

Comparison Goods 2012 Capacity Refresh

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2012 - 2031)

ZONE:	2012	2017	2022	2027	2029	2031	2012 - 31
Zone 1:	35,397	36,976	38,514	39,982	40,575	41,094	16.1%
Zone 2:	31,291	32,984	34,469	36,038	36,603	37,232	19.0%
Zone 3:	30,718	33,604	35,994	38,316	39,188	40,014	30.3%
Zone 4:	28,314	30,019	31,539	32,947	33,469	33,955	19.9%
Zone 5:	27,072	28,786	30,316	31,744	32,271	32,788	21.1%
Zone 6:	41,272	43,134	44,918	46,681	47,359	48,022	16.4%
Zone 7:	24,632	25,022	25,508	26,127	26,391	26,557	7.8%
Zone 8:	27,389	27,946	28,553	29,121	29,315	29,522	7.8%
Zone 9:	33,332	34,969	36,621	38,207	38,759	39,200	17.6%
Zone 10:	20,784	21,916	22,937	23,816	24,169	24,481	17.8%
TOTAL:	300,201	315,356	329,369	342,979	348,099	352,865	17.5%

CORE EAST (LEAMINGTON) - Zones 1 & 3	66,115	70,580	74,508	78,298	79,763	81,108	22.7%
CORE WEST (WARWICK) - Zones 2	31,291	32,984	34,469	36,038	36,603	37,232	19.0%
KENILWORTH - Zone 7	24,632	25,022	25,508	26,127	26,391	26,557	7.8%
SUB TOTAL:	122,038	128,586	134,485	140,463	142,757	144,897	18.7%

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Base year population derived from mid-year ONS population estimates.

Projections are based on Experian's revised 'demographic component model'. This takes into account 2011 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas and London Boroughs. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: EXPENDITURE PER CAPITA FORECASTS FOR COMPARISON GOODS (2011 prices)

ZONE:	2012	2017	2022	2027	2027	2031	2012 - 31
Zone 1:	£2,758	£3,004	£3,429	£4,048	£4,311	£4,590	66.4%
Zone 2:	£2,907	£3,166	£3,613	£4,266	£4,542	£4,836	66.4%
Zone 3:	£2,467	£2,687	£3,067	£3,621	£3,856	£4,105	66.4%
Zone 4:	£2,881	£3,138	£3,581	£4,228	£4,502	£4,793	66.4%
Zone 5:	£2,356	£2,566	£2,928	£3,457	£3,681	£3,920	66.4%
Zone 6:	£2,382	£2,595	£2,961	£3,496	£3,723	£3,964	66.4%
Zone 7:	£3,023	£3,293	£3,758	£4,437	£4,724	£5,030	66.4%
Zone 8:	£3,407	£3,710	£4,235	£4,999	£5,323	£5,668	66.4%
Zone 9:	£3,020	£3,289	£3,754	£4,432	£4,719	£5,025	66.4%
Zone 10:	£3,364	£3,664	£4,182	£4,937	£5,257	£5,597	66.4%

Source: Average spend per capita estimates for 2012 are derived from Experian 'Retail Area Planner' Reports.

Notes: Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 10.1 (September 2012).

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year and over the forecast period based on the research and forecasts published by Experian Business Strategies in the most recent Retail Planning

TABLE 3: TOTAL FORECAST GROWTH IN COMPARISON GOODS EXPENDITURE, 2012 - 2031 (£ million)

ZONE:	2012	2017	2022	2027	2029	2031	2012 - 31
Zone 1:	£97.6	£111.1	£132.1	£161.9	£174.9	£188.6	93.2%
Zone 2:	£90.9	£104.4	£124.5	£153.7	£166.3	£180.1	98.0%
Zone 3:	£75.8	£90.3	£110.4	£138.7	£151.1	£164.3	116.7%
Zone 4:	£81.6	£94.2	£112.9	£139.3	£150.7	£162.8	99.5%
Zone 5:	£63.8	£73.9	£88.8	£109.7	£118.8	£128.5	101.5%
Zone 6:	£98.3	£111.9	£133.0	£163.2	£176.3	£190.4	93.6%
Zone 7:	£74.5	£82.4	£95.9	£115.9	£124.7	£133.6	79.4%
Zone 8:	£93.3	£103.7	£120.9	£145.6	£156.1	£167.3	79.4%
Zone 9:	£100.7	£115.0	£137.5	£169.3	£182.9	£197.0	95.7%
Zone 10:	£69.9	£80.3	£95.9	£117.6	£127.1	£137.0	96.0%
TOTAL:	£846.4	£967.1	£1,151.9	£1,415.0	£1,528.7	£1,649.5	94.9%

CORE EAST (LEAMINGTON) - Zones 1 & 3	£173.4	£201.4	£242.5	£300.6	£326.0	£352.9	103.5%
CORE WEST (WARWICK) - Zones 2	£90.9	£104.4	£124.5	£153.7	£166.3	£180.1	98.0%
KENILWORTH - Zone 7	£74.5	£82.4	£95.9	£115.9	£124.7	£133.6	79.4%
SUB TOTAL:	£338.8	£388.2	£462.9	£570.2	£616.9	£666.5	96.7%

Source: Expenditure calculated by multiplying population (Table 1) and expenditure per capita levels (Table 2) for each zone.

