

	The helali Capacity lorecasting	Model	
Project:	Dacorum Retail Study Update	Number:	143668
Client:	Dacorum Borough Council		
Date of Latest Revision:	23-Mar-09	File:	Dacorum RECAP Model 2008 (Eastern Growth)
Retail Locations Modelled:	Hemel Hempstead Town Centre Non-central shopping in Hemel Hempstead Berkhamsted Tring (including Tesco)		
Scenarios Modelled:	Baseline - Market Shares indicated by the Household Interviolation Increase in market shares of convenience and comparison of 2016 due to Waterside Square; and reductions in market sharin foodstores. Increase in comparison goods expenditure Jarman Park development.	goods expend ares of conve	liture attracted to Hemel Hempstead Town Centre from enience goods expenditure attracted to Non-central
Notes:			
Copyright:			DTZ

Catchment Area Population and Expenditure

Table:

CATCHMENT AREA POPULATION FORECASTS

Eastern Expansion of Hemel Hempstead

		Base Year		Forecast	ing Years	
Zone	Postcodes	2008	2011	2016	2021	2031
1	HP1-1, HP2-4, HP2-5, HP2-7, HP3-8, HP3-9	59,945	62,556	69,133	75,711	88,865
2	HP3-0, WD4-8, WD4-9, WD5-0	28,402	28,902	29,022	29,233	29,617
3	HP1-2, HP1-3, HP2-6	24,619	25,145	25,543	25,942	26,738
4	AL3-7, AL3-8	9,269	9,403	9,487	9,631	9,893
5	HP4-1, HP4-2, HP4-3	22,574	22,890	23,343	23,796	24,701
6	HP5-1, HP5-2, HP5-3	24,665	24,838	24,622	24,622	24,530
7	HP23-4, HP23-5, HP23-6	17,671	17,822	17,997	18,172	18,522
8	HP22-5, HP22-6	19,408	19,587	19,708	19,905	20,266
				_	_	
TOTAL		206,553	211,143	218,855	227,012	243,132

Sources:

Pitney Bowes Mapinfo Ltd - Anysite Report, 6th August 2008.

Dacorum Borough Council for above-trend forecasts.

Notes:

Based on Mapinfo population forecasts to 2016 extrapolated by trend projection to 2031; with above-trend growth added based on RSS housing growth trajectory for Scenario 1 - Eastern Expansion.

2

PER CAPITA EXPENDITURE

2005 2005 Per Capita Expenditure in (year): Price Basis (Year): Including Special Forms of Trading: 3,334.00 Convenience Goods (£): 1,703.00 Comparison Goods (£): GROWTH IN PER CAPITA RETAIL EXPENDITURE: 3.45 % 2005 to 0.00 % pa 2008 to 2009 2031 Convenience Goods: 2007 1.00 % pa 2010 to Comparison Goods: 11.74 % 2005 to 2007 0.00 % pa 2008 to 2009 3.90 % pa 2010 to 2031 PER CAPITA Convenience Goods (£) Comparison Goods (£) EXPENDITURE IN 2008 2031 2011 2021 2031 2011 2016 2021 2008 2016 (Including SFT) 1,761.75 1,797.16 1,888.84 1,985.19 2,192.88 3,725.41 4,021.66 4,869.49 5,896.05 8,644.03 Deduction for SFT (%) 4.0 5.0 6.0 7.0 8.0 7.0 12.0 13.0 14.0 15.0 Excluding SFT 1,691.28 1,707.31 1,775.51 1,846.22 2,017.45 3,464.63 3,539.06 4,236.45 5,070.60 7,347.43

COMPARISON GOODS PER CAPITA EXPENDITURE BY GOODS TYPE										
Per Capita Comparison Goods Expenditure in 2005										
	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 (£)	788	323	114	102	445	271	424	867	3,334	
Per Capita Comparison	Goods Expen	diture in	2008							
Including SFT	880.51	360.92	127.38	113.97	497.24	302.82	473.78	968.79	3,725.41	
Deduction for SFT (%)	8.1	4.4	10.1	7.1	12.2	5.8	2.0	6.7	7.0	
Excluding SFT (£)	809.19	345.04	114.52	105.88	436.58	285.25	464.30	903.88	3,464.63	

Sources:

MapInfo Anysite Report, 16/10/2008. MapInfo/Oxford Economic Forecasting Information Brief 08/2. DTZ estimates for SFT based on 'UK e-retail 2008', Verdict Research Limited.

Notes:

Growth 2005 to 2007 is the actual national average growth. No growth is assumed during 2008 and 2009 owing to the current economic recession. Growth projections 2010 to 2026 apply the 1998 to 2007 average annual trend to the projected 2009 expenditure (convenience goods); and the ultra-long term average annual trend 1964 to 2007 to the projected 2009 expenditure (comparison goods).

CATCHMENT AREA EXPENDITURE FORECASTS

Catchment	TOTAL RETAIL EXPENDITURE									
Zone		CONV	ENIENCE GO	ODS			COM	IPARISON GO	ODS	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(£000)	(£000)	(£000)	£0	(£000)	(£000)	(£000)	(£000)	£0	(£000)
1	101,384	106,802	122,746	139,780	179,281	207,687	221,389	292,879	383,900	652,929
2	48,036	49,345	51,529	53,971	59,751	98,403	102,286	122,950	148,231	217,609
3	41,638	42,930	45,352	47,895	53,943	85,296	88,990	108,212	131,541	196,455
4	15,677	16,054	16,844	17,780	19,958	32,114	33,278	40,191	48,833	72,685
5	38,179	39,080	41,446	43,933	49,833	78,211	81,009	98,892	120,660	181,489
6	41,716	42,406	43,717	45,458	49,488	85,455	87,903	104,310	124,849	180,231
7	29,887	30,428	31,954	33,550	37,367	61,224	63,073	76,243	92,143	136,089
8	32,824	33,441	34,992	36,749	40,887	67,242	69,320	83,492	100,930	148,906
TOTALS	349,340	360,486	388,579	419,116	490,507	715,630	747,248	927,169	1,151,088	1,786,394

Sources: RECAP Tables 1 and 2

Table: 4

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN 2008

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	48,507	20,683	6,865	6,347	26,171	17,099	27,833	54,183	207,687
2	22,983	9,800	3,253	3,007	12,400	8,102	13,187	25,672	98,403
3	19,921	8,495	2,819	2,607	10,748	7,023	11,431	22,253	85,296
4	7,500	3,198	1,061	981	4,047	2,644	4,304	8,378	32,114
5	18,267	7,789	2,585	2,390	9,855	6,439	10,481	20,404	78,211
6	19,959	8,510	2,825	2,612	10,768	7,036	11,452	22,294	85,455
7	14,299	6,097	2,024	1,871	7,715	5,041	8,205	15,972	61,224
8	15,705	6,697	2,223	2,055	8,473	5,536	9,011	17,542	67,242
TOTALS	167,141	71,269	23,654	21,870	90,177	58,920	95,903	186,699	715,630

Sources: RECAP Tables 1 and 2

Hemel Hempstead Town Centre

Table:

CONVENIENCE GOODS MARKET SHARES IN

2008

2008	Allocations to		
Hemel Hempstead Indicated by Househ		vev	
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1 Expenditure	Q4 e weighting	
	75 (%)	25 (%)	100 (%)
1	19.0	16.3	18.3
2	5.3	4.0	5.0
2 3 4	32.5	11.9	27.4
4	2.0	2.0	2.0
5 6	3.3	1.3	2.8
	0.7	1.3	0.9
7	2.4	-	1.8
8	-	0.8	0.2
Courses	Hausahald Intar		

Sources:

Household Interview Survey. Expenditure weighting by DTZ.

