BROMSGROVE TOWN CENTRE FORECASTS

Scenario 1 - No change in Bromsgrove's Market Share

TABLE 3a

| 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 assume | s market shares | s remain cor | stant 2007 · | - 2022. | - | | | |
|-----------------|-----------------|--------------|--------------|---------|----------|----------|----------|------|
| Catchment | PI | ROPORTIO | N OF EXPE | NDITURE | ATTRACTE | D TO BRO | MSGROVE | |
| Zone | CC | DNVENIENC | E GOODS | | С | OMPARISC | ON GOODS | |
| | 2007 | 2012 | 2017 | 2022 | 2007 | 2012 | 2017 | 2022 |
| | (%) | (%) | (%) | | (%) | (%) | (%) | (%) |
| 1 | 75 | 75 | 75 | 75 | 45 | 45 | 45 | 45 |
| 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:

TABLE 4a

FORECAST RETAIL SALES IN BROMSGROVE (2004 prices)

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

| As Table 3 | | | | | | | |
|------------|--|--|--|--|---|---|---|
| | RETAIL | SALES IN | BROMSGR | ROVE BY C | ATCHMEN | T ZONE | |
| CONVE | NIENCE G | SOODS | | C | OMPARISO | ON GOODS | |
| 2007 | 2012 | 2017 | 2022 | 2007 | 2012 | 2017 | 2022 |
| (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) |
| 85.4 | 90.7 | 96.8 | 103.3 | 104.1 | 133.8 | 172.6 | 222.5 |
| 18.0 | 19.3 | 20.7 | 21.8 | 17.7 | 23.0 | 29.8 | 38.7 |
| 6.3 | 6.7 | 7.1 | 7.4 | 13.2 | 16.9 | 21.7 | 27.9 |
| 8.6 | 9.2 | 10.0 | 10.5 | 3.8 | 5.0 | 6.5 | 8.4 |
| 4.2 | 4.4 | 4.6 | 4.7 | 2.1 | 0.0 | 3.5 | 4.4 |
| 122.4 | 130.3 | 139.2 | 147.8 | 141.0 | 178.6 | 234.0 | 301.9 |
| | CONVE 2007 (£M) 85.4 18.0 6.3 8.6 4.2 | RETAIL CONVENIENCE G 2007 2012 (£M) (£M) 85.4 90.7 18.0 19.3 6.3 6.7 8.6 9.2 4.2 4.4 | RETAIL SALES IN CONVENIENCE GOODS 2007 2012 2017 (£M) (£M) (£M) 85.4 90.7 96.8 18.0 19.3 20.7 6.3 6.7 7.1 8.6 9.2 10.0 4.2 4.4 4.6 | RETAIL SALES IN BROMSGI CONVENIENCE GOODS 2007 2012 2017 2022 (£M) (£M) (£M) (£M) 85.4 90.7 96.8 103.3 18.0 19.3 20.7 21.8 6.3 6.7 7.1 7.4 8.6 9.2 10.0 10.5 4.2 4.4 4.6 4.7 | RETAIL SALES IN BROMSGROVE BY C CONVENIENCE GOODS CO 2007 2012 2017 2022 2007 (£M) (£M) (£M) (£M) (£M) 85.4 90.7 96.8 103.3 104.1 18.0 19.3 20.7 21.8 17.7 6.3 6.7 7.1 7.4 13.2 8.6 9.2 10.0 10.5 3.8 4.2 4.4 4.6 4.7 2.1 | RETAIL SALES IN BROMSGROVE BY CATCHMEN CONVENIENCE GOODS COMPARISO 2007 2012 2017 2022 2007 2012 (£M) (£M) (£M) (£M) (£M) (£M) 85.4 90.7 96.8 103.3 104.1 133.8 18.0 19.3 20.7 21.8 17.7 23.0 6.3 6.7 7.1 7.4 13.2 16.9 8.6 9.2 10.0 10.5 3.8 5.0 4.2 4.4 4.6 4.7 2.1 0.0 | RETAIL SALES IN BROMSGROVE BY CATCHMENT ZONE CONVENIENCE GOODS COMPARISON GOODS 2007 2012 2017 2022 2007 2012 2017 (£M) (£M) (£M) (£M) (£M) (£M) (£M) (£M) 85.4 90.7 96.8 103.3 104.1 133.8 172.6 18.0 19.3 20.7 21.8 17.7 23.0 29.8 6.3 6.7 7.1 7.4 13.2 16.9 21.7 8.6 9.2 10.0 10.5 3.8 5.0 6.5 4.2 4.4 4.6 4.7 2.1 0.0 3.5 |

