RECAP The Retail Capacity forecasting Model **DACORUM RETAIL AND LEISURE STUDY 2005** Number: 35437 Project: Client: **Dacorum Borough Council** File: Dacorum RECAP Model August 2005 Date of Latest Revision: 12-Aug-05 Retail Locations Modelled: Hemel Hempstead Town Centre Non-central Food Stores & Retail Warehouses in Hemel Hempstead Berkhamsted Tring Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting Scenarios Modelled: period. New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011. Notes: Copyright: Donaldsons LLP

Donaldsons

CATCHMENT AREA POPULATION FORECASTS

		Census	Base Year	Fo	Forecasting Years		
Zone	Postcodes	2001	2005	2011	2016	2021	
1	HP1-1, HP2-4, HP2-5, HP2-7, HP3-8, HP3-9	58,614	60,847	63,232	65,220	67,208	
2	HP3-0, WD4-8, WD4-9, WD5-0	27,548	28,738	30,012	31,092	32,172	
3	HP1-2, HP1-3, HP2-6	24,828	25,872	27,113	28,101	29,089	
4	AL3-7, AL3-8	9,052	9,311	9,618	9,884	10,150	
5	HP4-1, HP4-2, HP4-3	21,985	22,949	23,983	24,771	25,559	
6	HP5-1, HP5-2, HP5-3	24,059	24,370	25,243	25,940	26,637	
7	HP23-4, HP23-5, HP23-6	17,348	17,984	18,819	19,512	20,205	
8	HP22-5, HP22-6	19,259	19,889	20,610	21,201	21,792	
			•				
TOTAL		202,693	209,960	218,630	225,721	232,812	

Sources:

Cources.			
MapInfo Report, March 2006			

Notes:

Figures for 2005 interpolated and figures for 2021 extrapolated by Donaldsons.

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PER CAPITA EXPENDITURE

Per Capita Expenditure in (year): 2001 Price Basis (Year): 2001

Including Special Forms of Trading:

Convenience Goods (£): 1,679.00 Comparison Goods (£): 2,943.00

Reduction to exclude Special Forms of Trading at:

Convenience Goods: 0.9 % Comparison Goods: 7.6 %

Excluding Special Forms of Trading:

Convenience Goods (£): 1,663.89 Comparison Goods (£): 2,719.33

GROWTH IN PER CAPITA RETAIL EXPENDITURE:

 Convenience Goods:
 4.21
 % 2001 to
 2003
 0.90
 % pa
 2003 to
 2021

 Comparison Goods:
 13.43
 % 2001 to
 2003
 3.70
 % pa
 2003 to
 2021

PER CAPITA EXPENDITURE IN:

(Excluding SFT)

	Convenienc	e Goods (£)			Comparisor	n Goods (£)	
2005	2011	2016	2021	2005	2011	2016	2021
1,765.29	1,862.79	1,948.13	2,037.39	3,317.02	4,124.96	4,946.68	5,932.09
-,	.,	.,	_,	-,	.,	.,	-,

COMPARISON GOODS PER CAPITA EXPENDITURE BY GOODS TYPE													
Per Capita Comparison Goods Expenditure in 2001 on:													
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	Total				
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden prdcts	& beauty goods	comprsn gds	comprsn gds				
Including SFT (£)	622	307	101	112	426	249	351	775.00	2,943.00				
SFT Reduction (%)	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6				
Excluding SFT (£)	574.73	283.67	93.32	103.49	393.62	230.08	324.32	716.10	2,719.33				
Per Capita Comparisor	Goods Expend	diture in	2005	on:									
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	Total				
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden prdcts	& beauty goods	comprsn gds	comprsn gds				
Excluding SFT (£)	701.05	346.02	113.84	126.23	480.14	280.64	395.61	873.49	3,317.02				

Sources

MapInfo Expenditure Profile Report, March 2005

Notes:

70% of MapInfo 'China, glass and hardware' estimated as hardware, and included with 'Hardware, DIY and garden products'. Remainder included with 'All other comparison goods'.

CATCHMENT AREA EXPENDITURE FORECASTS

Catchment	LA LAI LIEDITORL			OTAL RETAIL	EXPENDITURE	=			
Zone		CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021	
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	
1	107,413	117,788	127,057	136,929	201,831	260,830	322,623	398,684	
2	50,731	55,906	60,571	65,547	95,324	123,798	153,802	190,847	
3	45,672	50,506	54,745	59,266	85,818	111,840	139,007	172,559	
4	16,437	17,916	19,255	20,680	30,885	39,674	48,893	60,211	
5	40,512	44,675	48,257	52,074	76,122	98,929	122,534	151,618	
6	43,020	47,022	50,535	54,270	80,836	104,126	128,317	158,013	
7	31,747	35,056	38,012	41,166	59,653	77,628	96,520	119,858	
8	35,110	38,392	41,302	44,399	65,972	85,016	104,875	129,272	
TOTALS	370,640	407,261	439,735	474,329	696,441	901,841	1,116,570	1,381,062	

Sources: RECAP Tables 1 and 2

Table: 4

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN

Catchment	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	Total
Zone	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden prdcts	& beauty goods	comprsn gds	comprsn gds
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	42,657	21,054	6,927	7,681	29,215	17,076	24,072	53,149	201,831
2	20,147	9,944	3,271	3,628	13,798	8,065	11,369	25,102	95,324
3	18,138	8,952	2,945	3,266	12,422	7,261	10,235	22,599	85,818
4	6,527	3,222	1,060	1,175	4,471	2,613	3,684	8,133	30,885
5	16,088	7,941	2,612	2,897	11,019	6,441	9,079	20,046	76,122
6	17,085	8,432	2,774	3,076	11,701	6,839	9,641	21,287	80,836
7	12,608	6,223	2,047	2,270	8,635	5,047	7,115	15,709	59,653
8	13,943	6,882	2,264	2,511	9,549	5,582	7,868	17,373	65,972
TOTALC	447.400	70.040	22.004	20 504	100 010	E0 004	02.002	402.200	000 444
TOTALS	147,192	72,649	23,901	26,504	100,810	58,924	83,062	183,398	696,441

2005

Sources: RECAP Tables 1 and 2

Scenario 1

Hemel Hempstead Town Centre

Table: 5

CONVENIENCE GOODS MARKET SHARES IN

2005

2005	Allocations to										
Hemel Hempstead Town Centre Indicated by household interview survey											
Zones	Zones Main Food Top-u										
	Q2	Convenience Q5	AVERAGE								
	Expenditure	e weighting									
	75	25	100								
	(%)	(%)	(%)								
1	33.8	9.7	27.8								
2	18.2	7.3	15.5								
3 4	42.3	24.7	37.9								
4	27.0	16.0	24.3								
5	5.3	5.2	5.3								
6	15.4	1.3	11.9								
7	10.1	4.0	8.6								
8	5.4	2.0	4.6								

Sources:

Household Interview Survey. Expenditure weighting by Donaldsons.

Table:

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2005

COMITAIN	13014 GOODS II	MAINNET SI	IAINES DI	G00D3 1	I F L IIV		2003		
	2005	Allocations to							
	Hemel Hempst	ead Town Cent	re						
	Indicated by Ho	usehold Interviev	w Survey						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	WEIGHTED
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products			
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	<u> </u>
Zones				Expenditure	e weighting				
	701.05	346.02	113.84	126.23	480.14	280.64	395.61	873.49	3,317.02
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	57.8	51.4	57.9	56.6	54.3	48.0	75.4	64.6	59.6
2	54.5	52.8	55.5	57.4	58.6	57.7	61.5	57.6	57.0
3	64.8	53.5	63.9	58.5	58.7	66.2	79.4	67.1	64.9
4	18.6	39.0	25.6	31.9	33.8	21.4	32.6	23.5	26.9
5	24.7	16.7	30.0	18.7	21.0	22.9	26.0	25.0	23.4
6	40.7	25.4	33.6	32.1	38.7	32.3	28.7	33.6	34.2
7	34.0	27.9	31.9	39.2	30.6	31.4	24.9	29.2	30.4
8	6.3	6.8	8.0	6.5	5.4	5.1	6.8	6.7	6.4
									i
									
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Sources:

Household Interview Survey.

RECAP Table 2 for expenditure weights.