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TABLE 4: MARKET SHARE ANALYSIS (%) - BASED ON 2008 HOUSEHOLD TELEPHONE INTERVIEW SURVEY RESULTS

	CORE EAST Zones 1 & 3	CORE WEST Zone 2	KENILWORTH Zone 7	NORTH Zone 5 & 6	EAST Zones 4 & 10	WEST Zones 8 & 9	ALL ZONES Zones 1-10
Town Centres							
Leamington Spa	74.0%	47.1%	33.9%	7.8%	34.5%	12.6%	33.3%
Warwick	2.1%	22.2%	2.7%	0.4%	1.3%	3.6%	4.0%
Kenilworth	0.4%	0.6%	26.6%	0.7%	0.0%	0.8%	3.3%
Out of Centre							
Leamington Spa	9.1%	6.7%	3.3%	0.9%	3.5%	1.6%	3.9%
Warwick	0.9%	1.2%	0.3%	0.1%	0.6%	0.4%	0.5%
All other in District	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
INSIDE DISTRICT (RETENTION) SUBTOTAL	87.1%	77.8%	66.7%	9.9%	39.8%	19.1%	45.3%
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	0.7%	1.0%	0.0%	0.1%	7.8%	0.2%	1.9%
Birmingham	0.7%	0.4%	1.3%	1.2%	0.4%	3.1%	1.3%
Coventry	6.9%	9.2%	24.0%	74.4%	6.6%	1.7%	20.2%
Leicester	0.0%	0.0%	0.1%	0.7%	0.1%	0.0%	0.2%
Rugby	0.1%	0.2%	0.0%	8.4%	6.0%	0.0%	2.8%
Solihull	1.8%	3.8%	5.2%	1.5%	3.2%	30.2%	8.8%
Stratford-upon-Avon	1.3%	6.6%	0.9%	0.6%	28.4%	35.0%	14.5%
All other shops and stores	1.3%	1.1%	1.8%	3.3%	7.7%	10.6%	5.0%
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	12.9%	22.2%	33.3%	90.1%	60.2%	80.9%	54.7%
TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Results of NEMS Household Telephone Interview Survey (2009) commissioned by Strategic Perspectives.

TABLE 5: COMPARISON GOODS EXPENDITURE DERIVED FROM STUDY AREA & ZONES IN 2012 (£m)

	CORE EAST Zones 1 & 3	CORE WEST Zone 2	KENILWORTH Zone 7	NORTH Zone 5 & 6	EAST Zones 4 & 10	WEST Zones 8 & 9	ALL ZONES Zones 1-10
Town Centres							
Leamington Spa	£128.3	£42.8	£25.2	£12.6	£52.2	£24.4	£285.5
Warwick	£3.7	£20.2	£2.0	£0.7	£1.9	£7.0	£35.5
Kenilworth	£0.6	£0.5	£19.8	£1.2	£0.0	£1.5	£23.6
Out of Centre							
Leamington Spa	£15.7	£6.1	£2.5	£1.4	£5.3	£3.2	£34.1
Warwick	£1.6	£1.1	£0.2	£0.2	£0.9	£0.7	£4.7
All other in District	£1.2	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5
INSIDE DISTRICT (RETENTION) SUBTOTAL	£151.1	£70.7	£49.7	£16.0	£60.3	£37.1	£384.9
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	£1.3	£0.9	£0.0	£0.1	£11.9	£0.4	£14.5
Birmingham	£1.2	£0.4	£1.0	£1.9	£0.7	£6.0	£11.1
Coventry	£12.0	£8.4	£17.9	£120.6	£9.9	£3.4	£172.1
Leicester	£0.0	£0.0	£0.0	£1.2	£0.1	£0.0	£1.3
Rugby	£0.2	£0.1	£0.0	£13.7	£9.0	£0.0	£23.0
Solihull	£3.2	£3.4	£3.9	£2.4	£4.9	£58.5	£76.3
Stratford-upon-Avon	£2.2	£6.0	£0.7	£0.9	£43.1	£67.9	£120.8
All other shops and stores	£2.3	£1.0	£1.3	£5.3	£11.6	£20.6	£42.2
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	£22.3	£20.2	£24.8	£146.1	£91.2	£156.9	£461.5
TOTAL:	£173.4	£90.9	£74.5	£162.1	£151.5	£194.0	£846.4

Source: Expenditure allocated to centres/stores based on the baseline market shares derived from 2008 HTIS (Table 7) applied to available expenditure (Table 3) in each study zone.

