RECAP

The Retail Capacity forecasting Model

Project:	**DACORUM RETAIL AND LEISURE STUDY 2005**	Number:	35437
Client:	Dacorum Borough Council		
Date of Latest Revision:	12-Aug-05	File:	Dacorum RECAP Model August 2005

Retail Locations Modelled:

- Hemel Hempstead Town Centre
- Non-central Food Stores & Retail Warehouses in Hemel Hempstead
- Berkhamsted
- Tring

Scenarios Modelled:

1	Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.
2	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:

Donaldsons

Table: **1**

CATCHMENT AREA POPULATION FORECASTS

Zone	Postcodes	Census	Base Year	Forecasting Years		
		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:

MapInfo Report, March 2006

Notes:

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

Table: **2**

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:	Convenience Goods (£)				Comparison Goods (£)			
	2005	2011	2016	2021	2005	2011	2016	2021
(Excluding SFT)	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 & footwear	Furniture/ florcvrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden prdcts	Chemists, medcl & beauty goods	All other comprsn gds	Total 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 Comparison Goods Expenditure in 2005 on:

	Clothing & footwear	Furniture/ florcvrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden prdcts	Chemists, medcl & beauty goods	All other comprsn gds	Total 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'.

Table: **3**

CATCHMENT AREA EXPENDITURE FORECASTS

Catchment Zone	TOTAL RETAIL EXPENDITURE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£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 2005

Catchment Zone	Clothing & footwear (£000)	Furniture/ florcvrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden prdcts (£000)	Chemists, medcl & beauty goods (£000)	All other comprsn gds (£000)	Total comprsn gds (£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
TOTALS	147,192	72,649	23,901	26,504	100,810	58,924	83,062	183,398	696,441

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	Main Food	Top-up convenience	**WEIGHTED AVERAGE**
	Q2	Q5	
	Expenditure weighting		
	75	25	100
	(%)	(%)	(%)
1	33.8	9.7	27.8
2	18.2	7.3	15.5
3	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: **6**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2005

2005 Allocations to

Hemel Hempstead Town Centre

Indicated by Household Interview Survey

Zones	Clothing & footwear	Furniture/ florcvrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcl & beauty goods	All other comparison gds	**WEIGHTED AVERAGE**
	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	
	Expenditure 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

Sources: Household Interview Survey.
RECAP Table 2 for expenditure weights.

Table: **7**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Hemel Hempstead Town Centre**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Market shares adjustment factors: Convenience Goods: 65 % of survey indicated figures
Comparison Goods: 65 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	CONVENIENCE 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.
Donaldsons for market share adjustments.

Table: **8**

COMPARISON GOODS SALES BY GOODS TYPE IN 2005

Catchment Zones	Clothing & footwear (£000)	Furniture/ florcvrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
	2005 Sales in **Hemel Hempstead Town Centre** By Comparison Goods Type.							
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	1,392	606	642	2,943	1,436	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 Location: **Hemel Hempstead Town Centre**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	19,334	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	11,418	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	46,070	50,643	54,705	59,033	199,050	257,920	319,533	395,459

Sources: RECAP Model.

Table: **10**

SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2005

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£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

CONVENIENCE GOODS

Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	0		0		0

COMPARISON GOODS

Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£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.

Table: **12**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Hemel Hempstead Town Centre**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021
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 (sq m net)	3,424	3,424	3,424	3,424	32,470	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 flrspce (£000)	46,070	33,649	33,649	33,649	199,050	211,295	222,073	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)	0	0	0	0	0	73,473	77,221	81,160
Net available spending for new shops (£000)	0	16,994	21,056	25,384	0	(26,848)	20,239	80,898
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	5,000	5,250	5,500	5,750
Capacity for new shop flrspc (sq m net)	**0**	**1,416**	**1,755**	**2,115**	**0**	**(5,114)**	**3,680**	**14,069**

Market Share of Catchment Area Expenditure	12%	12%	12%	12%	29%	29%	29%	29%

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

Table: **13**

CONVENIENCE GOODS MARKET SHARES IN 2005

2005 Allocations to
Non-central Food Stores & Retail Warehouses in Hemel Hempstead
Indicated by household interview survey

Zones	Main Food Q2	Top-up convenience Q5	**WEIGHTED AVERAGE**
	Expenditure weighting		
	75	25	100
	(%)	(%)	(%)
1	51.0	22.3	43.8
2	50.7	8.0	40.0
3	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
7	0.5	1.0	0.6
8	1.4	0.0	1.1

Sources: Household Interview Survey.
Expenditure weighting by Donaldsons.

