# BROMSGROVE TOWN CENTRE FORECASTS

## Scenario 2 - Increase in Bromsgrove's Market Share

TABLE 3b

**BROMSGROVE'S DRAW UPON THE CATCHMENT AREA.**

SCENARIO:
Market shares calculated from expenditure weighted responses to 2003 household survey.
Figures reflect market share attracted to Bromsgrove as a whole, not just town centre.
Scenario assumes increased market share by 2012 with enhanced town centre

| Catchment Zone | PROPORTION OF EXPENDITURE ATTRACTED TO BROMSGROVE | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | CONVENIENCE GOODS | | | | COMPARISON GOODS | | | |
| | 2007 | 2012 | 2017 | 2022 | 2007 | 2012 | 2017 | 2022 |
| | (%) | (%) | (%) | | (%) | (%) | (%) | (%) |
| 1 | 75 | 80 | 80 | 80 | 45 | 50 | 50 | 50 |
| 2 | 6 | 6 | 6 | 6 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 12 | 12 | 12 | 12 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 4 | 4 | 1 | 1 | 1 | 1 |

SOURCE: Tables 3a(i) and 3a(ii)

TABLE 3b (i)

**CONVENIENCE GOODS 2003**

| ALLOCATIONS TO BROMSGROVE 2003 | Main Food Q1 | Top-up convenience Q4 | **WEIGHTED AVERAGE** |
|---|---|---|---|
| Expenditure Weighting: | 75 | 25 | 100 |
| | (%) | (%) | (%) |
| 1 | 76.2 | 71.9 | 75.1 |
| 2 | 6.2 | 7.2 | 6.5 |
| 3 | 4.9 | 1.4 | 4.0 |
| 4 | 13.9 | 5.9 | 11.9 |
| 5 | 3.9 | 2.6 | 3.6 |

TABLE 3b (ii)

**COMPARISON GOODS 2004**

| Catchment Zones | ALLOCATIONS TO BROMSGROVE INDICATED BY THE HOUSEHOLD INTERVIEW SURVEY 2003 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Clothing & footwear Q5 | Furniture/ florcvrgs Q6 | Household Textiles Q7 | Household Appliances Q8 | Radio, TV HiFi, etc Q9 | DIY goods & decrtrs spls Q10 | Chemists gds & cosmetics Q11 | Books, jewlry, watches, recnl Q12 | **WEIGHTED AVERAGE** |
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| 1 | 26.7 | 38.7 | 39.0 | 39.6 | 38.1 | 58.6 | 74.7 | 49.7 | 45.0 |
| 2 | 2.8 | 7.1 | 1.5 | 3.0 | 1.7 | 3.0 | 1.4 | 5.2 | 3.3 |
| 3 | 2.7 | 7.7 | 6.3 | 5.6 | 5.6 | 1.4 | 3.9 | 4.4 | 4.2 |
| 4 | 3.8 | 1.6 | 3.1 | 2.9 | 4.5 | 0.0 | 5.0 | 0.0 | 2.6 |
| 5 | 1.4 | 0.0 | 0.0 | 1.4 | 0.0 | 0.0 | 2.5 | 1.4 | 0.9 |

SOURCE: Bromsgrove Household Interview Survey rebased to exclude "don't do", internet, catalogue & mail order; Table 4
MapInfo Are Profile Report for expenditure

TABLE 4b

**FORECAST RETAIL SALES IN BROMSGROVE (2004 prices)**

SCENARIO: **As Table 3**

| Catchment zone | RETAIL SALES IN BROMSGROVE BY CATCHMENT ZONE | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | CONVENIENCE GOODS | | | | COMPARISON GOODS | | | |
| | 2007 | 2012 | 2017 | 2022 | 2007 | 2012 | 2017 | 2022 |
| | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) |
| 1 | 85.4 | 96.6 | 103.1 | 110.0 | 104.1 | 148.7 | 191.9 | 247.5 |
| 2 | 18.0 | 19.3 | 20.7 | 21.8 | 17.7 | 23.0 | 29.8 | 38.7 |
| 3 | 6.3 | 6.7 | 7.1 | 7.4 | 13.2 | 16.9 | 21.7 | 27.9 |
| 4 | 8.6 | 9.2 | 10.0 | 10.5 | 3.8 | 5.0 | 6.5 | 8.4 |
| 5 | 4.2 | 4.4 | 4.6 | 4.7 | 2.1 | 0.0 | 3.5 | 4.4 |
| TOTALS | 122.4 | 136.2 | 145.5 | 154.5 | 141.0 | 193.6 | 253.4 | 326.9 |

SOURCE: Tables 2a & 3a

TABLE 4b (i)