Table: 6

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2008

		Allocations to							
	Hemel Hempst	ead Town Centi	re						
	Indicated by Ho	usehold Interview	w Survey						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	WEIGHTED
	footwear	florcvrgs etc	Textiles	Appliances		garden products	& beauty goods	comparison gds	AVERAGE
	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	
Zones				Exp	penditure weight	ing			
	880.51	360.92	127.38	113.97	497.24	302.82	473.78	968.79	3,725.41
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	55.4	17.9	35.1	23.6	22.2	38.2	69.1	62.6	47.9
2	21.0	9.5	10.8	9.5	9.7	22.0	16.8	19.6	16.9
3	64.4	28.7	45.3	34.1	30.9	45.2	77.6	68.4	56.0
4	20.7	5.9	8.1	3.8	2.7	5.8	6.3	15.3	11.5
5	36.1	13.6	21.2	24.8	28.4	26.7	4.1	9.7	20.3
6	38.2	12.3	16.1	12.3	16.5	10.6	2.0	17.6	19.0
7	24.3	7.6	16.8	8.7	7.3	7.1	8.3	15.3	13.9
8	5.4	-	3.7	-	-	-	-	2.5	2.1
	<u> </u>								

Sources:

Household Interview Survey. RECAP Table 2 for expenditure weights.

7

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Hemel Hempstea	d Town Centre						
Baseline - Market	t Shares indicated	by the Househo	ld Interview Survey	2008 remain unch	nanged.					
Market shares co	rrection factors:		Convenience Goo	ds:			100 % 0	f survey indicate	ed figures	
			Comparison Good	s:				f survey indicate		
Catchment			PROP	ORTION OF CAT	CHMENT ARE	A EXPENDITUR	E ATTRACTED			
Zone		CON	IVENIENCE GOOD	OS		COMPA	RISON GOODS			
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)
1	18	18	18	18	18	48	48	48	48	48
2	5	5	5	5	5	17	17	17	17	17
3	27	27	27	27	27	56	56	56	56	56
4	2	2	2	2	2	11	11	11	11	11
5	3	3	3	3	3	20	20	20	20	20
6	1	1	1	1	1	19	19	19	19	19
7	2	2	2	2	2	14	14	14	14	14
8	0	0	0	0	0	2	2	2	2	2

Sources:

RECAP Model. DTZ for market share corrections.

8

COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment	2008	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 (£000)	florcvrgs etc (£000)		Appliances (£000)	equipment (£000)	garden products (£000)	& beauty goods (£000)	comparison gds (£000)
1	26,873	3,702	2,410	1,498	5,810	6,532	19,232	33,919
2	4,826	931	351	286	1,203	1,782	2,215	5,032
3	12,829	2,438	1,277	889	3,321	3,174	8,870	15,221
4	1,553	189	86	37	109	153	271	1,282
5	6,594	1,059	548	593	2,799	1,719	430	1,979
6	7,624	1,047	455	321	1,777	746	229	3,924
7	3,475	463	340	163	563	358	681	2,444
8	848	0	82	0	0	0	0	439
TOTALS	64,622	9,829	5,549	3,787	15,582	14,465	31,929	64,238
MARKET SHARES	39%	14%	23%	17%	17%	25%	33%	34%

Sources:

RECAP Model.

Table:

a

FORECAST RETAIL SALES

Scenario:	1 Loc	cation: I	Hemel Hempstead	I Town Centre						
 Rasalina - Market (Shares indicated by t	ha Housahold	Interview Survey 2	2008 remain unch	hanner					
Catchment	RETAIL SALES			2000 Terriain uner	iarigea.					
zone		NVENIENCE (C	OMPARISON G	OODS		
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(£000)	(0003)	(000£)	£0	(0003)	(£000)	(0003)	(000£)	93	(000£)
1	18,249	19,224	22,094	25,160	32,271	99,690	106,267	140,582	184,272	313,406
2	2,402	2,467	2,576	2,699	2,988	16,728	17,389	20,902	25,199	36,994
3	11,242	11,591	12,245	12,932	14,565	47,766	49,834	60,599	73,663	110,015
4	314	321	337	356	399	3,533	3,661	4,421	5,372	7,995
5	1,145	1,172	1,243	1,318	1,495	15,642	16,202	19,778	24,132	36,298
6	417	424	437	455	495	16,236	16,702	19,819	23,721	34,244
7	598	609	639	671	747	8,571	8,830	10,674	12,900	19,052
8	0	0	0	0	0	1,345	1,386	1,670	2,019	2,978
TOTALS	34.367	35.809	39.572	43.590	52.959	209.511	220.270	278.444	351.278	560.982

Sources:

RECAP Model.

10

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND ST	TORES IN		2008		
Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(0003)
Asda - Hillfield Road, Hemel Hempstead. HP2 4AA	1,974	75	1,481	14,410	21,334
Iceland - Hillfield Road, Hemel Hempstead. HP2 4AB	720	94	677	5,291	3,581
Marks & Spencer - 237 Marlowes, Hemel Hempstead. HP1 1BL	984	92	905	12,013	10,875
Other food convenience goods stores in Hemel Hempstead Town Centre	1,268	95	1,204	5,000	6,021
ALL STORES	4,946		4,267	9,799	41,811

IGD and Goad Sources:

Table:

11

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

SALES CAPACITY OF COMMITTED RET	AIL DEVELOT WENTS				
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)	(2000 2)
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross	Net to Gross			Sales
	Floorspace	Ratio	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000
		·			
ALL STORES AND SCHEMES	-		-	#DIV/0!	-

Sources:

DTZ, based on Verdict Research and Retail Rankings.

FORECAST RETAIL CAPACITY

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

Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.

						Comparison				
Growth in sales per	sq m from shop t	floorspace existi	ng in		2008	Goods:	1.50	% pa	2011 to	2031
			VENIENCE GO					MPARISON GO		
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Residents' Spending £000	34,367	35,809	39,572	43,590	52,959	209,511	220,270	278,444	351,278	560,982
Plus visitors' spending (%)	- /	,	/ -	-,	- ,	,-	-, -	-,	,	
Total spending (£000)	34,367	35,809	39,572	43,590	52,959	209,511	220,270	278,444	351,278	560,982
Existing shop floorspace (sq m net)	4,267	4,267	4,267	4,267	4,267	40,184	40,184	40,184	40,184	40,184
Sales	Í		·	,	,	,	,	,	Í	Í
per sq m net (£) Sales from extg	8,055	9,799	9,799	9,799	9,799	5,214	5,214	5,617	6,051	7,022
flrspce (£000) Available spending to support new	34,367	41,811	41,811	41,811	41,811	209,511	209,511	225,703	243,146	282,181
shops (£000) Less sales	0	(6,002)	(2,238)	1,779	11,148	0	10,759	52,741	108,132	278,801
capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	(6,002)	(2,238)	1,779	11,148	0	10,759	52,741	108,132	278,801
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	5,000	5,228	5,632	6,068	7,042
Capacity for new shop flrspc (sq m net)	0	(500)	(187)	148	929	0	2,058	9,364	17,821	39,592
Market Share of Catchment Area Expenditure	9.8%	9.9%	10.2%	10.4%	10.8%	29.3%	29.5%	30.0%	30.5%	31.4%

Sources: RECAP Model.