Table: **14**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2005

2005 Allocations to
Non-central Food Stores & Retail Warehouses in Hemel Hempstead
Indicated by Household Interview Survey

Zones	Clothing & footwear Q6	Furniture/ florcvrgs etc Q7	Household Textiles Q8	Household Appliances Q9	Audio-visual equipment Q10	Hardware, DIY, garden products Q11	Chemists, medcl & beauty goods Q12	All other comparison gds Q13	**WEIGHTED AVERAGE**
	Expenditure 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.

Table: **15**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **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.

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

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	CONVENIENCE 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.
Donaldsons for market share adjustments.

Table: **16**

COMPARISON GOODS SALES BY GOODS TYPE IN 2005

Catchment Zones	Clothing & footwear (£000)	Furniture/ florcvrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
	2005 Sales in **Non-central Food Stores & Retail Warehouses in Hemel Hempstead** By Comparison Goods Type.							
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
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 Location: **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 zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£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

Source: RECAP Model.

Table: **18**

SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2005

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£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.

Table: **19**

SALES CAPACITY OF EXISTING RETAIL WAREHOUSES & SUPERSTORES

Net to gross ratio: 85 %			Date of sales densities:	2003
Store	Gross Flrspce (sq m)	Net Flrspce (sq m)	Sales Density 2003 (£per sqm net)	Sales 2003 (£000)
MFI Homeworks	1,615	1,373	2,635	3,617
B&Q	2,975	2,529	2,213	5,596
Wickes (1)	1,742	1,481	2,729	4,041
Dunelm	3,252	2,764	2,968	8,204
Halfords (2)	372	316	2,162	684
Staples (3)	613	521	2,162	1,127
Allied Carpets	1,022	869	1,343	1,167
Homebase	5,650	4,803	1,599	7,679
Comet	1,115	948	6,677	6,328
Carpetright	1,161	987	1,420	1,401
Argos Extra	929	790	9,492	7,495
Currys	1,394	1,185	5,309	6,291
Sainsburys (Apsley Mill) Non-Food	n/a	1,067	5,236	5,584
Tesco (Jarman Way) Non-Food	n/a	1,614	5,683	9,170
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns	21,840	21,244	**3,219**	68,384

Sources: Retail Rankings', Mintel, with VAT added for compatibility with expenditure.
Donaldsons.
Dacorum Borough Council

Notes:
(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.

Table: **20**

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS 2006

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

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

Table: **21**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **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.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021
Residents' Spending £000	104,679	115,079	124,329	134,184	55,723	72,165	89,351	110,520
Plus visitors' 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 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 net in new shops (£)	12,000	12,000	12,000	12,000	3,000	3,150	3,300	3,500
Capacity for new shop flrspc (sq m net)	**0**	**1,806**	**2,577**	**3,398**	**0**	**(2,243)**	**1,842**	**6,571**

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

Sources: RECAP Model. Donaldsons estimates.

Notes:

Scenario 1

Berkhamsted

Table: **22**

CONVENIENCE GOODS MARKET SHARES IN 2005

2005	Allocations to		
Berkhamsted			
Indicated by household interview survey			
Zones	Main Food Q2	Top-up convenience Q5	**WEIGHTED AVERAGE**
	Expenditure weighting		
	75 (%)	25 (%)	100 (%)
1	1.1	0.3	0.9
2	1.4	0.7	1.2
3	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
7	6.0	2.5	5.1
8	4.7	2.0	4.0

Sources: Household Interview Survey.
Expenditure weighting by Donaldsons.

Table: **23**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2005

	2005 Allocations to **Berkhamsted** Indicated by Household Interview Survey								
	Clothing & footwear Q6	Furniture/ florcvrgs etc Q7	Household Textiles Q8	Household Appliances Q9	Audio-visual equipment Q10	Hardware, DIY, garden products Q11	Chemists, medcl & beauty goods Q12	All other comparison gds Q13	**WEIGHTED AVERAGE**
Zones	Expenditure 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

Sources: Household Interview Survey.
RECAP Table 2 for expenditure weights.

Table: **24**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Berkhamsted**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

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

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	CONVENIENCE 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.
Donaldsons for market share adjustments.

Table: **25**

COMPARISON GOODS SALES BY GOODS TYPE IN 2005

Catchment Zones	2005 Sales in **Berkhamsted** By Comparison Goods Type. Clothing & footwear (£000)	Furniture/ florcvrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£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	0
5	5,824	2,962	852	886	3,140	2,396	5,030	9,401
6	632	126	42	46	293	212	337	490
7	391	541	45	48	242	162	327	267
8	0	0	0	18	0	39	55	0
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%

Sources: RECAP Model.

