.6	47.6	39.6	26.2	42.5	40.3	50.6	320.2								

Notes: (see cover report also)

For each cell the monetory figure is dervied by multiplying the 2008 avaialble non-bulky comparison expenditure in the zone (excl SFT) (Table 4), by the survey-derived non bulky comparison goods market share of that specific centre in that zone (Table 5).

(1) Estimated by Colliers International. (See Appendix 4).

(2) Floorpsace estimated from a range of sources (see Appendix 5 for full details).

(3) Benchmark sales density estimated by Colliers International (see Appendix 5 for full details).

Sources:

Colliers International.

Table 7 - Unadjusted Non Bulky Comparison Goods Centre Market Shares By Zone (Column Percent)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone)							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
WITHIN STRATFORD ON AVON DISTRICT								
Stratford-upon-Avon Town	18.8	47.6	73.1	76.7	48.6	46.9	0.0	36.0
All Other Centres/Stores	2.1	5.0	3.3	16.3	17.9	7.0	32.0	0.0
SUB TOTAL	**20.9**	**52.6**	**76.4**	**93.0**	**66.5**	**53.9**	**32.0**	**36.0**
OUTSIDE OF DISTRICT								
Banbury	0.0	0.0	2.9	0.0	22.9	16.3	10.6	1.1
Birmingham	3.5	2.7	0.3	0.7	0.0	2.1	0.0	0.0
Cheltenham	0.0	1.7	0.7	0.0	0.0	0.0	0.0	20.9
Evesham	0.0	6.7	0.3	0.0	0.9	0.0	0.0	32.1
Redditch	55.6	26.3	2.9	0.0	0.0	0.0	0.0	1.3
Royal Leamington Spa	0.7	0.0	8.6	5.3	2.0	17.4	53.5	0.3
Solihull	11.0	5.3	4.3	0.0	0.0	0.2	0.0	0.7
All Other Centres/Stores	8.3	4.7	3.6	1.0	7.7	10.1	3.9	7.6
SUB TOTAL	**79.1**	**47.4**	**23.6**	**7.0**	**33.5**	**46.1**	**68.0**	**64.0**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

The market share percentages are the same as those set out in Table 5. We do not consider there is any scope to materially adjust the shares for Stratford-upon-Avon in the future.

Sources:

Colliers International.

Table 8 - Non Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates, 2021 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C
WITHIN STRATFORD ON AVON DISTRICT												
Stratford-upon-Avon Town	10.1	19.2	44.5	38.8	16.3	25.5	0.0	23.3	177.7	17.8	68.8	264.3
All Other Centres/Stores	1.1	2.0	2.0	8.3	6.0	3.8	16.5	0.0	39.7			
SUB TOTAL	**11.2**	**21.2**	**46.5**	**47.1**	**22.3**	**29.3**	**16.5**	**23.3**	**217.4**			
OUTSIDE OF DISTRICT												
Banbury	0.0	0.0	1.8	0.0	7.7	8.9	5.5	0.7	24.5			
Birmingham	1.9	1.1	0.2	0.4	0.0	1.1	0.0	0.0	4.6			
Cheltenham	0.0	0.7	0.4	0.0	0.0	0.0	0.0	13.5	14.6			
Evesham	0.0	2.7	0.2	0.0	0.3	0.0	0.0	20.8	24.0			
Redditch	29.8	10.6	1.8	0.0	0.0	0.0	0.0	0.8	43.0			
Royal Leamington Spa	0.4	0.0	5.2	2.7	0.7	9.5	27.6	0.2	46.2			
Solihull	5.9	2.1	2.6	0.0	0.0	0.1	0.0	0.5	11.2			
All Other Centres/Stores	4.5	1.9	2.2	0.5	2.6	5.5	2.0	4.9	24.1			
SUB TOTAL	**42.4**	**19.1**	**14.4**	**3.5**	**11.2**	**25.1**	**35.0**	**41.4**	**192.2**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**53.6**	**40.4**	**60.8**	**50.6**	**33.5**	**54.4**	**51.5**	**64.7**	**409.6**			

Notes:

For each cell, the monetry figure is derived by multiplying the 2021 available non bulky goods expenditure in the zone (excl. SFT) (Table 4) by the unadjusted non bulky comparison goods market share of the specific centre in that zone (Table 7).

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

Sources:

Colliers International.

Table 9 - Calculation of Potential Non Bulky Comparison Goods Headroom Expenditure, 2021 (£ Million)

Centre	2011 Turnover (Base Year)	2021 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2021 (1)	Residual Turnover Potential at 2021	Headroom Expenditure at 2021
	A	B	C	D=B-C	E=D-A
	(Table 6, D)	(Table 8, D)			
Stratford-upon-Avon Town	208.8	264.3	43.4	220.9	12.1

Notes:

(1) We assume that all existing non-bulky comparison goods floorspace at the base year (2011) will achieve a real gain in sales productivity. The estimated turnover allocation is based on research by Experian (see Appendix 3E). The sales productivity gain is applied to the estimated 2008 (base year) benchmark non bulky comparison of the town as set out in Table 6 (Column H).

Sources:

Colliers International and Experian - Retail Planner Briefing Note 11 (October 2013).

Table 10 - Calculation of Non Bulky Comparison Goods Floorspace Need, 2021

Centre	Headroom Expenditure at 2021 Before Commitments (£m)	Forecast Turnover at 2021 of Commitments (£m)(1)	Headroom Expenditure at 2021 After Commitments (£m)	Adjustment for Over/Under Trading at the Base Year (£m)	Residual Headroom Expenditure at 2021 (£m)
	A	B	C=A-B	D	E=C+D
	(Table 9, E)			(Table 6, I)	
Stratford-upon-Avon Town	12.1	37.8	-25.7	35.5	9.8

	From A	From C	From E
Assumed Average Sales Density at 2021 (Sq M Net)(2)	F	F	F
	6,500	6,500	6,500
Estimated Retail Floorspace Need (Sq M Net)	G=A/F	G=C/F	G=E/F
	1,859	-3,957	1,503
Estimated Retail Floorspace Need (Sq M Gross)(3)	H	H	H
	2,860	-6,087	2,312

Notes:

(1) Schedule of commitments (including retail floorspace completions since 2008) is set out at Appendix 5. Sales floorspace and estimated turnover are given for each commitment.

(2) The deviation of the average sales density for converting expenditure into floorspace is set out in Section 3 in the main report.

(3) Gross floorspace is estimated from sales floorspace by applying a net to gross ratio of 65:100.

Sources:

Colliers International.

Table 11 - Non Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates, 2026 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C
WITHIN STRATFORD ON AVON DISTRICT												
Stratford-upon-Avon Town	11.9	22.7	52.5	45.9	19.2	30.1	0.0	27.5	209.9	21.0	79.8	310.7
All Other Centres/Stores	1.3	2.4	2.4	9.7	7.1	4.5	19.5	0.0	46.9			
SUB TOTAL	**13.2**	**25.1**	**54.9**	**55.6**	**26.3**	**34.6**	**19.5**	**27.5**	**256.8**			
OUTSIDE OF DISTRICT												
Banbury	0.0	0.0	2.1	0.0	9.1	10.5	6.5	0.8	28.9			
Birmingham	2.2	1.3	0.2	0.4	0.0	1.3	0.0	0.0	5.5			
Cheltenham	0.0	0.8	0.5	0.0	0.0	0.0	0.0	16.0	17.3			
Evesham	0.0	3.2	0.2	0.0	0.4	0.0	0.0	24.5	28.3			
Redditch	35.2	12.5	2.1	0.0	0.0	0.0	0.0	1.0	50.8			
Royal Leamington Spa	0.4	0.0	6.2	3.2	0.8	11.2	32.6	0.2	54.5			
Solihull	7.0	2.5	3.1	0.0	0.0	0.1	0.0	0.5	13.2			
All Other Centres/Stores	5.3	2.2	2.6	0.6	3.0	6.5	2.4	5.8	28.4			
SUB TOTAL	**50.1**	**22.6**	**17.0**	**4.2**	**13.3**	**29.6**	**41.4**	**48.9**	**227.0**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**63.3**	**47.7**	**71.9**	**59.8**	**39.6**	**64.3**	**60.9**	**76.5**	**483.8**			

Notes:

For each cell, the monetry figure is derived by multiplying the 2026 available non bulky goods expenditure in the zone (excl. SFT) (Table 4) by the unadjusted non bulky comparison goods market share of the specific centre in that zone (Table 7).

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

Sources:

Colliers International.

Table 12 - Calculation of Potential Non Bulky Comparison Goods Headroom Expenditure, 2026 (£ Million)

Centre	2011 Turnover (Base Year)	2026 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2026(1)	Residual Turnover Potential at 2026	Headroom Expenditure at 2026
	A	B	C	D=B-C	E=D-A
	(Table 6, D)	(Table 11, D)			
Stratford-upon-Avon Town	208.8	310.7	65.7	245.0	36.2
TOTAL					

Notes:

(1) We assume that all existing non-bulky comparison goods floorspace at the base year (2008) will achieve a real gain in sales productivity. The estimated turnover allocation is based on research by Experian (see Appendix 3E). The sales productivity gain is applied to the estimated 2008 (base year) benchmark non bulky comparison of the town as set out in Table 6 (Column H).

Sources:

Colliers International and Experian - Retail Planner Briefing Note 11 (October 2013)

Table 13 - Calculation of Non Bulky Comparison Goods Floorspace Need, 2026

Centre	Headroom Expenditure at 2026 Before Commitments (£m)	Forecast Turnover at 2026 of Commitments (£m)(1)	Headroom Expenditure at 2026 After Commitments (£m)	Adjustment for Over/Under Trading at the Base Year (£m)	Residual Headroom Expenditure at 2026 (£m)
	A	B	C=A-B	D	E=C+D
	(Table 12, E)			(Table 6, I)	
Stratford-upon-Avon Town	36.2	42.4	-6.2	35.5	29.2

	A path	C path	E path
Assumed Average Sales Density at 2026 (Sq M Net)(2)	F	F	F
	7,280	7,280	7,280
Estimated Retail Floorspace Need (Sq M Net)	G=A/F	G=C/F	G=E/F
	4,966	-858	4,016
Estimated Retail Floorspace Need (Sq M Gross)(3)	H	H	H
	7,640	-1,321	6,179

Notes:

(1) Schedule of commitments (including retail floorspace completions since 2008) is set out at Appendix 5. Sales floorspace and estimated turnover are given for each commitment.