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Hemel Hempstead	Town Centre				
Baseline. Marke	et shares derived fro	m the Household	I Interview Survey F	eb 2005 held co	nstant throughou	t the forecasting	period.	
Market shares a	djustment factors:		Convenience Good	s:	65 <mark>% o</mark>	f survey indicate	ed figures	
Comparison Goods: 65 % of survey in						f survey indicate	ed figures	
Catchment		PR	OPORTION OF CA	TCHMENT ARE	A EXPENDITURE	E ATTRACTED		
Zone		CONVENIEN	ICE GOODS		(COMPARISON	GOODS	
	2005	2011	2016	2021	2005	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	18	18	18	18	39	39	39	39
2	10	10	10	10	37	37	37	37
3	25	25	25	25	42	42	42	42
4	16	16	16	16	17	17	17	17
5	3	3	3	3	15	15	15	15
6	8	8	8	8	22	22	22	22
7	6	6	6	6	20	20	20	20
8	3	3	3	3	4	4	4	4
								•
			•		•			
		·-			·			
		·-			·			

Sources: RECAP Model.

RECAP Model.
Donaldsons for market share adjustments.

COMPARISON GOODS SALES BY GOODS TYPE IN

2005

Catchment	2005	Sales in	Hemel Hempst	ead Town Cent	re			
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products	& beauty goods	comparison gds
	(£000£)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000£)	(£000)
1	16,026	7,034	2,607	2,826	10,311	5,328	11,797	22,317
2	7,137	3,413	1,180	1,353	5,256	3,025	4,545	9,398
3	7,640	3,113	1,223	1,242	4,740	3,124	5,282	9,857
4	789	817	176	244	982	363	781	1,242
5	2,583	862	509	352	1,504	959	1,534	3,257
6	4,520			642	2,943		1,799	4,649
7	2,786	1,128	424	578	1,717	1,030	1,151	2,982
8	571	304	118	106	335	185	348	757
TOTALS	42,052	18,064	6,844	7,343	27,789	15,450	27,237	54,459
MARKET SHARES	29%	25%	29%	28%	28%	26%	33%	30%

Sources: RECAP Model.

Table:

9 **FORECAST RETAIL SALES**

Scenario:	1	Loca	ation:	Hemel Hempstea	d Town Centr	re			
Baseline. Marke	et shares deriv	ed from the	e Household	d Interview Survey	Feb 2005 held	constant throug	hout the forecast	ing period.	
Catchment				RETA	AIL SALES BY	CATCHMENT 2	ZONE		
zone		CON	/ENIENCE	GOODS			COMPARISON G	GOODS	
		2005	2011	2016	2021	2005	2011	2016	2021
		(£000)	(£000)	(£000)	(£000)	(000£)	(£000)	(£000)	(£000)
1	1	9,334	21,202	22,870	24,647	78,714	101,724	125,823	155,487
2		5,073	5,591	6,057	6,555	35,270	45,805	56,907	70,613
3	1	1,418	12,626	13,686	14,816	36,044	46,973	58,383	72,475
4		2,630	2,867	3,081	3,309	5,250	6,745	8,312	10,236
5		1,215	1,340	1,448	1,562	11,418	14,839	18,380	22,743
6		3,442	3,762	4,043	4,342	17,784	22,908	28,230	34,763
7		1,905	2,103	2,281	2,470	11,931	15,526	19,304	23,972
8		1,053	1,152	1,239	1,332	2,639	3,401	4,195	5,171
TOTALS	4	6,070	50,643	54,705	59,033	199,050	257,920	319,533	395,459

RECAP Model. Sources:

10 **SALES CAPACITY OF EXISTING**

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2005

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Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(£000)
Asda	1,974	75	1,481	13,409	19,852
Marks & Spencer	836	96	803	10,333	8,293
Costcutter (873 sq m gross; 60% net to gross assumed)	524	90	472	5,000	2,358
Iceland	720	93	670	4,698	3,146
ALL STORES	4,054		3,424	9,827	33,649

Sources: IGD, Donaldsons, Verdict Research.

Table: 11

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2006

OALLO OALAOITI OL GOMINITILD KL	IT THE DEVELOTION			2000	
CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
					-
ALL STORES	0		0		(
COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross	Net	Sales	Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000
Debenhams in Riverside Centre	8,017	75	6,013	2,917	17,539
TK Maxx	2,834	75	2,126	2,392	5,084
Next	1,394	75	1,046	9,351	9,776
HMV	629	75	472	11,398	5,377
Other shops and stores in Riverside Centre	8,568	75	6,426	5,000	32,130
ALL STORES	21,442		16,082	4,347	69,907

Sources: Donaldsons, based on Verdict Research and Retail Rankings.

FORECAST RETAIL CAPACITY

Location: **Hemel Hempstead Town Centre** Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period. Comparison Growth in sales per sq m from shop floorspace existing in 2005 Goods: 1.00 % pa to 2021 COMPARISON GOODS CONVENIENCE GOODS 2021 2005 2005 2016 2021 2011 2016 2011 Residents Spending £000 46,070 50,643 54,705 59,033 199,050 257,920 319,533 395,459 Plus visitors spending (%) Total spending (£000) 46,070 50,643 54,705 59,033 199,050 257,920 319,533 395,459 Existing shop floorspace 32,470 (sq m net) 3,424 3,424 3,424 3,424 32,470 32,470 32,470 Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 7,188 Sales from extg 46,070 33,649 33,649 33,649 199,050 222,073 flrspce (£000) 211,295 233,401 Available spending to support new shops (£000) 0 16,994 21,056 25,384 0 46,625 97,460 162,057 Less sales capacity of committed new floorspace (£000) 73,473 77,221 81,160 0 0 0 0 0 Net available spending for new 0 21,056 25,384 0 (26,848) 80,898 shops (£000) 16,994 20,239 Sales per sq m net in new 12,000 12,000 12,000 5,000 shops (£) 12,000 5,250 5,500 5,750 Capacity for new shop firspc (sq m net) 0 1,416 1,755 2,115 0 (5,114)3,680 14,069 Market Share of Catchment Area 12% 12% 12% 12% 29% 29% 29% 29% Expenditure

Sources: RECAP Model.

IGD for convenience goods floorspace. Experian Goad for comparison goods floorspace

Notes: Excludes vacant floorspace.

Scenario 1

Non-central Food Stores & Retail Warehouses in Hemel Hempstead

2005

Table: 13

CONVENIENCE GOODS MARKET SHARES IN

2005	05 Allocations to									
Non-central Food S	Stores & Retail V	Narehouses in	Hemel							
Hempstead										
Indicated by household interview survey										
Zones	Zones Main Food Top-up									
		convenience	AVERAGE							
	Q2	Q5								
	Expenditure	weighting								
	75	25	100							
	(%)	(%)	(%)							
1	51.0	22.3	43.8							
2	50.7	8.0	40.0							
2 3 4 5 6 7	51.0	26.0	44.8							
4	32.0	26.0	30.5							
5	17.0	10.4	15.4							
6	12.1	8.0	11.1							
	0.5	1.0	0.6							
8	1.4	0.0	1.1							
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Sources: Household Interview Survey.

Expenditure weighting by Donaldsons.

Table: 14

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2005

	0005	Alleredensete							
		Allocations to							
	Non-central Fo	od Stores & Re	etail Warehous	es in Hemel He	mpstead				
	Indicated by Ho	usehold Intervie	w Survey						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	WEIGHTED
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products	& beauty goods	comparison gds	AVERAGE
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
Zones				Expenditure	e weighting				
	701.05	346.02	113.84	126.23	480.14	280.64	395.61	873.49	3,317.02
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	10.0	13.5	14.6	20.9	18.0	29.5	8.3	13.8	14.5
2	2.1	3.5	2.1	4.3	2.9	5.6	2.1	2.1	2.7
3	4.8	16.2	5.6	12.7	14.7	12.5	2.8	0.7	7.1
4	0.0	2.6	17.8	9.9	6.3	19.0	5.3	1.2	4.7
5	6.8	12.4	7.3	25.1	22.4	23.4	1.7	4.4	10.5
6	3.0	6.9	2.2	8.2	4.2	3.9	0.0	1.5	3.1
7	8.2	9.3	5.4	7.9	6.1	6.4	2.5	4.5	6.1
8	0.7	1.5	0.7	0.7	0.0	1.4	0.7	0.0	0.6

Sources: Household Interview Survey.

RECAP Table 2 for expenditure weights.