Table: **26**

FORECAST RETAIL SALES

Scenario: 1 Location: **Berkhamsted**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE: CONVENIENCE GOODS 2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	COMPARISON GOODS 2005 (£000)	2011 (£000)	2016 (£000)	2021 (£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	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	31,729	34,948	37,738	40,710	40,430	52,528	65,077	80,541

Sources: RECAP Model.

Table: **27**

SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2005

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco Metro	1,202	80	962	13,390	12,876
Waitrose	2,301	88	2,025	11,875	24,045
Co-op	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 Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	0		0		0
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	0		0		0

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

Table: **29**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Berkhamsted**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021
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 (sq m net)	3,127	3,127	3,127	3,127	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	37,817	40,430	42,918	45,107	47,408
Available spending to support new shops (£000)	0	(2,870)	(80)	2,893	0	9,611	19,970	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	(2,870)	(80)	2,893	0	9,611	19,970	33,133
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	5,000	5,250	5,500	5,750
Capacity for new shop flrspc (sq m net)	**0**	**(239)**	**(7)**	**241**	**0**	**1,831**	**3,631**	**5,762**

Market Share of Catchment Area Expenditure	9%	9%	9%	9%	6%	6%	6%	6%

Sources: RECAP Model.
Experian Goad.

Notes: Excludes vacant floorspace.

Scenario 1

Tring

Table: **30**

CONVENIENCE GOODS MARKET SHARES IN 2005

2005	Allocations to		
Tring			
Indicated by household interview survey			
Zones	Main Food Q2	Top-up convenience Q5	**WEIGHTED AVERAGE**
	Expenditure weighting		
	75	25	100
	(%)	(%)	(%)
1	0.0	0.0	0.0
2	0.0	1.3	0.3
3	0.0	0.0	0.0
4	1.0	0.0	0.8
5	9.3	1.6	7.4
6	2.0	2.0	2.0
7	55.3	29.5	48.9
8	7.4	4.7	6.7

Sources: Household Interview Survey.
Expenditure weighting by Donaldsons.

Table: **31**

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2005

	2005 Allocations to **Tring** Indicated by Household Interview Survey								
	Clothing & footwear Q6	Furniture/ florcvrgs etc Q7	Household Textiles Q8	Household Appliances Q9	Audio-visual equipment Q10	Hardware, DIY, garden products Q11	Chemists, medcl & beauty goods Q12	All other comparison gds Q13	**WEIGHTED AVERAGE**
Zones	Expenditure 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.

Table: **32**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1 Location: **Tring**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

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

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	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	22	22	22
8	7	7	7	7	3	3	3	3

Sources: RECAP Model.
Donaldsons for market share adjustments.

Table: **33**

COMPARISON GOODS SALES BY GOODS TYPE IN 2005

Catchment Zones	Clothing & footwear (£000)	Furniture/ florcvrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
	2005 Sales in **Tring** By Comparison Goods Type.							
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	0
5	756	167	68	93	408	335	563	621
6	120	0	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%

Sources: RECAP Model.

Table: **34**

FORECAST RETAIL SALES

Scenario: 1 Location: **Tring**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	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	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	17,078	21,234	26,369
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	26,983	33,493	41,526

Sources: RECAP Model.

Table: **35**

SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN 2005

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco	1,624	75	1,218	13,390	16,309
Budgens	727	85	618	5,339	3,299
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 Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	0		0		0
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	0		0		0

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

Table: **37**

FORECAST RETAIL CAPACITY

Scenario: 1 Location: **Tring**

Baseline. Market shares derived from the Household Interview Survey Feb 2005 held constant throughout the forecasting period.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021
Residents' Spending £000	21,874	24,112	26,098	28,216	20,768	26,983	33,493	41,526
Plus visitors' spending (%)	-	-	-	-	-	-	-	-
Total spending (£000)	21,874	24,112	26,098	28,216	20,768	26,983	33,493	41,526
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	4,938	10,324	17,174
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	4,938	10,324	17,174
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 flrspc (sq m net)	**0**	**375**	**541**	**717**	**0**	**1,040**	**2,065**	**3,271**

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

Sourcees: RECAP Model.

Notes: Excludes vacant floorspace.

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 Hemel Hempstead by 2011.

Market shares adjustment factors:
Convenience Goods: 65 % of survey indicated figures
Comparison Goods: 65 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	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 zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£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

Sources: RECAP Model.