**COMPARISON GOODS SALES IN BROMSGROVE BY GOODS TYPE 2004**

| Catchment Zones | ALLOCATIONS TO BROMSGROVE INDICATED BY HOUSEHOLD INTERVIEW SURVEY 2003 | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Clothing & footwear (£M) | Furniture/ florcvrgs (£M) | Household Textiles (£M) | Household Appliances (£M) | Radio, TV HiFi, etc (£M) | DIY goods & decrtrs spls (£M) | Chemists gds & cosmetics (£M) | Books, jewlry, watches, recnl (£M) | **TOTAL** |
| 1 | 15.0 | 8.9 | 4.5 | 1.8 | 11.7 | 16.8 | 21.5 | 23.8 | 104.1 |
| 2 | 3.7 | 3.8 | 0.4 | 0.3 | 1.5 | 2.0 | 0.9 | 5.1 | 17.7 |
| 3 | 2.1 | 2.4 | 1.0 | 0.3 | 2.8 | 0.5 | 1.5 | 2.6 | 13.2 |
| 4 | 1.3 | 0.2 | 0.2 | 0.1 | 1.0 | 0.0 | 0.9 | 0.0 | 3.8 |
| 5 | 0.8 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.7 | 0.6 | 2.1 |
| TOTALS | 22.8 | 15.3 | 6.1 | 2.6 | 17.0 | 19.3 | 25.6 | 32.2 | 141.0 |
| MARKET SHARES | 6.5% | 10.6% | 8.4% | 9.1% | 7.5% | 10.7% | 14.1% | 11.7% | |

SOURCE: Tables 2b and 3a (ii)

TABLE 5b

**FUTURE SHOP FLOORSPACE CAPACITY TOWN IN BROMSGROVE**

SCENARIO: **As Table 3**

Growth in sales per sq m from shop floorspace existing in 2007 (at 2004 prices)
Convenience Goods: 0.10 % pa 2007-2022 Comparison Goods: 2.0 %pa 2007-2022

| | CONVENIENCE GOODS | | | | ALL COMPARISON GOODS | | | |
|---|---|---|---|---|---|---|---|---|
| | 2007 | 2012 | 2017 | 2022 | 2007 | 2012 | 2017 | 2022 |
| Residents' Spending £000 | 122.4 | 136.2 | 145.5 | 154.5 | 141.0 | 193.6 | 253.4 | 326.9 |
| Plus visitors' spending (%) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total spending (£M) | 122.4 | 136.2 | 145.5 | 154.5 | 141.0 | 193.6 | 253.4 | 326.9 |
| Existing shop floorspace (sq m net) | 0 | 0 | 0 | 0 | 21,571 | 21,571 | 21,571 | 21,571 |
| Sales per sq m net £ | 0 | 0 | 0 | 0 | 6,535 | 7,215 | 7,966 | 8,373 |
| Sales from extg flrspce (£M) | 86.9 | 87.3 | 87.8 | 88.2 | 141.0 | 155.6 | 171.8 | 180.6 |
| minus commitments (£M) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual spending to support new shops (£M) | 35.5 | 48.9 | 57.7 | 66.3 | 0.0 | 38.0 | 81.5 | 146.3 |
| *Indicative* sales density in new shops (£ / sqm) | 12,700 | 12,700 | 12,700 | 12,700 | 5,000 | 5,520 | 6,095 | 6,729 |
| *Indicative* capacity for new shop flrspce (sq m net) | **2,790** | **3,850** | **4,540** | **5,220** | **0** | **6,880** | **13,370** | **21,730** |

SOURCES: Table 4a, Table 5a (i), CB Richard Ellis

Table 5b (i)

**BROMSGROVE EXISTING PROVISION**

**MAIN FOODSTORES**

| Store | Net Floorspace (sq m) | Convenience Goods Allocation (%) | Net convnce Goods Floorspace (sq m) | Convenience Goods sales Density (£ per sq m) | Convenience Goods sales (£M) |
|---|---|---|---|---|---|
| Morrisons, Buntsford Oak F | 3,703 | 72 | 2,666 | 10,474 | 27.9 |
| Asda, Market Street | 3,815 | 49 | 1,869 | 16,251 | 30.4 |
| Somerfield,High Street | 910 | 77 | 701 | 6,522 | 4.6 |
| Tesco Express | 141 | 90 | 127 | 14,458 | 1.8 |
| Icleland | 855 | 90 | 770 | 4,820 | 3.7 |
| Other, town centre | 1,000 | 100 | 1,000 | 3,000 | 3.0 |
| Other, outside town centre | | | | | 15.5 |
| ALL STORES & SHOPS | 10,425 | 478 | 7,133 | 55,525 | 86.9 |

SOURCES: IGD Stores Database 2007, CB Richard Ellis 2007

NOTES: CB Richard Ellis estimated 1000sqm net of other town centre floorpsace trading at a sales density of £3000 per sqm

NOTES:
1. Excludes vacant shops
2. Comparison goods gross floorspace and information on commitments based on information from the Council
3. Net floorspace calculated at 70/30 split
4. Indicative company average turnoverfor convenience calculated from average of 5 main foodstores
5. An indicative sales density for comparison goods has been estimated from the surrounding area and CB Richard Ellis knowledge of market conditions
6. No additional retail floorspace commitments have been identified in the study period