

Appendix 2

WEST DORSET, WEYMOUTH AND PORTLAND 'REASN' MODEL 2007 - Scenario 1

Project: West Dorset, Weymouth and Portland Joint Retail Study
 Latest Revision: 02.06.08

TABLE 1
 CATCHMENT AREA POPULATION FORECASTS

Zone	Area	2007	2012	2017	2022	2026
Zone 1	Bridport, Lyme Regis	28,755	29,951	31,499	33,079	34,343
Zone 2	Bearminster	9,151	9,279	9,469	9,659	9,811
Zone 3	Central West Dorset	12,866	13,659	14,654	15,634	16,418
Zone 4	North Weymouth	31,387	31,646	32,340	33,060	33,636
Zone 5	Dorchester	17,219	18,080	19,175	20,260	21,128
Zone 6	Weymouth	35,597	36,505	38,204	39,919	41,291
Zone 7	Sherborne	31,953	32,737	33,744	34,769	35,589
Zone 8	Portland	13,182	13,486	14,101	14,726	15,226
TOTAL		180,110	185,343	193,186	201,106	207,442

SOURCES:

- (1) Catchment Area is based CBRE NLSLP (2007).
- (2) Population estimates derived from 2001 Census.

NOTES:

- (1) MapInfo's estimate of population at 2005 has been used. The annual rate of growth between 2016-2017 has been used to project to 2022 and beyond.

TABLE 2a
CATCHMENT AREA RETAIL EXPENDITURE FORECASTS (2005 prices)

Catchment Zone	2005		2007		2012		2017		2022		2026		2007		2012		2017		2022		2026			
	(£m)	(£)	(£m)	(£)	(£m)	(£)	(£m)	(£)	(£m)	(£)	(£m)	(£)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	
Convenience Goods	1,217	Excluding SFT	1,227	1,277	1,277	1,329	1,329	1,383	1,427	1,427	1,427	1,427	77.8	102.9	137.4	183.3	183.3	230.5	230.5	230.5	230.5	230.5	230.5	
Comparison Goods	2,443	Excluding SFT	2,704	3,435	3,435	4,363	5,542	6,711	6,711	6,711	6,711	6,711	24.7	31.9	41.3	53.5	53.5	65.8	65.8	65.8	65.8	65.8	65.8	
GROWTH IN PER CAPITA RETAIL EXPENDITURE:																								
Convenience Goods:	1.0	% 2005-06	5.5	% 2005-06	2007	2012	2017	2022	2026	2026	2026	2026	0.80	%pa 2006-26	4.90	%pa 2006-26	4.90	%pa 2006-26	4.90	%pa 2006-26	4.90	%pa 2006-26	4.90	%pa 2006-26
Comparison Goods:	5.5	% 2005-06	1,227	1,277	1,277	1,329	1,383	1,427	1,427	1,427	1,427	1,427	24.7	31.9	41.3	53.5	53.5	65.8	65.8	65.8	65.8	65.8	65.8	
PER CAPITA EXPENDITURE IN																								
Convenience Goods: (£)	1,227		1,277	1,329	1,383	1,427	1,427	1,427	1,427	1,427	1,427	1,427	77.8	102.9	137.4	183.3	183.3	230.5	230.5	230.5	230.5	230.5	230.5	
Comparison Goods (£):	2,704		3,435	4,363	5,542	6,711	6,711	6,711	6,711	6,711	6,711	6,711	24.7	31.9	41.3	53.5	53.5	65.8	65.8	65.8	65.8	65.8	65.8	
TOTAL RETAIL EXPENDITURE																								
Zone																								
Zone 1 - Bridport, Lyme Regis		35.3	38.2	41.9	45.7	49.0	49.0	49.0	49.0	49.0	49.0	49.0	77.8	102.9	137.4	183.3	183.3	230.5	230.5	230.5	230.5	230.5	230.5	
Zone 2 - Beaminstor		11.2	11.8	12.6	13.4	14.0	14.0	14.0	14.0	14.0	14.0	14.0	24.7	31.9	41.3	53.5	53.5	65.8	65.8	65.8	65.8	65.8	65.8	
Zone 3 - Central West Dorset		15.8	17.4	19.5	21.6	23.4	23.4	23.4	23.4	23.4	23.4	23.4	34.8	46.9	63.9	86.6	86.6	110.2	110.2	110.2	110.2	110.2	110.2	
Zone 4 - North Weymouth		38.5	40.4	43.0	45.7	48.0	48.0	48.0	48.0	48.0	48.0	48.0	84.9	108.7	141.1	183.2	183.2	225.7	225.7	225.7	225.7	225.7	225.7	
Zone 5 - Dorchester		21.1	23.1	25.5	28.0	30.2	30.2	30.2	30.2	30.2	30.2	30.2	46.6	62.1	83.7	112.3	112.3	141.8	141.8	141.8	141.8	141.8	141.8	
Zone 6 - Weymouth		43.7	46.6	50.8	55.2	58.9	58.9	58.9	58.9	58.9	58.9	58.9	96.3	125.4	166.7	221.2	221.2	277.1	277.1	277.1	277.1	277.1	277.1	
Zone 7 - Sherborne		39.2	41.8	44.8	48.1	50.8	50.8	50.8	50.8	50.8	50.8	50.8	86.4	112.4	147.2	192.7	192.7	238.8	238.8	238.8	238.8	238.8	238.8	
Zone 8 - Portland		16.2	17.2	18.7	20.4	21.7	21.7	21.7	21.7	21.7	21.7	21.7	35.6	46.3	61.5	81.6	81.6	102.2	102.2	102.2	102.2	102.2	102.2	
TOTALS		221.0	236.6	256.7	278.1	296.1	296.1	296.1	296.1	296.1	296.1	296.1	487.0	636.6	842.9	1,114.5	1,114.5	1,392.1	1,392.1	1,392.1	1,392.1	1,392.1	1,392.1	