TABLE 6: COMPARISON GOODS EXPENDITURE DERIVED FROM STUDY AREA & ZONES IN 2017 (£m)

	CORE EAST Zones 1 & 3	CORE WEST Zone 2	KENILWORTH Zone 7	NORTH Zone 5 & 6	EAST Zones 4 & 10	WEST Zones 8 & 9	ALL ZONES Zones 1-10
Town Centres							
Leamington Spa	£149.0	£49.2	£27.9	£14.4	£60.1	£27.5	£328.1
Warwick	£4.3	£23.2	£2.2	£0.8	£2.2	£7.9	£40.6
Kenilworth	£0.7	£0.6	£21.9	£1.4	£0.0	£1.7	£26.3
Out of Centre							
Leamington Spa	£18.2	£7.0	£2.8	£1.6	£6.1	£3.6	£39.2
Warwick	£1.9	£1.2	£0.2	£0.2	£1.1	£0.8	£5.4
All other in District	£1.4	£0.0	£0.0	£0.0	£0.0	£0.4	£1.8
INSIDE DISTRICT (RETENTION) SUBTOTAL	£175.5	£81.2	£55.0	£18.4	£69.5	£41.8	£441.3
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	£1.5	£1.0	£0.0	£0.1	£13.7	£0.4	£16.7
Birmingham	£1.5	£0.4	£1.1	£2.2	£0.7	£6.7	£12.6
Coventry	£13.9	£9.7	£19.8	£138.2	£11.4	£3.8	£196.8
Leicester	£0.0	£0.0	£0.1	£1.3	£0.1	£0.0	£1.5
Rugby	£0.2	£0.2	£0.0	£15.6	£10.4	£0.0	£26.4
Solihull	£3.7	£3.9	£4.3	£2.7	£5.7	£66.0	£86.3
Stratford-upon-Avon	£2.6	£6.9	£0.8	£1.1	£49.6	£76.6	£137.5
All other shops and stores	£2.6	£1.2	£1.4	£6.1	£13.4	£23.2	£48.0
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	£25.9	£23.2	£27.4	£167.4	£105.0	£176.9	£525.9
TOTAL:	£201.4	£104.4	£82.4	£185.8	£174.5	£218.7	£967.1

Source: Expenditure allocated to centres/stores based on the baseline market shares derived from 2008 HTIS (Table 7) applied to available expenditure (Table 3) in each study zone.

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TABLE 7: COMPARISON GOODS EXPENDITURE DERIVED FROM STUDY AREA & ZONES IN 2022 (£m)

	CORE EAST Zones 1 & 3	CORE WEST Zone 2	KENILWORTH Zone 7	NORTH Zone 5 & 6	EAST Zones 4 & 10	WEST Zones 8 & 9	ALL ZONES Zones 1-10
Town Centres							
Leamington Spa	£179.3	£58.7	£32.5	£17.2	£72.0	£32.5	£392.2
Warwick	£5.2	£27.6	£2.6	£1.0	£2.6	£9.3	£48.3
Kenilworth	£0.8	£0.7	£25.5	£1.6	£0.0	£2.0	£30.7
Out of Centre							
Leamington Spa	£22.0	£8.3	£3.2	£1.9	£7.3	£4.2	£46.9
Warwick	£2.3	£1.5	£0.3	£0.2	£1.3	£0.9	£6.4
All other in District	£1.7	£0.0	£0.0	£0.0	£0.0	£0.4	£2.1
INSIDE DISTRICT (RETENTION) SUBTOTAL	£211.2	£96.8	£64.0	£21.9	£83.1	£49.4	£526.5
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	£1.8	£1.2	£0.0	£0.1	£16.4	£0.5	£20.0
Birmingham	£1.7	£0.5	£1.2	£2.7	£0.9	£8.0	£15.0
Coventry	£16.8	£11.5	£23.0	£165.0	£13.7	£4.5	£234.4
Leicester	£0.0	£0.0	£0.1	£1.6	£0.1	£0.1	£1.8
Rugby	£0.2	£0.2	£0.0	£18.7	£12.4	£0.0	£31.6
Solihull	£4.4	£4.7	£5.0	£3.2	£6.8	£78.0	£102.1
Stratford-upon-Avon	£3.1	£8.2	£0.9	£1.3	£59.4	£90.5	£163.3
All other shops and stores	£3.2	£1.4	£1.7	£7.3	£16.0	£27.5	£57.1
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	£31.2	£27.7	£31.9	£199.9	£125.7	£209.0	£625.4
TOTAL:	£242.5	£124.5	£95.9	£221.8	£208.9	£258.4	£1,151.9

Source: Derived from Tables 3 & 5.

TABLE 8: COMPARISON GOODS EXPENDITURE DERIVED FROM STUDY AREA & ZONES IN 2027 (£m)

