

CENTRAL LANCASHIRE RETAIL STUDY

APPENDIX 5 - COMPARISON CAPACITY ASSESSMENT

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE	POPULATION PROJECTIONS						POPULATION GROWTH (%)				
	2008	2010	2015	2018	2021	2026	2008 - 2010	2010-2015	2010-2018	2010-2021	2010-2026
ZONE 1 - PRESTON CENTRAL (WEST)	76,392	77,361	79,381	80,533	81,929	83,918	1.3%	2.6%	4.1%	5.9%	8.5%
ZONE 2 - PRESTON CENTRAL (EAST)	64,485	65,152	66,869	67,954	69,216	71,197	1.0%	2.6%	4.3%	6.2%	9.3%
ZONE 3 - PRESTON RURAL EAST	8,875	8,925	9,097	9,197	9,319	9,522	0.6%	1.9%	3.0%	4.4%	6.7%
ZONE 4 - PRESTON RURAL WEST	9,543	9,606	9,831	9,983	10,143	10,443	0.7%	2.3%	3.9%	5.6%	8.7%
ZONE 5 - KIRKHAM	31,874	32,607	34,634	35,766	36,921	38,867	2.3%	6.2%	9.7%	13.2%	19.2%
ZONE 6 - BLACKPOOL / LYTHAM	158,307	160,950	166,266	169,644	173,185	178,924	1.7%	3.3%	5.4%	7.6%	11.2%
ZONE 7 - FLEETWOOD / CLEVELEYS	110,504	111,781	114,984	117,079	118,891	122,477	1.2%	2.9%	4.7%	6.4%	9.6%
ZONE 8 - WYRE BOROUGH	31,201	31,656	32,582	33,148	33,712	34,634	1.5%	2.9%	4.7%	6.5%	9.4%
ZONE 9 - RIBBLE VALLEY	24,145	24,507	25,301	25,798	26,336	27,094	1.5%	3.2%	5.3%	7.5%	10.6%
ZONE 10 - BLACKBURN NORTH	29,924	30,300	31,116	31,654	32,176	32,989	1.3%	2.7%	4.5%	6.2%	8.9%
ZONE 11 - BLACKBURN WITH DARWEN	131,688	133,262	137,661	140,115	142,683	146,310	1.2%	3.3%	5.1%	7.1%	9.8%
ZONE 12 - RURAL EAST (NORTH)	5,462	5,515	5,624	5,732	5,827	5,942	1.0%	2.0%	3.9%	5.7%	7.7%
ZONE 13 - RURAL EAST (SOUTH)	6,909	7,016	7,267	7,393	7,543	7,739	1.5%	3.6%	5.4%	7.5%	10.3%
ZONE 14 - BAMBER BRIDGE	35,602	36,181	37,815	38,673	39,747	41,281	1.6%	4.5%	6.9%	9.9%	14.1%
ZONE 15 - RURAL WEST	27,217	27,487	27,745	28,022	28,367	28,747	1.0%	0.9%	1.9%	3.2%	4.6%
ZONE 16 - CHORLEY	68,798	69,781	72,026	73,640	75,208	77,728	1.4%	3.2%	5.5%	7.8%	11.4%
ZONE 17 - EAST LANCASHIRE	46,478	46,860	47,769	48,249	48,842	49,731	0.8%	1.9%	3.0%	4.2%	6.1%
ZONE 18 - LEYLAND	53,887	54,828	57,192	58,722	60,338	62,764	1.7%	4.3%	7.1%	10.0%	14.5%
TOTAL	921,291	933,775	963,160	981,302	1,000,383	1,030,307					