(2) The deviation of the average sales density for converting expenditure into floorspace is set out in Section 3 in the main report.

(3) Gross floorspace is estimated from sales floorspace by applying a net to gross ratio of 65:100.

Sources:

Colliers International.

Table 14 -Non Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates, 2031 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C
WITHIN STRATFORD ON AVON DISTRICT												
Stratford-upon-Avon Town	14.1	26.8	62.1	54.2	22.7	35.6	0.0	32.6	248.2	24.8	92.5	365.5
All Other Centres/Stores	1.6	2.8	2.8	11.5	8.4	5.3	23.0	0.0	55.5			
SUB TOTAL	**15.7**	**29.7**	**64.9**	**65.8**	**31.1**	**41.0**	**23.0**	**32.6**	**303.7**			
OUTSIDE OF DISTRICT												
Banbury	0.0	0.0	2.5	0.0	10.7	12.4	7.6	1.0	34.2			
Birmingham	2.6	1.5	0.3	0.5	0.0	1.6	0.0	0.0	6.5			
Cheltenham	0.0	1.0	0.6	0.0	0.0	0.0	0.0	18.9	20.5			
Evesham	0.0	3.8	0.3	0.0	0.4	0.0	0.0	29.0	33.5			
Redditch	41.7	14.8	2.5	0.0	0.0	0.0	0.0	1.2	60.1			
Royal Leamington Spa	0.5	0.0	7.3	3.7	0.9	13.2	38.5	0.3	64.5			
Solihull	8.2	3.0	3.7	0.0	0.0	0.2	0.0	0.6	15.7			
All Other Centres/Stores	6.2	2.7	3.1	0.7	3.6	7.7	2.8	6.9	33.6			
SUB TOTAL	**59.3**	**26.7**	**20.1**	**4.9**	**15.7**	**35.0**	**48.9**	**57.9**	**268.5**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**74.9**	**56.4**	**85.0**	**70.7**	**46.8**	**76.0**	**72.0**	**90.4**	**572.2**			

Notes:

For each cell, the monetry figure is derived by multiplying the 2031 available non bulky goods expenditure in the zone (excl. SFT) (Table 4) by the unadjusted non bulky comparison goods market share of the specific centre in that zone (Table 7).

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

Sources:

Colliers International.

Table 15 - Calculation of Potential Non Bulky Comparison Goods Headroom Expenditure, 2031 (£ Million)

Centre	2008 Turnover (Base Year)	2031 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2031	Residual Turnover Potential at 2031	Headroom Expenditure at 2031
	A	B	C	D=B-C	E=D-A
	(Table 6, D)	(Table 14, D)			
Stratford-upon-Avon Town	208.8	365.5	90.8	274.7	65.9
TOTAL					

Notes:

(1) We assume that all existing non-bulky comparison goods floorspace at the base year (2008) will achieve a real gain in sales productivity. The assumed turnover allocation is based on research by Experian (see Appendix 3E). The sales productivity gain is applied to the estimated 2008 (base year) benchmark non bulky comparison of the town goods turnover as set out in Table 6 (Column H).

Sources:

Colliers International and Experian - Retail Planner Briefing Note 11 (October 2013).

Table 16 - Calculation of Non Bulky Comparison Goods Floorspace Need, 2031

Centre	Headroom Expenditure at 2031 Before Commitments (£m)	Forecast Turnover at 2031 of Commitments (£m)(1)	Headroom Expenditure at 2031 After Commitments (£m)	Adjustment for Over/Under Trading at the Base Year (£m)	Residual Headroom Expenditure at 2031 (£m)
	A	B	C=A-B	D	E=C+D
	(Table 15, E)			(Table 6, I)	
Stratford-upon-Avon Town	65.9	47.5	18.4	35.5	53.9

	From A	From C	From E
Assumed Average Sales Density at 2031 (£ Per Sq M Net)(2)	F	F	F
	8,160	8,160	8,160
Estimated Retail Floorspace Need (Sq M Net)	G=A/F	G=C/F	G=E/F
	8,076	2,255	6,604
Estimated Retail Floorspace Need (Sq M Gross)(3)	H	H	H
	12,424	3,469	10,160

Notes:

(1) Schedule of commitments (including retail floorspace completions since 2008) is set out at Appendix 5. Sales floorspace and estimated turnover are given for each commitment.

(2) The deviation of the average sales density for converting expenditure into floorspace is set out in Section 3 in the main report.

(3) Gross floorspace is estimated from sales floorspace by applying a net to gross ratio of 65:100.

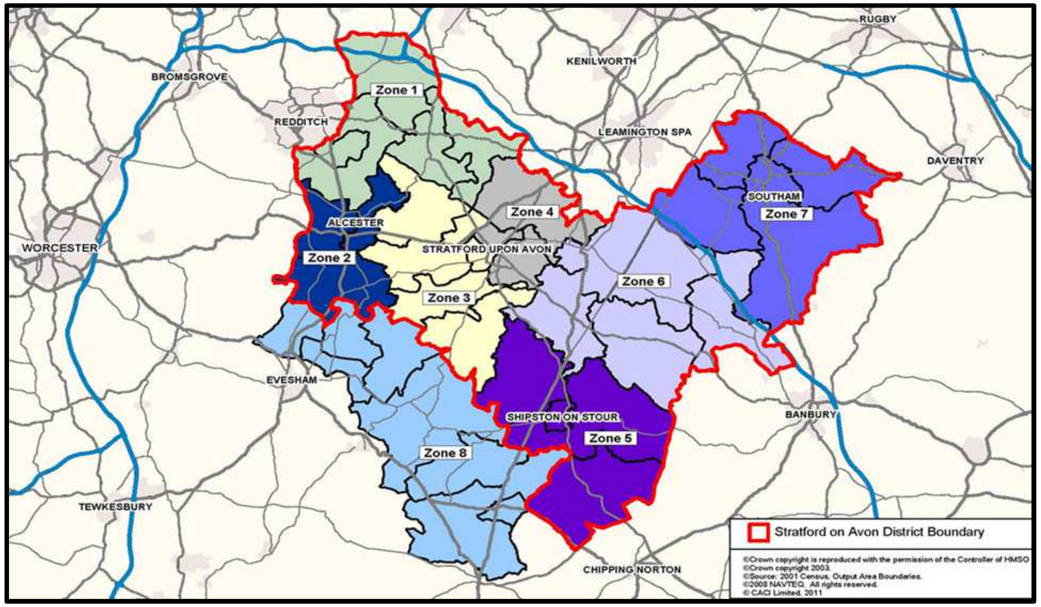
Sources:

Colliers International.

Colliers International: Retail Floorspace Need Assessment

Client: Stratford-on-Avon District Council
Project: Stratford-upon-Avon Comparison Goods Retail Study

Household Survey Area and Constituent Zones



Bulky Comparison Goods (Revised Population Growth)

Table 1 - Population Change by Zone (Revised Population Growth)

Zone	Area	2011 Population (Base Year)	Projected 2021 Population	Projection 2026 Population	Projected 2031 Population	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	18,214	19,424	20,029	20,634	2,420	13.3%
	Zone 2	15,202	16,214	16,719	17,224	2,022	13.3%
	Zone 3	20,929	22,320	23,015	23,711	2,782	13.3%
	Zone 4	17,648	18,822	19,409	19,995	2,347	13.3%
	Zone 5	11,605	12,377	12,762	13,147	1,542	13.3%
	Zone 6	18,387	19,609	20,221	20,833	2,446	13.3%
	Zone 7	18,500	19,731	20,347	20,963	2,463	13.3%
SUB TOTAL		**120,485**	**128,497**	**132,502**	**136,507**	**16,022**	**13.3%**
Hinterland	**Zone 8**	24,019	25,618	26,419	27,212	3,193	13.3%
SUB TOTAL		**24,019**	**25,618**	**26,419**	**27,212**	**3,193**	**13.3%**
TOTAL		**144,504**	**154,115**	**158,921**	**163,719**	**19,215**	**13.3%**

Notes:

Population projections for all zones have been provided by the Council.

Sources:

Stratford-on-Avon District Council.

Table 2 - Average Residents Expenditure Per Head on Bulky Comparison Goods by Zone (Including Expenditure By Special Forms of Trading)

Zone	Area	Expenditure Per Head (£)						
		2006	2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	977	1,139	1,517	1,767	2,058	919	80.7%
	Zone 2	859	1,002	1,334	1,554	1,810	808	80.7%
	Zone 3	958	1,117	1,487	1,733	2,018	901	80.7%
	Zone 4	941	1,097	1,461	1,702	1,982	885	80.7%
	Zone 5	992	1,157	1,540	1,794	2,090	933	80.7%
	Zone 6	995	1,160	1,545	1,799	2,096	936	80.7%
	Zone 7	922	1,075	1,431	1,667	1,942	867	80.7%
Hinterland	**Zone 8**	932	1,087	1,447	1,686	1,964	877	80.7%

Notes:

Average consumer expenditure per head on bulky comparison goods for 2006 was estimated by Experian for each zone. The 2006 expenditure per head figures in each zone have been projected forwards to 2011 (the base year) and the forecast years of 2021, 2026 and 2031 by using the latest available UK expenditure per head actual growth rates and forecasts published by Experian - RPBN 11.

Sources:

Experian - bespoke expenditure per head data purchase and Retail Planner Briefing Note 11. (October 2013).