	CORE EAST Zones 1 & 3	CORE WEST Zone 2	KENILWORTH Zone 7	NORTH Zone 5 & 6	EAST Zones 4 & 10	WEST Zones 8 & 9	ALL ZONES Zones 1-10
Town Centres							
Leamington Spa	£222.3	£72.4	£39.3	£21.2	£88.5	£39.6	£483.4
Warwick	£6.4	£34.1	£3.1	£1.2	£3.2	£11.4	£59.4
Kenilworth	£1.1	£0.9	£30.8	£2.0	£0.0	£2.4	£37.2
Out of Centre							
Leamington Spa	£27.2	£10.3	£3.9	£2.3	£8.9	£5.1	£57.8
Warwick	£2.8	£1.8	£0.3	£0.3	£1.6	£1.1	£7.9
All other in District	£2.1	£0.0	£0.0	£0.0	£0.0	£0.5	£2.6
INSIDE DISTRICT (RETENTION) SUBTOTAL	£141.0	£119.5	£92.6	£13.8	£43.7	£31.2	£641.3
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	£2.2	£1.5	£0.0	£0.1	£20.1	£0.6	£24.6
Birmingham	£2.2	£0.6	£1.5	£3.3	£1.1	£9.7	£18.4
Coventry	£20.8	£14.2	£27.8	£203.0	£16.9	£5.5	£288.2
Leicester	£0.0	£0.0	£0.1	£2.0	£0.1	£0.1	£2.3
Rugby	£0.3	£0.2	£0.0	£23.0	£15.3	£0.0	£38.8
Solihull	£5.5	£5.8	£6.0	£4.0	£8.3	£95.0	£124.7
Stratford-upon-Avon	£3.8	£10.1	£1.1	£1.6	£73.0	£110.3	£199.9
All other shops and stores	£3.9	£1.8	£2.0	£9.0	£19.7	£33.5	£69.9
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	£20.8	£34.2	£46.1	£125.5	£66.1	£132.0	£773.7
TOTAL:	£161.9	£153.7	£138.7	£139.3	£109.7	£163.2	£1,415.0

Source: Expenditure allocated to centres/stores based on the baseline market shares derived from 2008 HTIS (Table 7) applied to available expenditure (Table 3) in each study zone.

TABLE 9: COMPARISON GOODS EXPENDITURE DERIVED FROM STUDY AREA & ZONES IN 2029 (£m)

	CORE EAST Zones 1 & 3	CORE WEST Zone 2	KENILWORTH Zone 7	NORTH Zone 5 & 6	EAST Zones 4 & 10	WEST Zones 8 & 9	ALL ZONES Zones 1-10
Town Centres							
Leamington Spa	£241.1	£78.3	£42.3	£22.9	£95.7	£42.7	£522.9
Warwick	£7.0	£36.9	£3.3	£1.3	£3.5	£12.2	£64.2
Kenilworth	£1.1	£1.0	£33.1	£2.2	£0.0	£2.6	£40.0
Out of Centre							
Leamington Spa	£29.5	£11.1	£4.2	£2.5	£9.6	£5.5	£62.5
Warwick	£3.0	£1.9	£0.3	£0.3	£1.7	£1.2	£8.5
All other in District	£2.2	£0.0	£0.0	£0.0	£0.0	£0.6	£2.8
INSIDE DISTRICT (RETENTION) SUBTOTAL	£284.0	£129.3	£83.2	£29.2	£110.6	£64.8	£701.0
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	£2.4	£1.6	£0.0	£0.1	£21.8	£0.7	£26.6
Birmingham	£2.3	£0.6	£1.6	£3.5	£1.2	£10.5	£19.8
Coventry	£22.5	£15.4	£29.9	£219.5	£18.2	£5.9	£311.4
Leicester	£0.0	£0.0	£0.1	£2.1	£0.2	£0.1	£2.4
Rugby	£0.3	£0.3	£0.0	£24.9	£16.5	£0.0	£42.0
Solihull	£6.0	£6.3	£6.5	£4.3	£9.0	£102.3	£134.4
Stratford-upon-Avon	£4.1	£10.9	£1.2	£1.7	£78.9	£118.7	£215.6
All other shops and stores	£4.3	£1.9	£2.2	£9.7	£21.3	£36.0	£75.4
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	£42.0	£37.0	£41.5	£265.9	£167.2	£274.2	£827.7
TOTAL:	£326.0	£166.3	£124.7	£295.1	£277.7	£339.0	£1,528.7

Source: Derived from Tables 3 & 5.

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TABLE 10: COMPARISON GOODS EXPENDITURE DERIVED FROM STUDY AREA & ZONES IN 2031 (£m)