TABLE 2 - EXPENDITURE BREAKDOWN

Comparison Goods by Sector		Clothing / Fashion Goods	Personal Goods	Recreational Goods	Furniture, Floor & H'hold Textiles	DIY & Decorating Supplies	Major Household Appliances	Large Electrical Goods	Total Comparison Spend (£)
ZONE 1 - PRESTON CENTRAL WEST	Expenditure (£)	£689	£513	£305	£350	£178	£346	£345	£2,726
	Weighting	25.3%	18.8%	11.2%	12.8%	6.5%	12.7%	12.7%	
ZONE 2 - PRESTON CENTRAL EAST	Expenditure (£)	£620	£460	£296	£305	£162	£314	£314	£2,471
	Weighting	25.1%	18.6%	12.0%	12.3%	6.6%	12.7%	12.7%	
ZONE 3 - PRESTON RURAL EAST	Expenditure (£)	£679	£561	£332	£405	£243	£365	£339	£2,924
	Weighting	23.2%	19.2%	11.4%	13.9%	8.3%	12.5%	11.6%	
ZONE 4 - PRESTON RURAL WEST	Expenditure (£)	£809	£623	£357	£474	£244	£400	£386	£3,293
	Weighting	24.6%	18.9%	10.8%	14.4%	7.4%	12.1%	11.7%	
ZONE 5 - KIRKHAM	Expenditure (£)	£711	£559	£323	£399	£211	£372	£369	£2,944
	Weighting	24.2%	19.0%	11.0%	13.6%	7.2%	12.6%	12.5%	
ZONE 6 - BLACKPOOL	Expenditure (£)	£665	£531	£307	£360	£183	£354	£362	£2,762
	Weighting	24.1%	19.2%	11.1%	13.0%	6.6%	12.8%	13.1%	
ZONE 7 - FLEETWOOD / CLEVELEYS	Expenditure (£)	£673	£530	£313	£373	£188	£361	£358	£2,796
	Weighting	24.1%	19.0%	11.2%	13.3%	6.7%	12.9%	12.8%	
ZONE 8 - WYRE BOROUGH	Expenditure (£)	£673	£574	£327	£415	£232	£372	£356	£2,949
	Weighting	22.8%	19.5%	11.1%	14.1%	7.9%	12.6%	12.1%	
ZONE 9 - RIBBLE VALLEY	Expenditure (£)	£679	£533	£325	£378	£211	£360	£337	£2,823
	Weighting	24.1%	18.9%	11.5%	13.4%	7.5%	12.8%	11.9%	
ZONE 10 - BLACKBURN NORTH	Expenditure (£)	£728	£561	£318	£417	£212	£369	£369	£2,974
	Weighting	24.5%	18.9%	10.7%	14.0%	7.1%	12.4%	12.4%	
ZONE 11 - BLACKBURN	Expenditure (£)	£575	£429	£280	£287	£157	£297	£302	£2,327
	Weighting	24.7%	18.4%	12.0%	12.3%	6.7%	12.8%	13.0%	
ZONE 12 - RURAL EAST (NORTH)	Expenditure (£)	£733	£566	£322	£404	£224	£383	£372	£3,004
	Weighting	24.4%	18.8%	10.7%	13.4%	7.5%	12.7%	12.4%	
ZONE 13 - RURAL EAST (SOUTH)	Expenditure (£)	£767	£600	£332	£439	£231	£392	£385	£3,146
	Weighting	24.4%	19.1%	10.6%	14.0%	7.3%	12.5%	12.2%	
ZONE 14 - BAMBER BRIDGE	Expenditure (£)	£681	£496	£319	£344	£182	£351	£333	£2,706
	Weighting	25.2%	18.3%	11.8%	12.7%	6.7%	13.0%	12.3%	
ZONE 15 - RURAL WEST	Expenditure (£)	£734	£593	£338	£430	£236	£389	£376	£3,096
	Weighting	23.7%	19.2%	10.9%	13.9%	7.6%	12.6%	12.1%	
ZONE 16 - CHORLEY	Expenditure (£)	£694	£518	£326	£367	£195	£358	£352	£2,810
	Weighting	24.7%	18.4%	11.6%	13.1%	6.9%	12.7%	12.5%	
ZONE 17 - EAST LANCS.	Expenditure (£)	£630	£490	£304	£341	£182	£335	£339	£2,621
	Weighting	24.0%	18.7%	11.6%	13.0%	6.9%	12.8%	12.9%	
ZONE 18 - LEYLAND	Expenditure (£)	£685	£505	£317	£352	£183	£352	£332	£2,726
	Weighting	25.1%	18.5%	11.6%	12.9%	6.7%	12.9%	12.2%	
TOTAL	Expenditure Average	£690	£536	£319	£380	£203	£359	£351	£2,839

