

Appendix 3

WEST DORSET, WEYMOUTH AND PORTLAND 'REASN' MODEL 2007 - Scenario 2

Project: West Dorset, Weymouth and Portland Joint Retail Study
 Latest Revision: 08.06.08

TABLE 1
 CATCHMENT AREA POPULATION FORECASTS

Zone	Area	2007	2012	2017	2022	2026
Zone 1	Bridport, Lyme Regis	29,152	30,348	31,896	33,476	34,740
Zone 2	Beaminster	9,278	9,406	9,596	9,786	9,938
Zone 3	Central West Dorset	13,044	13,837	14,832	15,812	16,596
Zone 4	North Weymouth	31,629	31,888	32,582	33,302	33,878
Zone 5	Dorchester	17,457	18,318	19,413	20,498	21,366
Zone 6	Weymouth	35,872	36,780	38,479	40,194	41,566
Zone 7	Sherborne	32,395	33,179	34,186	35,211	36,031
Zone 8	Portland	13,284	13,588	14,203	14,828	15,328
TOTAL		182,110	187,343	195,186	203,106	209,442

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)

Zone	2005		2007		2012		2017		2022		2026		2027		2012		2017		2022		2026					
	(£)	(£)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)				
Convenience Goods	1,217	Excluding SFT	1.0	% 2005-06	2007	2012	2017	2022	2026	2026	0.80	%pa 2006-26	2007	2012	2017	2022	2026	2026	2026	2026	2026	2026	2026			
Comparison Goods	2,443	Excluding SFT	5.5	% 2005-06	2007	2012	2017	2022	2026	2026	4.90	%pa 2006-26	2007	2012	2017	2022	2026	2026	2026	2026	2026	2026	2026			
GROWTH IN PER CAPITA RETAIL EXPENDITURE:																										
Convenience Goods:																										
Comparison Goods:																										
PER CAPITA EXPENDITURE IN																										
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	TOTAL RETAIL EXPENDITURE																									
	CONVENIENCE GOODS											COMPARISON GOODS														
	2007	2012	2017	2022	2026	2007	2012	2017	2022	2026	2007	2012	2017	2022	2026	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)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 1 - Bridport, Lyme Regis	35.8	38.7	42.4	46.3	49.6	78.8	104.2	139.2	185.5	233.1	78.8	104.2	139.2	185.5	233.1	78.8	104.2	139.2	185.5	233.1	78.8	104.2	139.2	185.5	233.1	
Zone 2 - Beaminster	11.4	12.0	12.7	13.5	14.2	25.1	32.3	41.9	54.2	66.7	25.1	32.3	41.9	54.2	66.7	25.1	32.3	41.9	54.2	66.7	25.1	32.3	41.9	54.2	66.7	
Zone 3 - Central West Dorset	16.0	17.7	19.7	21.9	23.7	35.3	47.5	64.7	87.6	111.4	35.3	47.5	64.7	87.6	111.4	35.3	47.5	64.7	87.6	111.4	35.3	47.5	64.7	87.6	111.4	
Zone 4 - North Weymouth	38.8	40.7	43.3	46.0	48.4	85.5	109.5	142.2	184.6	227.3	85.5	109.5	142.2	184.6	227.3	85.5	109.5	142.2	184.6	227.3	85.5	109.5	142.2	184.6	227.3	
Zone 5 - Dorchester	21.4	23.4	25.8	28.3	30.5	47.2	62.9	84.7	113.6	143.4	47.2	62.9	84.7	113.6	143.4	47.2	62.9	84.7	113.6	143.4	47.2	62.9	84.7	113.6	143.4	
Zone 6 - Weymouth	44.0	47.0	51.1	55.6	59.3	97.0	126.3	167.9	222.8	278.9	97.0	126.3	167.9	222.8	278.9	97.0	126.3	167.9	222.8	278.9	97.0	126.3	167.9	222.8	278.9	
Zone 7 - Sherborne	39.7	42.4	45.4	48.7	51.4	87.6	114.0	149.2	195.1	241.8	87.6	114.0	149.2	195.1	241.8	87.6	114.0	149.2	195.1	241.8	87.6	114.0	149.2	195.1	241.8	
Zone 8 - Portland	16.3	17.3	18.9	20.5	21.9	35.9	46.7	62.0	82.2	102.9	35.9	46.7	62.0	82.2	102.9	35.9	46.7	62.0	82.2	102.9	35.9	46.7	62.0	82.2	102.9	
TOTALS	223.4	239.2	259.3	280.8	299.0	492.5	643.5	851.6	1,125.6	1,405.5	492.5	643.5	851.6	1,125.6	1,405.5	492.5	643.5	851.6	1,125.6	1,405.5	492.5	643.5	851.6	1,125.6	1,405.5	

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.