Table 3 - Average Residents Expenditure Per Head on Bulky Comparison Goods by Zone (Excluding Expenditure By Special Forms of Trading)

Zone	Area	Expenditure Per Head (£)					
		2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	1,029	1,279	1,486	1,731	702	68.2%
	Zone 2	905	1,124	1,307	1,522	617	68.2%
	Zone 3	1,009	1,254	1,457	1,697	689	68.2%
	Zone 4	991	1,232	1,431	1,667	676	68.2%
	Zone 5	1,045	1,298	1,509	1,758	713	68.2%
	Zone 6	1,048	1,302	1,513	1,763	715	68.2%
	Zone 7	971	1,207	1,402	1,634	663	68.2%
Hinterland	**Zone 8**	981	1,220	1,418	1,651	670	68.2%

Notes:

The expenditure per head figures in Table 2 have been discounted by 9.7% at the base year of 2011, to exclude non-store retail sales,which includes e-tailing. At 2021, 2026 and 2031, discounts of 15.7%, 15.9% and 15.9% again have been assumed. (See cover report).

Sources:

Experian - Retail Planner Briefing Note 11 (October 2013).

Table 4 - Total Available Residents Expenditure on Bulky Comparison Goods By Zone (Excluding Expenditure By Special Forms of Trading)

Zone	Area	Total Available Expenditure (£m)					
		2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Stratford-on-Avon District	**Zone 1**	18.7	24.8	29.8	35.7	17.0	90.6%
	Zone 2	13.8	18.2	21.8	26.2	12.5	90.6%
	Zone 3	21.1	28.0	33.5	40.2	19.1	90.6%
	Zone 4	17.5	23.2	27.8	33.3	15.8	90.6%
	Zone 5	12.1	16.1	19.3	23.1	11.0	90.6%
	Zone 6	19.3	25.5	30.6	36.7	17.5	90.6%
	Zone 7	18.0	23.8	28.5	34.2	16.3	90.6%
SUB TOTAL		**120.4**	**159.6**	**191.3**	**229.6**	**109.1**	**90.6%**
Hinterland	**Zone 8**	23.6	31.2	37.5	44.9	21.4	90.6%
SUB TOTAL		**23.6**	**31.2**	**37.5**	**44.9**	**21.4**	**90.6%**
TOTAL		**144.0**	**190.9**	**228.8**	**274.5**	**130.5**	**90.6%**

Notes:

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

Sources:

Colliers International.

Table 5 - Bulky Comparison Goods Market Shares By Zone at the Base Year, 2011 (Column Percent)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone)							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
WITHIN STRATFORD ON AVON DISTRICT								
Stratford-upon-Avon Town	12.9	44.3	85.0	83.0	61.9	46.5	0.0	22.3
All Other Centres/Stores	1.7	11.4	0.4	11.1	11.7	5.3	31.2	0.0
OUTSIDE OF DISTRICT								
Banbury	0.0	0.0	0.0	0.0	20.5	18.2	11.7	0.0
Birmingham	5.2	0.0	2.0	0.0	0.0	1.3	0.0	0.8
Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.6
Evesham	0.0	4.6	0.0	0.0	0.0	0.0	0.0	55.5
Redditch	37.9	26.2	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa	0.0	1.1	0.2	5.9	0.3	16.7	51.3	0.0
Solihull	25.0	5.7	6.4	0.0	0.0	1.3	0.0	0.0
All Other Centres/Stores	17.3	6.7	6.0	0.0	5.6	10.7	5.8	5.8
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

The market share percentages are derived from a household telephone survey carried out in February, 2008. (See Appendix 1).

Sources:

Colliers International.

Table 6 - Estimated Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates at the Base Year, 2011 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover	Available Floorspace (sq.m. net)(2)	Derived Sales Density (£ per sq.m. net)	Benchmark Sales Density (£ per sq. m net)(3)	Benchmark Turnover (£m)	Estimated Extent of Any Over/Under Trading (£m)
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C	E	F=D/E	G	H=GxE	I=D-H
WITHIN STRATFORD ON AVON DISTRICT																	
Stratford-upon-Avon Town	2.4	6.1	17.9	14.5	7.5	9.0	0.0	5.3	62.7	3.1	0.0	65.8	22,631	2,909	2,046	46.3	19.5
All Other Centres/Stores	0.3	1.6	0.1	1.9	1.4	1.0	5.6	0.0	12.0								
SUB TOTAL	2.7	7.7	18.0	16.5	8.9	10.0	5.6	5.3	74.6								
OUTSIDE OF DISTRICT																	
Banbury	0.0	0.0	0.0	0.0	2.5	3.5	2.1	0.0	8.1								
Birmingham	1.0	0.0	0.4	0.0	0.0	0.3	0.0	0.2	1.8								
Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	3.7								
Evesham	0.0	0.6	0.0	0.0	0.0	0.0	0.0	13.1	13.7								
Redditch	7.1	3.6	0.0	0.0	0.0	0.0	0.0	0.0	10.7								
Royal Leamington Spa	0.0	0.2	0.0	1.0	0.0	3.2	9.2	0.0	13.7								
Solihull	4.7	0.8	1.4	0.0	0.0	0.3	0.0	0.0	7.1								
All Other Centres/Stores	3.2	0.9	1.3	0.0	0.7	2.1	1.0	1.4	10.6								
SUB TOTAL	16.0	6.1	3.1	1.0	3.2	9.3	12.4	18.3	69.4								
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	18.7	13.8	21.1	17.5	12.1	19.3	18.0	23.6	144.0								

Notes: (see cover report also)

For each cell the monetory figure is dervied by multiplying the 2011 avaialble bulky comparison expenditure in the zone (excl SFT) (Table 4), by the survey-derived bulky comparison goods market share of that specific centre in that zone (Table 5).

(1) Estimated by Colliers International. (See Appendix 4).

(2) Floorpsace estimated from a range of sources (see Appendix 5 for full details).

(3) Benchmark sales density estimated by Colliers International (see Appendix 5 for full details).

Sources:

Colliers International.

Table 7 - Unadjusted Bulky Comparison Goods Centre Market Shares By Zone (Column Percent)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone)							
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
WITHIN STRATFORD ON AVON DISTRICT								
Stratford-upon-Avon Town	12.9	44.3	85.0	83.0	61.9	46.5	0.0	22.3
All Other Centres/Stores	1.7	11.4	0.4	11.1	11.7	5.3	31.2	0.0
SUB TOTAL	**14.6**	**55.7**	**85.4**	**94.1**	**73.6**	**51.8**	**31.2**	**22.3**
OUTSIDE OF DISTRICT								
Banbury	0.0	0.0	0.0	0.0	20.5	18.2	11.7	0.0
Birmingham	5.2	0.0	2.0	0.0	0.0	1.3	0.0	0.8
Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.6
Evesham	0.0	4.6	0.0	0.0	0.0	0.0	0.0	55.5
Redditch	37.9	26.2	0.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa	0.0	1.1	0.2	5.9	0.3	16.7	51.3	0.0
Solihull	25.0	5.7	6.4	0.0	0.0	1.3	0.0	0.0
All Other Centres/Stores	17.3	6.7	6.0	0.0	5.6	10.7	5.8	5.8
SUB TOTAL	**85.4**	**44.3**	**14.6**	**5.9**	**26.4**	**48.2**	**68.8**	**77.7**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

The market share percentages are the same as those set out in Table 5. We do not consider there is any scope to materially adjust the shares for Stratford-upon-Avon in the future.

Sources:

Colliers International.

Table 8 - Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates, 2021 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C
WITHIN STRATFORD ON AVON DISTRICT												
Stratford-upon-Avon Town	3.2	8.1	23.8	19.2	9.9	11.9	0.0	7.0	83.1	4.2	0.0	87.2
All Other Centres/Stores	0.4	2.1	0.1	2.6	1.9	1.4	7.4	0.0	15.8			
SUB TOTAL	**3.6**	**10.2**	**23.9**	**21.8**	**11.8**	**13.2**	**7.4**	**7.0**	**98.9**			
OUTSIDE OF DISTRICT												
Banbury	0.0	0.0	0.0	0.0	3.3	4.6	2.8	0.0	10.7			
Birmingham	1.3	0.0	0.6	0.0	0.0	0.3	0.0	0.2	2.4			
Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	4.9			
Evesham	0.0	0.8	0.0	0.0	0.0	0.0	0.0	17.3	18.2			
Redditch	9.4	4.8	0.0	0.0	0.0	0.0	0.0	0.0	14.2			
Royal Leamington Spa	0.0	0.2	0.1	1.4	0.0	4.3	12.2	0.0	18.2			
Solihull	6.2	1.0	1.8	0.0	0.0	0.3	0.0	0.0	9.4			
All Other Centres/Stores	4.3	1.2	1.7	0.0	0.9	2.7	1.4	1.8	14.0			
SUB TOTAL	**21.2**	**8.1**	**4.1**	**1.4**	**4.2**	**12.3**	**16.4**	**24.3**	**91.9**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**24.8**	**18.2**	**28.0**	**23.2**	**16.1**	**25.5**	**23.8**	**31.2**	**190.9**			

Notes:

For each cell, the monetry figure is derived by multiplying the 2021 available bulky goods expenditure in the zone (excl. SFT) (Table 4) by the unadjusted bulky comparison goods market share of the specific centre in that zone (Table 7).

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

Sources:

Colliers International.

Table 9 - Calculation of Potential Bulky Comparison Goods Headroom Expenditure, 2021 (£ Million)

Centre	2011 Turnover (Base Year)	2021 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2021 (1)	Residual Turnover Potential at 2021	Headroom Expenditure at 2021
	A	B	C	D=B-C	E=D-A
	(Table 6, D)	(Table 8, D)			
Stratford-upon-Avon Town	65.8	87.2	11.6	75.7	9.8

Notes:

(1) We assume that all existing bulky comparison goods floorspace at the base year (20011) will achieve a real gain in sales productivity. The estimated turnover allocation is based on research by Experian - RPBN 11). The sales productivity gain is applied to the estimated 2011 (base year) benchmark bulky comparison of the town as set out in Table 6 (Column H).

Sources:

Colliers International and Experian - Retail Planner Briefing Note 11 (October 2013).

