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

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

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