Appendix 6

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	Beaminster	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 NSLSP (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)

PER CAPITA EXPENDITURE IN	2005					
	(£)					
Convenience Goods	1,217	Excluding SFT				
Comparison Goods	2,443	Excluding SFT				
GROWTH IN PER CAPITA RETAIL EXPENDITURE:						
Convenience Goods:	1.0	% 2005-06			0.80	%pa 2006-26
Comparison Goods:	5.5	% 2005-06			4.90	%pa 2006-26
PER CAPITA EXPENDITURE IN	2007	2012	2017	2022	2026	
Convenience Goods: (£)	1,227	1,277	1,329	1,383	1,427	
Comparison Goods (£):	2,704	3,435	4,363	5,542	6,711	

Catchment Zone	TOTAL RETAIL EXPENDITURE									
	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	35.3	38.2	41.9	45.7	49.0	77.8	102.9	137.4	183.3	230.5
Zone 2 - Beaminster	11.2	11.8	12.6	13.4	14.0	24.7	31.9	41.3	53.5	65.8
Zone 3 - Central West Dorset	15.8	17.4	19.5	21.6	23.4	34.8	46.9	63.9	86.6	110.2
Zone 4 - North Weymouth	38.5	40.4	43.0	45.7	48.0	84.9	108.7	141.1	183.2	225.7
Zone 5 - Dorchester	21.1	23.1	25.5	28.0	30.2	46.6	62.1	83.7	112.3	141.8
Zone 6 - Weymouth	43.7	46.6	50.8	55.2	58.9	96.3	125.4	166.7	221.2	277.1
Zone 7 - Sherborne	39.2	41.8	44.8	48.1	50.8	86.4	112.4	147.2.	192.7	238.8
Zone 8 - Portland	16.2	17.2	18.7	20.4	21.7	35.6	46.3	61.5	81.6	102.2
TOTALS	221.0	236.6	256.7	278.1	296.1	487.0	636.6	842.9	1,114.5	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) Comparision 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 anf 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)).

WEYMOUTH TOWN CENTRE FORECASTS

TABLE 3a

WEYMOUTH TOWN CENTRE'S DRAW UPON THE CATCHMENT AREA.

SCENARIO: 1 - Baseline

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

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO WEYMOUTH TOWN 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%	6%	6%	6%	6%	6%
Zone 2 Beaminster	0%	0%	0%	0%	0%	2%	2%	2%	2%	2%
Zone 3 Central West Dorset	0%	0%	0%	0%	0%	5%	5%	5%	5%	5%
Zone 4 North Weymouth	4%	4%	4%	4%	4%	39%	39%	39%	39%	39%
Zone 5 Dorchester	1%	1%	1%	1%	1%	6%	6%	6%	6%	6%
Zone 6 Weymouth	10%	10%	10%	10%	10%	61%	61%	61%	61%	61%
Zone 7 Sherborne	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%
Zone 8 Portland Weymouth	6%	6%	6%	6%	6%	56%	56%	56%	56%	56%

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

TABLE 3a(i)

CONVENIENCE GOODS 2007

ALLOCATIONS TO TOWN CENTRE 2007			
	Main Food Q2	Top-up convenience Q4	WEIGHTED AVERAGE
Expenditure Weighting:	80	20	100
Zone	(%)	(%)	(%)
Zone 1 Bridport, Lyme Regis	0.6%	0.0%	1%
Zone 2 Beaminster	0.0%	0.0%	0%
Zone 3 Central West Dorset	0.0%	0.0%	0%
Zone 4 North Weymouth	2.3%	10.2%	4%
Zone 5 Dorchester	1.1%	0.0%	1%
Zone 6 Weymouth	5.5%	27.6%	10%
Zone 7 Sherborne	0.0%	2.2%	0%
Zone 8 Portland Weymouth	7.2%	3.2%	6%

SOURCE: Household Interview Survey (2007).