	CORE EAST	CORE WEST	KENILWORTH	NORTH	EAST	WEST	ALL ZONES
	Zones 1 & 3	Zone 2	Zone 7	Zone 5 & 6	Zones 4 & 10	Zones 8 & 9	Zones 1-10
Town Centres							
Leamington Spa	£261.0	£84.8	£45.3	£24.7	£103.3	£45.8	£565.0
Warwick	£7.5	£40.0	£3.6	£1.4	£3.8	£13.1	£69.4
Kenilworth	£1.2	£1.1	£35.5	£2.4	£0.0	£2.8	£43.0
Out of Centre							
Leamington Spa	£32.0	£12.1	£4.5	£2.7	£10.4	£5.9	£67.6
Warwick	£3.3	£2.1	£0.4	£0.3	£1.8	£1.3	£9.2
All other in District	£2.4	£0.0	£0.0	£0.0	£0.0	£0.6	£3.1
INSIDE DISTRICT (RETENTION) SUBTOTAL	£307.5	£140.0	£89.2	£31.5	£119.3	£69.6	£757.1
OTHER CENTRES AND STORES OUTSIDE DISTRICT							
Banbury	£2.6	£1.7	£0.0	£0.2	£23.5	£0.7	£28.8
Birmingham	£2.5	£0.7	£1.7	£3.8	£1.3	£11.2	£21.3
Coventry	£24.4	£16.6	£32.1	£237.2	£19.7	£6.4	£336.3
Leicester	£0.0	£0.0	£0.1	£2.3	£0.2	£0.1	£2.6
Rugby	£0.3	£0.3	£0.0	£26.9	£17.9	£0.0	£45.3
Solihull	£6.5	£6.8	£6.9	£4.7	£9.7	£109.9	£144.5
Stratford-upon-Avon	£4.5	£11.8	£1.3	£1.9	£85.2	£127.6	£232.2
All other shops and stores	£4.6	£2.1	£2.3	£10.5	£23.0	£38.7	£81.3
OUTSIDE DISTRICT (LEAKAGE) SUBTOTAL	£45.4	£40.1	£44.4	£287.4	£180.4	£294.7	£892.4
TOTAL:	£352.9	£180.1	£133.6	£318.9	£299.8	£364.3	£1,649.5

Source: Expenditure allocated to centres/stores based on the baseline market shares derived from 2008 HTIS (Table 7) applied to available expenditure (Table 3) in each study zone.

TABLE 11: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10) (%)

	2012	2017	2022	2027	2029	2031
LEAMINGTON SPA	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
WARWICK	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
KENILWORTH	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
OUT OF TOWN STORES	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
ALL OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Source: SP Estimate based on survey evidence, previous retail studies and judgement as to the likely trade draw of stores and centres from outside the defined study area (based on location, scale, range and quality of offer compared with competing centres/stores).

TABLE 12: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & SHOPPING LOCATIONS WITHIN DISTRICT (£m)

	2012	2017	2022	2027	2029	2031
LEAMINGTON SPA	£314.1	£360.9	£431.4	£531.7	£575.2	£621.5
WARWICK	£37.3	£42.6	£50.7	£62.4	£67.4	£72.8
KENILWORTH:	£24.8	£27.6	£32.2	£39.1	£42.0	£45.1
OUT OF TOWN STORES	£39.5	£45.4	£54.3	£67.0	£72.5	£78.3
ALL OTHER	£1.5	£1.8	£2.1	£2.6	£2.8	£3.1
DISTRICT AREA TOTAL:	£417.2	£478.3	£570.7	£702.7	£760.0	£820.8

Source: Tables 7 - 13.

Comparison Goods 2012 Capacity Refresh

TABLE 13: WARWICK DISTRICT - ESTIMATED SALES AREAS & 'BENCHMARK' TURNOVERS

	Estimated Sales Area (sqm net)	Estimated Average Sales Density (£ per sqm net)	Estimated 'Benchmark' Turnover (£m)
LEAMINGTON SPA TOWN CENTRE:	42,397	£6,000	£254.38
WARWICK TOWN CENTRE:	8,187	£4,500	£36.84
KENILWORTH TOWN CENTRE:	7,790	£4,000	£31.16
OUT OF CENTRE RETAIL FLOORSPACE:	24,571	£2,880	£70.75
Leamington Retail Park ⁽¹⁾ :	11,048	£2,853	£31.52
Shires Gate:	2,788	£5,000	£13.94
Myton Road / Princes Drive:	4,884	£1,515	£7.40
Leamington - Other:	2,197	£5,252	£11.54
Emscote Road ⁽²⁾ :	2,591	£1,881	£4.87
Warwick - Other ⁽³⁾ :	1,063	£1,395	£1.48
WARWICK DISTRICT - TOTAL:	82,945	£4,740	£393.14

Source: Floorspace estimates informed by 2009 Warwick RLS and recent research/information, including the latest Experian Goad Centre Category Reports. An allowance has been made for vacant units in the centre and the likely vacant floorspace that could be taken up by comparison goods retailers.

Notes: (1) Includes Sainsbury's comparison goods floorspace and turnover
(3) Includes Asda comparison goods floorspace and turnover
(2) Includes Tesco comparison goods floorspace and turnover

TABLE 14: COMMITTED/PLANNED RETAIL DEVELOPMENTS - FLOORSPACE & TURNOVER ESTIMATES (£m)

	Estimated Sales Area (m ² net)	Average Sales Density (£ per m ²)	2012	2017	2022	2027	2029	2031
Morrison's (Old Warwick Road, Leamington Spa)	714	£9,627	-	£6.9	£7.5	£8.3	£8.6	£9.0
Aldi (Land off Queensway, Leamington Spa)	169	£4,500	-	£0.8	£0.8	£0.9	£1.0	£1.0
TOTAL COMPARISON TURNOVER OF ALL NEW COMMITMENTS:			£0.0	£7.6	£8.3	£9.2	£9.6	£10.0

Source: Warwick District Council.