Table 10 - Calculation of Bulky Comparison Goods Floorspace Need, 2021

Centre	Headroom Expenditure at 2021 Before Commitments (£m)	Forecast Turnover at 2021 of Commitments (£m)(1)	Headroom Expenditure at 2021 After Commitments (£m)	Adjustment for Over/Under Trading at the Base Year (£m)	Residual Headroom Expenditure at 2021 (£m)
	A	B	C=A-B	D	E=C+D
	(Table 9, E)			(Table 6, I)	
Stratford-upon-Avon Town	9.8	10.2	-0.4	19.5	19.2

	A	C	E
Assumed Average Sales Density at 2021 (Sq M Net)(2)	F	F	F
	2,950	2,950	2,950
Estimated Retail Floorspace Need (Sq M Net)	G=A/F	G=C/F	G=E/F
	3,332	-125	6,493
Estimated Retail Floorspace Need (Sq M Gross)(3)	H	H	H
	3,703	-139	7,215

Notes: *MODIFY*

(1) Schedule of commitments (including retail floorspace completions since 2008) is set out at Appendix 5. Sales floorspace and estimated turnover are given for each commitment.

(2) The deviation of the average sales density for converting expenditure into floorspace is set out in Section 3 in the main report.

(3) Gross floorspace is estimated from sales floorspace by applying a net to gross ratio of 90:100.

Sources:

Colliers International.

Table 11 - Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates, 2026 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C
WITHIN STRATFORD ON AVON DISTRICT												
Stratford-upon-Avon Town	3.8	9.7	28.5	23.1	11.9	14.2	0.0	8.4	99.6	5.0	0.0	104.6
All Other Centres/Stores	0.5	2.5	0.1	3.1	2.3	1.6	8.9	0.0	19.0			
SUB TOTAL	**4.3**	**12.2**	**28.6**	**26.1**	**14.2**	**15.9**	**8.9**	**8.4**	**118.6**			
OUTSIDE OF DISTRICT												
Banbury	0.0	0.0	0.0	0.0	3.9	5.6	3.3	0.0	12.9			
Birmingham	1.5	0.0	0.7	0.0	0.0	0.4	0.0	0.3	2.9			
Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	5.8			
Evesham	0.0	1.0	0.0	0.0	0.0	0.0	0.0	20.8	21.8			
Redditch	11.3	5.7	0.0	0.0	0.0	0.0	0.0	0.0	17.0			
Royal Leamington Spa	0.0	0.2	0.1	1.6	0.1	5.1	14.6	0.0	21.8			
Solihull	7.4	1.2	2.1	0.0	0.0	0.4	0.0	0.0	11.2			
All Other Centres/Stores	5.1	1.5	2.0	0.0	1.1	3.3	1.7	2.2	16.8			
SUB TOTAL	**25.4**	**9.7**	**4.9**	**1.6**	**5.1**	**14.8**	**19.6**	**29.1**	**110.2**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**29.8**	**21.8**	**33.5**	**27.8**	**19.3**	**30.6**	**28.5**	**37.5**	**228.8**			

Notes:

For each cell, the monetry figure is derived by multiplying the 2026 available bulky comparision goods expenditure in the zone (excl. SFT) (Table 4) by the unadjusted bulky comparison goods market share of the specific centre in that zone (Table 7).

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

Sources:

Colliers International.

Table 12 - Calculation of Potential Bulky Comparison Goods Headroom Expenditure, 2026 (£ Million)

Centre	2011 Turnover (Base Year)	2026 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2026(1)	Residual Turnover Potential at 2026	Headroom Expenditure at 2026
	A	B	C	D=B-C	E=D-A
	(Table 6, D)	(Table 11, D)			
Stratford-upon-Avon Town	65.8	104.6	17.6	87.0	21.2
TOTAL					

Notes:

(1) We assume that all existing bulky comparison goods floorspace at the base year (2011) will achieve a real gain in sales productivity. The estimated turnover allocation is based on research by Experian (see Appendix 3E). The sales productivity gain is applied to the estimated 2011 (base year) benchmark bulky comparison of the town as set out in Table 6 (Column H).

Sources:

Colliers International and Experian - Retail Planner Briefing Note 11 (Octpber 2013)

Table 13 - Calculation of Bulky Comparison Goods Floorspace Need, 2023

Centre	Headroom Expenditure at 2026 Before Commitments (£m)	Forecast Turnover at 2026 of Commitments (£m)(1)	Headroom Expenditure at 2026 After Commitments (£m)	Adjustment for Over/Under Trading at the Base Year (£m)	Residual Headroom Expenditure at 2026 (£m)
	A	B	C=A-B	D	E=C+D
	(Table 12, E)			(Table 6, I)	
Stratford-upon-Avon Town	21.2	11.4	9.8	19.5	29.3

	A	C	E
Assumed Average Sales Density at 2026 (Sq M Net)(2)	F	F	F
	3,310	3,310	3,310
Estimated Retail Floorspace Need (Sq M Net)	G=A/F	G=C/F	G=E/F
	6,397	2,953	8,852
Estimated Retail Floorspace Need (Sq M Gross)(3)	H	H	H
	7,108	3,281	9,835

Notes:

(1) Schedule of commitments (including retail floorspace completions since 2008) is set out at Appendix 5. Sales floorspace and estimated turnover are given for each commitment.

(2) The deviation of the average sales density for converting expenditure into floorspace is set out in Section 3 in the main report.

(3) Gross floorspace is estimated from sales floorspace by applying a net to gross ratio of 90:100.

Sources:

Colliers International.

Table 14 - Bulky Comparison Goods Expenditure Pattern and Centre Turnover Estimates, 2031 (£ Million)

Retail Supply: Where the Money is Spent	Study Area								Total Expenditure Drawn from Survey Area	Estimated Inflow Expenditure from Residents(1)	Estiamted Inflow Expenditure from Tourists(1)	Total Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	A	B	C	D=A+B+C
WITHIN STRATFORD ON AVON DISTRICT												
Stratford-upon-Avon Town	4.6	11.6	34.2	27.7	14.3	17.1	0.0	10.0	119.5	6.0	0.0	125.5
All Other Centres/Stores	0.6	3.0	0.2	3.7	2.7	1.9	10.7	0.0	22.8			
SUB TOTAL	**5.2**	**14.6**	**34.4**	**31.4**	**17.0**	**19.0**	**10.7**	**10.0**	**142.3**			
OUTSIDE OF DISTRICT												
Banbury	0.0	0.0	0.0	0.0	4.7	6.7	4.0	0.0	15.4			
Birmingham	1.9	0.0	0.8	0.0	0.0	0.5	0.0	0.4	3.5			
Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	7.0			
Evesham	0.0	1.2	0.0	0.0	0.0	0.0	0.0	24.9	26.1			
Redditch	13.5	6.9	0.0	0.0	0.0	0.0	0.0	0.0	20.4			
Royal Leamington Spa	0.0	0.3	0.1	2.0	0.1	6.1	17.6	0.0	26.1			
Solihull	8.9	1.5	2.6	0.0	0.0	0.5	0.0	0.0	13.5			
All Other Centres/Stores	6.2	1.8	2.4	0.0	1.3	3.9	2.0	2.6	20.2			
SUB TOTAL	**30.5**	**11.6**	**5.9**	**2.0**	**6.1**	**17.7**	**23.6**	**34.9**	**132.2**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**35.7**	**26.2**	**40.2**	**33.3**	**23.1**	**36.7**	**34.2**	**44.9**	**274.5**			

Notes:

For each cell, the monetry figure is derived by multiplying the 2031 available bulky comparison goods expenditure in the zone (excl. SFT) (Table 4) by the unadjusted bulky comparison goods market share of the specific centre in that zone (Table 7).

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

Sources:

Colliers International.

Table 15 - Calculation of Potential Bulky Comparison Goods Headroom Expenditure, 2031 (£ Million)

Centre	2011 Turnover (Base Year)	2031 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2031	Residual Turnover Potential at 2031	Headroom Expenditure at 2031
	A	B	C	D=B-C	E=D-A
	(Table 6, D)	(Table 14, D)			
Stratford-upon-Avon Town	65.8	125.5	24.3	101.2	35.4
TOTAL					

Notes:

(1) We assume that all existing bulky comparison goods floorspace at the base year (2011) will achieve a real gain in sales productivity. The assumed turnover allocation is based on research by Experian (see Appendix 3E and latest cover report). The sales productivity gain is applied to the estimated 2011 (base year) benchmark bulky comparison of the town goods turnover as set out in Table 6 (Column H).

Sources:

Colliers International and Experian - Retail Planner Briefing Note 8.1 (August 2010).

Table 16 - Calculation of Bulky Comparison Goods Floorspace Need, 2031

Centre	Headroom Expenditure at 2031 Before Commitments (£m)	Forecast Turnover at 2031 of Commitments (£m)(1)	Headroom Expenditure at 2031 After Commitments (£m)	Adjustment for Over/Under Trading at the Base Year (£m)	Residual Headroom Expenditure at 2031 (£m)
	A	B	C=A-B	D	E=C+D
	(Table 15, E)			(Table 6, I)	
Stratford-upon-Avon Town	35.4	12.8	22.6	19.5	42.1

	A	C	E
Assumed Average Sales Density at 2031 (£ Per Sq M Net)(2)	F	F	F
	3,710	3,710	3,710
Estimated Retail Floorspace Need (Sq M Net)	G=A/F	G=C/F	G=E/F
	9,537	6,086	11,349
Estimated Retail Floorspace Need (Sq M Gross)(3)	H	H	H
	10,596	6,763	12,610

Notes:

(1) Schedule of commitments (including retail floorspace completions since 2008) is set out at Appendix 5. Sales floorspace and estimated turnover is given for each commitment.

(2) The deviation of the average sales density for converting expenditure into floorspace is set out in Section 3 in the main report.

(3) Gross floorspace is estimated from sales floorspace by applying a net to gross ratio of 90:100.

Sources:

Colliers International.