TABLE 4a

FORECAST RETAIL SALES IN WEYMOUTH TOWN CENTRE (2005 prices)

SCENARIO:	As Table 3a									
Catchment zone	RETAIL SALES IN WEYMOUTH 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	0.2	0.2	0.2	0.2	0.2	4.6	6.0	8.1	10.8	13.5
Zone 2 Beaminster	0.0	0.0	0.0	0.0	0.0	0.6	0.7	0.9	1.2	1.5
Zone 3 Central West Dorset	0.0	0.0	0.0	0.0	0.0	1.8	2.4	3.3	4.5	5.7
Zone 4 North Weymouth	1.5	1.6	1.7	1.8	1.9	32.9	42.1	54.6	70.9	87.4
Zone 5 Dorchester	0.2	0.2	0.2	0.2	0.3	2.7	3.6	4.8	6.5	8.2
Zone 6 Weymouth	4.3	4.6	5.0	5.5	5.9	58.4	76.0	101.1	134.2	168.0
Zone 7 Sherborne	0.2	0.2	0.2	0.2	0.2	0.6	0.7	1.0	1.3	1.6
Zone 8 Portland Weymouth	1.0	1.1	1.2	1.3	1.4	19.9	25.8	34.3	45.5	57.0
TOTALS	7.4	7.9	8.5	9.2	9.8	121.3	157.5	208.1	274.8	342.9

SOURCE: Tables 2 & 3a.

TABLE 5a

FUTURE RETAIL FLOORSPACE CAPACITY IN WEYMOUTH TOWN CENTRE

SCENARIO: As Table 3a

Growth in sales per sq m from shop floorspace existing in 2007 (at 2005 prices)

Convenience Goods: 0.00 % pa 2005-2026

Comparison Goods: 1.5 % pa 2005-2026

	CONVENIENCE GOODS 2007	2012	2017	2022	2026	COMPARISON GOODS 2007	2012	2017	2022	2026
Residents' Spending £m	7.4	7.9	8.5	9.2	9.8	121.3	157.5	208.1	274.8	342.9
Plus visitors' spending	0.03	0.03	0.03	0.03	0.03	0.2	0.2	0.2	0.2	0.2
Total spending (£m)	7.4	7.9	8.6	9.3	9.9	121.5	157.7	208.3	275.0	343.1
Existing shop floorspace (sq m net)	1,531	1,531	1,531	1,531	1,531	22,423	22,423	22,423	22,423	22,423
Sales per sq m net £	4,855	8,744	8,744	8,744	8,744	5,418	6,000	6,464	6,963	7,501
Sales from extg flrspce (£m)	7.4	13.4	13.4	13.4	13.4	121.5	134.5	144.9	156.1	168.2
Residual spending to support new shops (£m)	0.0	(5.5)	(4.8)	(4.1)	(3.5)	0.0	23.1	63.4	118.9	174.9
Sales per sq m net in major foodstores/ comparison shops (£)	12,713	12,713	12,713	12,713	12,713	5,418	6,000	6,464	6,963	7,501
Supportable capacity for major new foodstore (sq m net)	0	(431)	(379)	(323)	(276)	0	3,854	9,806	17,069	23,309
Less policy commitments	0	0	0	0	0	0	0	0	0	0
Net capacity for new shop flrspce (sq m net)	**0**	**(431)**	**(379)**	**(323)**	**(276)**	**0**	**3,854**	**9,806**	**17,069**	**23,309**

SOURCES: (1) Table 4a.

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 5a(i)

SALES CAPACITY OF EXISTING TOWN 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)
Tesco Metro, St Thomas Street, Weymouth	538	75	403	14,458	5.8
Marks & Spencer, St Mary Street, Weymouth	450	100	450	11,134	5.0
Iceland, St Thomas Street, Weymouth	303	93	282	4,820	1.4
Local stores, Weymouth	396	100	396	3,000	1.2
ALL STORES & SHOPS	1,687	-	1,531	8,744	13.4

SOURCES:

(1) Sales Area Floorspace figures provided by IGD (2005) and CBRE Estimates

(2) Estimated Company average sale densities from Verdict (2005).

TABLE 3b

DORCHESTER TOWN CENTRE'S DRAW UPON THE CATCHMENT AREA.