Excludes vacant floorspace. Notes:

Non-central shopping in Hemel Hempstead

Table:

CONVENIENCE GOODS MARKET SHARES IN

2008

2008	Allocations to									
Non-central shopping in Hemel Hempstead Indicated by Household Interview Survey										
Zones	Main Food	Top-up	WEIGHTED							
		convenience	AVERAGE							
	Q1	Q4								
	Expenditure									
	75	25	100							
	(%)	(%)	(%)							
1	72.3	33.0	62.5							
2 3 4 5 6 7	44.4	11.9	36.3							
3	57.6	42.4	53.8							
4	24.0	7.0	19.8							
5	8.0	1.3	6.3							
6	-	-	0.0							
	2.4	-	1.8							
8	0.8	-	0.6							

Sources:

Household Interview Survey. Expenditure weighting by DTZ.

Table: 14

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2008

	2008	Allocations to									
	Non-central sh	opping in Hem	el Hempstead								
	Indicated by Ho	usehold Intervie	w Survey								
	Clothing &										
	footwear	florcvrgs etc	Textiles	Appliances		garden products	& beauty goods		AVERAGE		
	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12			
Zones					oenditure weight						
	880.51	360.92	127.38	113.97	497.24	302.82	473.78	968.79	3,725.41		
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
1	4.8	22.2	30.2	55.1	50.6	53.6	16.5	5.9	20.7		
2	1.4	8.6	20.8	24.6	23.4	34.6	6.3	3.7	10.3		
3	3.7	16.0	22.7	49.2	43.1	51.1	6.3	7.7	17.4		
4	-	4.4	3.5	12.7	10.7	9.3	4.2	4.2	4.7		
5	0.8	8.7	12.7	27.3	23.3	29.8	-	0.9	8.1		
6	0.8	8.5	8.5	11.5	9.1	8.3	-	1.7	4.0		
7	0.9	1.1	5.0	9.7	9.4	10.6	-	2.4	3.5		
8	-	1.1	1.9	-	1.0	-	-	-	0.3		

Sources:

Household Interview Survey. RECAP Table 2 for expenditure weights.

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Non-central shop	ping in Hemel H	empstead					
Baseline - Marke	et Shares indicated	by the Househol	d Interview Survey 2	2008 remain unc	nanged.					
Market shares co	orrection factors:		Convenience Good	ls:		100 %	of survey indicate	ed figures		
			Comparison Goods	3:			of survey indicate			
Catchment			PROPO	ORTION OF CAT	CHMENT AF	REA EXPENDITUR	RE ATTRACTED			
Zone		CON	IVENIENCE GOOD	S			COMPA	RISON GOODS		
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(%	s) (%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	62	. 62	62	62	62	21	21	21	21	21
2	36	36	36	36	36	10	10	10	10	10
3	54	54	54	54	54	17	17	17	17	17
4	20	20	20	20	20	5	5	5	5	5
5	6	6	6	6	6	8	8	8	8	8
6	C		0	0	0	4	4	4	4	4
7	2	2	2	2	2	4	4	4	4	4
8	1	1	1	1	1	0	0	0	0	0

Sources: RECAP Model.

RECAP Model. DTZ for market share corrections.

COMPARISON GOODS SALES BY GOODS TYPE IN 2008

	il .							
Catchment	2008	Sales in	Non-central sh	opping in Hem	el Hempstead			
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	2,328	4,592	2,073	3,497	13,242	9,165	4,592	3,197
2	322	843	677	740	2,902	2,803	831	950
3	737	1,359	640	1,283	4,632	3,589	720	
4	0	141	37	125	433	246	181	352
5	146	678	328	653	2,296	1,919	0	184
6	160	723	240	300	980	584	0	379
7	129	67	101	181	725	534	0	383
8	0	74	42	0	85	0	0	0
	<u> </u>							
TOTALS	3,822	8,476	4,139	6,779	25,296	18,840	6,324	7,158
MARKET								
SHARES	2%	12%	17%	31%	28%	32%	7%	4%

Sources: RECAP Model.

Table: 17

FORECAST RETAIL SALES

Scenario:	1	Location:	Non-central shop	ping in Hemel	Hempstead					
Baseline - Mark	et Shares indicated I	ov the Household	d Interview Survey	2008 remain un	changed.					
Catchment		,				CATCHMENT ZO	ONE			
zone		CONVENIENCE	GOODS				OMPARISON G	OODS		-
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(£000)	(£000)	(£000)	£0	(£000)	(£000)	(£000)	(£000)	£0	(£000)
1	62,858	66,217	76,103	86,663	111,154	43,614	46,492	61,505	80,619	137,115
2	17,293	17,764	18,550	19,430	21,510	9,840	10,229	12,295	14,823	21,761
3	22,484	23,182	24,490	25,863	29,129	14,500	15,128	18,396	22,362	33,397
4	3,135	3,211	3,369	3,556	3,992	1,606	1,664	2,010	2,442	3,634
5	2,291	2,345	2,487	2,636	2,990	6,257	6,481	7,911	9,653	14,519
6	0	0	0	0	0	3,418	3,516	4,172	4,994	7,209
7	598	609	639	671	747	2,449	2,523	3,050	3,686	5,444
8	328	334	350	367	409	0	0	0	0	0
TOTALS	108.987	113.662	125.988	139.187	169.931	81.685	86.032	109.339	138.578	223.080

Sources: RECAP Model.

18

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2008

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)
Co-op (East & Central) - 53-54 Long Chaulden, HP1 2HX	140	85	119	5,910	703
J Sainsbury - London Road, Apsley Mill, HP3 9QZ	4,637	74	3,431	9,423	32,334
J Sainsbury - Shenley Road, Woodhall Farm Estate, HP2 7QH	1,758	85	1,494	9,423	14,081
Tesco - Jarman Way, St Albans Road, HP2 4JS	4,361	64	2,791	13,033	36,376
Tesco Express - 33-35 Stoneycroft, HP1 2QF	187	95	178	13,033	2,315
Tesco Express - 6 Henry Wells Square, Grove Hill, HP2 6BJ	232	95	220	13,033	2,872
Welcome (Co-Op) - 46-48 Queens Street, Adeyfield, HP2 4EW	288	85	245	5,910	1,447
Welcome (Co-Op) - 22 Stoneycroft, Warners End, HP1 2QE	187	85	159	5,910	939
Costcutter (Rossgate)	192	95	182	4,000	730
Co-Op - Long Caulden	175	85	149	5,910	879
					•
ALL STORES	12,157		8,969	10,333	92,676