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Non-central Food Stores & Retail Warehouses in Hemel Hempstead					
Baseline. Mark	et shares derived fro	m the Household	Interview Survey	Feb 2005 held	d constant through	out the forecasti	ng period.	
Market shares a	adjustment factors:		Convenience Good Comparison Goods	_		of survey indicate of survey indicate		
Catchment		PROI	PORTION OF CAT	CHMENT AF	REA EXPENDITUR	E ATTRACTED		
Zone		CONVENIENC	CE GOODS		(COMPARISON	GOODS	
	2005	2011	2016	2021	2005	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	44	44	44	44	15	15	15	15
2	40	40	40	40	3	3	3	3
3	45	45	45	45	7	7	7	7
4	31	31	31	31	5	5	5	5
5	15	15	15	15	11	11	11	11
6	11	11	11	11	3	3	3	3
7	1	1	1	1	6	6	6	6
8	1	1	1	1	1	1	1	1

Sources: RECAP Model.

RECAP Model.

Donaldsons for market share adjustments.

COMPARISON GOODS SALES BY GOODS TYPE IN

2005

Catchment	2005	Sales in	Non-central Food Stores & Retail Warehouses in Hemel Hempstead					
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other
	footwear	florcvrgs etc		• • •		garden products	& beauty goods	comparison gds
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	4,266	2,842	1,011	1,605	5,259	5,038	1,998	7,335
2	423	348	69	156	400	452	239	527
3	871	1,450	165	415	1,826	908	287	158
4	0	84	189	116	282	496	195	98
5	1,094	985	191	727	2,468	1,507	154	882
6	513	582	61	252	491	267	0	319
7	1,034	579	111	179	527	323	178	707
8	98	103	16	18	0	78	55	0
	 							
	4							
	┨───┤							
TOTALS	8,297	6,973	1,812	3,469	11,253	9,068	3,106	10,026
MARKET								
SHARES	6%	10%	8%	13%	11%	15%	4%	5%

Source: RECAP Model.

Table: 17

FORECAST RETAIL SALES

Scenario:	1	Lo	cation:	Non-central Food Stores & Retail Warehouses in Hemel Hempstead					
Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.									
Catchment				RETA	IL SALES BY	CATCHMENT 2	ONE		
zone		CON	VENIENCE	GOODS		(COMPARISON C	GOODS	
		2005	2011	2016	2021	2005	2011	2016	2021
		(£000)	(£000)	(£000)	(000£)	(£000)	(£000)	(£000)	(£000)
1		47,262	51,827	55,905	60,249	30,275	39,124	48,393	59,803
2		20,292	22,362	24,229	26,219	2,860	3,714	4,614	5,725
3		20,552	22,728	24,635	26,670	6,007	7,829	9,730	12,079
4		5,095	5,554	5,969	6,411	1,544	1,984	2,445	3,011
5		6,077	6,701	7,239	7,811	8,373	10,882	13,479	16,678
6		4,732	5,172	5,559	5,970	2,425	3,124	3,850	4,740
7		317	351	380	412	3,579	4,658	5,791	7,191
8		351	384	413	444	660	850	1,049	1,293
TOTALS		104,679	115,079	124,329	134,184	55,723	72,165	89,351	110,520

18 **SALES CAPACITY OF EXISTING**

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2005

Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(£000)
Sainsburys (Apsley Mill)	4,637	77	3,570	9,424	33,648
Sainsburys (Shenley Road)	1,758	77	1,354	9,424	12,757
Tesco (Jarman Way)	4,361	63	2,747	13,390	36,788
Tesco Express (Henry Wells Square)	240	90	216	13,390	2,892
Tesco Express (Stoneycroft, Warners End)	233	90	210	13,390	2,808
Co-op (Long Caulden)	175	80	140	6,365	891
Co-op (Queens Square)	336	80	269	6,365	1,711
Co-op (Stoneycroft, Warners End)	206	80	165	6,365	1,049
Costcutter (Rossgate)	192	90	173	5,000	864
ALL STORES	12,138		8,844	10,562	93,408

Sources:

IGD, Valuation Office Agency. Donaldsons, Verdict Research.

SALES CAPACITY OF EXISTING RETAIL WAREHOUSES & SUPERSTORES

Net to gross ratio:	85 %		Date of sales d		200
Store		Gross Firspce	Net Firspce	Sales Density	Sale
			•	2003	200
		(sq m)	(sq m)	(£per sqm net)	(£000
MFI Homeworks		1,615	1,373	2,635	3,617
3&Q		2,975	2,529	2,213	5,596
Wickes (1)		1,742	1,481	2,729	4,04
Dunelm			2,764		8,204
		3,252		2,968	
Halfords (2)		372	316	2,162	684
Staples (3)		613	521	2,162	1,12
Allied Carpets		1,022	869	1,343	1,16
Homebase		5,650	4,803	1,599	7,67
Comet		1,115	948	6,677	6,32
Carpetright		1,161	987	1,420	1,40
Argos Extra		929	790	9,492	7,49
Currys		1,394	1,185	5,309	6,29
Sainsburys (Apsley M	fill) Non-Food	n/a	1,067	5,236	5,58
Tesco (Jarman Way)	Non-Food	n/a	1,614	5,683	9,17
			,	,	,
OTALS Trading at the	ne date of the Household				
Interview Survey of S	hopping Patterns	21,840	21,244	3,219	68

Retail Rankings', Mintel, with VAT added for compatibility with expenditure. Sources:

Donaldsons.

Databashs.

Databashs.

(1) 2,323 sq m gross, but 25% of floorspace excluded as trade sales.
(2) 929 sq m gross, but 60% of floorspace excluded as non-retail.
(3) 1,022 sq m gross, but 40% of floorspace excluded as non-retail. Notes:

20

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2006

<u> </u>					
CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation	·	-	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
ALL STORES	0		0		C
COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross	Net	Sales	Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
Argos (Mezzanine Floor)	611	85	519	9,492	4,930
ALL STORES AND SOUTHER	011			0.400	
ALL STORES AND SCHEMES	611		519	9,492	4,930

Sources:

Dacorum Borough Council
Donaldsons, based on Verdict Research and Retail Rankings.

21

FORECAST I	RETAIL CAI	PACITY						
Scenario:	1	Location:	Non-central Fo	ood Stores & R	etail Warehous	es in Hemel He	empstead	
Baseline. Market s	hares derived fro	m the Househo	ld Interview Surv	ey Feb 2005 he	eld constant thro	ughout the fored	casting period.	
					Comparison			
Growth in sales per	r sq m from shop	•	TING IN	2005	Goods:	1.00	% pa to ON GOODS	2021
	2005	2011	1 2016	2021	2005	2011	2016	2021
Residents'	2003	2011	2010	2021	2003	2011	2010	2021
Spending £000	104,679	115,079	124,329	134,184	55,723	72,165	89,351	110,520
Plus visitors'	104,073	110,073	124,020	104,104	00,720	72,100	00,001	110,020
spending (%)								
Total								
spending (£000)	104,679	115,079	124,329	134,184	55,723	72,165	89,351	110,520
Existing shop								
floorspace								
(sq m net)	8,844	8,844	8,844	8,844	21,244	21,244	21,244	21,244
Sales								
per sq m net (£)	11,837	10,562	10,562	10,562	2,623	3,486	3,663	3,850
Sales from extg								
flrspce (£000)	104,679	93,408	93,408	93,408	55,723	74,050	77,827	81,797
Available								
spending to								
support new								
shops (£000)	0	21,670	30,920	40,776	0	(1,885)	11,524	28,723
Less sales								
capacity of								
committed new			•			5 404	- 44-	5 700
floorspace (£000)	0	0	0	0	0	5,181	5,445	5,723
Net available								
spending for new shops (£000)	0	21,670	30,920	40,776	0	(7,066)	6,078	23,000
Sales per sq m	0	21,070	30,920	40,770	0	(1,000)	0,076	23,000
net in new								
shops (£)	12,000	12,000	12,000	12,000	3,000	3,150	3,300	3,500
Capacity for	.2,300	.2,500	.2,300	.2,300	2,300	2,700	2,300	2,000
new shop								
firspc (sq m net)	0	1,806	2,577	3,398	0	(2,243)	1,842	6,571
<u> </u>	-11	•	•	•		<u> </u>	· · · · · · · · · · · · · · · · · · ·	<u> </u>
Market Share of								
Catchment Area	28%	28%	28%	28%	8%	8%	8%	8%
Expenditure								
Sources:	RECAP Model.	Donaldsons e	stimates.					