SOURCES:

- (1) MapInfo Area Profile Report for West Dorset (2007).
- (2) MapInfo Information Brief 07/02.
- (3) Table 1 for population.

NOTES:

- (1) Convenience expenditure before deduction of Special Forms of Trading (SFT) - £1,449.
- (2) Comparison expenditure before deduction of SFT - £2,580.
- (3) Expenditure on SFT excluded - 1.6% for convenience goods and at 5.3% for comparison goods (MapInfo Expenditure Explanatory Volume (2003) Table 2).
- (4) Convenience growth 2005 onwards: 2005-2006- 1%, and 2006-2026 - 0.8% per annum (MapInfo 07/02 Tables 1 and 3 mid point between short and medium term trends (1998-2006 and 1988-2006)).
- (5) Comparison growth 2005 onwards: 2005-2006 - 5.5%, and 2006-2026 - 4.9% per annum. (MapInfo 07/02 Tables 1 and 3 (4.9% per annum based upon the longterm trend (1978-2006)).

BRIDPORT TOWN CENTRE FORECASTS

TABLE 3c
BRIDPORT TOWN CENTRE'S DRAW UPON THE CATCHMENT AREA.

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO BRIDPORT TOWN CENTRE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)
Zone 1 Bridport, Lyme Regis	33%	33%	33%	33%	33%	42%	42%	42%	42%	42%
Zone 2 Beaminster	8%	8%	8%	8%	8%	10%	10%	10%	10%	10%
Zone 3 Central West Dorset	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%
Zone 4 North Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 5 Dorchester	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 6 Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 7 Sherborne	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%
Zone 8 Portland Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

SCENARIO: 1 - Baseline
Market Shares indicated by Household Interview Survey 2007 remain unchanged throughout forecasting period.

SOURCE: Table 3c(i) and Household Interview Survey (2007).