Notes

1. Expenditure Weighting derived from Experian Retail Planner Report (Fine Expenditure)

TABLE 3 - COMPARISON EXPENDITURE FORECASTS, 2008 - 2026

SURVEY AREA	2008	2008	2010	2010	2015	2015	2018	2018	2021	2021	2026	2026
	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)
ZONE 1 - PRESTON CENTRAL (WEST)	£2,726	£2,522	£2,666	£2,448	£3,106	£2,752	£3,524	£3,119	£4,045	£3,580	£5,089	£4,504
ZONE 2 - PRESTON CENTRAL (EAST)	£2,471	£2,286	£2,417	£2,219	£2,816	£2,495	£3,195	£2,827	£3,666	£3,245	£4,613	£4,083
ZONE 3 - PRESTON RURAL EAST	£2,924	£2,705	£2,860	£2,626	£3,332	£2,952	£3,780	£3,345	£4,339	£3,840	£5,459	£4,831
ZONE 4 - PRESTON RURAL WEST	£3,293	£3,046	£3,221	£2,957	£3,752	£3,324	£4,257	£3,768	£4,886	£4,324	£6,148	£5,441
ZONE 5 - KIRKHAM	£2,944	£2,723	£2,880	£2,643	£3,354	£2,972	£3,806	£3,368	£4,368	£3,866	£5,496	£4,864
ZONE 6 - BLACKPOOL / LYTHAM	£2,762	£2,555	£2,702	£2,480	£3,147	£2,788	£3,571	£3,160	£4,098	£3,627	£5,156	£4,563
ZONE 7 - FLEETWOOD / CLEVELEYS	£2,796	£2,586	£2,735	£2,511	£3,186	£2,823	£3,615	£3,199	£4,149	£3,672	£5,220	£4,619
ZONE 8 - WYRE BOROUGH	£2,949	£2,728	£2,884	£2,648	£3,360	£2,977	£3,813	£3,374	£4,376	£3,873	£5,505	£4,872
ZONE 9 - RIBBLE VALLEY	£2,823	£2,611	£2,761	£2,535	£3,217	£2,850	£3,650	£3,230	£4,189	£3,707	£5,270	£4,664
ZONE 10 - BLACKBURN NORTH	£2,974	£2,751	£2,909	£2,670	£3,389	£3,002	£3,845	£3,403	£4,413	£3,905	£5,552	£4,914
ZONE 11 - BLACKBURN WITH DARWEN	£2,327	£2,152	£2,276	£2,089	£2,651	£2,349	£3,008	£2,662	£3,453	£3,056	£4,344	£3,845
ZONE 12 - RURAL EAST (NORTH)	£3,004	£2,779	£2,938	£2,697	£3,423	£3,033	£3,884	£3,437	£4,457	£3,945	£5,608	£4,963
ZONE 13 - RURAL EAST (SOUTH)	£3,146	£2,910	£3,077	£2,825	£3,585	£3,176	£4,067	£3,599	£4,668	£4,131	£5,873	£5,198
ZONE 14 - BAMBER BRIDGE	£2,706	£2,503	£2,647	£2,430	£3,083	£2,732	£3,498	£3,096	£4,015	£3,553	£5,052	£4,471
ZONE 15 - RURAL WEST	£3,096	£2,864	£3,028	£2,780	£3,528	£3,126	£4,003	£3,542	£4,594	£4,066	£5,780	£5,115
ZONE 16 - CHORLEY	£2,810	£2,599	£2,749	£2,523	£3,202	£2,837	£3,633	£3,215	£4,170	£3,690	£5,246	£4,643
ZONE 17 - EAST LANCASHIRE	£2,621	£2,424	£2,564	£2,353	£2,986	£2,646	£3,388	£2,999	£3,889	£3,442	£4,893	£4,330
ZONE 18 - LEYLAND	£2,726	£2,522	£2,666	£2,448	£3,106	£2,752	£3,524	£3,119	£4,045	£3,580	£5,089	£4,504