Sources: IGD, DTZ, Verdict Research, VOA

2005 Prices

SALES CAPACITY OF EXISTING RETAIL WAREHOUSES & MAIN FOODSTORES*

CALLO CALACITI OF EXICTING HETALE WAITEFIELD	W 1017 (1111 1	00201011		
Net to gross ratio: 85 % (unless otherwise indicated)		Date of	sales densities:	2006
Store	Gross Firspce	Net Firspce	Sales Density	Sales
	· ·	•	2006	2006
	(sq m)	(sq m)	(£per sqm net)	(£000£)
Comet - Unit 2 Apsley Mills Retail Park, HP3 9QN	2,075	1,764	7,842	13,831
Pets at Home - 251, London Road, HP3 9SE	n/a	1,013	2,669	2,703
Wickes - London Road, HP3 9SR (1)	n/a	1,644	2,424	3,985
Argos Extra - Unit 4, Apsley Mills Retail Park, HP3 9QN (2)	929	n/a	n/a	12,890
Staples – Unit, A 251, London Road, HP3 9SE (3)	n/a	619	1,968	1,218
Carpetright - Apsley Mills Retail Park, HP3 9QN	n/a	923	1,369	1,263
Halfords - Unit B 251, London Road, HP3 9SE (4)	n/a	682	2,521	1,719
Homebase - Apsley Mills Retail Park, HP3 9QN	n/a	5,640	1,460	8,235
Currys superstore Apsley Mills Retail Park, HP3 9QN	1,308	1,112	7,390	8,216
Dunelm Mill - London Road, HP3 9SR	n/a	3,110	2,558	7,956
MFI - Cupids Green, Redbourn Road, HP2 7BA	n/a	1,463	3,456	5,056
B&Q - Retail Limited, Two Waters Road, HP3 9BX (5)	n/a	2,098	2,028	4,255
Allied Carpets - London Road, HP3 9SE	n/a	1,013	1,292	1,308
J Sainsbury - London Road, Apsley Mill, HP3 9QZ	n/a	1,206	7,253	8,744
Tesco - Jarman Way, St Albans Road, HP2 4JS	n/a	1,570	9,014	14,152
J Sainsbury - Shenley Road, Woodhall Farm Estate, HP2 7QH	n/a	264	7,253	1,913
o camboary chomo, ricas, ricoaran raim Estato, rii E rain	11/4	-	7,200	.,0.0
		-		
		_		
		_		
		-		
		_		
		-		
		_		
		_		
		_		
		-		
		<u> </u>		
		-		
		-		
		<u> </u>		
		<u>:</u>		
		-		
		-		
		-		
		-		
		-		
		-		
TOTALS Trading at the date of the Household				. <u></u>
Interview Survey of Shopping Patterns	4,312	24,119	4,040	97,445
VOA Berken Lieu I Berking Lieut Mental with WAT added				_

VOA Rating List. 'Retail Rankings', Mintel, with VAT added for compatibility with expenditure. DTZ. Verdict Research. Sources:

Notes:

- * Comparison goods floorspace in main foodstores

 (1) Wickes net sales are is 2135 sq m net, but 23% excluded to allow for trade (ie non-retail) sales.

 (2) Measurement of Argos' net sales area is open to interpretation so in this case we have applied an average sales per outlet of £12.89m in 2005 prices.
- (3) Staples net sales area is 1,032 sq m net, but 40% excluded as non-retail.

 (4) Halfords net sales area is 1,136 sq m net, but 40% excluded as non-retail (car parts and accessories).

 (5) B& Q is 2,725 sq m net, but 23% excluded to allow for trade (ie non-retail) sales.

20

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)
None currently committed			-		-
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross				Sales
	Floorspace				
	(sq m)			(£ p sq m net)	
Retail Warehouses at Jarman Park	6,700	85	5,695	3,000	17,085
ALL STORES AND SCHEMES	6,700		5,695	3,000	17,085

Sources:

DTZ, based on Verdict Research and Retail Rankings.

21

FORECAST RETAIL CAPACITY

Scenario: 1 Location: Non-central shopping in Hemel Hempstead

Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.

Baseline - Market Sh	ares indicated b	y the Household	I Interview Surve	ey 2008 remain	unchanged.					
		•			•	Comparison	•		•	•
Growth in sales per s	sq m from shop f	loorspace existi	ng in		2008	Goods:	1.50	% pa to		2031
		CON	VENIENCE GO	ODS			COI	MPARISON GO	ODS	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Residents'										
Spending £000	108,987	113,662	125,988	139,187	169,931	81,685	86,032	109,339	138,578	223,080
Plus visitors'										
spending (%)										
Total										
spending (£000)	108,987	113,662	125,988	139,187	169,931	81,685	86,032	109,339	138,578	223,080
Existing shop										
floorspace										
(sq m net)	8,969	8,969	8,969	8,969	8,969	24,119	24,119	24,119	24,119	24,119
Sales	40.450	10.000	10.000	40.000	40.000	0.007	4.050	4.000	5.054	F 000
per sq m net (£) Sales from extq	12,152	10,333	10,333	10,333	10,333	3,387	4,352	4,689	5,051	5,862
flrspce (£000)	108,987	92,676	92,676	92,676	92,676	81,685	104,975	113,088	121,828	141,387
Available	100,907	92,070	92,676	92,070	92,070	61,065	104,975	113,066	121,020	141,367
spending to										
support new										
shops (£000)	0	20.986	33,311	46,510	77,255	0	(18,943)	(3,750)	16,750	81,693
Less sales	Ů	20,000	00,011	10,010	77,200		(10,010)	(0,700)	10,700	01,000
capacity of										
committed new										
floorspace (£000)	0	0	0	0	0	0	17,085	18,405	19,828	23,011
Net available										
spending for new										
shops (£000)	0	20,986	33,311	46,510	77,255	0	(36,028)	(22,155)	(3,078)	58,682
Sales per sq m										
net in new										
shops (£)	12,000	12,000	12,000	12,000	12,000	3,500	3,660	3,943	4,247	4,929
Capacity for										
new shop									()	
firspc (sq m net)	0	1,749	2,776	3,876	6,438	0	(9,844)	(5,619)	(725)	11,905
0						1				
Market Share of										
Catchment Area	31.2%	31.5%	32.4%	33.2%	34.6%	11.4%	11.5%	11.8%	12.0%	12.5%
Expenditure										

Sources: RECAP Model. DTZ estimates.

Notes:

Berkhamsted

Table:

CONVENIENCE GOODS MARKET SHARES IN

2008

2008	Allocations to		
Berkhamsted Indicated by Househ	old Interview Su	rvey	
Zones	Main Food	Top-up	WEIGHTED
		convenience	AVERAGE
	Q1	Q4	
	Expenditure		
	75	25	100
	(%)	(%)	(%)
1	1.7	0.7	1.5
2	3.3	1.3	2.8
3	4.0	1.3	3.3
4	2.0	1.0	1.8
5 6	66.0	54.7	63.2
	1.3	0.7	1.2
7	12.7	0.8	9.7
8	2.4	-	1.8
C	I lava ala lal latan	-	

Sources:

Household Interview Survey. Expenditure weighting by DTZ.

Table:

23

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2008

Florevision					40000					
Indicated by Household Interview Survey		2008	Allocations to							
Clothing & Furniture/ florovrgs etc Textiles Appliances Appliances Expenditure weighting Furniture/ florovrgs etc Textiles Appliances Expenditure weighting Furniture/ florovrgs etc Textiles Appliances Expenditure weighting Furniture/ garden products & beauty goods Comparison gds APPRAGE Appliances Comparison gds APPRAGE APPRAGE Appliances Comparison gds APPRAGE APPRAGE Appliances Comparison gds APPRAGE		Berkhamsted								
Floreware Florewing etc. Comparison gds Compariso		Indicated by Ho	usehold Intervie	w Survey						
Q5		Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other	WEIGHTED
Expenditure weighting										AVERAGE
880.51		Q5	Q6	Q7				Q11	Q12	
(%) (%) <th>Zones</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>	Zones									
1		III								
2 1.4 - - - - 0.8 1.4 1.9 1.1 3 1.5 1.1 - - - 0.7 4.9 4.3 2.3 4 - - - - - - - 0.0 <		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
3 1.5 1.1 - - - 0.7 4.9 4.3 2.3 4 - - - - - - - 0.0 5 12.3 14.6 11.9 3.3 1.7 30.5 88.4 52.2 32.4 6 0.8 - - - - - 0.7 0.8 0.5 7 0.9 - 1.0 - - 3.5 6.7 10.6 4.1 8 1.8 1.1 1.9 - - 0.9 1.6 - 0.9 9 - - 0.9 1.6 - 0.9 9 - - 0.9 1.6 - 0.9 1 0.9 0.9 0.9 0.9 0.9 0.9 1 0.9 0.9 0.9 0.9 0.9 0.9 0.9 1 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 1 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9 0.9	1	-	0.5	0.4	-	-	0.4	1.1	0.5	0.4
4 - - - - - - - 0.0 5 12.3 14.6 11.9 3.3 1.7 30.5 88.4 52.2 32.4 6 0.8 - - - - - 0.7 0.8 0.5 7 0.9 - 1.0 - - 3.5 6.7 10.6 4.1 8 1.8 1.1 1.9 - - 0.9 1.6 - 0.9 9 1.6 - 0.9 1.6 - 0.9 1 1.9 - - 0.9 1.6 - 0.9 1 1.9 - - 0.9 1.6 - 0.9 1 1.0 - - 0.9 1.6 - 0.9 1 1.0 - - 0.9 1.6 - 0.9 1 1.0 - - 0.9 1.6 - 0.9 1 1.0 - - 0.9 1.6 - 0.9 1 1.0 - - 0.9 1.6 - 0.9 1 1.0 <t< th=""><th>2</th><th>1.4</th><th>-</th><th>-</th><th>-</th><th>-</th><th>0.8</th><th>1.4</th><th>1.9</th><th>1.1</th></t<>	2	1.4	-	-	-	-	0.8	1.4	1.9	1.1
5 12.3 14.6 11.9 3.3 1.7 30.5 88.4 52.2 32.4 6 0.8 - - - - 0.7 0.8 0.5 7 0.9 - 1.0 - - 3.5 6.7 10.6 4.7 8 1.8 1.1 1.9 - - 0.9 1.6 - 0.9 9 0.	3	1.5	1.1	-	-	-	0.7	4.9	4.3	2.3
6	4	-	-	-	-	-	-	-	-	0.0
7	5		14.6	11.9	3.3	1.7	30.5			32.4
8 1.8 1.1 1.9 0.9 1.6 - 0.5	6		-		-	-				0.5
	7		-		-	-			10.6	4.1
	8	1.8	1.1	1.9	-	-	0.9	1.6	-	0.9

Sources:

Household Interview Survey. RECAP Table 2 for expenditure weights.

24

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Berkhamsted							
Baseline - Market	Shares indicated	by the Househol	d Interview Survey 20	08 remain unch	nanged.					
Market shares cor	rection factors:	•	Convenience Goods	:			100 % o	f survey indicate	ed figures	
			Comparison Goods:				100 % o	f survey indicate	ed figures	
Catchment			PROPO	RTION OF CAT	CHMENT AR	EA EXPENDITUR	E ATTRACTED			
Zone		CON	IVENIENCE GOODS			COMPA	RISON GOODS			
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)
1	1	1	1	1	1	0	0	0	0	0
2	3	3	3	3	3	1	1	1	1	1
3	3	3	3	3	3	2	2	2	2	2
4	2	2	2	2	2	0	0	0	0	0
5	63	63	63	63	63	32	32	32	32	32
6	1	1	1	1	1	0	0	0	0	0
7	10	10	10	10	10	4	4	4	4	4
8	2	2	2	2	2	1	1	1	1	1

Sources: RECAP M

RECAP Model. DTZ for market share corrections.

25

COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment	2008	Sales in	Berkhamsted		•		•	
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other
	footwear	florcvrgs etc		Appliances		garden products		
	(£000)	(0003)	(0003)	(0003)	(0003)	(0003)	(0003)	(0002)
1	0	103	27	0	0	68	306	271
2	322	0	0	0	0	65	185	
3	299	93	0	0	0	49	560	957
4	0	0	0	0	0	0	0	0
5	2,247	1,137	308	79	168	1,964	9,265	10,651
6	160	0	0	0	0	0	80	178
7	129	0	20	0	0	176	550	1,693
8	283	74	42	0	0	50	144	0
•				·		·		
TOTALS	3,438	1,408	398	79	168	2,373	11,090	14,238
MARKET								
SHARES	2%	2%	2%	0%	0%	4%	12%	8%

Sources: RECAP Model.

Table: 26

FORECAST RETAIL SALES

Scenario:	1	Locat	ion:	Berkhamsted							
Baseline - Mark	ket Shares ind	icated by the	Househol	d Interview Survey	2008 remain u	nchanged.					
Catchment	RET	AIL SALES B	/ CATCH	MENT ZONE							
zone		CONVE	NIENCE	GOODS				COMPARISON	GOODS		
		2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
		(0003)	(£000)	(0003)	£0	(0003)	(0002)	(£000)	(0003)	£0	(0003)
1		1,014	1,068	1,227	1,398	1,793	0	0	0	0	0
2		1,441	1,480	1,546	1,619	1,793	984	1,023	1,230	1,482	2,176
3		1,249	1,288	1,361	1,437	1,618	1,706	1,780	2,164	2,631	3,929
4		314	321	337	356	399	0	0	0	0	0
5	2	24,053	24,621	26,111	27,678	31,395	25,027	25,923	31,645	38,611	58,076
6		417	424	437	455	495	0	0	0	0	0
7		2,989	3,043	3,195	3,355	3,737	2,449	2,523	3,050	3,686	5,444
8		656	669	700	735	818	672	693	835	1,009	1,489
TOTALS	,	32,133	32,914	34,914	37,032	42,047	30.839	21 042	38,924	47,419	71,114
TOTALS		ال ال	32,914	34,914	37,032	42,047	30,639	31,942	30,924	47,419	71,114

Sources: RECAP Model.

27

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2008

Store	Net	Convenience	Net convnce	Convenience	Convenience
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(0003)
Welcome (Co-Op) - 211 High Street, Berkhamsted. HP4 1AD	130	95	124	5,910	730
Tesco Metro - 160 High Street, Berkhamsted. HP4 3AP	1,270	50	635	13,033	8,276
Waitrose - St Johns Well Lane, Berkhamsted. HP4 1HS	2,975	86	2,559	11,827	30,259
Other food convenience goods stores in Berkhamsted Town Centre	569	95	541	4,500	2,432
ALL STORES	4,944		3,858	10,809	41,698

Sources: IGD, DTZ, Verdict Research, VOA

28

Table:

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

CONVENIENCE GOODS		•			•
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Good
	Floorspace	Goods	Floorspace	Sales Density	Sale
		Allocation			
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000
None committed.					
ALL STORES	<u>-</u>		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross				Sale
	Floorspace				
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000
None committed.					
ALL STORES AND SCHEMES	_		_	#DIV/0!	_

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

FORECAST RETAIL CAPACITY

Scenario: 1 Location: Berkhamsted

Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged.