Notes: Average sales density based on published information by Mintel and other research studies. Morrison's store assumed to have a 70:30 food:non-food split. An allowance is made for the increase productivity of existing and new retail floorspace (year-on-year):

2013 0.5%
2014-2018: 1.0%
2019-2031: 2.0%

Comparison Goods 2012 Capacity Refresh

TABLE 15: WARWICK DISTRICT - COMPARISON GOODS CAPACITY ASSESSMENT: BASELINE SCENARIO
Assume Equilibrium at Base Year and Constant Market Shares up to 2031

	2012	2017	2022	2027	2029	2031
TOTAL EXISTING MAIN FLOORSPACE IN DISTRICT - Excluding smaller centres, parades and non-food stores (sqm net):	82,945	82,945	82,945	82,945	82,945	82,945
STEP 1: TOTAL FORECAST 'POTENTIAL' TURNOVER OF FLOORSPACE IN DISTRICT (£ m):						
(i) Total 'Potential' Turnover (£ million) - excluding 'other' smaller stores:	£415.7	£476.5	£568.6	£700.1	£757.1	£817.7
(ii) Average Sales Density (£ per sq.m):	£5,012	£5,745	£6,856	£8,441	£9,128	£9,859
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF FLOORSPACE IN DISTRICT (£ m):						
(i) Total 'Benchmark' Turnover (£ million):	£415.7	£447.8	£494.5	£524.7	£545.9	£568.0
(ii) Average Sales Density (£ per sq.m):	£5,012	£5,399	£5,961	£6,326	£6,582	£6,848
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING COMMITMENT (£m):	£0.0	£28.7	£74.2	£175.4	£211.2	£249.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	£0.0	£7.6	£8.3	£9.2	£9.6	£10.0
STEP 5: NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS:	£0.00	£21.1	£65.8	£166.2	£201.6	£239.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
(ii) Net Floorspace Capacity (sq m):	0	3,357	9,596	21,939	25,588	29,247
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	4,796	13,708	31,341	36,554	41,781

Step 1: The total estimated existing comparison goods sales area in the District.

Step 1: The total 'potential' turnover of all existing comparison goods floorspace at 2012 (based on Table 11). The growth in 'potential' turnover up to 2031 assumes constant market shares over the forecast period.

Step 2: The total 'benchmark' turnover of existing comparison goods floorspace at 2011 (assume 'equilibrium' in this case - i.e. 'potential' turnover is equivalent to 'benchmark' turnover). Make an allowance for annual floorspace 'productivity' growth of:

2013:	0.0%
2014-2018:	0.0%
2019-2031:	0.0%

Step 3: The forecast residual expenditure capacity available to support new comparison goods floorspace over the forecast period.

Step 4: The forecast comparison goods turnover of all committed floorspace that had planning permission and/or was under construction at the time of preparing this assessment. Allow for growth in 'productivity' of all committed floorspace (as above).

Step 5: The net residual expenditure available to support new comparison goods floorspace after taking account of all new commitments.

Step 6: Forecasts the capacity for new comparison goods floorspace over the forecast period. The forecast residual expenditure capacity (£ million) has been converted to a net retail sales area based on an assumed average sales density for all new comparison goods floorspace of circa £6,000 per m² in 2012 (2011 prices). This is informed by the average turnover levels achieved by modern retailers trading in town centre locations. Notwithstanding this, it should be noted that the average sales levels for different retailers will vary due to a range of factors, including location and the scale and quality of the different comparison goods sold.

Comparison Goods 2012 Capacity Refresh

TABLE 16: LEAMINGTON SPA TOWN CENTRE - 'BASELINE' COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares up to 2031

		2012	2017	2022	2027	2029	2031
STEP 1:	TOTAL ESTIMATED FLOORSPACE IN TOWN CENTRE (sqm net):	42,397	42,397	42,397	42,397	42,397	42,397
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER OF FLOORSPACE IN DISTRICT (£ m):						
	(i) Total 'Potential' Turnover (£ million):	£314.1	£360.9	£431.4	£531.7	£575.2	£621.5
	(ii) Average Sales Density (£ per sq.m):	£7,408	£8,513	£10,175	£12,541	£13,568	£14,659
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF FLOORSPACE IN DISTRICT (£ m):						
	(i) Total 'Benchmark' Turnover (£ million):	£314.1	£338.4	£373.6	£396.5	£412.5	£429.2
	(ii) Average Sales Density (£ per sq.m):	£7,408	£7,982	£8,812	£9,352	£9,730	£10,123
STEP 4:	NET RESIDUAL EXPENDITURE - EXCLUDING COMMITMENT (£m):	£0.0	£22.5	£57.8	£135.2	£162.7	£192.3
STEP 5:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS:	£0.00	£22.5	£57.8	£135.2	£162.7	£192.3
STEP 7:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
	(ii) Net Floorspace Capacity (sq m):	0	3,591	8,422	17,851	20,652	23,459
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	5,130	12,031	25,502	29,502	33,513

TABLE 17: WARWICK TOWN CENTRE - 'BASELINE' COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares up to 2031