Jources.	NEOAI Model. Donaidsons estimates.
Maria	
Notes:	

Scenario 1

Berkhamsted

Table: 22

CONVENIENCE GOODS MARKET SHARES IN

2005

2005	Allocations to	Allocations to							
Berkhamsted Indicated by househ	old interview surv	rey							
Zones	ones Main Food Top-up								
		convenience	AVERAGE						
	Q2	Q5							
	Expenditure	weighting							
	75	25	100						
	(%)	(%)	(%)						
1	1.1	0.3	0.9						
2	1.4	0.7	1.2						
2 3 4 5 6 7	2.7	1.3	2.4						
4	1.0	1.0	1.0						
5	64.8	38.8	58.3						
6	6.7	4.0	6.0						
	6.0	2.5	5.1						
8	4.7	2.0	4.0						
Sources:	Household Inter	.: C							

Sources:

Household Interview Survey. Expenditure weighting by Donaldsons.

Table: 23

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2005

COMITAIN	130N GOODS IN	MAINNET SI	IAINES DI	G00D3 1	I F L IIV		2005		
	2005	Allocations to							
	Berkhamsted								
	Indicated by Ho	usehold Interviev	w Survey						
	Clothing &		Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	WEIGHTED
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products		comparison gds	
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
Zones					e weighting				
	701.05	346.02	113.84	126.23	480.14	280.64	395.61	873.49	3,317.02
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	1.2	1.3	0.0	0.0	0.0	0.0	0.0	0.3	0.5
2	0.7	1.4	0.0	0.0	1.4	0.0	0.0	0.0	0.5
3	4.8	6.3	6.9	7.0	4.9	5.9	5.0	8.4	6.2
4	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
5	36.2	37.3	32.6	30.6	28.5	37.2	55.4	46.9	40.1
6	3.7	1.5	1.5	1.5	2.5	3.1	3.5	2.3	2.7
7	3.1	8.7	2.2	2.1	2.8	3.2	4.6	1.7	3.4
8	0.0	0.0	0.0	0.7	0.0	0.7	0.7	0.0	0.2
									-
ll .									ll .

Sources:

Household Interview Survey.

RECAP Table 2 for expenditure weights.

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Berkhamsted					
Baseline. Mark	et shares derived fro	m the Househol	d Interview Survey Fe	eb 2005 held co	nstant throughou	t the forecasting	period.	
Market shares a	adjustment factors:		Convenience Goods	S:	100 % o	f survey indicate	ed figures	
	•		Comparison Goods:			f survey indicate		
Catchment		PF	ROPORTION OF CAT	CHMENT ARE				
Zone			NCE GOODS			COMPARISON	GOODS	
	2005	2011	2016	2021	2005	2011	2016	2021
	(%)) (%)	(%)	(%)	(%)	(%)	(%)	(%)
1	1	1	1	1	0	0	0	0
2	1	1	1	1	0	0	0	0
3	2	2	2	2	6	6	6	6
4	1	1	1	1	2	2	2	2
5	58	58	58	58	40	40	40	40
6	6	6	6	6	3	3	3	3
7	5	5	5	5	3	3	3	3
8	4	4	4	4	0	0	0	0
		·	·		·			
		·	·		·			

Sources: RECAP Model.

RECAP Model.
Donaldsons for market share adjustments.

COMPARISON GOODS SALES BY GOODS TYPE IN

2005

Catchment	2005	Sales in	Berkhamsted					
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products	& beauty goods	comparison gds
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	512	274	0	0	0	0	0	159
2	141	139	0	0	193	0	0	0
3	871	564	203	229	609	428	512	1,898
4	535		0	0	0	0	0	0
5	5,824	2,962	852	886	3,140	2,396	5,030	9,401
6	632			46	293	212	337	490
7	391	541	45	48	242	162	327	267
8	0	0	0	18	0	39	55	0
TOTALO	0.000	4 00=	4 4 4 4 5	1.000	4 450	0.00=	0.004	40.010
TOTALS	8,906	4,607	1,142	1,226	4,476	3,237	6,261	12,216
MARKET								
SHARES	6%	6%	5%	5%	4%	5%	8%	7%

RECAP Model. Sources:

Table:

26 **FORECAST RETAIL SALES**

Scenario:	1	Loca	ation:	Berkhamsted										
Baseline. Marke	et shares deriv	ed from the	Household	d Interview Survey F	eb 2005 held	constant through	out the forecastin	g period.						
Catchment		RETAIL SALES BY CATCHMENT ZONE												
zone		CONV	/ENIENCE	GOODS		C	OMPARISON GO	OODS						
		2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)					
1		1,074	1,178	1,271	1,369	0	0	0	(2000)					
2		507	559	606	655	0	0	0	0					
3		913	1,010	1,095	1,185	5,149	6,710	8,340	10,354					
4		164	179	193	207	618	793	978	1,204					
5	23	3,497	25,912	27,989	30,203	30,449	39,572	49,014	60,647					
6		2,581	2,821	3,032	3,256	2,425	3,124	3,850	4,740					
7		1,587	1,753	1,901	2,058	1,790	2,329	2,896	3,596					
8		1,404	1,536	1,652	1,776	0	0	0	0					
TOTALS	3	1,729	34,948	37,738	40,710	40,430	52,528	65,077	80,541					

RECAP Model. Sources:

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2005

Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(£000)
Tesco Metro	1,202	80	962	13,390	12,876
Waitrose	2,301	88	2,025	11,875	24,045
Со-ор	176	80	141	6,365	896
ALL STORES	3,679		3,127	12,093	37,817

Sources: IGD, Valuation Office Agency. Donaldsons, Verdict Research.

Table: 28

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
ALL STORES	0		0		0
COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross	Net	Sales	Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
ALL STORES AND SCHEMES	0		0		0

Sources:

Donaldsons, based on Verdict Research and Retail Rankings.

FORECAST RETAIL CAPACITY

Location: Berkhamsted Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period. Comparison Growth in sales per sq m from shop floorspace existing in 2005 Goods: 1.00 % pa to 2021 COMPARISON GOODS CONVENIENCE GOODS 2005 2021 2021 2005 2011 2016 2011 2016 Residents Spending £000 31,729 34,948 37,738 40,710 40,430 52,528 65,077 80,541 Plus visitors' spending (%) Total spending (£000) 31,729 34,948 37,738 40,710 40,430 52,528 65,077 80,541 Existing shop floorspace 7,220 (sq m net) 3,127 3,127 3,127 3,127 7,220 7,220 7,220 Sales per sq m net (£) 10,146 12,093 12,093 12,093 5,600 5,944 6,248 6,566 Sales from extg 37,817 37,817 37,817 40,430 42,918 45,107 47,408 flrspce (£000) 31,729 Available spending to support new shops (£000) (80) 19,970 0 (2,870)2,893 0 9,611 33,133 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 Net available spending for new shops (£000) 0 (80) 2,893 0 9,611 19,970 33,133 (2,870)Sales per sq m net in new 5,000 12,000 12,000 12,000 12,000 5,500 5,750 shops (£) 5,250 Capacity for new shop flrspc (sq m net) <u>(2</u>39) 0 (7) 241 0 1,831 3,631 5,762 Market Share of

Sources: RECAP Model. Experian Goad.

Catchment Area

Expenditure

Notes: Excludes vacant floorspace.

9%

9%

9%

9%

6%

6%

6%

6%

Scenario 1

Tring

Table: 30

CONVENIENCE GOODS MARKET SHARES IN

2005

2005	Allocations to										
Tring Indicated by household interview survey											
Zones	Main Food	Top-up	WEIGHTED								
		convenience	AVERAGE								
	Q2	Q5									
	Expenditure	weighting									
	75	25	100								
	(%)	(%)	(%)								
1	0.0	0.0	0.0								
3	0.0	1.3	0.3								
3	0.0	0.0	0.0								
4 5	1.0	0.0	0.8								
5	9.3	1.6	7.4								
6 7	2.0	2.0	2.0								
	55.3	29.5	48.9								
8	7.4	4.7	6.7								
Courses	Hausahald laten										

Sources:

Household Interview Survey. Expenditure weighting by Donaldsons.

Table: 31

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2005

COMPAN	ISON GOODS	MARKET SI	IANES DI	GOODS I	I F E IIN		2005		
	2005	Allocations to							
	Tring								
	Indicated by Ho	ousehold Intervie	w Survey						
	Clothing 8	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	
	footwear		Textiles	Appliances	equipment	garden products			
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
Zones				Expenditure	e weighting				
	701.05	346.02	113.84	126.23	480.14	280.64	395.61	873.49	3,317.02
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0.3	0.3	0.0	0.0	0.3	0.6	0.9	0.3	0.4
2	4.8	1.4	1.4	0.0	0.0	0.7	0.0	0.0	1.3
3	1.4	1.4	1.4	0.7	0.7	0.7	0.7	1.4	1.1
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	4.7	2.1	2.6	3.2	3.7	5.2	6.2	3.1	4.0
6	0.7	0.0	1.5	0.7	0.8	0.0	0.0	1.5	0.7
7	14.4	15.8	13.5	13.2	14.4	32.4	27.4	30.3	21.7
8	2.8	3.0	2.2	3.6	3.1	5.8	3.4	3.3	3.3

Sources:

Household Interview Survey.