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

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TABLE 1 - POPULATION CHANGE BY ZONE						
Zone	2011 Population (Base Year)	2021 Population	2026 Population	2031 Population	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	18,214	19,424	20,029	20,634	2,420	13.3%
Zone 2	15,202	16,214	16,719	17,224	2,022	13.3%
Zone 3	20,929	22,320	23,015	23,711	2,782	13.3%
Zone 4	17,648	18,822	19,409	19,995	2,347	13.3%
Zone 5	11,605	12,377	12,762	13,147	1,542	13.3%
Zone 6	18,387	19,609	20,221	20,833	2,446	13.3%
Zone 7	18,500	19,731	20,347	20,963	2,463	13.3%
Zone 8	24,019	26,419	26,419	27,212	3,193	13.3%
TOTAL	**144,504**	**154,916**	**158,921**	**163,719**	**19,215**	**13.3%**

Notes:
Population figures for all zones have been provided by Stratford on Avon District Council Planning Department.

TABLE 2 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (INCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)							
Zone		Expenditure Per Head (£) [1]					
	2006	2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	1,763	1,606	1,639	1,705	1,775	169	10.5%
Zone 2	1,584	1,443	1,472	1,532	1,594	152	10.5%
Zone 3	1,737	1,582	1,615	1,680	1,748	167	10.5%
Zone 4	1,681	1,531	1,563	1,626	1,692	161	10.5%
Zone 5	1,774	1,616	1,649	1,716	1,786	170	10.5%
Zone 6	1,758	1,601	1,634	1,701	1,770	169	10.5%
Zone 7	1,637	1,491	1,522	1,583	1,648	157	10.5%
Zone 8	1,699	1,547	1,579	1,643	1,710	163	10.5%

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 2011 (the base year) and the forecast years of 2021, 2026 and 2031 by using UK expenditure per head growth forecasts provided in Experian RPBN11.

TABLE 3 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)						
Zone	Expenditure Per Head (£) [1]					
	2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	1,575	1,563	1,618	1,675	100	6.4%
Zone 2	1,415	1,405	1,454	1,505	90	6.4%
Zone 3	1,552	1,540	1,595	1,651	99	6.4%
Zone 4	1,502	1,491	1,543	1,597	96	6.4%
Zone 5	1,585	1,573	1,628	1,686	101	6.4%
Zone 6	1,571	1,559	1,614	1,671	100	6.4%
Zone 7	1,462	1,452	1,503	1,556	93	6.4%
Zone 8	1,518	1,507	1,560	1,614	97	6.4%

Notes:
(1) Expenditure per head on convenience goods has been discounted by 1.9% (over the figures in Table 2) for the base year of 2011, to exclude non-store retail sales. This exclusion of Special Forms of Trading, including e-tailing, has been taken from RPBN11 and is adjusted to take account of SFT sales from stores. The SFT percentages are derived from research carried out by Experian as explained in the cover notes.

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

Zone	Total Available Expenditure (£m) [1]					
	2011(Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	28.7	30.4	32.4	34.6	5.9	20.5%
Zone 2	21.5	22.8	24.3	25.9	4.4	20.5%
Zone 3	32.5	34.4	36.7	39.1	6.7	20.5%
Zone 4	26.5	28.1	30.0	31.9	5.4	20.5%
Zone 5	18.4	19.5	20.8	22.2	3.8	20.5%
Zone 6	28.9	30.6	32.6	34.8	5.9	20.5%
Zone 7	27.1	28.6	30.6	32.6	5.6	20.5%
Zone 8	36.5	39.8	41.2	43.9	7.5	20.5%
TOTAL	**220.0**	**234.1**	**248.6**	**265.1**	**45.1**	**20.5%**

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, 2011 (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
WITHIN STRATFORD ON AVON DISTRICT								
Stratford Upon Avon	20.0	38.3	90.9	98.1	28.1	30.3	0.0	10.1
Alcester	5.0	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	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
SUB TOTAL	**43.7**	**73.6**	**96.4**	**98.1**	**67.3**	**59.4**	**70.0**	**11.4**
OUTSIDE STRATFORD ON AVON DISTRICT								
All Centres / Stores	56.3	26.4	3.6	1.9	32.7	41.0	30.0	88.6
SUB TOTAL	**56.3**	**26.4**	**3.6**	**1.9**	**32.7**	**41.0**	**30.0**	**88.6**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

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.

They were modified in the November 2012 update to take account of new stores and commitments in the "adjusted" They are taken at baseline here and are further modified to takeaccount of further commitments at Table 7 (see cover notes).

TABLE 6 - ESTIMATED CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 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)	Estimated Inflow Expenditure (1)	Total Convenience Goods Turnover	Convenience Goods Floorspace (sq.m. net) (2)	Average Sales Density (£ per sq.m. net)	Benchmark Average Sales Density (£ per sq.m net) (3)	Benchmark Convenience Goods Turnover (£m)	Extent of Any Over / Under Trading (£m)
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B	D	E = C / D	F	G = F x D	H = C - G
WITHIN STRATFORD ON AVON DISTRICT																	
Stratford Upon Avon	5.7	8.2	29.5	26.0	5.2	8.8	0.0	3.7	**87.1**	87.1	14.1	101.2	14,341	7,057	9,617	137.9	-36.7
Alcester	1.4	5.8	1.2	0.0	0.0	0.0	0.0	0.0	**8.5**	8.5	0.4	8.9	1,757	5,057	5,580	9.8	-0.9
Shipston on Stour	0.0	0.0	0.0	0.0	7.2	0.4	0.0	0.3	**8.0**	8.0	0.2	8.2	1,246	6,547	4,840	6.0	2.1
Southam	0.0	0.0	0.0	0.0	0.0	2.9	18.9	0.0	**21.8**	21.8	0.2	22.0	3,940	5,591	6,815	26.9	-4.8
Other Centres / Stores	5.4	1.8	0.6	0.0	0.0	5.1	0.0	0.1	**12.9**	12.9	0.0	12.9	-	-	-	13.1	-
SUB TOTAL	**12.5**	**15.8**	**31.3**	**26.0**	**12.4**	**17.1**	**18.9**	**4.1**	**138.3**	**138.3**	**14.9**	**153.2**	**21,284**	**7,198**		**193.7**	**-40.3**
OUTSIDE STRATFORD UPON AVON DISTRICT																	
All Centres / Stores	16.2	5.7	1.2	0.5	6.0	11.8	8.1	32.3	**81.8**								
SUB TOTAL	**16.2**	**5.7**	**1.2**	**0.5**	**6.0**	**11.8**	**8.1**	**32.3**	**81.8**								
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**28.7**	**21.5**	**32.5**	**26.5**	**18.4**	**28.9**	**27.1**	**36.5**	**220.0**								

Notes: (see cover report also)
(1) Estimated by Colliers International - includes visit / tourist expenditure (see Appendix 4 for full details).
(2) Floorpsace estimated from a range of sources (see Appendix 5b for full details).
(3) Benchmark sales densities estimated by Colliers International (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
WITHIN STRATFORD ON AVON DISTRICT								
Stratford Upon Avon	20.0	16.7	90.9	80.1	14.8	25.0	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	8.0	0.0	0.9
Southam	0.0	0.0	0.0	0.0	0.0	9.0	70.0	0.0
Other Centres / Stores	18.7	8.3	1.7	18.0	0.0	48.0	0.0	0.4
SUB TOTAL	**43.7**	**95.0**	**96.4**	**98.1**	**89.8**	**90.0**	**70.0**	**11.4**
OUTSIDE STRATFORD UPON ON DISTRICT								
All Centres / Stores	56.3	5.0	3.6	1.9	10.2	10.0	30.0	88.6
SUB TOTAL	**56.3**	**5.0**	**3.6**	**1.9**	**10.2**	**10.0**	**30.0**	**88.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
This Table accommodates from Table 5 the adjusted market shares from the 2012 update.
It has now been modified further to assume commitments - see Cover report.
The trading effects are Colliers judgements but derived taking account of the reports submitted in support of the applications.
It has also been adjusted to introduce potential increases in market shares for those towns lacking a modern store.

TABLE 8 - 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)	Estimated Inflow Expenditure (1)	Total Convenience Goods Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B
WITHIN STRATFORD ON AVON DISTRICT												
Stratford Upon Avon	6.1	3.8	31.3	22.5	2.9	7.6	0.0	4.0	78.1	78.1	14.6	92.7
Alcester	1.5	15.9	1.3	0.0	0.0	0.0	0.0	0.0	18.8	18.8	1.0	19.8
Shipston on Stour	0.0	0.0	0.0	0.0	14.6	2.4	0.0	0.4	17.4	17.4	0.5	17.9
Southam	0.0	0.0	0.0	0.0	0.0	2.8	20.0	0.0	22.8	22.8	0.6	23.4
Other Centres / Stores	5.7	1.9	0.6	5.1	0.0	14.7	0.0	0.1	28.0	28.0	0.0	28.0
SUB TOTAL	**13.3**	**21.6**	**33.1**	**27.5**	**17.5**	**27.5**	**20.0**	**4.5**	**165.1**	**165.1**	**16.7**	**181.8**
OUTSIDE STRATFORD ON AVON DISTRICT												
All Centres / Stores	17.1	1.1	1.2	0.5	2.0	3.1	8.6	35.3	68.9			
SUB TOTAL	**17.1**	**1.1**	**1.2**	**0.5**	**2.0**	**3.1**	**8.6**	**35.3**	**68.9**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**30.4**	**22.8**	**34.4**	**28.1**	**19.5**	**30.6**	**28.6**	**39.8**	**234.1**			

Notes:
For each cell, the monetry 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 International (see Appendix 4).

TABLE 9 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2021 (£ MILLION)					
Centre	2011 Turnover	2021 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2021	Residual Turnover Potential by 2021	Potential Headroom Expenditure by 2021
	A	B	C [1]	D = B - C	E = D - A
	(Table 6, C)	(Table 8, C)			
Stratford Upon Avon	101.2	92.7	-2.7	95.5	-5.7
Alcester	8.9	19.8	-0.2	19.9	11.1
Shipston on Stour	8.2	17.9	-0.1	18.0	9.9
Southam	22.0	23.4	-0.5	23.9	1.9
Other Centres / Stores	12.9	28.0	-0.3	28.3	15.3
TOTAL: STRATFORD ON AVON DISTRICT	**153.2**	**181.8**	**-3.8**	**185.7**	**32.5**

Notes:
(1) We no longer assume that all existing convenience goods floorspace at the base year (2011) will achieve a real sales productivity gain: the latest Experian analysis (RPBN11) indicates falling, static or very low growth rate (0.1% per annum) at best.