Notes

1. Expenditure per Capita Forecasts derived from Experian Retail Planner (Fine Expenditure) Report; All Expenditure Figures given in 2008 Prices
2. Growth in per capita retail expenditure for Comparison Goods: (Source: - Experian Retail Planner Briefing Update / GVA Grimley Research)

	2008-2010	2010-2015	2016-2018	2019-2026
Growth Rate (per annum)	-1.1%	3.1%	4.3%	4.7%

3. Deductions for Special Forms of Trading (SFT) (Source: - Experian Retail Planner Briefing Update / GVA Grimley Research)

	2008	2010	2015	2018	2021	2026
Comparison Goods	7.5%	8.2%	11.4%	11.5%	11.5%	11.5%

TABLE 4 - TOTAL COMPARISON SPEND (2010)

COMPARISON GOODS	ZONE 1 - PRESTON CENT. WEST	ZONE 2 - PRESTON CENT. EAST	ZONE 3 - PRESTON RURAL EAST	ZONE 4 - PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	ZONE 7 - FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	ZONE 10 - BLACKBURN NORTH	ZONE 11 - BLACKBURN	ZONE 12 - RURAL EAST (NORTH)	ZONE 13 - RURAL EAST (SOUTH)	ZONE 14 - BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	ZONE 18 - LEYLAND
CLOTHING	£47,860,426	£36,270,597	£5,441,433	£6,977,926	£20,816,883	£96,105,422	£67,548,906	£19,129,621	£14,941,534	£19,806,570	£68,803,326	£3,629,817	£4,832,079	£22,123,964	£18,115,848	£43,484,244	£26,508,069	£33,723,158
PERSONAL GOODS	£35,634,831	£26,910,443	£4,495,793	£5,373,607	£16,366,579	£76,739,818	£53,196,018	£16,315,605	£11,728,774	£15,263,030	£51,333,264	£2,802,833	£3,779,353	£16,113,783	£14,635,828	£32,456,539	£20,617,387	£24,861,598
RECREATIONAL GOODS	£21,186,401	£17,316,285	£2,660,612	£3,079,258	£9,456,896	£44,367,466	£31,415,762	£9,294,779	£7,151,692	£8,651,771	£33,504,229	£1,594,545	£2,091,591	£10,363,501	£8,342,175	£20,426,316	£12,791,195	£15,606,191
FURNITURE & FLOORING	£24,312,263	£17,842,794	£3,245,626	£4,088,426	£11,682,048	£52,026,995	£37,437,952	£11,796,126	£8,317,967	£11,345,247	£34,341,834	£2,000,609	£2,765,688	£11,175,688	£10,612,826	£22,995,270	£14,348,018	£17,329,273
DIY GOODS	£12,364,522	£9,477,156	£1,947,376	£2,104,591	£6,177,725	£26,447,056	£18,869,531	£6,594,461	£4,643,098	£5,767,847	£18,786,300	£1,109,248	£1,455,294	£5,912,719	£5,824,714	£12,218,195	£7,657,887	£9,009,252
MAJOR HOUSEHOLD APPS.	£24,034,408	£18,369,302	£2,925,071	£3,450,149	£10,891,534	£51,159,879	£36,233,514	£10,573,877	£7,921,874	£10,039,319	£35,538,414	£1,896,617	£2,469,589	£11,403,100	£9,600,906	£22,431,354	£14,095,561	£17,329,273
LARGE ELECTRICAL GOODS	£23,964,945	£18,369,302	£2,716,709	£3,329,394	£10,803,699	£52,316,034	£35,932,405	£10,119,086	£7,415,754	£10,039,319	£36,136,704	£1,842,145	£2,425,489	£10,818,326	£9,280,053	£22,055,409	£14,263,866	£16,344,655
TOTAL COMPARISON SPEND	£189,357,796	£144,555,880	£23,432,620	£28,403,351	£86,195,365	£399,162,671	£280,634,088	£83,823,555	£62,120,693	£80,913,103	£278,444,071	£14,875,813	£19,819,083	£87,911,081	£76,412,350	£176,067,328	£110,281,984	£134,203,400