SCENARIO: 1 - Baseline

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

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO DORCHESTER 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%	11%	11%	11%	11%	11%
Zone 2 Beaminster	15%	15%	15%	15%	15%	23%	23%	23%	23%	23%
Zone 3 Central West Dorset	28%	28%	28%	28%	28%	63%	63%	63%	63%	63%
Zone 4 North Weymouth	9%	9%	9%	9%	9%	29%	29%	29%	29%	29%
Zone 5 Dorchester	41%	41%	41%	41%	41%	70%	70%	70%	70%	70%
Zone 6 Weymouth	1%	1%	1%	1%	1%	6%	6%	6%	6%	6%
Zone 7 Sherborne	2%	2%	2%	2%	2%	4%	4%	4%	4%	4%
Zone 8 Portland Weymouth	0%	0%	0%	0%	0%	6%	6%	6%	6%	6%

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

TABLE 3b(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%	1%	0%
Zone 2 Beaminster	15%	14%	15%
Zone 3 Central West Dorset	24%	42%	28%
Zone 4 North Weymouth	9%	7%	9%
Zone 5 Dorchester	38%	54%	41%
Zone 6 Weymouth	1%	1%	1%
Zone 7 Sherborne	2%	1%	2%
Zone 8 Portland Weymouth	0%	2%	0.3%

SOURCE: Household Interview Survey (2007).

TABLE 4b

FORECAST RETAIL SALES IN DORCHESTER TOWN CENTRE (2005 prices)

SCENARIO:	As Table 3b									
Catchment zone	RETAIL SALES IN DORCHESTER 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	0.1	0.1	0.1	0.1	0.1	8.2	10.9	14.5	19.4	24.3
Zone 2 Beaminster	1.7	1.8	1.9	2.0	2.1	5.8	7.4	9.6	12.5	15.3
Zone 3 Central West Dorset	4.4	4.9	5.4	6.0	6.5	22.1	29.8	40.6	55.0	69.9
Zone 4 North Weymouth	3.3	3.5	3.7	3.9	4.1	25.0	32.0	41.5	53.9	66.4
Zone 5 Dorchester	8.6	9.4	10.4	11.5	12.3	32.8	43.7	58.9	79.1	99.9
Zone 6 Weymouth	0.3	0.3	0.3	0.4	0.4	5.6	7.3	9.8	13.0	16.2
Zone 7 Sherborne	0.6	0.6	0.7	0.7	0.8	3.2	4.2	5.5	7.2	8.9
Zone 8 Portland Weymouth	0.1	0.1	0.1	0.1	0.1	2.0	2.6	3.5	4.6	5.8
TOTALS	19.0	20.6	22.6	24.7	26.4	104.7	138.0	183.9	244.6	306.8

SOURCE: Tables 2 & 3b.

TABLE 5b

FUTURE RETAIL FLOORSPACE CAPACITY IN DORCHESTER TOWN CENTRE

SCENARIO: **As Table 3b**

Growth in sales per sq m from shop floorspace existing in 2006 (at 2003 prices)

Convenience Goods: 0.00 % pa 2005-2026

Comparison Goods: 1.5 % pa 2005-2026

	CONVENIENCE GOODS 2007	2012	2017	2022	2026	COMPARISON GOODS 2007	2012	2017	2022	2026
Residents' Spending £m	19.0	20.6	22.6	24.7	26.4	104.7	138.0	183.9	244.6	306.8
Plus visitors' spending	0.06	0.06	0.06	0.06	0.06	0.18	0.18	0.18	0.18	0.18
Total spending (£m)	19.1	20.7	22.7	24.7	26.5	104.9	138.1	184.1	244.8	307.0
Existing shop floorspace (sq m net)	2,889	2,889	2,889	2,889	2,889	18,818	18,818	18,818	18,818	18,818
Sales per sq m net £	6,614	7,786	7,786	7,786	7,786	5,574	6,000	6,464	6,963	7,501
Sales from extg flrspce (£m)	19.1	22.5	22.5	22.5	22.5	104.9	112.9	121.6	131.0	141.2
Residual spending to support new shops (£m)	0.0	(1.8)	0.2	2.2	4.0	0.0	25.2	62.4	113.7	165.8
Sales per sq m net in major foodstores/ comparison shops (£)	12,713	12,713	12,713	12,713	12,713	5,574	6,000	6,464	6,963	7,501
Supportable capacity for major new foodstore (sq m net)	0	(142)	13	176	314	0	4,205	9,661	16,333	22,107
Less policy commitments	0	0	0	0	0	0	0	0	0	0
Net capacity for new shop flrspce (sq m net)	0	(142)	13	176	314	0	4,205	9,661	16,333	22,107

SOURCES: (1) Table 4b.