TABLE 10 - 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 Base Year) (1)	Adjusted Residual Headroom Expenditure (£m)	Assumed Sales Density in 2021 (2) (£ 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 9, E)	(Table 6, H)					
Stratford Upon Avon	-5.7	-36.7	-42.4	0.0	-42.4	7,000	-6,062
Alcester	11.1	-0.9	10.1	0.0	10.1	7,000	1,449
Shipston on Stour	9.9	2.1	12.0	0.0	12.0	7,000	1,716
Southam	1.9	-4.8	-2.9	0.0	-2.9	7,000	-417
Other Centres / Stores	15.3	0.0	15.3	15.2	0.1	7,000	17
TOTAL: STRATFORD ON AVON DISTRICT	**32.5**	**-40.3**	**-7.9**	**15.2**	**-23.1**		**-3,298**

SCENARIO 2 - LOW

Stratford Upon Avon	5,150	-8,240
Alcester	5,150	1,970
Shipston on Stour	5,150	2,332
Southam	5,150	-567
Other Centres / Stores	5,150	23
		-4,482

SCENARIO 3 - HIGH

Stratford Upon Avon	10,000	-4,244
Alcester	10,000	1,014
Shipston on Stour	10,000	1,201
Southam	10,000	-292
Other Centres / Stores	10,000	12
		-2,308

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

TABLE 11 - 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 (1)	Total Convenience Goods Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B
WITHIN STRATFORD ON AVON DISTRICT												
Stratford Upon Avon	6.5	4.1	33.4	24.0	3.1	8.2	0.0	4.1	**83.3**	83.3	15.4	98.7
Alcester	1.6	17.0	1.4	0.0	0.0	0.0	0.0	0.0	**20.0**	20.0	1.0	21.0
Shipston on Stour	0.0	0.0	0.0	0.0	15.6	2.6	0.0	0.4	**18.6**	18.6	0.5	19.1
Southam	0.0	0.0	0.0	0.0	0.0	2.9	21.4	0.0	**24.3**	24.3	0.6	24.9
Other Centres / Stores	6.1	2.0	0.6	5.4	0.0	15.7	0.0	0.2	**29.9**	29.9	0.0	29.9
SUB TOTAL	**14.2**	**23.1**	**35.4**	**29.4**	**18.7**	**29.4**	**21.4**	**4.7**	**176.1**	**176.1**	**17.5**	**193.6**
OUTSIDE STRATFORD ON AVON DISTRICT												
All Centres / Stores	18.2	1.2	1.3	0.6	2.1	3.3	9.2	36.5	**72.4**			
SUB TOTAL	**18.2**	**1.2**	**1.3**	**0.6**	**2.1**	**3.3**	**9.2**	**36.5**	**72.4**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**32.4**	**24.3**	**36.7**	**30.0**	**20.8**	**32.6**	**30.6**	**41.2**	**248.6**			

Notes:
For each cell, the monetry 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 International (see Appendix 4).

Centre	2011 Turnover	2026 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2026	Residual Turnover Potential by 2026	Potential Headroom Expenditure by 2026
	A	B	C [1]	D = B - C	E = D - A
	(Table 6, C)	(Table 10, C)			
Stratford Upon Avon	101.2	98.7	-2.7	101.4	0.2
Alcester	8.9	21.0	-0.2	21.2	12.3
Shipston on Stour	8.2	19.1	-0.1	19.2	11.0
Southam	22.0	24.9	-0.5	25.5	3.4
Other Centres / Stores	12.9	29.9	-0.3	30.2	17.2
TOTAL: STRATFORD ON AVON DISTRICT	**153.2**	**193.6**	**-3.8**	**197.5**	**44.3**

Notes:
(1) We no longer assume that all existing convenience goods floorspace at the base year (2011) will achieve a real sales productivity gain: the latest Experian analysis (RPBN11) indicates falling, static or very low growth rate (0.1% per annum) at best.

TABLE 13 - 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 Base Year) (1)	Adjusted Residual Headroom Expenditure by 2026 (£m)	Assumed Sales Density in 2026 (2) (£ 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 12, E)	(Table 6, H)					
Stratford Upon Avon	0.2	-36.7	-36.5	0.0	-36.5	7,000	-5,214
Alcester	12.3	-0.9	11.4	0.0	11.4	7,000	1,630
Shipston on Stour	11.0	2.1	13.2	0.0	13.2	7,000	1,882
Southam	3.4	-4.8	-1.4	0.0	-1.4	7,000	-197
Other Centres / Stores	17.2	0.0	17.2	15.2	2.0	7,000	290
TOTAL: STRATFORD ON AVON DISTRICT	**44.3**	**-40.3**	**3.9**	**15.2**	**-11.3**		**-1,609**

SCENARIO 2 - LOW

Stratford Upon Avon	5,150	-7,087
Alcester	5,150	2,215
Shipston on Stour	5,150	2,558
Southam	5,150	-268
Other Centres / Stores	5,150	395
		-2,187

SCENARIO 3 - HIGH

Stratford Upon Avon	10,000	-3,650
Alcester	10,000	1,141
Shipston on Stour	10,000	1,317
Southam	10,000	-138
Other Centres / Stores	10,000	203
		-1,126

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

TABLE 14 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2031 (£ 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 (1)	Total Convenience Goods Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B
WITHIN STRATFORD ON AVON DISTRICT												
Stratford Upon Avon	6.9	4.3	35.6	25.6	3.3	8.7	0.0	4.4	**88.8**	88.8	16.2	105.0
Alcester	1.7	18.1	1.5	0.0	0.0	0.0	0.0	0.0	**21.3**	21.3	1.1	22.4
Shipston on Stour	0.0	0.0	0.0	0.0	16.6	2.8	0.0	0.4	**19.8**	19.8	0.5	20.3
Southam	0.0	0.0	0.0	0.0	0.0	3.1	22.8	0.0	**26.0**	26.0	0.7	26.7
Other Centres / Stores	6.5	2.1	0.7	5.7	0.0	16.7	0.0	0.2	**31.9**	31.9	0.0	31.9
SUB TOTAL	**15.1**	**24.6**	**37.7**	**31.3**	**19.9**	**31.3**	**22.8**	**5.0**	**187.8**	**187.8**	**18.5**	**206.3**
OUTSIDE STRATFORD ON AVON DISTRICT												
All Centres / Stores	19.5	1.3	1.4	0.6	2.3	3.5	9.8	38.9	**77.2**			
SUB TOTAL	**19.5**	**1.3**	**1.4**	**0.6**	**2.3**	**3.5**	**9.8**	**38.9**	**77.2**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**34.6**	**25.9**	**39.1**	**31.9**	**22.2**	**34.8**	**32.6**	**43.9**	**265.1**			

Notes:
For each cell, the monetry figure is derived by multiplying the 2031 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 International (see Appendix 4).

TABLE 15 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2031 (£ MILLION)					
Centre	2011 Turnover	2031 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2031	Residual Turnover Potential by 2031	Potential Headroom Expenditure by 2031
	A	B	C [(1)]	D = B - C	E = D - A
	(Table 6, C)	(Table 14, C)			
Stratford Upon Avon	101.2	105.0	-4.1	109.1	7.9
Alcester	8.9	22.4	-0.3	22.7	13.9
Shipston on Stour	8.2	20.3	-0.2	20.5	12.3
Southam	22.0	26.7	-0.8	27.5	5.4
Other Centres / Stores	12.9	31.9	-0.4	32.3	19.3
TOTAL: STRATFORD ON AVON DISTRICT	**153.2**	**206.3**	**-5.7**	**212.1**	**58.9**

Notes:
(1) We no longer assume that all existing convenience goods floorspace at the base year (2011) will achieve a real sales productivity gain: the latest Experian analysis (RPBN11) depth indicates falling, static or very low growth rate (0.1% per annum) at best.

TABLE 16 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2031

Centre	Potential Headroom Expenditure by 2031 (£m)	Adjustment for Over / Under Trading in Base Year (£m)	Adjusted Headroom Expenditure by 2031 (£m)	Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at Base year) (1)	Adjusted Residual Headroom Expenditure by 2031 (£m)	Assumed Sales Density in 2031 (2) (£ per sq.m net)	Estimated Retail Floorspace Need in 2031 (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	7.9	-36.7	-28.8	0.0	-28.8	7,000	-4,117
Alcester	13.9	-0.9	12.9	0.0	12.9	7,000	1,848
Shipston on Stour	12.3	2.1	14.5	0.0	14.5	7,000	2,066
Southam	5.4	-4.8	0.6	0.0	0.6	7,000	86
Other Centres / Stores	19.3	0.0	19.3	15.2	4.1	7,000	593
TOTAL: STRATFORD ON AVON DISTRICT	**58.9**	**-40.3**	**18.5**	**15.2**	**3.3**		**476**

SCENARIO 2 - LOW

Stratford Upon Avon	5,150	-5,596
Alcester	5,150	2,511
Shipston on Stour	5,150	2,809
Southam	5,150	117
Other Centres / Stores	5,150	805
		647

SCENARIO 3 - HIGH

Stratford Upon Avon	10,000	-2,882
Alcester	10,000	1,293
Shipston on Stour	10,000	1,447
Southam	10,000	60
Other Centres / Stores	10,000	415
		333

Notes:
(1) Details and estimated 2031 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c and the latest cover report.
(2) The derivation of our 2031 benchmark centre sales density estimates are set out in Section 5 and the latest cober report.

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

CONTENTS

TABLE 1 - POPULATION CHANGE BY ZONE						
Zone	**2011 Population (Base Year)**	**2021 Population**	**2026 Population**	**2031 Population**	**Total Increase (2011-2031)**	**Percentage Increase (2011-2031)**
Zone 1	18,214	19,424	20,029	20,634	2,420	13.3%
Zone 2	15,202	16,214	16,719	17,224	2,022	13.3%
Zone 3	20,929	22,320	23,015	23,711	2,782	13.3%
Zone 4	17,648	18,822	19,409	19,995	2,347	13.3%
Zone 5	11,605	12,377	12,762	13,147	1,542	13.3%
Zone 6	18,387	19,609	20,221	20,833	2,446	13.3%
Zone 7	18,500	19,731	20,347	20,963	2,463	13.3%
Zone 8	24,019	26,419	26,419	27,212	3,193	13.3%
TOTAL	**144,504**	**154,916**	**158,921**	**163,719**	**19,215**	**13.3%**

Notes:
Population figures for all zones have been provided by Stratford on Avon District Council Planning Department.