RECAP Table 2 for expenditure weights.

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Tring						
Baseline. Marke	et shares derived fr	om the Househ	old Interview	Survey Fel	2005 held co	onstant throughout	the forecasting	period.	
Market shares a	djustment factors:		Convenie	nce Goods:		100 % of	survey indicate	d figures	
				on Goods:			survey indicate	d figures	
Catchment		F	ROPORTIO	N OF CAT	CHMENT ARE	A EXPENDITURE	ATTRACTED		
Zone		CONVENII	ENCE GOO	DS		C	OMPARISON (GOODS	
	2005	5 201	1 2	2016	2021	2005	2011	2016	2021
	(%	6) (%	6)	(%)	(%)	(%)	(%)	(%)	(%)
1	())	0	0	0	0	0	0
2	())	0	0	1	1	1	1
3	())	0	0	1	1	1	1
4	1		1	1	1	0	0	0	0
5	7	7	7	7	7	4	4	4	4
6	2		2	2	2	1	1	1	1
7	49	9 4	9	49	49	22	22	22	22
8	7	7	7	7	7	3	3	3	3
	ĺ								

Sources: RECAP Model.

RECAP Model.
Donaldsons for market share adjustments.

COMPARISON GOODS SALES BY GOODS TYPE IN

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Z	u	U	Э

Catchment	2005	Sales in	Tring					
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products	& beauty goods	comparison gds
	(£000)	(£000)	(£000)	(£000£)	(£000)	(£000)	(£000)	(£000)
1	128	63	0	0	88	102	217	159
2	967	139	46	0	0	56	0	0
3	254	125	41	23	87	51	72	316
4	0		0	0	0	0	0	0
5	756	167	68	93	408	335	563	621
6	120		42	22	94	0	0	319
7	1,816	983	276	300	1,243	1,635	1,949	4,760
8	390	206	50	90	296	324	268	573
TOTALS	4,431	1,684	523	527	2,215	2,504	3,068	6,750
MARKET			_	_	_	_		_
SHARES	3%	2%	2%	2%	2%	4%	4%	4%

RECAP Model. Sources:

Table:

34

FORECAST RETAIL SALES

Scenario:	1	Location:	Tring						
Baseline Mark	et shares derived	from the Househ	old Interviev	v Survey Fe	eb 2005 held c	onstant througho	ut the forecastin	a period	
Catchment			0.00			CATCHMENT ZO		9 ponou.	
zone		CONVENIENC	E GOODS		1		MPARISON GC	OODS	
	200 (£00			2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1		0	0	0	0	0	0	0	0
2		0	0	0	0	953	1,238	1,538	1,908
3		0	0	0	0	858	1,118	1,390	1,726
4	16	64 17	'9	193	207	0	0	0	0
5	2,83	3,12	.7	3,378	3,645	3,045	3,957	4,901	6,065
6	86	60 94	-0	1,011	1,085	808	1,041	1,283	1,580
7	15,55	56 17,17	7 1	8,626	20,171	13,124	17,078	21,234	26,369
8	2,45	58 2,68	37	2,891	3,108	1,979	2,550	3,146	3,878
TOTALS	21,87	74 24,11	2 2	6,098	28,216	20,768	26,983	33,493	41,526

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2005

Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(£000)
Tesco	1,624	75	1,218	13,390	16,309
Budgens	727	85	618	5,339	3,299
ALL OTORES	0.054		4 000	40.000	40.000
ALL STORES	2,351		1,836	10,680	19,608

Sources: IGD, Donaldsons, Verdict Research.

Table: 36

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
ALL STORES	0		0		0
COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross	Net	Sales	Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
ALL STORES AND SCHEMES	0		0		0

Sources:

Donaldsons, based on Verdict Research and Retail Rankings.

FORECAST RETAIL CAPACITY

Location: Tring Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period. Comparison Growth in sales per sq m from shop floorspace existing in 2005 Goods: 1.00 % pa to 2021 COMPARISON GOODS CONVENIENCE GOODS 2005 2021 2021 2005 2016 2011 2016 2011 Residents Spending £000 21,874 24,112 26,098 28,216 20,768 26,983 33,493 41,526 Plus visitors' spending (%) Total 26,098 spending (£000) 21,874 24,112 28,216 20,768 26,983 33,493 41,526 Existing shop floorspace 4,003 4,003 (sq m net) 1,836 1,836 1,836 1,836 4,003 4,003 Sales per sq m net (£) 11,914 10,680 10,680 10,680 5,188 5,507 5,788 6,083 Sales from extg flrspce (£000) 21,874 19,608 19,608 19,608 20,768 22,045 24,352 23,170 Available spending to support new shops (£000) 6,490 8,608 4,938 17,174 0 4,503 0 10,324 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 Net available spending for new shops (£000) Sales per sq m 0 6,490 8,608 0 4,938 10,324 17,174 4,503 net in new 12,000 12,000 12,000 4,500 4,750 5,000 5,250 shops (£) 12,000 Capacity for

	1							
Market Share of								
Catchment Area	6%	6%	6%	6%	3%	3%	3%	3%
Expenditure								

717

0

1,040

2,065

3,271

541

RECAP Model. Sourcees:

new shop flrspc (sq m net)

Notes: Excludes vacant floorspace.

0

375

Scenario 2

Hemel Hempstead Town Centre

Table: 38

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: Hemel Hempstead Town Centre

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hempl Hempstead by 2011.

Market shares adju	stment factors:	Cor	venience Goods	3:	65 % of survey indicated figures			
		Con	nparison Goods:		65 %	of survey indicate	ed figures	
Catchment		PROPO	RTION OF CAT	CHMENT A	REA EXPENDITU	IRE ATTRACTED		
Zone		CONVENIENCE GOODS				COMPARISON	GOODS	
	2005	2011	2016	2021	2005	2011	2016	2021
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	18	22	22	22	39	46	46	46
2	10	12	12	12	37	39	39	39
3	25	30	30	30	42	46	46	46
4	16	18	18	18	17	21	21	21
5	3	4	4	4	15	18	18	18
6	8	10	10	10	22	25	25	25
7	6	7	7	7	20	22	22	22
8	3	3	3	3	4	4	4	4
		•				•	•	
		•				•		

Sources: RECAP Model.

Donaldsons for market share adjustments.

Table: 39

FORECAST RETAIL SALES

Scenario: 2 Location: Hemel Hempstead Town Centre

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

Catchment			RETA	IL SALES BY	CATCHMENT ZO	NE		
zone	CON	IVENIENCE GO	OODS		CC	OMPARISON GO	OODS	
	2005	2011	2016	2021	2005	2011	2016	2021
	(000£)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1	19,334	25,913	27,953	30,124	78,714	119,982	148,406	183,395
2	5,073	6,709	7,269	7,866	35,270	48,281	59,983	74,430
3	11,418	15,152	16,423	17,780	36,044	51,446	63,943	79,377
4	2,630	3,225	3,466	3,722	5,250	8,332	10,268	12,644
5	1,215	1,787	1,930	2,083	11,418	17,807	22,056	27,291
6	3,442	4,702	5,053	5,427	17,784	26,032	32,079	39,503
7	1,905	2,454	2,661	2,882	11,931	17,078	21,234	26,369
8	1,053	1,152	1,239	1,332	2,639	3,401	4,195	5,171
TOTALS	46,070	61,094	65,994	71,216	199,050	292,359	362,165	448,180