Table 13a - CHORLEY COMPARISON FLOORSPACE

DESTINATIONS	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
CHORLEY TOWN CENTRE SHOPS	21,770	14,151	100.0%	14,151	14,151
MORRISON'S [BROOKE STREET]	6,655	2,937	25.0%	734	734
CHORLEY TOWN CENTRE TOTAL	28,425	17,088		14,885	14,885

Notes

1. Chorley Town Centre Gross to Net (65%)

TABLE 13b - CHORLEY COMPARISON RETAIL COMMITMENTS

Proposal	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Comparison Floorspace (sq. m)	Benchmark* Sales Density (£ / sq. m)	'Benchmark' Store Turnover (£)	Turnover (%) derived from Chorley Zone	Turnover (£) derived from Chorley Zone
APP 09/00933/FUL - TESCO BUCKSHAW VILLAGE	3,249	2,292	25.0%	573	£10,582	£6,063,486	40.0%	£2,425,394
APP 09/00933/FUL - BUCKSHAW VILLAGE RETAIL UNITS	586	411	100.0%	411	£3,500	£1,438,500	90.0%	£1,294,650
TOTAL	3,835	2,703		984		£7,501,986		£3,720,044

Notes

1. Gross, Net and Convenience Trading Floorspace derived from Planning Permission Decision Notice
2. Turnover (%) derived from Zone based on GVA Professional Judgement on Store Trade Draw
3. Tesco Comparison Sales Density based on Mintel / Verdict data and GVA Research
4. Buckshaw Village Non-Food Retail Units derived from Applicant's Planning Statement

Table 14a - CHORLEY TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS					
	2010	2015	2018	2021	2026
TOWN CENTRE - Survey Derived Catchment Expenditure (£)	£108,747,337	£126,681,138	£143,735,777	£164,969,982	£207,557,454
TOWN CENTRE Existing (NET) Comparison Floorspace (m ²)	14,885	14,885	14,885	14,885	14,885
Sales per m ² net (£)	£4,500	£4,848	£5,069	£5,301	£5,710
Sales from Existing Floorspace (£)	£66,981,375	£72,157,964	£75,454,022	£78,900,640	£84,998,397
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£41,765,962	£54,523,174	£68,281,755	£86,069,342	£122,559,057
Sales per m ² net in new shops (£)	£4,500	£4,848	£5,069	£5,301	£5,710
Capacity for new floorspace (m ² net)	9,281	11,247	13,470	16,237	21,462
Capacity for new floorspace (m ² gross)	13,259	16,067	19,243	23,196	30,660

Notes

1. Expenditure Growth for Comparison Goods; 3.1% p.a. (2010-2015), 4.3% p.a. (2016-2018); and 4.7% p.a. (2019-2026)
2. Growth in Sales (Floorspace Efficiency £ / m²); 1.5% p.a. (2010-2026)
3. Gross to Net ratio for new floorspace capacity is 70%
4. New Shop Sales Density based on GVA experience

Table 14b - CHORLEY TOWN CENTRE BASELINE COMPARISON CAPACITY WITH COMMITMENTS

COMPARISON GOODS					
	2010	2015	2018	2021	2026
TOWN CENTRE - Survey Derived Catchment Expenditure (£)	£108,747,337	£126,681,138	£143,735,777	£164,969,982	£207,557,454
TOWN CENTRE Existing (NET) Comparison Floorspace (m ²)	14,885	14,885	14,885	14,885	14,885
Sales per m ² net (£)	£4,500	£4,848	£5,069	£5,301	£5,710
Sales from Existing Floorspace (£)	£66,981,375	£72,157,964	£75,454,022	£78,900,640	£84,998,397
RESIDUAL CAPACITY (£)	£41,765,962	£54,523,174	£68,281,755	£86,069,342	£122,559,057
RETAIL PLANNING COMMITMENTS	£3,720,044	£4,007,544	£4,190,602	£4,382,022	£4,720,683
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£38,045,917	£50,515,630	£64,091,152	£81,687,320	£117,838,374
Sales per sq m net in new shops (£)	£4,500	£4,848	£5,069	£5,301	£5,710
Capacity for new floorspace (m ² net)	8,455	10,420	12,643	15,410	20,636
Capacity for new floorspace (m ² gross)	12,078	14,886	18,062	22,015	29,479