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

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%

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				CONVENIENCE GOODS				COMPARISON GOODS						
	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	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	11.7	12.7	13.9	15.1	16.2	33.1	43.7	58.3	77.8	97.7	0.0	0.0	0.0	0.0	0.0
Zone 2 Beaminster	1.0	1.0	1.1	1.1	1.2	2.5	3.2	4.1	5.3	6.6	0.0	0.0	0.0	0.0	0.0
Zone 3 Central West Dorset	0.3	0.3	0.4	0.4	0.5	0.2	0.3	0.5	0.6	0.8	0.0	0.0	0.0	0.0	0.0
Zone 4 North Weymouth	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Zone 5 Dorchester	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.5	0.6	0.0	0.0	0.0	0.0	0.0
Zone 6 Weymouth	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.3	0.4	0.5	0.0	0.0	0.0	0.0	0.0
Zone 7 Sherborne	0.2	0.3	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0
TOTALS	13.2	14.3	15.6	17.0	18.2	36.2	47.8	63.7	84.8	106.4					

SOURCE: Tables 2 & 3c.

TABLE 5c

FUTURE RETAIL FLOORSPACE CAPACITY IN BRIDPORT TOWN CENTRE

SCENARIO:		As Table 3c					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
Residents' Spending £m		13.2	14.3	15.6	17.0	18.2	36.2	47.8	63.7	84.8	106.4
Plus visitors' spending		0.06	0.06	0.06	0.06	0.06	0.0	0.00	0.00	0.00	0.00
Total spending (£m)		13.3	14.3	15.6	17.1	18.2	36.2	47.8	63.7	84.8	106.4
Existing shop floorspace (sq m net)		2,368	2,368	2,368	2,368	2,368	12,085	12,085	12,085	12,085	12,085
Sales per sq m net £		5,602	5,753	5,753	5,753	5,753	2,996	3,500	3,770	4,062	4,376
Sales from extg flrspce (£m)		13.3	13.6	13.6	13.6	13.6	36.2	42.3	45.6	49.1	52.9
Residual spending to support new shops (£m)		0.0	0.7	2.0	3.4	4.6	0.0	5.5	18.1	35.7	53.5
Sales per sq m net in major foodstores/ comparison shops (£)		12,713	12,713	12,713	12,713	12,713	2,996	3,500	3,770	4,062	4,376
Supportable capacity for major new foodstore (sq m net)		0	56	159	270	363	0	1,571	4,807	8,782	12,224
Less policy commitments		0	0	0	0	0	0	0	0	0	0
Net capacity for new shop flrspce (sq m net)		0	56	159	270	363	0	1,571	4,807	8,782	12,224

SOURCES: (1) Table 4c.

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 5c(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, Bridport	1,328	85	1,129	6,522	7.4
Co-operative, High Street, Bridport	985	75	739	6,442	4.8
Local stores, Bridport	500	100	500	3,000	1.5
ALL STORES & SHOPS	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.

SCENARIO: 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	As Table 3d										
	CONVENIENCE GOODS					RETAIL SALES IN LYME REGIS TOWN CENTRE BY CATCHMENT ZONE					
	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	2007 (£m)	2012 (£m)	2017 (£m)	2022 (£m)	2026 (£m)	2026 (£m)
Zone 1 Bridport, Lyme Regis	1.3	1.4	1.6	1.7	1.8	11.9	15.8	21.1	28.1	35.3	
Zone 2 Beaminster	0.0	0.0	0.0	0.0	0.0	1.1	1.4	1.8	2.3	2.9	
Zone 3 Central West Dorset	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.4	0.5	0.7	
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	2.0	2.1	13.6	17.9	23.8	31.7	39.7	

SOURCE: Tables 2 & 3d.

TABLE 5d
FUTURE RETAIL FLOORSACE CAPACITY IN LYME REGIS TOWN CENTRE
 SCENARIO: As Table 3d

Convenience Goods:	0.00 % pa 2005-2026				Comparison Goods:	1.5 % pa 2005-2026					
	2007	2012	2017	2022		2026	2007	2012	2017	2022	2026
Growth in sales per sq m from shop floorspace existing in 2007 (at 2005 prices)											
Residents'											
Spending £m	1.5	1.6	1.8	2.0	2.1	13.6	17.9	23.8	31.7	39.7	
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	2.0	2.1	13.6	17.9	23.8	31.7	39.7	
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 £	9,644	5,352	5,352	5,352	5,352	3,342	3,500	3,770	4,062	4,376	
Sales from extg flrspace (£m)	1.5	0.8	0.8	0.8	0.8	13.6	14.2	15.3	16.5	17.8	
Residual spending to support new shops (£m)	0.0	0.8	1.0	1.1	1.3	0.0	3.7	8.5	15.2	22.0	
Sales per sq m net in major foodstores/ comparison shops (£)	12,713	12,713	12,713	12,713	12,713	3,342	3,500	3,770	4,062	4,376	
Supportable capacity for major new foodstore (sq m net)	0	63	75	88	99	0	1,052	2,258	3,737	5,018	
Less policy commitments	0	0	0	0	0	0	0	0	0	0	
Net capacity for new shop flrspace (sq m net)	0	63	75	88	99	0	1,052	2,258	3,737	5,018	

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.