		2012	2017	2022	2027	2029	2031
STEP 1:	TOTAL ESTIMATED FLOORSPACE IN TOWN CENTRE (sqm net):	8,187	8,187	8,187	8,187	8,187	8,187
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER OF FLOORSPACE IN DISTRICT (£ m):						
	(i) Total 'Potential' Turnover (£ million):	£37.3	£42.6	£50.7	£62.4	£67.4	£72.8
	(ii) Average Sales Density (£ per sq.m):	£4,551	£5,202	£6,193	£7,619	£8,233	£8,896
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF FLOORSPACE IN DISTRICT (£ m):						
	(i) Total 'Benchmark' Turnover (£ million):	£37.3	£40.1	£44.3	£47.0	£48.9	£50.9
	(ii) Average Sales Density (£ per sq.m):	£4,551	£4,903	£5,413	£5,745	£5,977	£6,218
STEP 4:	NET RESIDUAL EXPENDITURE - EXCLUDING COMMITMENT (£m):	£0.0	£2.5	£6.4	£15.3	£18.5	£21.9
STEP 5:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS:	£0.00	£2.5	£6.4	£15.3	£18.5	£21.9
STEP 7:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
	(ii) Net Floorspace Capacity (sq m):	0	391	931	2,026	2,344	2,674
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	558	1,330	2,895	3,349	3,820

Comparison Goods 2012 Capacity Refresh

TABLE 18: KENILWORTH TOWN CENTRE - 'BASELINE' COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares up to 2031

		2012	2017	2022	2027	2029	2031
STEP 1:	TOTAL ESTIMATED FLOORSPLACE IN TOWN CENTRE (sqm net):	7,790	7,790	7,790	7,790	7,790	7,790
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER OF FLOORSPLACE IN DISTRICT (£ m):						
	(i) Total 'Potential' Turnover (£ million):	£24.8	£27.6	£32.2	£39.1	£42.0	£45.1
	(ii) Average Sales Density (£ per sq.m):	£3,184	£3,541	£4,136	£5,014	£5,397	£5,790
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF FLOORSPLACE IN DISTRICT (£ m):						
	(i) Total 'Benchmark' Turnover (£ million):	£24.8	£26.7	£29.5	£31.3	£32.6	£33.9
	(ii) Average Sales Density (£ per sq.m):	£3,184	£3,430	£3,787	£4,019	£4,181	£4,350
STEP 4:	NET RESIDUAL EXPENDITURE - EXCLUDING COMMITMENT (£m):	£0.0	£0.9	£2.7	£7.8	£9.5	£11.2
STEP 5:	TURNOVER OF ALL COMMITTED FLOORSPLACE (£m)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS:	£0.00	£0.9	£2.7	£7.8	£9.5	£11.2
STEP 7:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPLACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
	(ii) Net Floorspace Capacity (sq m):	0	137	396	1,024	1,202	1,368
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	196	565	1,462	1,717	1,954

TABLE 19: WARWICK DISTRICT: ALL OTHER COMPARISON GOODS FLOORSPLACE - 'BASELINE' CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares up to 2031

		2012	2017	2022	2027	2029	2031
STEP 1:	TOTAL ESTIMATED FLOORSPLACE IN TOWN CENTRE (sqm net):	24,571	24,571	24,571	24,571	24,571	24,571
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER OF FLOORSPLACE IN DISTRICT (£ m):						
	(i) Total 'Potential' Turnover (£ million):	£39.5	£45.4	£54.3	£67.0	£72.5	£78.3
	(ii) Average Sales Density (£ per sq.m):	£1,609	£1,849	£2,211	£2,726	£2,949	£3,187
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF FLOORSPLACE IN DISTRICT (£ m):						
	(i) Total 'Benchmark' Turnover (£ million):	£39.5	£42.6	£47.0	£49.9	£51.9	£54.0
	(ii) Average Sales Density (£ per sq.m):	£1,609	£1,733	£1,914	£2,031	£2,113	£2,198
STEP 4:	NET RESIDUAL EXPENDITURE - EXCLUDING COMMITMENT (£m):	£0.0	£2.9	£7.3	£17.1	£20.5	£24.3
STEP 5:	TURNOVER OF ALL COMMITTED FLOORSPLACE (£m)	£0.0	£7.6	£8.3	£9.2	£9.6	£10.0
STEP 6:	NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS:	£0.00	-£4.8	-£1.0	£7.9	£11.0	£14.3
STEP 7:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPLACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
	(ii) Net Floorspace Capacity (sq m):	0	-762	-152	1,038	1,391	1,746
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	0	-1,089	-217	1,482	1,987	2,494