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

Zone	Expenditure Per Head (£) [1]						
	2006	2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	1,763	1,606	1,639	1,705	1,775	169	10.5%
Zone 2	1,584	1,443	1,472	1,532	1,594	152	10.5%
Zone 3	1,737	1,582	1,615	1,680	1,748	167	10.5%
Zone 4	1,681	1,531	1,563	1,626	1,692	161	10.5%
Zone 5	1,774	1,616	1,649	1,716	1,786	170	10.5%
Zone 6	1,758	1,601	1,634	1,701	1,770	169	10.5%
Zone 7	1,637	1,491	1,522	1,583	1,648	157	10.5%
Zone 8	1,699	1,547	1,579	1,643	1,710	163	10.5%

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 2011 (the base year) and the forecast years of 2021, 2026 and 2031 by using UK expenditure per head growth forecasts provided in Experian RPBN11.

TABLE 3 - EXPENDITURE ON CONVENIENCE GOODS PER HEAD OF POPULATION BY ZONE (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)						
Zone	Expenditure Per Head (£) [1]					
	2011 (Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	1,575	1,563	1,618	1,675	100	6.4%
Zone 2	1,415	1,405	1,454	1,505	90	6.4%
Zone 3	1,552	1,540	1,595	1,651	99	6.4%
Zone 4	1,502	1,491	1,543	1,597	96	6.4%
Zone 5	1,585	1,573	1,628	1,686	101	6.4%
Zone 6	1,571	1,559	1,614	1,671	100	6.4%
Zone 7	1,462	1,452	1,503	1,556	93	6.4%
Zone 8	1,518	1,507	1,560	1,614	97	6.4%

Notes:
(1) Expenditure per head on convenience goods has been discounted by 1.9% (over the figures in Table 2) for the base year of 2011, to exclude non-store retail sales. This exclusion of Special Forms of Trading, including e-tailing, has been taken from RPBN11 and is adjusted to take account of SFT sales from stores. The SFT percentages are derived from research carried out by Experian as explained in the cover notes.

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

Zone	Total Available Expenditure (£m) [1]					
	2011(Base Year)	2021	2026	2031	Total Increase (2011-2031)	Percentage Increase (2011-2031)
Zone 1	28.7	30.4	32.4	34.6	5.9	20.5%
Zone 2	21.5	22.8	24.3	25.9	4.4	20.5%
Zone 3	32.5	34.4	36.7	39.1	6.7	20.5%
Zone 4	26.5	28.1	30.0	31.9	5.4	20.5%
Zone 5	18.4	19.5	20.8	22.2	3.8	20.5%
Zone 6	28.9	30.6	32.6	34.8	5.9	20.5%
Zone 7	27.1	28.6	30.6	32.6	5.6	20.5%
Zone 8	36.5	39.8	41.2	43.9	7.5	20.5%
TOTAL	**220.0**	**234.1**	**248.6**	**265.1**	**45.1**	**20.5%**

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, 2011 (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
WITHIN STRATFORD ON AVON DISTRICT								
Stratford Upon Avon	20.0	38.3	90.9	98.1	28.1	30.3	0.0	10.1
Alcester	5.0	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	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
SUB TOTAL	**43.7**	**73.6**	**96.4**	**98.1**	**67.3**	**59.4**	**70.0**	**11.4**
OUTSIDE STRATFORD ON AVON DISTRICT								
All Centres / Stores	56.3	26.4	3.6	1.9	32.7	41.0	30.0	88.6
SUB TOTAL	**56.3**	**26.4**	**3.6**	**1.9**	**32.7**	**41.0**	**30.0**	**88.6**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

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.

They were modified in the November 2012 update to take account of new stores and commitments in the "adjusted" They are taken at baseline here and are further modified to takeaccount of further commitments at Table 7 (see cover notes).

TABLE 6 - ESTIMATED CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 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)	Estimated Inflow Expenditure (1)	Total Convenience Goods Turnover	Convenience Goods Floorspace (sq.m. net) (2)	Average Sales Density (£ per sq.m. net)	Benchmark Average Sales Density (£ per sq.m net) (3)	Benchmark Convenience Goods Turnover (£m)	Extent of Any Over / Under Trading (£m)
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B	D	E = C / D	F	G = F x D	H = C - G
WITHIN STRATFORD ON AVON DISTRICT																	
Stratford Upon Avon	5.7	8.2	29.5	26.0	5.2	8.8	0.0	3.7	**87.1**	87.1	14.1	101.2	14,341	7,057	9,617	137.9	-36.7
Alcester	1.4	5.8	1.2	0.0	0.0	0.0	0.0	0.0	**8.5**	8.5	0.4	8.9	1,757	5,057	5,580	9.8	-0.9
Shipston on Stour	0.0	0.0	0.0	0.0	7.2	0.4	0.0	0.3	**8.0**	8.0	0.2	8.2	1,246	6,547	4,840	6.0	2.1
Southam	0.0	0.0	0.0	0.0	0.0	2.9	18.9	0.0	**21.8**	21.8	0.2	22.0	3,940	5,591	6,815	26.9	-4.8
Other Centres / Stores	5.4	1.8	0.6	0.0	0.0	5.1	0.0	0.1	**12.9**	12.9	0.0	12.9	-	-	-	13.1	-
SUB TOTAL	**12.5**	**15.8**	**31.3**	**26.0**	**12.4**	**17.1**	**18.9**	**4.1**	**138.3**	**138.3**	**14.9**	**153.2**	**21,284**	**7,198**		**193.7**	**-40.3**
OUTSIDE STRATFORD UPON AVON DISTRICT																	
All Centres / Stores	16.2	5.7	1.2	0.5	6.0	11.8	8.1	32.3	**81.8**								
SUB TOTAL	**16.2**	**5.7**	**1.2**	**0.5**	**6.0**	**11.8**	**8.1**	**32.3**	**81.8**								
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**28.7**	**21.5**	**32.5**	**26.5**	**18.4**	**28.9**	**27.1**	**36.5**	**220.0**								

Notes: (see cover report also)
(1) Estimated by Colliers International - includes visit / tourist expenditure (see Appendix 4 for full details).
(2) Floorpsace estimated from a range of sources (see Appendix 5b for full details).
(3) Benchmark sales densities estimated by Colliers International (see Appendix 5b for full details).

TABLE 7 - UPDATED 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
WITHIN STRATFORD ON AVON DISTRICT								
Stratford Upon Avon	20.0	38.3	90.9	80.1	28.1	25.0	0.0	10.1
Alcester	5.0	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	8.0	0.0	0.9
Southam	0.0	0.0	0.0	0.0	0.0	9.0	70.0	0.0
Other Centres / Stores	18.7	8.2	1.7	18.0	0.0	48.0	0.0	0.4
SUB TOTAL	**43.7**	**73.6**	**96.4**	**98.1**	**67.3**	**90.0**	**70.0**	**11.4**
OUTSIDE STRATFORD UPON ON DISTRICT								
All Centres / Stores	56.3	26.4	3.6	1.9	32.7	10.0	30.0	88.6
SUB TOTAL	**56.3**	**26.4**	**3.6**	**1.9**	**32.7**	**10.0**	**30.0**	**88.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
This Table accommodates from Table 5 the adjusted market shares from the 2012 update.
It has now been modified further to include commitments but NOT amy adjustment for potential market share changes - see C
The trading effects are Colliers judgements but derived taking account of the reports submitted in support
of the applications.

TABLE 8 - 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)	Estimated Inflow Expenditure (1)	Total Convenience Goods Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B
WITHIN STRATFORD ON AVON DISTRICT												
Stratford Upon Avon	6.1	8.7	31.3	22.5	5.5	7.6	0.0	4.0	85.7	85.7	14.6	100.3
Alcester	1.5	6.2	1.3	0.0	0.0	0.0	0.0	0.0	9.0	9.0	1.0	10.0
Shipston on Stour	0.0	0.0	0.0	0.0	7.6	2.4	0.0	0.4	10.5	10.5	0.5	11.0
Southam	0.0	0.0	0.0	0.0	0.0	2.8	20.0	0.0	22.8	22.8	0.6	23.4
Other Centres / Stores	5.7	1.9	0.6	5.1	0.0	14.7	0.0	0.1	28.0	28.0	0.0	28.0
SUB TOTAL	**13.3**	**16.8**	**33.1**	**27.5**	**13.1**	**27.5**	**20.0**	**4.5**	**155.9**	**155.9**	**16.7**	**172.6**
OUTSIDE STRATFORD ON AVON DISTRICT												
All Centres / Stores	17.1	6.0	1.2	0.5	6.4	3.1	8.6	35.3	78.2			
SUB TOTAL	**17.1**	**6.0**	**1.2**	**0.5**	**6.4**	**3.1**	**8.6**	**35.3**	**78.2**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**30.4**	**22.8**	**34.4**	**28.1**	**19.5**	**30.6**	**28.6**	**39.8**	**234.1**			

Notes:
For each cell, the monetry 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 International (see Appendix 4).

TABLE 9 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2021 (£ MILLION)					
Centre	2011 Turnover	2021 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2021	Residual Turnover Potential by 2021	Potential Headroom Expenditure by 2021
	A	B	C [(1)]	D = B - C	E = D - A
	(Table 6, C)	(Table 8, C)			
Stratford Upon Avon	101.2	100.3	-2.7	103.0	1.8
Alcester	8.9	10.0	-0.2	10.2	1.3
Shipston on Stour	8.2	11.0	-0.1	11.1	2.9
Southam	22.0	23.4	-0.5	23.9	1.9
Other Centres / Stores	12.9	28.0	-0.3	28.3	15.3
TOTAL: STRATFORD ON AVON DISTRICT	**153.2**	**172.6**	**-3.8**	**176.4**	**23.2**

Notes:
(1) We no longer assume that all existing convenience goods floorspace at the base year (2011) will achieve a real sales productivity gain: the latest Experian analysis (RPBN11) indicates falling, static or very low growth rate (0.1% per annum) at best.

TABLE 10 - 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 Base Year) [1]	Adjusted Residual Headroom Expenditure (£m)	Assumed Sales Density in 2021 [2] (£ 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 9, E)	(Table 6, H)					
Stratford Upon Avon	1.8	-36.7	-34.9	0.0	-34.9	7,000	-4,990
Alcester	1.3	-0.9	0.4	0.0	0.4	7,000	53
Shipston on Stour	2.9	2.1	5.0	0.0	5.0	7,000	720
Southam	1.9	-4.8	-2.9	0.0	-2.9	7,000	-417
Other Centres / Stores	15.3	0.0	15.3	15.2	0.1	7,000	15
TOTAL: STRATFORD ON AVON DISTRICT	**23.2**	**-40.3**	**-17.1**	**15.2**	**-32.3**		**-4,619**

SCENARIO 2 - LOW

Stratford Upon Avon	5,150	-6,782
Alcester	5,150	73
Shipston on Stour	5,150	979
Southam	5,150	-567
Other Centres / Stores	5,150	20
		-6,278

SCENARIO 3 - HIGH

Stratford Upon Avon	10,000	-3,493
Alcester	10,000	37
Shipston on Stour	10,000	504
Southam	10,000	-292
Other Centres / Stores	10,000	10
		-3,233

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

TABLE 11 - 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 (1)	Total Convenience Goods Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B
WITHIN STRATFORD ON AVON DISTRICT												
Stratford Upon Avon	6.5	9.3	33.4	24.0	5.8	8.2	0.0	4.1	**91.3**	91.3	15.4	106.7
Alcester	1.6	6.6	1.4	0.0	0.0	0.0	0.0	0.0	**9.6**	9.6	1.0	10.6
Shipston on Stour	0.0	0.0	0.0	0.0	8.1	2.6	0.0	0.4	**11.1**	11.1	0.5	11.6
Southam	0.0	0.0	0.0	0.0	0.0	2.9	21.4	0.0	**24.3**	24.3	0.6	24.9
Other Centres / Stores	6.1	2.0	0.6	5.4	0.0	15.7	0.0	0.2	**29.9**	29.9	0.0	29.9
SUB TOTAL	**14.2**	**17.9**	**35.4**	**29.4**	**14.0**	**29.4**	**21.4**	**4.7**	**166.3**	**166.3**	**17.5**	**183.8**
OUTSIDE STRATFORD ON AVON DISTRICT												
All Centres / Stores	18.2	6.4	1.3	0.6	6.8	3.3	9.2	36.5	**82.3**			
SUB TOTAL	**18.2**	**6.4**	**1.3**	**0.6**	**6.8**	**3.3**	**9.2**	**36.5**	**82.3**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**32.4**	**24.3**	**36.7**	**30.0**	**20.8**	**32.6**	**30.6**	**41.2**	**248.6**			

Notes:
For each cell, the monetry 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 International (see Appendix 4).

TABLE 12 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2026 (£ MILLION)

Centre	2011 Turnover	2026 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2026	Residual Turnover Potential by 2026	Potential Headroom Expenditure by 2026
	A	B	C (1)	D = B - C	E = D - A
	(Table 6, C)	(Table 10, C)			
Stratford Upon Avon	101.2	106.7	-2.7	109.4	8.2
Alcester	8.9	10.6	-0.2	10.8	1.9
Shipston on Stour	8.2	11.6	-0.1	11.8	3.6
Southam	22.0	24.9	-0.5	25.5	3.4
Other Centres / Stores	12.9	29.9	-0.3	30.2	17.2
TOTAL: STRATFORD ON AVON DISTRICT	**153.2**	**183.8**	**-3.8**	**187.6**	**34.4**

Notes:
(1) We no longer assume that all existing convenience goods floorspace at the base year (2011) will achieve a real sales productivity gain: the latest Experian analysis (RPBN11) indicates falling, static or very low growth rate (0.1% per annum) at best.

TABLE 13 - 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 Base Year) [1]	Adjusted Residual Headroom Expenditure by 2026 (£m)	Assumed Sales Density in 2026 [2] (£ 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 12, E)	(Table 6, H)					
Stratford Upon Avon	8.2	-36.7	-28.5	0.0	-28.5	7,000	-4,069
Alcester	1.9	-0.9	1.0	0.0	1.0	7,000	140
Shipston on Stour	3.6	2.1	5.7	0.0	5.7	7,000	819
Southam	3.4	-4.8	-1.4	0.0	-1.4	7,000	-197
Other Centres / Stores	17.2	0.0	17.2	15.2	2.0	7,000	288
TOTAL: STRATFORD ON AVON DISTRICT	**34.4**	**-40.3**	**-5.9**	**15.2**	**-21.1**		**-3,019**

SCENARIO 2 - LOW

Stratford Upon Avon	5,150	-5,531
Alcester	5,150	190
Shipston on Stour	5,150	1,113
Southam	5,150	-268
Other Centres / Stores	5,150	392
		-4,104

SCENARIO 3 - HIGH

Stratford Upon Avon	10,000	-2,848
Alcester	10,000	98
Shipston on Stour	10,000	573
Southam	10,000	-138
Other Centres / Stores	10,000	202
		-2,113

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

TABLE 14 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2031 (£ 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 [1]	Total Convenience Goods Turnover
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8		A	B	C = A + B
WITHIN STRATFORD ON AVON DISTRICT												
Stratford Upon Avon	6.9	9.9	35.6	25.6	6.2	8.7	0.0	4.4	**97.4**	97.4	16.2	113.6
Alcester	1.7	7.0	1.5	0.0	0.0	0.0	0.0	0.0	**10.2**	10.2	1.1	11.3
Shipston on Stour	0.0	0.0	0.0	0.0	8.7	2.8	0.0	0.4	**11.9**	11.9	0.5	12.4
Southam	0.0	0.0	0.0	0.0	0.0	3.1	22.8	0.0	**26.0**	26.0	0.7	26.7
Other Centres / Stores	6.5	2.1	0.7	5.7	0.0	16.7	0.0	0.2	**31.9**	31.9	0.0	31.9
SUB TOTAL	**15.1**	**19.1**	**37.7**	**31.3**	**14.9**	**31.3**	**22.8**	**5.0**	**177.3**	**177.3**	**18.5**	**195.8**
OUTSIDE STRATFORD ON AVON DISTRICT												
All Centres / Stores	19.5	6.8	1.4	0.6	7.2	3.5	9.8	38.9	**87.8**			
SUB TOTAL	**19.5**	**6.8**	**1.4**	**0.6**	**7.2**	**3.5**	**9.8**	**38.9**	**87.8**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**34.6**	**25.9**	**39.1**	**31.9**	**22.2**	**34.8**	**32.6**	**43.9**	**265.1**			

Notes:
For each cell, the monetry figure is derived by multiplying the 2031 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 International (see Appendix 4).

TABLE 15 - CALCULATION OF POTENTIAL CONVENIENCE GOODS HEADROOM EXPENDITURE, 2031 (£ MILLION)					
Centre	2011 Turnover	2031 Turnover Potential	Turnover Allocation for Existing Retailers 2011-2031	Residual Turnover Potential by 2031	Potential Headroom Expenditure by 2031
	A	B	C [1]	D = B - C	E = D - A
	(Table 6, C)	(Table 14, C)			
Stratford Upon Avon	101.2	113.6	-4.1	117.6	16.4
Alcester	8.9	11.3	-0.3	11.6	2.7
Shipston on Stour	8.2	12.4	-0.2	12.6	4.4
Southam	22.0	26.7	-0.8	27.5	5.4
Other Centres / Stores	12.9	31.9	-0.4	32.3	19.3
TOTAL: STRATFORD ON AVON DISTRICT	**153.2**	**195.8**	**-5.7**	**201.5**	**48.3**

Notes:
(1) We no longer assume that all existing convenience goods floorspace at the base year (2011) will achieve a real sales productivity gain: the latest Experian analysis (RPBN11) depth indicates falling, static or very low growth rate (0.1% per annum) at best.

TABLE 16 - QUANTITATIVE RETAIL FLOORSPACE NEED AT 2031

Centre	Potential Headroom Expenditure by 2031 (£m)	Adjustment for Over / Under Trading in Base Year (£m)	Adjusted Headroom Expenditure by 2031 (£m)	Reduction in Expenditure due to Convenience Goods Floorspace Commitments (as at Base year) (1)	Adjusted Residual Headroom Expenditure by 2031 (£m)	Assumed Sales Density in 2031 (2) (£ per sq.m net)	Estimated Retail Floorspace Need in 2031 (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	16.4	-36.7	-20.3	0.0	-20.3	7,000	-2,896
Alcester	2.7	-0.9	1.8	0.0	1.8	7,000	259
Shipston on Stour	4.4	2.1	6.5	0.0	6.5	7,000	933
Southam	5.4	-4.8	0.6	0.0	0.6	7,000	86
Other Centres / Stores	19.3	0.0	19.3	15.2	4.1	7,000	590
TOTAL: STRATFORD ON AVON DISTRICT	**48.3**	**-40.3**	**8.0**	**15.2**	**-7.2**		**-1,028**

SCENARIO 2 - LOW

Stratford Upon Avon	5,150	-3,936
Alcester	5,150	352
Shipston on Stour	5,150	1,268
Southam	5,150	117
Other Centres / Stores	5,150	802
		-1,397

SCENARIO 3 - HIGH

Stratford Upon Avon	10,000	-2,027
Alcester	10,000	181
Shipston on Stour	10,000	653
Southam	10,000	60
Other Centres / Stores	10,000	413
		-720

Notes:
(1) Details and estimated 2031 turnovers of convenience goods floorspace commitments and proposals are set out in Appendix 5c and the latest cover report.
(2) The derivation of our 2031 benchmark centre sales density estimates are set out in Section 5 and the latest cober report.