TABLE 16a - SOUTH RIBBLE COMPARISON FLOORSPACE

Existing Stores	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
LEYLAND TOWN CENTRE					
LIDL [CHURCHILL WAY]	1,330	1,064	20.0%	213	213
TESCO EXTRA [TOWNGATE]	8,620	6,034	35.0%	2,112	2,112
NETTO [TOWNGATE]	1,160	928	10.0%	93	93
LOCAL SHOPS [LEYLAND TOWN CENTRE]	7,100	4,615	100.0%	4,615	4,615
LEYLAND TOWN CENTRE TOTAL	18,210	12,641		7,033	7,033

Notes

1. Gross to Net Floorspace is 70% for Main Foodstores (Tesco, Sainsbury's, Morrison's, Asda); 80% for Medium Order Foodstores (Co-Op, Lidl, Iceland); and 90% for Local Convenience Stores
2. Other Local Shops Floorspace derived from GOAD Centre Report / GVA Grimley Fieldwork
3. Floorspace Mix (Convenience / Comparison) on basis of Verdict / Mintel Data and on-site GVA Grimley Fieldwork
4. Leyland Town Centre Gross to Net (65%)

Table 17a - LEYLAND TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS					
	2010	2015	2018	2021	2026
TOWN CENTRE Survey Derived Catchment Expenditure (£)	£19,048,428	£22,189,753	£25,177,082	£28,896,513	£36,356,231
TOWN CENTRE Existing (NET) Comparison Floorspace (m ²)	7,033	7,033	7,033	7,033	7,033
Sales per m ² net (£)	£2,709	£2,918	£3,051	£3,191	£3,437
Sales from Existing Floorspace (£)	£19,048,428	£20,520,567	£21,457,913	£22,438,076	£24,172,180
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£0	£1,669,186	£3,719,169	£6,458,437	£12,184,051
Sales per m ² net in new shops (£)	£2,750	£2,963	£3,098	£3,239	£3,490
Capacity for new floorspace (m ² net)	0	563	1,201	1,994	3,491
Capacity for new floorspace (m ² gross)	0	805	1,715	2,848	4,988

Notes

1. Expenditure Growth for Comparison Goods; 3.1% p.a. (2010-2015), 4.3% p.a. (2016-2018); and 4.7% p.a. (2019-2026)
2. Growth in Sales (Floorspace Efficiency £ / m²); 1.5% p.a. (2010-2026)
3. Gross to Net ratio for new floorspace capacity is 70%
4. New Shop Sales Density based on GVA experience

TABLE 19a - PRESTON CITY COMPARISON FLOORSPACE

Existing Stores	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
PRESTON CITY CENTRE					
CITY CENTRE SHOPS	87,552	56,909	100.0%	56,909	56,909
ALDI [CORPORATION STREET]	1,290	1,032	25.0%	258	258
PRESTON CITY CENTRE TOTAL	88,842	57,941		57,167	57,167

Notes

1. Gross to Net Floorspace is 70% for Main Foodstores (Tesco, Sainsbury's, Morrison's, Asda); 80% for Medium Order Foodstores (Co-Op, Lidl, Iceland); and 90% for Local Convenience Stores
2. Other Local Shops Floorspace derived from GOAD Centre Report / GVA Grimley Fieldwork
3. Floorspace Mix (Convenience / Comparison) on basis of Verdict / Mintel Data and on-site GVA Grimley Fieldwork
4. Preston City Centre Gross to Net (65%)

TABLE 19b - Comparison Retail Commitments

Proposal	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Comparison Floorspace (sq. m)	Benchmark' Sales Density (£ / sq. m)	'Benchmark' Turnover (£)	Turnover (%) derived from Preston PCA	Turnover (£) derived from Preston PCA
PRESTON CITY CENTRE								
APP 06/2003/0881 - QUEENS RETAIL PARK FOODSTORE	6,735	4,041	30.0%	1,212	£5,000	£6,061,500	70.0%	£4,243,050
APP 06/2006/1131 - FISHERGATE EXTENSION	13,815	9,671	100.0%	9,671	£6,000	£58,026,000	45.0%	£26,111,700
PRESTON CITY CENTRE TOTAL	20,550	13,712		10,883		£64,087,500		£30,354,750

Notes

1. Gross, Net and Convenience Trading Floorspace derived from Planning Permission Decision Notice
2. Turnover (%) derived from Preston City Zones (1+2) based on proportion of turnover derived from PCA relative to overall turnover performance
3. Fishergate Extension Sales Density based on GVA professional judgement and with reference to overall turnover performance

Table 20a - PRESTON CITY CENTRE BASELINE CAPACITY

COMPARISON GOODS					
	2010	2015	2018	2021	2026
CITY CENTRE Survey Derived Catchment Expenditure (£)	£448,755,581	£522,761,011	£593,138,500	£680,763,339	£856,504,340
INFLOW to Preston City Centre from beyond study area (5%)	£22,437,779	£26,138,051	£29,656,925	£34,038,167	£42,825,217
CITY CENTRE Existing (NET) Comparison Floorspace (m ²)	57,167	57,167	57,167	57,167	57,167
Sales per m ² net (£)	£5,000	£5,386	£5,632	£5,890	£6,345
Sales from Existing Floorspace (£)	£285,834,000	£307,924,396	£321,989,882	£336,697,857	£362,719,215
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£185,359,360	£240,974,666	£300,805,543	£378,103,649	£536,610,342
Sales per m ² net in new shops (£)	£5,000	£5,386	£5,632	£5,890	£6,345
Capacity for new floorspace (m ² net)	37,072	44,737	53,406	64,197	84,573
Capacity for new floorspace (m ² gross)	52,960	63,911	76,294	91,710	120,819

Notes

1. Expenditure Growth for Comparison Goods; 3.1% p.a. (2010-2015), 4.3% p.a. (2016-2018) and 4.7% p.a. (2019-2026)
2. Growth in Sales (Floorspace Efficiency £ / sq. m) 1.5% p.a. (2010-2026)
3. Gross to Net ratio for new floorspace capacity is 70%
4. New Shop Sales Density based on GVA experience

Table 20b - PRESTON CITY CENTRE BASELINE COMPARISON CAPACITY WITH COMMITMENTS

COMPARISON GOODS					
	2010	2015	2018	2021	2026
CITY CENTRE Survey Derived Catchment Expenditure (£)	£448,755,581	£522,761,011	£593,138,500	£680,763,339	£856,504,340
INFLOW to Preston City Centre from beyond study area (5%)	£22,437,779	£26,138,051	£29,656,925	£34,038,167	£42,825,217
CITY CENTRE Existing (NET) Comparison Floorspace (m ²)	57,167	57,167	57,167	57,167	57,167
Sales per m ² net (£)	£5,000	£5,386	£5,632	£5,890	£6,345
Sales from Existing Floorspace (£)	£285,834,000	£307,924,396	£321,989,882	£336,697,857	£362,719,215
RESIDUAL CAPACITY (£)	£185,359,360	£240,974,666	£300,805,543	£378,103,649	£536,610,342
CITY CENTRE COMMITMENTS	£30,354,750	£32,700,687	£34,194,401	£36,109,492	£38,900,179
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£155,004,610	£208,273,979	£266,611,142	£341,994,157	£497,710,163
Sales per sq m net in new shops (£)	£5,000	£5,386	£5,632	£5,948	£6,408
Capacity for new floorspace (m ² net)	31,001	38,666	47,335	57,498	77,675
Capacity for new floorspace (m ² gross)	44,287	55,238	67,621	82,140	110,964