TABLE 3c(i)
CONVENIENCE GOODS 2007

ALLOCATIONS TO TOWN CENTRE 2007			
	Main Food Q1	Top-up convenience Q4	WEIGHTED AVERAGE
Expenditure Weighting:	80	20	100
Zone	(%)	(%)	(%)
Zone 1 Bridport, Lyme Regis	27.7%	52.8%	32.7%
Zone 2 Beaminster	7.7%	11.4%	8.4%
Zone 3 Central West Dorset	1.4%	3.8%	1.9%
Zone 4 North Weymouth	0.0%	0.0%	0.0%
Zone 5 Dorchester	0.0%	0.0%	0.0%
Zone 6 Weymouth	0.0%	0.0%	0.0%
Zone 7 Sherbourne	0.6%	0.7%	0.6%
Zone 8 Portland Weymouth	0.0%	0.0%	0.0%

SOURCE: Household Interview Survey (2007).

TABLE 4c
 FORECAST RETAIL SALES IN BRIDPORT TOWN CENTRE (2005 prices)

Catchment zone	As Table 3a									
	RETAIL SALES IN BRIDPORT TOWN CENTRE BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)
Zone 1 Bridport, Lyme Regis	11.5	12.5	13.7	15.0	16.0	32.6	43.1	57.6	76.9	96.6
Zone 2 Beaminster	0.9	1.0	1.1	1.1	1.2	2.4	3.1	4.1	5.3	6.5
Zone 3 Central West Dorset	0.3	0.3	0.4	0.4	0.4	0.2	0.3	0.4	0.6	0.8
Zone 4 North Weymouth	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.2
Zone 5 Dorchester	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.5	0.6
Zone 6 Weymouth	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.3	0.4	0.5
Zone 7 Sherborne	0.2	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Zone 8 Portland Weymouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTALS	13.0	14.1	15.4	16.8	18.0	35.7	47.2	62.9	83.7	105.1

SOURCE: Tables 2 & 3c.

TABLE 5c

FUTURE RETAIL FLOORSACE CAPACITY IN BRIDPORT TOWN CENTRE

SCENARIO:		As Table 3c					
Growth in sales per sq m from shop floorspace existing in 2007 (at 2005 prices)		0.00 % pa 2005-2026			1.5 % pa 2005-2026		
Convenience Goods:		2007	2012	2017	2022	2026	Comparison Goods:
		CONVENIENCE GOODS			COMPARISON GOODS		
		2007	2012	2017	2022	2026	2007
Residents' Spending £m		13.0	14.1	15.4	16.8	18.0	35.7
Plus visitors' spending		0.06	0.06	0.06	0.06	0.06	0.0
Total spending (£m)		13.1	14.2	15.5	16.8	18.0	35.7
Existing shop floorspace (sq m net)		2,368	2,368	2,368	2,368	2,368	12,085
Sales per sq m net £		5,526	5,753	5,753	5,753	5,753	2,955
Sales from extg flrspace (£m)		13.1	13.6	13.6	13.6	13.6	35.7
Residual spending to support new shops (£m)		0.0	0.5	1.8	3.2	4.4	0.0
Sales per sq m net in major foodstores/ comparison shops (£)		12,713	12,713	12,713	12,713	12,713	2,955
Supportable capacity for major new foodstore (sq m net)		0	42	144	254	347	0
Less policy commitments		0	0	0	0	0	0
Net capacity for new shop flrspace (sq m net)		0	42	144	254	347	0
							1,393
							4,596
							8,534
							11,945

SOURCES: (1) Table 4c.

Table 5c(i)

**SALES CAPACITY OF EXISTING TOWN CENTRE
MAIN FOOD AND CONVENIENCE GOODS SHOPS AND STORES IN 2007**

Store	Floorspace (sq m)	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Convenience Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£m)
Somerfield, Bridport	1,328	1,328	85	1,129	6,522	7.4
Co-operative, High Street, Bridport	985	985	75	739	6,442	4.8
Local stores, Bridport	500	500	100	500	3,000	1.5
ALL STORES & SHOPS	2,813	2,813		2,368	5,753	13.6

SOURCES:

- (1) Floorspace figures provided IGD (2005).
- (2) Estimated Company average sale densities from Verdict (2005).

LYME REGIS TOWN CENTRE FORECASTS

TABLE 3d
LYME REGIS TOWN CENTRE'S DRAW UPON THE CATCHMENT AREA.