Table: **40**

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.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021
Residents' Spending £000	46,070	61,094	65,994	71,216	199,050	292,359	362,165	448,180
Plus visitors' spending (%)								
Total spending (£000)	46,070	61,094	65,994	71,216	199,050	292,359	362,165	448,180
Existing shop floorspace (sq m net)	3,424	3,424	3,424	3,424	32,470	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 flrspce (£000)	46,070	33,649	33,649	33,649	199,050	211,295	222,073	233,401
Available spending to support new shops (£000)	0	27,445	32,346	37,567	0	81,064	140,091	214,779
Less sales capacity of committed new floorspace (£000)	0	0	0	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	133,619
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	5,000	5,250	5,500	5,750
Capacity for new shop flrspc (sq m net)	**0**	**2,287**	**2,695**	**3,131**	**0**	**1,446**	**11,431**	**23,238**

Market Share of Catchment Area Expenditure	12%	15%	15%	15%	29%	32%	32%	32%

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 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.

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

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	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

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.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2011 (£000)	2016 (£000)	2021 (£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
TOTALS	104,679	124,057	134,023	144,641	55,723	102,530	126,962	157,059

Sources: RECAP Model.

Table: **43**

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.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	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 shops (£000)	0	30,649	40,614	51,233	0	23,299	43,689	69,539
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	2,750	3,000	3,250	3,500
Capacity for new shop flrspc (sq m net)	**0**	**2,554**	**3,385**	**4,269**	**0**	**7,766**	**13,443**	**19,868**

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

Sources: RECAP Model. Donaldsons estimates.

Notes:

Scenario 2

Berkhamsted

Table: **44**

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

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.

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

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	CONVENIENCE 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	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 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.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	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	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

Sources: RECAP Model.

Table: **46**

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.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE GOODS				COMPARISON GOODS			
	2005	2011	2016	2021	2005	2011	2016	2021
Residents' Spending £000	31,729	34,948	37,738	40,710	40,430	49,560	61,401	75,993
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	7,220	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	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
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	12,000	5,000	5,250	5,500	5,750
Capacity for new shop flrspc (sq m net)	**0**	**(239)**	**(7)**	**241**	**0**	**1,265**	**2,963**	**4,971**

Market Share of Catchment Area Expenditure	9%	9%	9%	9%	6%	5%	5%	6%

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; Comparison Goods: 100 % of survey indicated figures

Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED							
	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 zone	RETAIL SALES BY CATCHMENT ZONE							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (£000)	2011 (£000)	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	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

Sources: RECAP Model.

Table: **49**

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.

Growth in sales per sq m from shop floorspace existing in 2005 Comparison Goods: 1.00 % pa to 2021

	CONVENIENCE 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 flrspc (sq m net)	**0**	**375**	**541**	**717**	**0**	**713**	**1,679**	**2,815**

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

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Total Market Shares

Table: **50**

TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN 2005

SHOPPING LOCATION	COMPARISON GOODS TYPE							
	Clothing & footwear	Furniture/ florcvrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcl & beauty goods	All other 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%

Sources: RECAP Model

Table: 51
Scenario: 1

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Hemel Hempstead

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	CONVENIENCE GOODS				COMPARISON GOODS			
	2005 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2011 (%)	2016 (%)	2021 (%)
1	62	62	62	62	54	54	54	54
2	50	50	50	50	40	40	40	40
3	70	70	70	70	49	49	49	49
4	47	47	47	47	22	22	22	22
5	18	18	18	18	26	26	26	26
6	19	19	19	19	25	25	25	25
7	7	7	7	7	26	26	26	26
8	4	4	4	4	5	5	5	5

Sources: RECAP Model

Table: 52
Scenario: 2

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Hemel Hempstead

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	CONVENIENCE GOODS				COMPARISON 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

Sources: RECAP Model

Table: **53**

Scenario: **1**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Berkhamsted

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	CONVENIENCE 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

Table: **54**

Scenario: **2**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Berkhamsted

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	CONVENIENCE 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	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

Table: **55**

Scenario: **1**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Tring

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	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	22	22	22
8	7	7	7	7	3	3	3	3

Sources: RECAP Model

Table: **56**

Scenario: **2**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Tring

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	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

Table: **57**

Scenario: **1**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Dacorum

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	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	8

Sources: RECAP Model

Table: **58**

Scenario: **2**

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Dacorum

Catchment Zones	Town Centre and Non-Central Foodstores and Retail Warehouses							
	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

Sources: RECAP Model