SOURCE: Tables 2a & 3a

TABLE 5a

FUTURE SHOP FLOORSPACE CAPACITY TOWN IN BROMSGROVE

| SCENARIO: | As Table 3 | | | | | | | |
|--------------------------------|--------------|--------------|-------------|--------|-----------|--------|-------------|--------|
| Growth in sales per | sq m from sh | nop floorspa | ce existing | | | | | |
| Convenience | | | | | Compariso | | | |
| Goods: | 0.10 % | 6 pa 2007-2 | 022 | | Goods: | 2.0 | %pa 2007-20 |)22 |
| | | ENIENCE | | 2022 | | | ISON GOODS | - |
| | 2007 | 2012 | 2017 | 2022 | 2007 | 2012 | 2017 | 2022 |
| Residents' Spending £000 | 122.4 | 130.3 | 139.2 | 147.8 | 141.0 | 178.6 | 234.0 | 301.9 |
| Plus visitors' spending (%) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total | | | | | | | | |
| spending (£M) | 122.4 | 130.3 | 139.2 | 147.8 | 141.0 | 178.6 | 234.0 | 301.9 |
| Existing shop | | | | | | | | |
| floorspace | | | | | 04 574 | | | |
| (sq m net) Sales | 0 | 0 | 0 | 0 | 21,571 | 21,571 | 21,571 | 21,571 |
| 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 | 43.0 | 51.4 | 59.6 | 0.0 | 23.0 | 62.2 | 121.3 |
| 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 | 3,390 | 4,050 | 4,690 | 0 | 4,160 | 10,200 | 18,030 |

NOTES:

1. Excludes vacant shops.

Comparison goods gross floorspace and information on commitments based on information from the Council.
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 3a (i) CONVENIENCE GOODS 2003

| 1 | | SGROVE 200 | |
|-------------|-----------|-------------|----------|
| | Main Food | | WEIGHTED |
| | | convenience | AVERAGE |
| | Q1 | Q4 | |
| 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 3a (ii)

| Catchment | | | | | | | | | |
|-----------|------------|--------------|----------------|---------------|--------------|-----------------|------------------|-----------------|--------------|
| Zones | ALLOCATION | S TO BROMS | GROVE IND | ICATED BY TI | HE HOUSEH | OLD INTERV | IEW SURVEY | 2003 | |
| | Clothing & | Furniture/ | Household | Household | Radio, TV | DIY goods & | Chemists gds | Books, jewlry, | WEIGHTED |
| | footwear | florcvrgs | Textiles | Appliances | HiFi, etc | decrtrs spls | & cosmetics | watches, recnl | AVERAGE |
| | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | |
| | | | | | | | | | |
| | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) | (%) |
| 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 H | lousehold Inte | erview Survey | rebased to e | xclude "don't d | do", internet, c | atalogue & mail | order; Table |

MapInfo Area Profile Report for expenditure

TABLE 4a (i) COMPARISON GOODS SALES IN BROMSGROVE BY GOODS TYPE 2004

| Catchment | | | | | | | | | |
|-----------|---------------------------------------|------------|------------|---------------------------------------|-----------|---|---------------------------------------|----------------|-------|
| Zones | ALLOCATION | S TO BROMS | SGROVE IND | ICATED BY H | OUSEHOLD | INTERVIEW | SURVEY 2003 | 3 | |
| | Clothing & | Furniture/ | Household | Household | Radio, TV | DIY goods & | Chemists gds | Books, jewlry, | TOTAL |
| | footwear | florcvrgs | Textiles | Appliances | HiFi, etc | decrtrs spls | & cosmetics | watches, recnl | |
| | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | (£M) | |
| 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) | | | | | | | |

SOURCE: Tables 2b and 3a (ii)

Table 5a (i) BROMSGROVE EXISTING PROVISION MAIN FOODSTORES

| Store | Net | Convenience | Net convnce | Convenience | Convenience |
|----------------------------|------------|-------------|-------------|--------------|-------------|
| | Floorspace | Goods | Goods | Goods sales | Goods sales |
| | | Allocation | Floorspace | Density | |
| | (sq m) | (%) | (sq m) | (£ per sq m) | (£M |
| Morrisons, Buntsford Oak | 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