1 - Baseline

Market Shares indicated by Household Interview Survey 2007 remain unchanged throughout forecasting period.

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO LYME REGIS TOWN CENTRE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)
Zone 1 Bridport, Lyme Regis	4%	4%	4%	4%	4%	15%	15%	15%	15%	15%
Zone 2 Beaminstor	0%	0%	0%	0%	0%	4%	4%	4%	4%	4%
Zone 3 Central West Dorset	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%
Zone 4 North Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 5 Dorchester	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 6 Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 7 Sherborne	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 8 Portland Weymouth	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%

SOURCE: Table 3d(i) and Household Interview Survey (2007).

TABLE 3d(i)
CONVENIENCE GOODS 2007

ALLOCATIONS TO TOWN CENTRE 2007			
	Main Food Q1	Top-up convenience Q4	WEIGHTED AVERAGE
Expenditure Weighting:	80	20	100
Zone	(%)	(%)	(%)
Zone 1 Bridport, Lyme Regis	1.89%	11.0%	3.7%
Zone 2 Beaminster	0.00%	0.0%	0.0%
Zone 3 Central West Dorset	0.00%	0.0%	0.0%
Zone 4 North Weymouth	0.00%	0.0%	0.0%
Zone 5 Dorchester	0.00%	0.0%	0.0%
Zone 6 Weymouth	0.00%	0.0%	0.0%
Zone 7 Sherborne	0.00%	0.0%	0.0%
Zone 8 Portland Weymouth	1.45%	0.0%	1.2%

SOURCE: Household Interview Survey (2007).

TABLE 4d
 FORECAST RETAIL SALES IN LYME REGIS TOWN CENTRE (2005 prices)

Catchment zone	RETAIL SALES IN LYME REGIS TOWN CENTRE BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)
Zone 1 Bridport, Lyme Regis	1.3	1.4	1.6	1.7	1.8	11.8	15.6	20.8	27.8	34.9
Zone 2 Beaminster	0.0	0.0	0.0	0.0	0.0	1.1	1.4	1.8	2.3	2.8
Zone 3 Central West Dorset	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.5	0.6
Zone 4 North Weymouth	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.3	0.4	0.5
Zone 5 Dorchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 Weymouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sherborne	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.2	0.3	0.4
Zone 8 Portland Weymouth	0.2	0.2	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0
TOTALS	1.5	1.6	1.8	1.9	2.1	13.4	17.6	23.5	31.3	39.3

As Table 3d

SOURCE: Tables 2 & 3d.

TABLE 5d

FUTURE RETAIL FLOORSACE CAPACITY IN LYME REGIS TOWN CENTRE

SCENARIO:		As Table 3d					Comparison Goods:					
Growth in sales per sq m from shop floorspace existing in 2007 (at 2005 prices)		0.00 % pa 2005-2026					1.5 % pa 2005-2026					
Convenience Goods:		CONVENIENCE GOODS			COMPARISON GOODS			2007	2012	2017	2022	2026
		2007	2012	2017	2022	2026	2007	2012	2017	2022	2026	
Residents' Spending £m		1.5	1.6	1.8	1.9	2.1	13.4	17.6	23.5	31.3	39.3	
Plus visitors' spending		0.01	0.01	0.01	0.01	0.01	0.04	0.04	0.04	0.04	0.04	
Total spending (£m)		1.5	1.6	1.8	1.9	2.1	13.4	17.7	23.5	31.3	39.3	
Existing shop floorspace (sq m net)		158	158	158	158	158	4,066	4,066	4,066	4,066	4,066	
Sales per sq m net £		9,521	5,352	5,352	5,352	5,352	3,297	3,500	3,770	4,062	4,376	
Sales from extg flrspace (£m)		1.5	0.8	0.8	0.8	0.8	13.4	14.2	15.3	16.5	17.8	
Residual spending to support new shops (£m)		0.0	0.8	0.9	1.1	1.2	0.0	3.5	8.2	14.8	21.5	
Sales per sq m net in major foodstores/ comparison shops (£)		12,713	12,713	12,713	12,713	12,713	3,297	3,500	3,770	4,062	4,376	
Supportable capacity for major new foodstore (sq m net)		0	61	73	86	97	0	986	2,179	3,645	4,914	
Less policy commitments		0	0	0	0	0	0	0	0	0	0	
Net capacity for new shop flrspace (sq m net)		0	61	73	86	97	0	986	2,179	3,645	4,914	

SOURCES:

(1) Table 4d.