FORECAST RETAIL CAPACITY

Scenario: 2 Location: Hemel Hempstead Town Centre

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

Plus visitors' spending (%) Total spending (£000)	COMPARISON GOODS 2021 2005 2011 2016 2021 71,216 199,050 292,359 362,165 448,180
Residents' Spending £000	2021 2005 2011 2016 2021 71,216 199,050 292,359 362,165 448,180
Residents' Spending £000	71,216 199,050 292,359 362,165 448,180
Spending £000 46,070 61,094 65,994 71,216 199,050 292,359 362,165 44 Plus visitors' spending (%) Total spending (£000) 46,070 61,094 65,994 71,216 199,050 292,359 362,165 44 Existing shop floorspace (sq m net) 3,424 3,424 3,424 32,470 32,470 32,470 3 Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of 1 20 <td< td=""><td></td></td<>	
Plus visitors' spending (%) Total spending (£000)	
Plus visitors' spending (%) Total spending (£000)	
Total spending (£000) 46,070 61,094 65,994 71,216 199,050 292,359 362,165 44 Existing shop floorspace (sq m net) 3,424 3,424 3,424 3,424 32,470 32,470 32,470 3 3 Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of	14 246 400 050 202 250 262 465 440 400
spending (£000) 46,070 61,094 65,994 71,216 199,050 292,359 362,165 44 Existing shop floorspace (sq m net) 3,424 3,424 3,424 32,470 32,470 32,470 3 Sales per sq m net (£) 13,454 9,827 9,827 6,130 6,507 6,839 Sales from extg flrspc (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of 1 <t< td=""><td>14 246 400 050 202 250 262 465 440 420</td></t<>	14 246 400 050 202 250 262 465 440 420
Existing shop floorspace (sq m net) 3,424 3,424 3,424 32,470 32,470 32,470 3 Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of	14 246 400 050 202 250 262 465 440 400
floorspace (sq m net) 3,424 3,424 3,424 32,470 32,470 32,470 3 Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of	71,216 199,050 292,359 362,165 448,180
floorspace (sq m net) 3,424 3,424 3,424 3,424 32,470 32,470 32,470 3 Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of	
Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg firspce (£000) 46,070 33,649 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21. Less sales capacity of	
Sales per sq m net (£) 13,454 9,827 9,827 9,827 6,130 6,507 6,839 Sales from extg firspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of	3,424 32,470 32,470 32,470 32,470
Sales from extg flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21. Less sales capacity of	
flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of 1<	9,827 6,130 6,507 6,839 7,188
flrspce (£000) 46,070 33,649 33,649 199,050 211,295 222,073 23 Available spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21 Less sales capacity of 1<	
spending to support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21. Less sales capacity of	33,649 199,050 211,295 222,073 233,401
support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21. Less sales capacity of 20	
support new shops (£000) 0 27,445 32,346 37,567 0 81,064 140,091 21. Less sales capacity of 20	
Less sales capacity of	
capacity of	37,567 0 81,064 140,091 214,779
committed new	
floorspace (£000) 0 0 0 0 73,473 77,221 8	0 0 73,473 77,221 81,160
Net available	
spending for new	
shops (£000) 0 27,445 32,346 37,567 0 7,591 62,871 13	37,567 0 7,591 62,871 133,619
Sales per sq m	
net in new	
shops (£) 12,000 12,000 12,000 5,000 5,250 5,500	2,000 5,000 5,250 5,500 5,750
Capacity for	
new shop	
firspc (sq m net) 0 2,287 2,695 3,131 0 1,446 11,431 2	3,131 0 1,446 11,431 23,238
Market Share of	
Catchment Area 12% 15% 15% 15% 29% 32% 32%	15% 29% 32% 32% 32%
Expenditure	

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Scenario 2

Non-central Food Stores & Retail Warehouses in Hemel Hempstead

Table: 41

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	2	2 Location: Non-central Food Stores & Retail Warehouses in Hemel Hempstead							
town centre assun	ned to be open by	2011. Proposed	pstead town centre Aylesbury town cer perstore and other f	ntre develop	ment assumed	to open by 2011. N	lew bulky goods		
Market shares adj	ustment factors:	(Convenience Goods	3:		% of survey indicat	O .		
		(Comparison Goods:		100	% of survey indicat	ed figures		
Catchment	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED								
Zone	CONVENIENCE GOODS					COMPARISON	GOODS		
	2005	2011	2016	2021	2005	2011	2016	2021	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	44	48	48	48	15	20	20	20	
2	40	42	42	42	3	4	4	4	
3	45	48	48	48	7	13	13	13	
4	31	35	35	35	5	7	7	7	
5	15	16	16	16	11	16	16	16	
6	11	12	12	12	3	5	5	5	
7	1	1	1	1	6	8	8	8	
8	1	1	1	1	1	1	1	1	

Sources: RECAP Model.

Donaldsons for market share adjustments.

Table: 42

FORECAST RETAIL SALES

TONECAST	KETAIL SALE	<u> </u>							
Scenario:	2 Lo	cation: No	on-central Food	l Stores & Ret	tail Warehouses	in Hemel Hemp	stead		
New development	of Riverside Centre i	n Hemel Hemps	stead town centr	e opening in 2	006. Proposed re	edevelopment of	Charter Place i	n Watford	
town centre assum	ned to be open by 20°	Proposed A	ylesbury town c	entre developr	ment assumed to	open by 2011. I	New bulky good	s retail	
warehouses at Jar	mans Field by 2006.	New food supe	erstore and other	r food store de	velopments in He	mel Hempstead	by 2011.		
Catchment	RETAIL SALES BY CATCHMENT ZONE								
zone	CON	NVENIENCE G	OODS		CC	MPARISON GO	OODS		
	2005	2011	2016	2021	2005	2011	2016	2021	
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	
1	47,262	56,538	60,988	65,726	30,275	52,166	64,525	79,737	
2	20,292	23,480	25,440	27,530	2,860	4,952	6,152	7,634	
3	20,552	24,243	26,277	28,448	6,007	14,539	18,071	22,433	
4	5,095	6,271	6,739	7,238	1,544	2,777	3,423	4,215	
5	6,077	7,148	7,721	8,332	8,373	15,829	19,605	24,259	
6	4,732	5,643	6,064	6,512	2,425	5,206	6,416	7,901	
7	317	351	380	412	3,579	6,210	7,722	9,589	
8	351	384	413	444	660	850	1,049	1,293	
	1								
TOTALS	104,679	124,057	134,023	144,641	55,723	102,530	126,962	157,059	

FORECAST RETAIL CAPACITY

Scenario: 2 Location: Non-central Food Stores & Retail Warehouses in Hemel Hempstead

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

wateriouses at Jairii	idilo i leid by 200	Jo. New Ioou St	aporatore and of	1101 1000 31016 0	•	richier riempste	Juu Dy 2011.	
Growth in sales per	sa m from shop	floorspace exist	ina in	2005	Comparison Goods:	1.00	% pa to	2021
Crowth in calco per	I	CONVENIEN		2000			ON GOODS	2021
	2005	2011	2016	2021	2005	2011	2016	2021
Residents'								
Spending £000	104,679	124,057	134,023	144,641	55,723	102,530	126,962	157,059
Plus visitors'								
spending (%)								
Total								
spending (£000)	104,679	124,057	134,023	144,641	55,723	102,530	126,962	157,059
Existing shop								
floorspace								
(sq m net)	8,844	8,844	8,844	8,844	21,244	21,244	21,244	21,244
Sales								
per sq m net (£)	11,837	10,562	10,562	10,562	2,623	3,486	3,663	3,850
Sales from extg								
flrspce (£000)	104,679	93,408	93,408	93,408	55,723	74,050	77,827	81,797
Available								
spending to								
support new								
shops (£000)	0	30,649	40,614	51,233	0	28,480	49,134	75,262
Less sales								
capacity of								
committed new	_	_	_	_				
floorspace (£000)	0	0	0	0	0	5,181	5,445	5,723
Net available								
spending for new		00.040	40.044	54.000		00.000	40.000	00.50
shops (£000)	0	30,649	40,614	51,233	0	23,299	43,689	69,539
Sales per sq m								
net in new	40,000	40,000	40,000	40,000	0.750	2.000	2.050	2.500
shops (£)	12,000	12,000	12,000	12,000	2,750	3,000	3,250	3,500
Capacity for								
new shop		2.554	2 205	4 000	_	7 700	42.440	40.000
flrspc (sq m net)	0	2,554	3,385	4,269	0	7,766	13,443	19,868
	1						1	
Market Share of	ll l							1

Market Share of Catchment Area Expenditure	28%	30%	30%	30%	8%	11%	11%	11%

Sources:	RECAP Model. Donaldsons estimates.
Maria	

Scenario 2

Berkhamsted

Table: 44

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	2	Location:	Berkhamsted						
town centre assur	ned to be open by	2011. Proposed	npstead town centre d Aylesbury town cer perstore and other fo	tre developn	nent assumed to	open by 2011. N	lew bulky goods re		
Market shares adj			Convenience Goods:			100 % of survey indicated figures 100 % of survey indicated figures			
Comparison Goods Catchment PROPORTION OF CA									
Zone			NCE GOODS	01111121117		COMPARISO			
	2005	2011	2016	2021	2005	2011	2016	2021	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	1	1	1	1	0	0	0	0	
2	1	1	1	1	0	0	0	0	
3	2	2	2	2	6	6	6	6	
4	1	1	1	1	2	2	2	2	
5	58	58	58	58	40	37	37	37	
6	6	6	6	6	3	3	3	3	
7	5	5	5	5	3	3	3	3	
8	4	4	4	4	0	0	0	0	

Sources: RECAP Model.