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 5b(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 (%)	Convenience Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£m)
Somerfield, Trinity Street, Dorchester	1,028	77	791	6,522	5.2
Marks & Spencer, Dorchester	836	10	84	11,134	0.9
Waitrose, Tudor Arcade, South Street, Dorchester	1,254	82	1,028	12,213	12.6
Iceland, Dorchester	522	93	485	4,820	2.3
Local Stores, Dorchester	500	100	500	3,000	1.5
ALL STORES & SHOPS	4,140		2,889	7,786	22.5

SOURCES:

(1) Sales Area Floorspace figures provided IGD (2005) and CBRE Estimates

(2) Estimated Company average sale densities from Verdict (2005).

WEST DORSET NON CENTRAL FORECASTS

TABLE 3g

WEST DORSET NON-CENTRAL STORES DRAW UPON THE CATCHMENT AREA.

SCENARIO: 1 - Baseline

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

Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO NON CENTRAL STORES									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)	2007 (%)	2012 (%)	2017 (%)	2022 (%)	2026 (%)
Zone 1 Bridport, Lyme Regis	38%	38%	38%	38%	38%	26%	26%	26%	26%	26%
Zone 2 Beaminster	39%	39%	39%	39%	39%	49%	49%	49%	49%	49%
Zone 3 Central West Dorset	63%	63%	63%	63%	63%	20%	20%	20%	20%	20%
Zone 4 North Weymouth	86%	86%	86%	86%	86%	11%	11%	11%	11%	11%
Zone 5 Dorchester	56%	56%	56%	56%	56%	13%	13%	13%	13%	13%
Zone 6 Weymouth	89%	89%	89%	89%	89%	10%	10%	10%	10%	10%
Zone 7 Sherborne	41%	41%	41%	41%	41%	67%	67%	67%	67%	67%
Zone 8 Portland Weymouth	92%	92%	92%	92%	92%	12%	12%	12%	12%	12%

SOURCE: Tables 3g(i) and 3g(ii).

TABLE 3g (i)

CONVENIENCE GOODS 2007

ALLOCATIONS TO NON CENTRAL STORES 2007			
	Main Food Q1	Top-up convenience Q4	WEIGHTED AVERAGE
Expenditure Weighting:	80	20	100
Zones	(%)	(%)	(%)
Zone 1 Bridport, Lyme Regis	47%	2%	38%
Zone 2 Beaminster	38%	40%	39%
Zone 3 Central West Dorset	67%	46%	63%
Zone 4 North Weymouth	88%	78%	86%
Zone 5 Dorchester	59%	42%	56%
Zone 6 Weymouth	94%	68%	89%
Zone 7 Sherborne	41%	43%	41%
Zone 8 Portland Weymouth	91%	95%	92%

SOURCE: Household Interview Surveys (2007).

TABLE 4g

FORECAST RETAIL SALES IN NON CENTRAL STORES (2005 prices)

SCENARIO:	As Table 3g									
Catchment zone	RETAIL SALES IN NON-CENTRAL STORES 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	13.3	14.4	15.8	17.2	18.5	20.2	26.8	35.8	47.7	60.0
Zone 2 Beaminster	4.4	4.6	4.9	5.2	5.4	12.1	15.6	20.2	26.1	32.2
Zone 3 Central West Dorset	9.9	11.0	12.3	13.6	14.8	7.0	9.4	12.8	17.3	22.0
Zone 4 North Weymouth	33.0	34.6	36.8	39.1	41.1	9.6	12.3	15.9	20.7	25.5
Zone 5 Dorchester	11.8	12.9	14.2	15.6	16.8	6.3	8.3	11.2	15.1	19.0
Zone 6 Weymouth	38.8	41.4	45.1	49.0	52.3	9.5	12.4	16.5	21.9	27.4
Zone 7 Sherborne	16.2	17.2	18.5	19.8	20.9	57.6	75.0	98.2	128.5	159.3
Zone 8 Portland Weymouth	14.9	15.9	17.3	18.7	20.0	4.3	5.6	7.4	9.9	12.4
TOTALS	142.2	151.9	164.7	178.4	189.9	126.6	165.4	218.1	287.3	357.8

SOURCE: Tables 2g & 3g.