NOTES:

- (1) Excludes vacant shops.
(2) Comparison goods gross retail floorspace based on information provided by GOAD Experian and CBRE estimates.
(3) Net sales floorspace calculated at 80% of gross, with addition made for retail floorspace on upper floors.
(4) Sales per sqm for new foodstore based upon average of 'top' five convenience retailers.

Table 5d(i)

**SALES CAPACITY OF EXISTING CITY CENTRE
MAIN FOOD AND CONVENIENCE GOODS SHOPS AND STORES IN 2007**

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)
Co-op, 38 Broad Street, Lyme Regis, Dorset	144	75	108	6,442	0.7
Local stores, Lyme Regis	50	100	50	3,000	0.2
ALL STORES & SHOPS	194	-	158	5,352	0.8

SOURCES:

- (1) Floorspace figures provided by IGD (2005).
(2) Estimated Company average sale densities from Verdict (2005).

SHERBORNE TOWN CENTRE FORECASTS

TABLE 3e
SHERBORNE TOWN CENTRE'S DRAW UPON THE CATCHMENT AREA.

1 - Baseline

SCENARIO: Market Shares indicated by Household Interview Survey 2007 remain unchanged throughout forecasting period.

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO SHERBORNE TOWN CENTRE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)
Zone 1 Bridport, Lyme Regis	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 2 Beaminster	2%	2%	2%	2%	2%	0%	0%	0%	0%	0%
Zone 3 Central West Dorset	0%	0%	0%	0%	0%	2%	2%	2%	2%	2%
Zone 4 North Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 5 Dorchester	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%
Zone 6 Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Zone 7 Sherborne	47%	47%	47%	47%	47%	24%	24%	24%	24%	24%
Zone 8 Portland Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

SOURCE: Table 3e(i) and Household Interview Survey (2007).

TABLE 3e(i)
CONVENIENCE GOODS 2007

ALLOCATIONS TO TOWN CENTRE 2007			
	Main Food Q1	Top-up convenience Q4	WEIGHTED AVERAGE
Expenditure Weighting:	80	20	100
Zone	(%)	(%)	(%)
Zone 1 Bridport, Lyme Regis	0.00%	0.8%	0.2%
Zone 2 Beaminster	1.92%	0.0%	1.5%
Zone 3 Central West Dorset	0.00%	1.9%	0.4%
Zone 4 North Weymouth	0.00%	0.0%	0.0%
Zone 5 Dorchester	1.08%	2.6%	1.4%
Zone 6 Weymouth	0.00%	0.0%	0.0%
Zone 7 Sherborne	52.33%	27.2%	47.3%
Zone 8 Portland Weymouth	0.00%	0.0%	0.0%

SOURCE: Household Interview Survey (2007).

TABLE 4e

FORECAST RETAIL SALES IN SHERBORNE TOWN CENTRE (2005 prices)

Catchment zone	As Table 3e									
	RETAIL SALES IN SHERBORNE TOWN CENTRE BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)
Zone 1 Bridport, Lyme Regis	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.4	0.5
Zone 2 Beaminster	0.2	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Zone 3 Central West Dorset	0.1	0.1	0.1	0.1	0.1	0.6	0.8	1.1	1.5	1.9
Zone 4 North Weymouth	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.3
Zone 5 Dorchester	0.3	0.3	0.4	0.4	0.4	0.0	0.1	0.1	0.1	0.1
Zone 6 Weymouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sherborne	18.5	19.8	21.2	22.7	24.0	20.6	26.8	35.1	45.9	56.9
Zone 8 Portland Weymouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTALS	19.1	20.4	21.9	23.5	24.8	21.5	28.0	36.7	48.1	59.7

SOURCE: Tables 2 & 3e.