SCENARIO: 1 - Baseline

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 Beaminstor	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	Top-up	convenience	WEIGHTED
	Q1	Q4		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											
	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	2.0		
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	18.8	20.0	21.5	23.0	24.3	20.9	27.2	35.5	46.5	57.6		
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	19.4	20.7	22.2	23.8	25.1	21.8	28.4	37.2	48.8	60.5		

SOURCE: Tables 2 & 3e.

TABLE 5e

FUTURE RETAIL FLOORSPACE CAPACITY IN SHERBORNE TOWN CENTRE

SCENARIO:		As Table 3e									
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	CONVENIENCE GOODS 2012	2017	2022	2026	Comparison Goods: 2007	2012	2017	2022	2026
Residents'											
Spending £m		19.4	20.7	22.2	23.8	25.1	21.8	28.4	37.2	48.8	60.5
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)		19.4	20.7	22.2	23.8	25.2	21.9	28.5	37.3	48.8	60.5
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 £		18,297	5,858	5,858	5,858	5,858	2,836	3,500	3,770	4,062	4,376
Sales from extg flrspace (£m)		19.4	6.2	6.2	6.2	6.2	21.9	27.0	29.1	31.3	33.8
Residual spending to support new shops (£m)		0.0	14.5	16.0	17.6	19.0	0.0	1.5	8.2	17.5	26.8
Sales per sq m net in major foodstores/comparison shops (£)		12,713	12,713	12,713	12,713	12,713	2,836	3,500	3,770	4,062	4,376
Supportable capacity for major new foodstore (sq m net)		0	1,140	1,258	1,384	1,491	0	421	2,177	4,307	6,122
Less policy commitments		0	0	0	0	0	0	0	0	0	0
Net capacity for new shop flrspace (sq m net)		0	1,140	1,258	1,384	1,491	0	421	2,177	4,307	6,122

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.

1 - Baseline

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

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%

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

TABLE 3f(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	0.63%	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	As Table 3f									
	RETAIL SALES IN BEAMINSTER TOWN CENTRE BY CATCHMENT ZONE					COMPARISON GOODS				
	CONVENIENCE GOODS					RETAIL SALES IN BEAMINSTER TOWN CENTRE BY CATCHMENT ZONE				
	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	0.5	0.5	0.5	0.7	1.0	1.3	1.6
Zone 2 Beaminster	1.5	1.5	1.6	1.7	1.8	2.2	2.9	3.7	4.8	5.9
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	1.9	2.0	2.1	2.3	2.4	2.8	3.6	4.7	6.2	7.6

SOURCE: Tables 2 & 3f.

TABLE 5f
FUTURE RETAIL FLOORSPACE CAPACITY IN BEAMINSTER TOWN CENTRE

SCENARIO: As Table 3f										
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				
	2007	2012	2017	2022	2026	2007	2012	2017	2022	2026
Convenience Goods:	CONVENIENCE GOODS					COMPARISON GOODS				
Residents'										
Spending £m	1.9	2.0	2.1	2.3	2.4	2.8	3.6	4.7	6.2	7.6
Plus visitors' spending	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	0.01
Total spending (£m)	1.9	2.0	2.1	2.3	2.4	2.8	3.6	4.7	6.2	7.6
Existing shop floorspace (sq m net)	158	158	158	158	158	800	800	800	800	800
Sales per sq m net £	11,851	5,352	5,352	5,352	5,352	3,506	3,500	3,770	4,062	4,376
Sales from extg floorspace (£m)	1.9	0.8	0.8	0.8	0.8	2.8	2.8	3.0	3.2	3.5
Residual spending to support new shops (£m)	0.0	1.1	1.3	1.4	1.5	0.0	0.8	1.7	2.9	4.1
Sales per sq m net in major foodstores/comparison shops (£)	12,713	12,713	12,713	12,713	12,713	3,506	3,500	3,770	4,062	4,376
Supportable capacity for major new foodstore (sq m net)	0	90	100	111	121	0	237	454	717	939
Less policy commitments	0	0	0	0	0	0	0	0	0	0
Net capacity for new shop floorspace (sq m net)	0	90	100	111	121	0	237	454	717	939

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 CITY 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, Beamminster	144	75	108	6,442	0.7
Local stores, Beamminster	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.