TABLE 5g

FUTURE RETAIL FLOORSPACE CAPACITY IN NON CENTRAL AREAS

SCENARIO: As Table 3g

Growth in sales per sq m from shop floorspace existing in 2007 (2005 prices)

Convenience Goods: 0.00 % pa 2005-2026 | Comparison Goods: 1.5 % pa 2005-2026

	CONVENIENCE GOODS					COMPARISON GOODS				
	2007	2012	2017	2022	2026	2007	2012	2017	2022	2026
Residents' Spending £m	142.2	151.9	164.7	178.4	189.9	126.6	165.4	218.1	287.3	357.8
Plus visitors' spending	0.05	0.05	0.05	0.05	0.05	0.01	0.01	0.01	0.01	0.01
Total spending (£m)	142.2	152.0	164.8	178.4	189.9	126.6	165.4	218.1	287.3	357.8
Existing shop floorspace (sq m net)	10,805	10,805	10,805	10,805	10,805	19,661	19,661	19,661	19,661	19,661
Sales per sq m net £	13,158	10,251	10,251	10,251	10,251	6,439	5,000	5,386	5,803	6,251
Sales from extg flrspce (£m)	142.2	110.8	110.8	110.8	110.8	126.6	98.3	105.9	114.1	122.9
Residual spending to support new shops (£m)	0.0	41.2	54.0	67.6	79.1	0.0	67.1	112.2	173.2	234.9
Sales per sq m net in new shops (£)	12,713	12,713	12,713	12,713	12,713	6,439	5,000	5,386	5,803	6,251
Supportable capacity for new shop flrspce (sq m net)	0	3,238	4,244	5,317	6,223	0	13,413	20,822	29,845	37,579
Less policy commitments		843	843	843	843		9,439	9,439	9,439	9,439
Net capacity for new shop flrspce (sq m net)	**0**	**2,395**	**3,401**	**4,474**	**5,380**	**0**	**3,974**	**11,383**	**20,406**	**28,140**

SOURCES: Table 4g.

NOTES:
(1) Comparison goods retail floorspace IGD (2005)
(3) Sales per sqm for new foodstore based upon average of 'top' five convenience retailers.
(3) Comparison goods gross retail floorspace based on information provided by GOAD Experian and CBRE estimates.

Table 5g (i)
SALES CAPACITY OF EXISTING NON-CENTRAL
MAIN FOOD AND CONVENIENCE GOODS SHOPS AND STORES IN 2007

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convience Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£m)
Weymouth					
Asda, Newstead Road, Weymouth	2,485	49	1,218	16,251	19.8
Morrisons, Dorchester Road, Weymouth	3,252	72	2,341	10,474	24.5
Somerfield, Littlemoor, Weymouth	1,463	77	1,127	6,522	7.3
Co op, Easton, Portland, Weymouth	445	75	334	6,442	2.2
Lidl, Jubilee Retail Park, Weymouth	836	73	610	4,680	2.9
Aldi, Weymouth	650	72	468	4,477	2.1
Co op, Fortuneswell, Portland, Weymouth	147	75	110	6,442	0.7
Tesco Express, Lanehouse Rocks Road, Weymouth	130	58	75	14,458	1.1
Welcome (South West), Preston, Weymouth	130	100	130	6,442	0.8
Co-op, Portland Road, Wyke Regis, Weymouth	167	75	125	6,442	0.8
Tesco, Dorchester Road, Weymouth	134	58	78	14,458	1.1
Total			6,616		63.3
Dorchester					
Tesco Retail Park, Dorchester	2,400	58	1,392	14,458	20.1
Budgens Poundbury	139	85	118	3,428	0.4
Bridport					
Morrisons, Asker Meadows Retail Park, West Bay Road Bridport	2,118	72	1,525	10,474	16.0
Lyme Regis			-		-
Co-op, 38 Broad Street, Lyme Regis, Dorset	144	75	108	6,442	0.7
Beaminster			-		-
Co-op (South West), High Street, Beaminster	142	75	106	6,442	0.7
Sherborne			-		-
Sainsburys, Ludbourne Road, Sherbourne	1,380	68	938	10,172	9.5
ALL STORES & SHOPS	16,163	-	10,805	10,251	110.8

SOURCES:
(1) IGD (2005), for floorspace.
(2) Estimated Company average sale densities from Verdict (2005).