TABLE 5e
FUTURE RETAIL FLOORSPACE CAPACITY IN SHERBORNE TOWN CENTRE

SCENARIO: As Table 3e		0.00 % pa 2005-2026				1.5 % pa 2005-2026					
Growth in sales per sq m from shop floorspace existing in 2007 (at 2005 prices)		CONVENIENCE GOODS				COMPARISON GOODS					
Convenience Goods:		2007	2012	2017	2022	2026	2007	2012	2017	2022	2026
Residents'											
Spending £m		19.1	20.4	21.9	23.5	24.8	21.5	28.0	36.7	48.1	59.7
Plus visitors' spending		0.03	0.03	0.03	0.03	0.03	0.07	0.07	0.07	0.07	0.07
Total spending (£m)		19.2	20.4	21.9	23.5	24.9	21.6	28.1	36.8	48.2	59.8
Existing shop floorspace (sq m net)		1,061	1,061	1,061	1,061	1,061	7,714	7,714	7,714	7,714	7,714
Sales per sq m net £		18,048	5,858	5,858	5,858	5,858	2,798	3,500	3,770	4,062	4,376
Sales from extg floorspace (£m)		19.2	6.2	6.2	6.2	6.2	21.6	27.0	29.1	31.3	33.8
Residual spending to support new shops (£m)		0.0	14.2	15.7	17.3	18.6	0.0	1.1	7.7	16.9	26.1
Sales per sq m net in major foodstores/comparison shops (£)		12,713	12,713	12,713	12,713	12,713	2,798	3,500	3,770	4,062	4,376
Supportable capacity for major new foodstore (sq m net)		0	1,118	1,236	1,361	1,467	0	313	2,050	4,157	5,953
Less policy commitments		0	0	0	0	0	0	0	0	0	0
Net capacity for new shop floorspace (sq m net)		0	1,118	1,236	1,361	1,467	0	313	2,050	4,157	5,953

SOURCES: (1) Table 4e.

NOTES:

- (1) Excludes vacant shops.
- (2) Comparison goods gross retail floorspace based on information provided by GOAD Experian and CBRE estimates.
- (3) Net sales floorspace calculated at 80% of gross, with addition made for retail floorspace on upper floors.
- (4) Sales per sqm for new foodstore based upon average of 'top' five convenience retailers.

Table 5e(i)

**SALES CAPACITY OF EXISTING CITY CENTRE
MAIN FOOD AND CONVENIENCE GOODS SHOPS AND STORES IN 2007**

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)
Somerfield, Sherborne	1,119	77	861	6,522	5.6
Local stores, Sherborne	200	100	200	3,000	0.6
ALL STORES & SHOPS	1,319	-	1,061	5,858	6.2

SOURCES:

- (1) Floorspace figures provided IGD (2005) and CBRE Estimates
(2) Estimated Company average sale densities from Verdict (2005).

BEAMINSTER CENTRE FORECASTS

TABLE 3f
BEAMINSTER CENTRE'S DRAW UPON THE CATCHMENT AREA.

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO BEAMINSTER CENTRE											
	CONVENIENCE GOODS						COMPARISON GOODS					
	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)		
Zone 1 Bridport, Lyme Regis	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Zone 2 Beaminster	13%	13%	13%	13%	13%	9%	9%	9%	9%	9%		
Zone 3 Central West Dorset	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Zone 4 North Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Zone 5 Dorchester	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Zone 6 Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Zone 7 Sherborne	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Zone 8 Portland Weymouth	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		

SCENARIO: 1 - Baseline
Market Shares indicated by Household Interview Survey 2007 remain unchanged throughout forecasting period.

SOURCE: Table 3f(i) and Household Interview Survey (2007).

TABLE 3f(i)
CONVENIENCE GOODS 2007

ALLOCATIONS TO TOWN CENTRE 2007				
	Main Food	Top-up	WEIGHTED	
	Q1	convenience	AVERAGE	
Expenditure				
Weighting:	80	20	100	
Zone	(%)	(%)	(%)	(%)
Zone 1 Bridport, Lyme Regis	0.63%	2.4%	1.0%	
Zone 2 Beaminster	9.62%	25.7%	12.8%	
Zone 3 Central West Dorset	0.00%	0.0%	0.0%	
Zone 4 North Weymouth	0.00%	0.7%	0.1%	
Zone 5 Dorchester	0.00%	0.0%	0.0%	
Zone 6 Weymouth	0.00%	0.0%	0.0%	
Zone 7 Sherborne	0.00%	0.0%	0.0%	
Zone 8 Portland Weymouth	0.00%	0.0%	0.0%	

SOURCE: Household Interview Survey (2007).

TABLE 4f
FORECAST RETAIL SALES IN BEAMINSTER CENTRE (2005 prices)

Catchment zone	RETAIL SALES IN BEAMINSTER TOWN CENTRE BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)
Zone 1 Bridport, Lyme Regis	0.3	0.4	0.4	0.4	0.5	0.5	0.7	0.9	1.3	1.6
Zone 2 Beaminster	1.4	1.5	1.6	1.7	1.8	2.2	2.8	3.7	4.7	5.8
Zone 3 Central West Dorset	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 North Weymouth	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Zone 5 Dorchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 Weymouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sherborne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Zone 8 Portland Weymouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTALS	1.8	2.0	2.1	2.2	2.3	2.8	3.6	4.7	6.1	7.5

SOURCE: Tables 2 & 3f.

TABLE 5f

FUTURE RETAIL FLOORSACE CAPACITY IN BEAMINSTER TOWN CENTRE

SCENARIO:		As Table 3f				
Growth in sales per sq m from shop floorspace existing in 2007 (at 2005 prices)		1.5 % pa 2005-2026				
Convenience Goods:		COMPARISON GOODS				
0.00 % pa 2005-2026		2007 2012 2017 2022 2026				
Comparison Goods:		2007 2012 2017 2022 2026				
Residents'						
Spending £m	1.8	2.0	2.1	2.2	2.3	7.5
Plus visitors'						
spending	0.00	0.00	0.00	0.00	0.00	0.01
Total						
spending (£m)	1.8	2.0	2.1	2.2	2.4	7.5
Existing shop						
floorspace						
(sq m net)	158	158	158	158	158	800
Sales						
per sq m net £	11,692	5,352	5,352	5,352	5,352	4,376
Sales from extg						
firspsc (£m)	1.8	0.8	0.8	0.8	0.8	3.5
Residual						
spending to						
support new						
shops (£m)	0.0	1.1	1.2	1.4	1.5	4.0
Sales per sq m						
net in major foodstores/ comparison shops (£)	12,713	12,713	12,713	12,713	12,713	4,376
Supportable						
capacity for major new						
foodstore	0	87	98	109	118	917
(sq m net)						
Less policy						
commitments	0	0	0	0	0	0
Net capacity						
for new						
shop floorspace	0	87	98	109	118	917
(sq m net)						

SOURCES: (1) Table 4f.

NOTES:

- (1) Excludes vacant shops.
(2) Comparison goods gross retail floorspace based on information provided by GOAD Experian and CBRE estimates.
(3) Net sales floorspace calculated at 80% of gross, with addition made for retail floorspace on upper floors.
(4) Sales per sqm for new foodstore based upon average of 'top' five convenience retailers.

Table 5f(i)

**SALES CAPACITY OF EXISTING TOWN CENTRE
MAIN FOOD AND CONVENIENCE GOODS SHOPS AND STORES IN 2006**

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)
Co-op (South West), High Street, Beaminster	144	75	108	6,442	0.7
Local stores, Beaminster	50	100	50	3,000	0.2
ALL STORES & SHOPS	194	-	158	5,352	0.8

SOURCES:

- (1) Floorspace figures IGD (2005).
- (2) Estimated Company average sale densities from Verdict (2005).
- (3) Net sales floorspace for convenience stores calculated at 80% of gross.

Appendix 2

Scenario 2