Residents' Spending £000 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Plus visitors' spending £000) 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Existing shop floorspace (sq m net) 3,858 3,858 3,858 3,858 3,858 7,870 7,870 7,870 7,870 7,870 7,870 83ales per sq m net (£) 8,330 10,809 10,809 10,809 10,809 3,918 3,918 4,221 4,547 5, Sales form extg firspec (£000) 32,133 41,698 41,698 41,698 41,698 30,839 30,839 33,222 35,790 41, Available spending to support new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 (8,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of capacity of capacity of capacity of capac			Baseline -	Market Shares i	ndicated by the	Household Inter	view Survey 200	38 remain uncha	anged.		
CONVENIENCE GOODS							Comparison				
Residents' Spending 2000 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Plus visitors' spending (%)	Growth in sales per s	sq m from shop f		0		2008	Goods:				2031
Residents' Spending 2000 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Plus visitors' spending (£000) 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Existing shop floorspace (sq m net) 3,858 3,85											
Spending £000 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Plus visitors spending (%)		2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Plus visitors' spending (%)											
Spending (%) Color		32,133	32,914	34,914	37,032	42,047	30,839	31,942	38,924	47,419	71,114
Total spending (£000) 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Existing shop floorspace (sq m net) 3,858 3,858 3,858 3,858 3,858 7,870											
spending (£000) 32,133 32,914 34,914 37,032 42,047 30,839 31,942 38,924 47,419 71, Existing shop (floorspace (sq m net) 3,858 3,858 3,858 3,858 3,858 7,870 3,918 4,221 4,547 5,583 5,863 3,918 4,221 4,547 5,833 3,838 3,918 4,698 41,698 30,839 30,839 33,222 35,790 41,468			-	-		-		-	-	-	-
Existing shop floorspace (sq m net)											
floorspace (sq m net)		32,133	32,914	34,914	37,032	42,047	30,839	31,942	38,924	47,419	71,114
(sq m net) 3,858 3,858 3,858 3,858 3,858 3,858 3,858 7,870 7											
Sales per sq m net (£) Sales from extg flrspce (£000) 32,133 41,698 41,698 41,698 41,698 41,698 30,839 30,839 33,222 35,790 41, Available spending to support new shops (£000) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0											
per sq m net (£) 8,330 10,809 10,809 10,809 10,809 3,918 3,918 4,221 4,547 5,52 Sales from extg firspec (£000) 32,133 41,698 41,698 41,698 30,839 30,839 33,222 35,790 41,44 Available spending to support new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,44 Less sales capacity of committed new floorspace (£000) 0		3,858	3,858	3,858	3,858	3,858	7,870	7,870	7,870	7,870	7,870
Sales from extg firspec (£000) 32,133 41,698 41,698 41,698 41,698 30,839 30,839 33,222 35,790 41, Available spending to support new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 0 0 Net available spending for new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Sales per sq m net in new shops (£) 12,000 12,000 12,000 12,000 4,500 4,706 5,069 5,461 6,		0.000	10.000	40.000	40.000	10.000	0.646	0.640	4.654	4.5	F 077
firspce (£000) 32,133 41,698 41,698 41,698 30,839 30,839 33,222 35,790 41,434 Available spending to support new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,14 Less sales capacity of committed new floorspace (£000) 0 1,103 5,		8,330	10,809	10,809	10,809	10,809	3,918	3,918	4,221	4,547	5,277
Available spending to support new shops (£000)		00.100	44.000	44 000	44 000	44 000	00.000	00.000	00.000	05.700	44 505
spending to support new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,1 Less sales capacity of committed new floorspace (£000) 0 <td< td=""><td></td><td>32,133</td><td>41,698</td><td>41,698</td><td>41,698</td><td>41,698</td><td>30,839</td><td>30,839</td><td>33,222</td><td>35,790</td><td>41,535</td></td<>		32,133	41,698	41,698	41,698	41,698	30,839	30,839	33,222	35,790	41,535
support new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,1 Less sales capacity of committed new floorspace (£000) 0											
Shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,1 Less sales capacity of committed new floorspace (£000) 0 <td></td>											
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		0	(0.704)	(6.794)	(4 666)	240		1 100	F 700	11 620	29,579
capacity of committed new floorspace (£000) 0 1,000 0 0		U	(0,704)	(6,764)	(4,000)	349	0	1,103	5,702	11,030	29,579
committed new floorspace (£000) 0 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>											
Soles per sq m net in new shops (£) 12,000 12,000 12,000 12,000 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0											
Net available spending for new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29, Sales per sq m net in new shops (£) 12,000 12,000 12,000 12,000 4,500 4,706 5,069 5,461 6,		0	0	0	0	0	0	0	0	0	0
spending for new shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,63 Sales per sq m net in new shops (£) 12,000 12,000 12,000 12,000 12,000 4,500 4,706 5,069 5,461 6,60		Ů	Ů	Ů		Ů		Ů	Ŭ		Ť
shops (£000) 0 (8,784) (6,784) (4,666) 349 0 1,103 5,702 11,630 29,63 Sales per sq m net in new shops (£) 12,000 12,000 12,000 12,000 4,500 4,706 5,069 5,461 6,60											
Sales per sq m net in new shops (£) 12,000 12,000 12,000 12,000 12,000 4,500 4,706 5,069 5,461 6,		0	(8,784)	(6,784)	(4,666)	349	0	1,103	5,702	11,630	29,579
shops (£) 12,000 12,000 12,000 12,000 12,000 4,500 4,706 5,069 5,461 6,			` ' '	(/ /				ĺ	ĺ	,	ĺ
Conscitutor I	shops (£)	12,000	12,000	12,000	12,000	12,000	4,500	4,706	5,069	5,461	6,338
Capacity for	Capacity for			•	•						
new shop	new shop								ĺ		
firspc (sq m net) 0 (732) (565) (389) 29 0 234 1,125 2,130 4,	flrspc (sq m net)	0	(732)	(565)	(389)	29	0	234	1,125	2,130	4,667
Market Share of	Market Share of										
Catchment Area 9.2% 9.1% 9.0% 8.8% 8.6% 4.3% 4.3% 4.2% 4.1% 4	Catchment Area	9.2%	9.1%	9.0%	8.8%	8.6%	4.3%	4.3%	4.2%	4.1%	4.0%
Expenditure	Expenditure										

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Tring (including Tesco)

Table:

CONVENIENCE GOODS MARKET SHARES IN

2008

2008	Allocations to		
Tring (including Te Indicated by Househ		vey	
Zones	Main Food	Top-up	WEIGHTED
		convenience	AVERAGE
	Q1	Q4	
	Expenditure	e weighting	
	75	25	100
	(%)	(%)	(%)
1	0.3	0.3	0.3
2	-	1.3	0.3
3	-	-	0.0
4	-	-	0.0
5	15.3	4.0	12.5
6	0.7	-	0.5
7	61.9	65.1	62.7
8	4.0	8.0	5.0

Sources:

Household Interview Survey. Expenditure weighting by DTZ.

Table:

31

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2008

	i———								
	2008	Allocations to							
	Tring (includin	g Tesco)							
	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			& beauty goods		AVERAGE
	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	
Zones					enditure weight				
	880.51	360.92	127.38	113.97	497.24	302.82	473.78	968.79	3,725.41
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	-	-	0.4	i	i	-	0.4	0.5	0.2
2	-	-	-	-	-	-	-	-	0.0
3	-	-	-	-	-	-	-	-	0.0
4	-	-	-	-	-	-	-	-	0.0
5	-	-	-	-	0.9	1.5	0.7	-	0.3
6	-	-	0.8		-	0.8	-	-	0.1
7	5.4	5.4	4.0	17.5	25.0	23.9	62.5	22.4	21.5
8	-	-	-	1.0	4.0	0.9	0.8	-	0.7

Sources:

Household Interview Survey. RECAP Table 2 for expenditure weights.

32

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Tring (including Te	sco)						
Baseline - Market S	Shares indicated	by the Househo	ld Interview Survey 20	08 remain unch	nanged.					
Market shares corre	ection factors:		Convenience Goods				100 % 0	f survey indicate	ed figures	
			Comparison Goods:				100 % o	f survey indicate	ed figures	
Catchment			PROPOF	RTION OF CAT	CHMENT ARE	A EXPENDITUR	E ATTRACTED			
Zone		COI	VENIENCE GOODS			COMPA	RISON GOODS			
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(%)	(%	(%)	(%)	(%)	(%)	(%)	(%)		(%)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	12	12	12	12	12	0	0	0	0	0
6	1	1	1	1	1	0	0	0	0	0
7	63	63	63	63	63	22	22	22	22	22
8	5	5	5	5	5	1	1	1	1	1
	1									
	1									

Sources: RECAP Me

RECAP Model.
DTZ for market share corrections.