Comparison Goods 2012 Capacity Refresh

TABLE 20: WARWICK DISTRICT - PLANNED HOUSING IN WARWICK DISTRICT: POPULATION AND EXPENDITURE GROWTH

		2012	2017	2022	2027	2029	2031
Average persons per dwelling (2):	2.3						
Average spend per person (£/ person) (3):		£2,856	£3,111	£3,551	£4,192	£4,464	£4,753
Estimated retention of expenditure within District (4):	75.0%						
Proposed Local Plan Housing Growth (1):							
Total Requirement 2011-2029	10,800						
Commitments as of August 2012	3,814						
Proposal Local Plan Housing Allocations							
Leamington Spa	1,210	290	1,450	2,900	4,350	4,900	4,900
Warwick	2,780	225	1,125	2,250	3,375	3,800	3,800
Other	4,340	125	625	1,250	1,875	2,105	2,105
Total remainder housing requirement	8,330	640	3,200	6,400	9,600	10,805	10,805
Total additional people:							
Leamington Spa		667	3,335	6,670	10,005	11,270	11,270
Warwick		518	2,588	5,175	7,763	8,740	8,740
Other		288	1,438	2,875	4,313	4,842	4,842
Subtotal		1,472	7,360	14,720	22,080	24,852	24,852
Revised population growth after allowing for double-counting at: 50%							
Leamington Spa		334	1,668	3,335	5,003	5,635	5,635
Warwick		259	1,294	2,588	3,881	4,370	4,370
Other		144	719	1,438	2,156	2,421	2,421
Subtotal		736	3,680	7,360	11,040	12,426	12,426
Total eximted additional expenditure from planned housing growth							
Leamington Spa		£0.7	£3.9	£8.9	£15.7	£18.9	£20.1
Warwick		£0.6	£3.0	£6.9	£12.2	£14.6	£15.6
Other		£0.3	£1.7	£3.8	£6.8	£8.1	£8.6
TOTAL		£1.6	£8.6	£19.6	£34.7	£41.6	£44.3

Notes:

(1) Planned housing growth up to 2029 taken from emerging Local Plan Preferred Options.

(2): Average persons per household derived from Experian Reports.

(3) Average expenditure per capita taken as average of all zones.

(4) Average retention rate is an SP estimate based on market shares shown in Table 5.

TABLE 21: WARWICK DISTRICT - 'REVISED' COMPARISON GOODS CAPACITY ASSESSMENT: GROWTH SCENARIO

	2012	2017	2022	2027	2029	2031
DISTRICT WIDE						
Net residual expenditure (not including commitments)	£0.0	£28.7	£74.2	£175.4	£211.2	£249.7
Additional expenditure from planned housing	£1.6	£8.6	£19.6	£34.7	£41.6	£44.3
Commitments	£0.0	-£7.6	-£8.3	-£9.2	-£9.6	-£10.0
TOTAL RESIDUAL EXPENDITURE CAPACITY FOR FLOORSPACE	£1.6	£29.7	£85.4	£200.9	£243.2	£284.1
FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
(ii) Net Floorspace Capacity (sq m):	263	4,726	12,453	26,522	30,867	34,650
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	375	6,751	17,790	37,888	44,096	49,499

TABLE 22: LEAMINGTON SPA TOWN CENTRE - REVISED CAPACITY ASSESSMENT BASED ON HOUSING ALLOCATIONS

	2012	2017	2022	2027	2029	2031
NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS	£0.0	£22.5	£57.8	£135.2	£162.7	£192.3
NET RESIDUAL EXPENDITURE DERIVED FROM NEW HOUSING:	£0.7	£3.9	£8.9	£15.7	£18.9	£20.1
TOTAL RESIDUAL EXPENDITURE CAPACITY FOR FLOORSPACE	£0.7	£26.4	£66.7	£150.9	£181.6	£212.4
FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
(ii) Net Floorspace Capacity (sq m):	119	4,211	9,716	19,928	23,046	25,909
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	170	6,016	13,881	28,468	32,922	37,013

TABLE 23: WARWICK TOWN CENTRE - REVISED CAPACITY ASSESSMENT BASED ON HOUSING ALLOCATIONS

	2012	2017	2022	2027	2029	2031
NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS	£0.0	£2.5	£6.4	£15.3	£18.5	£21.9
NET RESIDUAL EXPENDITURE DERIVED FROM NEW HOUSING:	£0.6	£3.0	£6.9	£12.2	£14.6	£15.6
TOTAL RESIDUAL EXPENDITURE CAPACITY FOR FLOORSPACE	£0.6	£5.5	£13.3	£27.6	£33.1	£37.5
FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
(ii) Net Floorspace Capacity (sq m):	92	872	1,935	3,638	4,201	4,574
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	132	1,246	2,764	5,197	6,001	6,535

TABLE 24: KENILWORTH TOWN CENTRE - REVISED CAPACITY ASSESSMENT BASED ON HOUSING ALLOCATIONS

	2012	2017	2022	2027	2029	2031
NET RESIDUAL EXPENDITURE - AFTER ALL COMMITMENTS	£0.0	£0.9	£2.7	£7.8	£9.5	£11.2
NET RESIDUAL EXPENDITURE DERIVED FROM NEW HOUSING:	£0.3	£1.7	£3.8	£6.8	£8.1	£8.6
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TOTAL RESIDUAL EXPENDITURE CAPACITY FOR FLOORSPACE	£0.3	£2.5	£6.5	£14.5	£17.6	£19.8
FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,275	£6,860	£7,574	£7,880	£8,198
(ii) Net Floorspace Capacity (sq m):	51	404	954	1,919	2,230	2,420
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	73	578	1,362	2,741	3,186	3,458