Donaldsons for market share adjustments.

Table: 45

FORECAST RETAIL SALES

Scenario:	2	Loca	ition:	Berkhamsted					
New development town centre assum warehouses at Jan	ed to be ope	n by 2011.	Proposed	Aylesbury town	centre developr	nent assumed to	open by 2011.	New bulky good	
Catchment	Thane Flora by	y 2000. 11	011 1000 00	1	TAIL SALES BY			a by 2011.	
zone		CONV	ENIENCE	GOODS			COMPARISON	GOODS	
		005	2011	2016	2021	2005	2011	2016	2021
	£)	000)	(£000)	(£000)	(£000£)	(£000)	(£000)	(£000)	(£000£)
1	1,	074	1,178	1,271	1,369	0	0	0	0
2		507	559	606	655	0	0	0	0
3		913	1,010	1,095	1,185	5,149	6,710	8,340	10,354
4		164	179	193	207	618	793	978	1,204
5	23,	497	25,912	27,989	30,203	30,449	36,604	45,338	56,099
6	2,	581	2,821	3,032	3,256	2,425	3,124	3,850	4,740
7	1,	587	1,753	1,901	2,058	1,790	2,329	2,896	3,596
8	1,	404	1,536	1,652	1,776	0	0	0	0
TOTALS	31,	729	34,948	37,738	40,710	40,430	49,560	61,401	75,993

FORECAST RETAIL CAPACITY

Scenario: 2 Location: Berkhamsted

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

CONVENIENCE GOODS 2005 2011 2016 2021 2005 2011 2016 2021						Comparison				
Residents Spending £000 31,729 34,948 37,738 40,710 40,430 49,560 61,401 75,993	Growth in sales per s	sq m from shop f			2005	Goods:			2021	
Residents' Spending 2000			CONVENIEN	ICE GOODS						
Spending £000 31,729 34,948 37,738 40,710 40,430 49,560 61,401 75,993		2005	2011	2016	2021	2005	2011	2016	2021	
Plus visitors' spending (%) Total spending (£000) 31,729 34,948 37,738 40,710 40,430 49,560 61,401 75,993 Existing shop floorspace (sq m net) 3,127 3,127 3,127 3,127 7,220 7,20 7,20 7,20	Residents'									
Plus visitors' spending (%) Total spending (£000) 31,729 34,948 37,738 40,710 40,430 49,560 61,401 75,993 Existing shop floorspace (sq m net) 3,127 3,127 3,127 3,127 7,220 7,20 7,20 7,20	Spending £000	31,729	34,948	37,738	40,710	40,430	49,560	61,401	75,993	
Total spending (£000)	Plus visitors'									
Spending (£000) 31,729 34,948 37,738 40,710 40,430 49,560 61,401 75,993	spending (%)									
Existing shop floorspace (sq m net) 3,127 3,127 3,127 3,127 7,220 7,220 7,220 7,220 7,220 7,220 Sales per sq m net (£) 10,146 12,093 12,093 12,093 5,600 5,944 6,248 6,566 Sales from extg flrspce (£000) 31,729 37,817 37,817 40,430 42,918 45,107 47,408 Available spending to support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Total									
floorspace (sq m net)	spending (£000)	31,729	34,948	37,738	40,710	40,430	49,560	61,401	75,993	
floorspace (sq m net)	Existing shop									
Sales per sq m net (£) per sq m net (£) per sq m net (£) sales from extg firspee (£000) 31,729 37,817 37,817 37,817 37,817 40,430 42,918 45,107 47,408 Available spending to support new shops (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	floorspace									
Sales per sq m net (£) 10,146 12,093 12,093 12,093 5,600 5,944 6,248 6,566 Sales from extg firspec (£000) 31,729 37,817 37,817 37,817 40,430 42,918 45,107 47,408 Available spending to support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	(sq m net)	3,127	3,127	3,127	3,127	7,220	7,220	7,220	7,220	
Sales from extg firspec (£000) 31,729 37,817 37,817 40,430 42,918 45,107 47,408 Available spending to support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		,			,	,	ŕ	ŕ	ĺ	
Sales from extg firspec (£000) 31,729 37,817 37,817 40,430 42,918 45,107 47,408 Available spending to support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	per sq m net (£)	10,146	12,093	12,093	12,093	5,600	5,944	6,248	6,566	
Available spending to support new shops (£000)		,			,	,	ŕ	ŕ	ĺ	
spending to support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0	flrspce (£000)	31,729	37,817	37,817	37,817	40,430	42,918	45,107	47,408	
support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0	Available									
support new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Less sales capacity of committed new floorspace (£000) 0	spending to									
Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	support new									
capacity of committed new floorspace (£000) 0 <td>shops (£000)</td> <td>0</td> <td>(2,870)</td> <td>(80)</td> <td>2,893</td> <td>0</td> <td>6,643</td> <td>16,294</td> <td>28,585</td>	shops (£000)	0	(2,870)	(80)	2,893	0	6,643	16,294	28,585	
committed new floorspace (£000) 0 28,585 0 0 6,643 16,294 28,585 28,585 0	Less sales		,	, ,						
Floorspace (£000)	capacity of									
Net available spending for new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Sales per sq m net in new shops (£) 12,000 12,000 12,000 5,000 5,250 5,500 5,750 Capacity for new shop firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 9% 6% 5% 5% 5% 6%	committed new									
spending for new shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Sales per sq m net in new shops (£) 12,000 12,000 12,000 5,000 5,250 5,500 5,750 Capacity for new shop firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%	floorspace (£000)	0	0	0	0	0	0	0	0	
shops (£000) 0 (2,870) (80) 2,893 0 6,643 16,294 28,585 Sales per sq m net in new shops (£) 12,000 12,000 12,000 5,000 5,250 5,500 5,750 Capacity for new shop firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%	Net available									
Sales per sq m net in new shops (£) Capacity for new shop flrspc (sq m net) Market Share of Catchment Area 9% 9% 9% 9% 9% 9% 9% 6% 5% 5% 6%	spending for new									
net in new shops (£) 12,000 12,000 12,000 5,000 5,250 5,500 5,750 Capacity for new shop firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%	shops (£000)	0	(2,870)	(80)	2,893	0	6,643	16,294	28,585	
shops (£) 12,000 12,000 12,000 12,000 5,000 5,250 5,500 5,750 Capacity for new shop firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 9% 6% 5% 5% 5% 6%	Sales per sq m									
Capacity for new shop flrspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 9% 9% 6% 5% 5% 6%	net in new									
new shop firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971 Market Share of Catchment Area 9% 9% 9% 6% 5% 5% 5% 6%	shops (£)	12,000	12,000	12,000	12,000	5,000	5,250	5,500	5,750	
firspc (sq m net) 0 (239) (7) 241 0 1,265 2,963 4,971										
Market Share of Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%	new shop									
Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%	firspc (sq m net)	0	(239)	(7)	241	0	1,265	2,963	4,971	
Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%										
Catchment Area 9% 9% 9% 9% 6% 5% 5% 6%	Market Share of									
		9%	9%	9%	9%	6%	5%	5%	6%	
	Expenditure									

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Scenario 2 Tring

Table: 47

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 2 Location: Tring

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

Market shares adjustment factors: Convenience Goods: 100 % of survey indicated figures

larket snares adjustment factors:			ivenience Goods	L.	100 % of survey indicated figures				
		Con	nparison Goods:		100 %	6 of survey indicate	ed figures		
Catchment		PROPO	ORTION OF CAT	CHMENT A	AREA EXPENDITURE ATTRACTED				
Zone		CONVENIENCE	GOODS			COMPARISON	GOODS		
	2005	2011	2016	2021	2005	2011	2016	2021	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	0	0	0	0	0	0	0	0	
2	0	0	0	0	1	1	1	1	
3	0	0	0	0	1	1	1	1	
4	1	1	1	1	0	0	0	0	
5	7	7	7	7	4	4	4	4	
6	2	2	2	2	1	1	1	1	
7	49	49	49	49	22	20	20	20	
8	7	7	7	7	3	3	3	3	

Sources: RECAP Model.