33

COMPARISON GOODS SALES BY GOODS TYPE IN 2008

Catchment	2008	Sales in	Tring (includin	g Tesco)				
Zones	By Comparison	Goods Type.						
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware, DIY,	Chemists, medcl	All other
	footwear (£000)	florcvrgs etc (£000)	Textiles (£000)	Appliances (£000)	equipment (£000)	garden products (£000)	& beauty goods (£000)	comparison gds (£000)
1	0	0	27	0	0	0	111	271
2	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0
5	0	0		0	89	97	73	0
6	0	0	23	0	0	56	0	0
7	772	329	81	327	1,929	1,205	5,128	3,578
8	0	0	0	21	339	50	72	0
TOTALS	772	329	131	348	2,356	1,407	5,385	3,849
MARKET	17.2	020	101	010	2,000	1,107	0,000	0,010
SHARES	0%	0%	1%	2%	3%	2%	6%	2%

Sources: RECAP Model.

Table: 34

FORECAST RETAIL SALES

Scenario:	1 Lo	ocation: Ti	ring (including T	esco)						
Baseline - Market	Shares indicated by	the Household I	nterview Survey 2	2008 remain und	hanged.					
Catchment		S BY CATCHME								
zone	CO	NVENIENCE G	OODS			CC	MPARISON GC	OODS		
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(0003)	(0003)	(£000)	£0	(000£)	(0003)	(£000)	(£000)	£0	(£000)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	4,581	4,690	4,973	5,272	5,980	0	0	0	0	0
6	417	424	437	455	495	0	0	0	0	0
7	18,829	19,169	20,131	21,136	23,541	13,469	13,876	16,774	20,271	29,940
8	1,641	1,672	1,750	1,837	2,044	672	693	835	1,009	1,489
TOTALS	25,468	25,955	27,291	28,700	32,061	14,142	14,569	17,608	21,281	31,429

Sources: RECAP Model.

35

36

SALES CAPACITY OF EXISTING

MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN

2008

Store	Net	Convenience	Net convnce	Convenience	Convenience
Store					
	Floorspace	Goods	Goods	Goods sales	Goods sales
		Allocation	Floorspace	Density	
	(sq m)	(%)	(sq m)	(£ per sq m)	(£000)
M&S - Frazier House, Dolphin Square, TRING. HP23 5BN	660	67	442	12,013	5,312
Tesco - London Road, TRING. HP23 6HA	1,624	85	1,380	13,033	17,991
Other food convenience goods stores in Tring	598	95	568	4,000	2,272
					,
					,
ALL STORES	2,882		2,391	10,698	25,575

Sources:

IGD and Goad. Dacorum BC for M&S.

Table:

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

Towns and the committee the committee the committee of th					
CONVENIENCE GOODS					
Store/Scheme	Net	Convenience	Net Conv Gds	Conv Goods	Conv Goods
	Floorspace	Goods	Floorspace	Sales Density	Sales
		Allocation	•	-	
	(sq m)			(£ p sq m net)	(£000)
None committed	(-1/	(1.1)	\1 /	(-117)	-
Trong committed					
	-				
ALL OTOREO				"DIV/OI	
ALL STORES	-		-	#DIV/0!	-
COMPARISON GOODS					
Store/Scheme	Gross				Sales
	Floorspace			Density	
	(sq m)	(%)	(sq m)	(£ p sq m net)	(£000)
None committed			-		-
ALL STORES AND SCHEMES	_		_	#DIV/0!	
ALL STOTILS AND SOTILIVILS	ı -		- 1	#DIV/U!	-

Sources

DTZ, based on Verdict Research and Retail Rankings.

Scenario:

FORECAST RETAIL CAPACITY

Location:

Tring (including Tesco)

Baseline - Market Shares indicated by the Household Interview Survey 2008 remain unchanged. Comparison Growth in sales per sq m from shop floorspace existing in 2008 Goods: 2031 CONVENIENCE GOODS 2011 2016 COMPARISON GOODS 011 2016 2008 2011 2021 2031 2008 2011 2021 2031 Residents Spending £000 Plus visitors' 28,700 25,468 25,955 27,291 32,061 14,142 14,569 17,608 21,281 31,429 spending (%) Total spending (£000) 25,468 25,955 27,291 28,700 32,061 14,142 14,569 17,608 21,281 31,429 Existing shop floorspace (sq m net) 2,391 2,391 2,391 2,391 2,391 3,147 3,147 3,147 3,147 3,147 Sales per sq m net (£) 10,653 10,698 10,698 10,698 10,698 4,493 4,493 4,841 5,215 6,052 Sales from extg 25,575 25,468 25,575 25,575 25,575 15,235 16,412 14.142 14.142 19,047 flrspce (£000) Available spending to support new 380 1,716 3,125 6,485 2,374 4,869 12,382 shops (£000) 0 0 428 Less sales capacity of committed new floorspace (£000) 0 0 0 0 0 0 0 0 0 0 Net available spending for new shops (£000) 0 380 1,716 3,125 6,485 0 428 2,374 4,869 12,382 Sales per sq m

new shop flrspc (sq m net)	0	32	143	260	540	0	91	468	892	1,954
Market Share of Catchment Area Expenditure	7.3%	7.2%	7.0%	6.8%	6.5%	2.0%	1.9%	1.9%	1.8%	1.8%

12,000

4,500

4,706

5,069

5,461

6,338

12,000

Sources:

RECAP Model.

12,000

12,000

12,000

Notes:

net in new

shops (£)

Capacity for

Excludes vacant floorspace.

Hemel Hempstead Town Centre

Table:

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

Hemel Hempstead Town Centre

Market shares adju	stment factors:		venience Goods			100 % of survey indicated figures 100 % of survey indicated figures				
		Con	nparison Goods			100	% of survey indica	ited figures		
Catchment			PROPO	RTION OF CAT	TCHMENT A	REA EXPENDIT	URE ATTRACTE	D		
Zone		CONVEN	IIENCE GOODS	S			COMP	ARISON GOODS	3	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	18	18	41	41	41	48	48	50	50	50
2	5	5	19	19	19	17	17	18	18	18
3	27	27	48	48	48	56	56	58	58	58
4	2	2	8	8	8	11	11	11	11	11
5	3	3	5	5	5	20	20	21	21	21
6	1	1	1	1	1	19	19	20	20	20
7	2	2	2	2	2	14	14	14	14	14
8	0	0	0	0	0	2	2	2	2	2
						·				
						·				

Sources: RECAP Model.

DTZ for market share adjustments.

Table: 39

FORECAST RETAIL SALES

Scenario: 2 Location: **Hemel Hempstead Town Centre**Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

Catchment		RETAIL SALES BY CATCHMENT ZONE												
zone	CON	VENIENCE GO	OODS			С	OMPARISON G	OODS						
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031				
	(0002)	(0003)	(0003)	(0003)	(000£)	(£000)	(0003)	(0003)	(0003)	(£000)				
1	18,249	19,224	50,326	57,310	73,505	99,690	106,267	146,439	191,950	326,465				
2	2,402	2,467	9,790	10,255	11,353	16,728	17,389	22,131	26,682	39,170				
3	11,242	11,591	21,769	22,989	25,892	47,766	49,834	62,763	76,294	113,944				
4	314	321	1,348	1,422	1,597	3,533	3,661	4,421	5,372	7,995				
5	1,145	1,172	2,072	2,197	2,492	15,642	16,202	20,767	25,339	38,113				
6	417	424	437	455	495	16,236	16,702	20,862	24,970	36,046				
7	598	609	639	671	747	8,571	8,830	10,674	12,900	19,052				
8	0	0	0	0	0	1,345	1,386	1,670	2,019	2,978				
TOTALS	34,367	35,809	86,381	95,298	116,081	209,511	220,270	289,727	365,524	583,763				

Sources: RECAP Model.