Table 5g (ii)

SALES CAPACITY OF EXISTING RETAIL WAREHOUSES

Applying 2003/04 sales densities (2001 Prices)

Stores existing in March 2006	Net Flrspce (sq m)	Sales Density (£ per sq m net)	Sales 2007 (£m)
Weymouth			
London Lounge, Dorchester Road, Weymouth	701	1,000	0.7
Wessex Decorators Dorchester Road, Weymouth	456	1,000	0.5
Jubilee Sidlings Retail Park, Weymouth			
Powerhouse	741	2,985	2.2
Tiles R Us	438	1,467	0.6
Carpet Right	412	1,454	0.6
Currys	844	5,274	4.5
Matalan	1,221	2,757	3.4
B&Q,	2,790	2,239	6.2
Comet	420	7,032	3.0
Halfords	428	2,327	1.0
Sub total	**8,449**		**22.6**
Dorchester			
Allied Carpets	500	1,341	0.7
Halfords	376	2,327	0.9
Currys	466	5,274	2.5
Sub total	**1,342**		**4.0**
BRIDPORT			
Other	-	-	-
Sub total			
Sherborne			
Sub total	-	-	-
TOTALS	9,792	2,719	26.6

SOURCE: (1) Floorspace figures taken from Council retail study with 80:20 split Gross to Net ratio

Table 5g (iii)
SALES CAPACITY OF EXISTING NON-CENTRAL

MAIN FOOD AND CONVENIENCE GOODS SHOPS AND STORES (Comparison Element)IN 2007

Store	Net Floorspace (sq m)	Comparison Goods Allocation (%)	Net comparison Goods Floorspace (sq m)	Comparison Goods sales Density (£ per sq m)	Comparison Goods sales (£m)
Weymouth					
Asda, Newstead Road, Weymouth	2,485	51	1,267	6,460	8.2
Morrisons, Dorchester Road, Weymouth	3,252	28	910	5,893	5.4
Somerfield, Littlemoor, Weymouth	1,463	23	336	1,982	0.7
Co op, Easton, Portland, Weymouth	445	25	111	1,815	0.2
Lidl, Jubilee Retail Park, Weymouth	836	27	226	2,660	0.6
Aldi, Weymouth	650	28	182	3,464	0.6
Co op, Fortuneswell, Portland, Weymouth	147	25	37	1,815	0.1
Tesco Express, Lanehouse Rocks Road, Weymouth	130	42	55	7,345	0.4
Welcome (South West), Preston, Weymouth	130	100	130	1,815	0.2
Co-op, Portland Road, Wyke Regis, Weymouth	167	25	42	1,815	0.1
Tesco, Dorchester Road, Weymouth	134	42	56	7,345	0.4
			3,353		
Dorchester					
Tesco Retail Park, Dorchester	2,400	42	1,008	7,345	7.4
Budgens Poundbury	139	15	21	2,637	0.1
			1,029		
Bridport					
Morrisons, Asker Meadows Retail Park, West Bay Road Bridport	2,118	28	593	5,893	3.5
Lyme Regis			-		-
Co-op, 38 Broad Street, Lyme Regis, Dorset	144	25	36	1,815	0.1
Beaminster			-		-
Co-op (South West), High Street, Beaminster	142	25	35	1,815	0.1
Sherborne			-		-
Sainsburys, Ludbourne Road, Sherbourne	1,380	32	442	5,483	2.4
ALL STORES & SHOPS	16,163	-	9,869	3,075	30.3

SOURCES:
(1) IGD (2005), for floorspace.
(2) Estimated Company average sale densities from Verdict (2005).

Table 5g (iv)
Commitments

NAME	LOCATION	DATE OF CONSENT	PLANNING APPLICATION	
Wm Morrisons	244 Dorchester Road, Weymouth	05/08/2003	02/00394/FUL	771sq m Sales extension (To be implemented by December 2008) 283 sq m Warehouse extension - completed
New Look Site	Mercery Road, Weymouth	29/08/2007	07/00442/OUTES	Non Food Retail Maximum gross external floospace = 7,300 sq m
Wicks DIY	Granby Industrial Estate, Weymouth	16/07/2007	1/E/06/00576	Retail Store 2,783 sq m gross + 483sq m outdoor area
The Brewery, Dorchester	The Bonded Stores, Weymouth Ave, Dorchester	22/03/2006	1/E/04/001432	1300 sq m
Total Gross Floorspace				12920
Total Net Floorspace Convenience Goods				843.2
Total Net Floorspace Comparison Goods				3912.8

Source (1) Council Figures Net sales floorspace calculated at 80% of gross.