Donaldsons for market share adjustments.

Table: 48

FORECAST RETAIL SALES

Scenario: 2 Location: **Tring**New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

Catchment	RETAIL SALES BY CATCHMENT ZONE											
zone	CON	VENIENCE GO	OODS		COMPARISON GOODS							
	2005	2011	2016	2021	2005	2011	2016	2021				
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)				
1	0	0	0	0	0	0	0	0				
2	0	0	0	0	953	1,238	1,538	1,908				
3	0	0	0	0	858	1,118	1,390	1,726				
4	164	179	193	207	0	0	0	0				
5	2,836	3,127	3,378	3,645	3,045	3,957	4,901	6,065				
6	860	940	1,011	1,085	808	1,041	1,283	1,580				
7	15,556	17,177	18,626	20,171	13,124	15,526	19,304	23,972				
8	2,458	2,687	2,891	3,108	1,979	2,550	3,146	3,878				
TOTALS	21,874	24,112	26,098	28,216	20,768	25,431	31,563	39,129				

FORECAST RETAIL CAPACITY

Scenario: 2 Location: Tring

New development of Riverside Centre in Hemel Hempstead town centre opening in 2006. Proposed redevelopment of Charter Place in Watford town centre assumed to be open by 2011. Proposed Aylesbury town centre development assumed to open by 2011. New bulky goods retail warehouses at Jarmans Field by 2006. New food superstore and other food store developments in Hemel Hempstead by 2011.

				2005	Comparison				
Growth in sales per s	sq m from shop f		Goods:	1.00	% pa to	2021			
		CONVENIEN	ICE GOODS		COMPARISON GOODS				
	2005	2011	2016	2021	2005	2011	2016	2021	
Residents'									
Spending £000	21,874	24,112	26,098	28,216	20,768	25,431	31,563	39,129	
Plus visitors'									
spending (%)									
Total									
spending (£000)	21,874	24,112	26,098	28,216	20,768	25,431	31,563	39,129	
Existing shop									
floorspace									
(sq m net)	1,836	1,836	1,836	1,836	4,003	4,003	4,003	4,003	
Sales									
per sq m net (£)	11,914	10,680	10,680	10,680	5,188	5,507	5,788	6,083	
Sales from extg									
flrspce (£000)	21,874	19,608	19,608	19,608	20,768	22,045	23,170	24,352	
Available									
spending to									
support new									
shops (£000)	0	4,503	6,490	8,608	0	3,386	8,393	14,777	
Less sales									
capacity of									
committed new									
floorspace (£000)	0	0	0	0	0	0	0	0	
Net available									
spending for new									
shops (£000)	0	4,503	6,490	8,608	0	3,386	8,393	14,777	
Sales per sq m									
net in new									
shops (£)	12,000	12,000	12,000	12,000	4,500	4,750	5,000	5,250	
Capacity for	_	_		_					
new shop									
firspc (sq m net)	0	375	541	717	0	713	1,679	2,815	
Market Share of									
Catchment Area	6%	6%	6%	6%	3%	3%	3%	3%	
Expenditure							<u> </u>		

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Total Market Shares

Table: 50
TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN

2005

TOTAL MARKET SHARLES BY SOME ARROST SOODS			2000							
SHOPPING LOCATION	COMPARISON GOODS TYPE									
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other		
	footwear	florcvrgs etc	Textiles	Appliances	equipment	garden products	& beauty goods	comparison gds		
Hemel Hempstead Town Centre	29%	25%	29%	28%	28%	26%	33%	30%		
Non-central Food Stores & Retail Warehouses in Hemel Hempstead	6%	10%	8%	13%	11%	15%	4%	5%		
TOTALS	34%	34%	36%	41%	39%	42%	37%	35%		
Berkhamsted	6%	6%	5%	5%	4%	5%	8%	7%		
TOTALS	6%	6%	5%	5%	4%	5%	8%	7%		
Tring	3%	2%	2%	2%	2%	4%	4%	4%		
TOTALS	3%	2%	2%	2%	2%	4%	4%	4%		

Scenario: 1

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Hemel Hempstead Town Centre and Non-Central Foodstores and Retail Warehouses

CONVENIENCE GOODS COMPARISON GOODS Catchment Zones (%) (%) (%) (%) (%) 49 22 26 25 26 49 22 26 25 26 49 22 47 47 47 47 25

Sources: RECAP Model

Table: 5

Scenario: 2

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR:	Hemel Hempstead
--	-----------------

Catchment		Town Centre and Non-Central Foodstores and Retail Warehouses										
Zones		CONVENIEN	ICE GOODS			COMPARIS	ON GOODS					
	2005	2011	2016	2021	2005	2011	2016	2021				
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)				
1	62	70	70	70	54	66	66	66				
2	50	54	54	54	40	43	43	43				
3	70	78	78	78	49	59	59	59				
4	47	53	53	53	22	28	28	28				
5	18	20	20	20	26	34	34	34				
6	19	22	22	22	25	30	30	30				
7	7	8	8	8	26	30	30	30				
8	4	4	4	4	5	5	5	5				

Scenario: 1

Sources: RECAP Model

Table: 54

Scenario: 2

Catchment	Town Centre and Non-Central Foodstores and Retail Warehouses											
Zones		CONVENIEN					ON GOODS					
	2005		2016	2021	2005	2011	2016	2021				
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%				
1	1	1	1	1	0	0	0					
2	1	1	1	1	0	0	0					
3	2	2	2	2	6	6	6					
4	1	1	1	1	2	2	2					
5	58	58	58	58	40	37	37	3				
6	6	6	6	6	3	3	3					
7	5	5	5	5	3	3	3					
8	4	4	4	4	0	0	0					
		·										
		•										
					•							

Table: 55
Scenario: 1
TOTAL MARKET SHARES BY CATCHMENT ZONE FOR:

TOTAL MAR						Tring					
Catchment	Town Centre and Non-Central Foodstores and Retail Warehouses										
Zones		CONVENIEN	ICE GOODS			COMPARIS	ON GOODS				
	2005	2011	2016	2021	2005	2011	2016	2021			
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%			
1	0	0	0	0	0	0	0				
2	0	0	0	0	1	1	1				
3	0	0	0	0	1	1	1				
4	1	1	1	1	0	0	0				
5	7	7	7	7	4	4	4	•			
6	2	2	2	2	1	1	1				
7	49	49	49	49	22	22	22	22			
8	7	7	7	7	3	3	3	;			

Sources: RECAP Model

Table:

Scenario: 2

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR:	Tring
--	-------

Catchment	Town Centre and Non-Central Foodstores and Retail Warehouses								
Zones		CONVENIEN	ICE GOODS			COMPARIS	ON GOODS		
	2005	2011	2016	2021	2005	2011	2016	2021	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	0	0	0	0	0	0	0	0	
2	0	0	0	0	1	1	1	1	
3	0	0	0	0	1	1	1	1	
4	1	1	1	1	0	0	0	0	
5	7	7	7	7	4	4	4	4	
6	2	2	2	2	1	1	1	1	
7	49	49	49	49	22	20	20	20	
8	7	7	7	7	3	3	3	3	

Scenario: 1

TOTAL MA	RKET SHA	RES BY C	ATCHMEN	T ZONE FO	R:	Dacorum							
Catchment		Town Centre and Non-Central Foodstores and Retail Warehouses											
Zones	CONVENIENCE GOODS				COMPARISON GOODS								
	0	0	0	0	0	0	0	0					
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)					
1	63	63	63	63	54	54	54	54					
2	51	51	51	51	41	41	41	41					
3	72	72	72	72	56	56	56	56					
4	49	49	49	49	24	24	24	24					
5	83	83	83	83	70	70	70	70					
6	27	27	27	27	29	29	29	29					
7	61	61	61	61	51	51	51	51					
8	15	15	15	15	8	8	8						
		· ·											
		· ·											

Sources: RECAP Model

Table: Scenario: 2

Catchment	Town Centre and Non-Central Foodstores and Retail Warehouses											
Zones	CONVENIENCE GOODS				COMPARISON GOODS							
	0	0	0	0	0	0	0	0				
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%				
1	63	71	71	71	54	66	66	66				
2	51	55	55	55	41	44	44	44				
3	72	80	80	80	56	66	66	66				
4	49	55	55	55	24	30	30	30				
5	83	85	85	85	70	75	75	75				
6	27	30	30	30	29	34	34	34				
7	61	62	62	62	51	53	53	53				
8	15	15	15	15	8	8	8	- 8				

RECAP Model Sources: