

APPENDIX 8

Tables Setting out Alternative Scenario

Alternative Scenario				
TABLE 1: Population and available expenditure				
	2008	2009	2014	2015
Population	3,394	3,408	3,476	3,490
Convenience Goods				
Per capita expenditure	£1,600	£1,603	£1,631	£1,639
Total expenditure (£m)	£5.43	£5.46	£5.67	£5.72
Comparison Goods				
Per capita expenditure	£3,051	£3,126	£3,641	£3,768
Total expenditure (£m)	£10.36	£10.65	£12.66	£13.15
Notes Population and expenditure estimates are derived from Experian Business Strategies Retail Planner Reports for the local area (August 2008 and August 2009). Population growth is assumed to be 0.4% per annum (this is the rate of growth employed in the 2008 DTZ Retail Study). Average growth in available expenditure over the Study Period is assumed to be 0.5% per annum for convenience goods and 3.5% per annum for comparison goods. These assumptions about average annual growth over the study period have regard to forecasts and trends within Experian Retail Planner Briefing Note 6.0 (October 2008) and MapInfo Information Brief 02/08 (October 2008) and also have regard to the Advisories produced by Experian and MapInfo in March and April 2009. The Barnsley Retail Study adopts a growth rate of 0.9% pa for convenience goods and 3.8% pa for comparison goods. Expenditure estimates take account of non-store retail activity ('special forms of trading'). For convenience goods it is assumed to be 2.95% of per capita expenditure at 2008; 3.25% at 2009; 3.90% at 2013; 3.95% at 2014 and 4.00% 2015. For comparison goods it is assumed to be 11.3% at 2008; 12.2% at 2009; and 13.9% at 2013, 2014 and 2015. These assumptions have regard to the assessment of non-store retail activity set out in Experian Retail Planner Report 6.1 (October 2008).				

Alternative Scenario			
TABLE 2: Existing convenience shopping provision in the study area			
	Net floorarea	Sales density	Turnover (£m)
Convenience shops:			
Co-operative, Spring Green Avenue	107	£4,000	£0.43
Birdwell News, Sheffield Road	50	£2,500	£0.13
Total			£0.55
Percentage of convenience expenditure from outside study area			10.0%
Value of convenience expenditure from outside the area			£0.06
Convenience expenditure in local shops arising from within the study			£0.50
Notes <i>Net floorears are estimates based on site visits. The sales density estimates reflect typical turnover to</i> <i>Since our initial assessment of retail capacity in October 2008, an off-licence/sandwich shop on Sheffield</i> <i>Road has become a ladieswear shop.</i> <i>This alternative scenario excludes Pilley Green from the study area and therefore does not count Tankersley</i> <i>Post Office within the analysis.</i>			

Alternative Scenario	
TABLE 3: Scope for additional convenience shopping 2014	
Existing spending on convenience goods:	
Available convenience expenditure arising within the study area 2013	£5.67
Convenience expenditure in local shops arising from within the study	£0.50
Percentage currently spent within the study area	8.8%
Potential top-up expenditure within Study Area	100.0%
Potential spend in the study area top-up shopping (£m)	£1.42
Potential spend on main trips:	
Expenditure on main shopping trips arising in the study area (£m)	£4.25
Potential main trip expenditure within Study Area	10.0%
Potential spend in the study area main shopping trips (£m)	£0.43
Total potential spend in the study area (£m)	£1.84
Total potential capacity arising within the study area (£m) (potential	£1.35
Percentage of expenditure from outside the Study Area	25.0%
Expenditure from outside the Study Area (£m)	£0.34
Total potential convenience spend in shops in the Study Area (£m)	£1.68
Turnover to floorspace ratio (£ per sqm)	£4,500
Potential capacity convenience goods - net floorspace (sqm)	374
net to gross ratio	70.0%
Potential capacity convenience goods - gross floorspace (sqm)	534
Notes:	
<i>The Barnsley Retail Study assumes an average of 25% of expenditure on convenience goods is on top-up shopping trips.</i>	
<i>The percentage of expenditure from outside the defined study area is assumed to be 25% for this scenario to reflect the smaller study area.</i>	

Alternative Scenario				
TABLE 4: Turnover of the proposed development				
	Gross floorspace (sqm)	Net floorspace (sqm)	Sales Density (£ per sqm)	Turnover (£m)
Convenience Floorspace:				
Unit 1 - convenience store	373	261	£4,500	£1.17
Unit 2	93	65	£4,000	£0.26
Unit 3	93	65	£4,000	£0.26
				£1.70
Percentage from outside the study area				25%
Convenience turnover from within the study area				£1.27
Comparison Floorspace:				
Pharmacy	179	125	£3,000	£0.38
Percentage from outside the study area				25%
Comparison turnover from within the study area				£0.28
Notes Additional units are to be occupied by a hot food takeaway and a restaurant. Net to gross ratio is assumed to be 70%				