FORECAST RETAIL CAPACITY

Location: **Hemel Hempstead Town Centre**

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

						Comparison				
Growth in sales per	sq m from shop	floorspace exist	ing in		2008	Goods:	1.50	% pa	2011 to	2031
		CON	VENIENCE GC	ODS			COI	MPARISON GO	ODS	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Residents'										
Spending £000	34,367	35,809	86,381	95,298	116,081	209,511	220,270	289,727	365,524	583,763
Plus visitors'										
spending (%)	-	-	-	-	-	-	-	-	-	-
Total										
spending (£000)	34,367	35,809	86,381	95,298	116,081	209,511	220,270	289,727	365,524	583,763
Existing shop										
floorspace										
(sq m net)	4,267	4,267	4,267	4,267	4,267	40,184	40,184	40,184	40,184	40,184
Sales										
per sq m net (£)	8,055	9,799	9,799	9,799	9,799	5,214	5,214	5,617	6,051	7,022
Sales from extg										
flrspce (£000)	34,367	41,811	41,811	41,811	41,811	209,511	209,511	225,703	243,146	282,181
Available										
spending to										
support new										
shops (£000)	0	(6,002)	44,571	53,488	74,270	0	10,759	64,024	122,378	301,582
Less sales										
capacity of										
committed new										
floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available										
spending for new										
shops (£000)	0	(6,002)	44,571	53,488	74,270	0	10,759	64,024	122,378	301,582
Sales per sq m										
net in new										
shops (£)	12,000	12,000	12,000	12,000	12,000	5,000	5,228	5,632	6,068	7,042
Capacity for										
new shop									ĺ	
flrspc (sq m net)	0	(500)	3,714	4,457	6,189	0	2,058	11,367	20,169	42,827
Market Share of										
Catchment Area	9.8%	9.9%	22.2%	22.7%	23.7%	29.3%	29.5%	31.2%	31.8%	32.7%
Expenditure									1	1

RECAP Model. Sources:

Notes: Excludes vacant floorspace.

Non-central shopping in Hemel Hempstead

Table: 4

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

Non-central shopping in Hemel Hempstead

Market shares adju	stment factors:		venience Goods				% of survey indica			
		Con	nparison Goods				% of survey indicate	0		
Catchment			PROPO	RTION OF CAT	CHMENT A	REA EXPENDIT	URE ATTRACTE	D		
Zone		CONVEN	IENCE GOODS	S			COMP	ARISON GOODS	3	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	62	62	48	48	48	21	23	23	23	23
2	36	36	26	26	26	10	11	11	11	11
3	54	54	38	38	38	17	19	19	19	19
4	20	20	15	15	15	5	5	5	5	5
5	6	6	5	5	5	8	8	8	8	8
6	0	0	0	0	0	4	4	4	4	4
7	2	2	2	2	2	4	4	4	4	4
8	1	1	1	1	1	0	0	0	0	0
						·				
						·				
						·				

Sources: RECAP Model.

DTZ for market share adjustments.

Table: 42

FORECAST RETAIL SALES

Scenario: 2 Location: Non-central shopping in Hemel Hempstead

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

Catchment				RETA	IL SALES BY	CATCHMENT ZC	NE			
zone	COI	NVENIENCE GO	OODS			CO	OMPARISON GO	OODS		
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
	(000£)	(0003)	(0003)	(000£)	(0003)	(000£)	(£000)	(£000)	(0003)	(£000)
1	62,858	66,217	58,918	67,094	86,055	43,614	50,920	67,362	88,297	150,174
2	17,293	17,764	13,397	14,033	15,535	9,840	11,251	13,525	16,305	23,937
3	22,484	23,182	17,234	18,200	20,498	14,500	16,908	20,560	24,993	37,327
4	3,135	3,211	2,527	2,667	2,994	1,606	1,664	2,010	2,442	3,634
5	2,291	2,345	2,072	2,197	2,492	6,257	6,481	7,911	9,653	14,519
6	0	0	0	0	0	3,418	3,516	4,172	4,994	7,209
7	598	609	639	671	747	2,449	2,523	3,050	3,686	5,444
8	328	334	350	367	409	0	0	0	0	0
TOTALS	108,987	113,662	95,137	105,229	128,730	81,685	93,263	118,590	150,369	242,243

Sources: RECAP Model.

FORECAST RETAIL CAPACITY

Scenario: 2 Location: Non-central shopping in Hemel Hempstead

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

						Comparison				
Growth in sales per	sq m from shop		•		2008	Goods:	1.50	% pa to		2031
		CON	VENIENCE GC				COI	MPARISON GO	ODS	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Residents'	400.007	440.000	05.407	405.000	400 700	04.005			150.000	0.10.010
Spending £000	108,987	113,662	95,137	105,229	128,730	81,685	93,263	118,590	150,369	242,243
Plus visitors'										
spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	108,987	113,662	95,137	105,229	128,730	81,685	93,263	118,590	150,369	242,243
Existing shop										
floorspace										
(sq m net)	8,969	8,969	8,969	8,969	8,969	24,119	24,119	24,119	24,119	24,119
Sales										
per sq m net (£)	12,152	10,333	10,333	10,333	10,333	3,387	4,352	4,689	5,051	5,862
Sales from extg										
flrspce (£000)	108,987	92,676	92,676	92,676	92,676	81,685	104,975	113,088	121,828	141,387
Available spending to support new										
shops (£000)	0	20,986	2,461	12,553	36,054	0	(11,713)	5,501	28,541	100,857
Less sales capacity of committed new			_,	,			(11,114)			,
floorspace (£000)	0	0	0	0	0	0	17,085	18,405	19,828	23,011
Net available spending for new							,	Í		Ź
shops (£000)	0	20,986	2,461	12,553	36,054	0	(28,798)	(12,904)	8,713	77,846
Sales per sq m										
net in new										
shops (£)	12,000	12,000	12,000	12,000	12,000	3,500	3,660	3,943	4,247	4,929
Capacity for										
new shop flrspc (sq m net)	0	1,749	205	1,046	3,004	0	(7,869)	(3,273)	2,051	15,792
in ape (ay in net)		1,749	203	1,040	3,004		(1,309)	(5,273)	2,001	13,792
Market Share of										
Catchment Area Expenditure	31.2%	31.5%	24.5%	25.1%	26.2%	11.4%	12.5%	12.8%	13.1%	13.6%

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Berkhamsted

Table: 4

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

	barmarri ark developi									
Market shares adju	ustment factors:	Con	venience Goods	3:			% of survey indicat			
		Con	nparison Goods:	:		100	% of survey indicat	ted figures		
Catchment			PROPO	RTION OF CAT	CHMENT A	REA EXPENDIT	URE ATTRACTED)		
Zone		CONVEN	IIENCE GOODS	3		COMPARISON GOODS				
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	1	1	1	1	1	0	0	0	0	0
2	3	3	3	3	3	1	1	1	1	1
3	3	3	3	3	3	2	2	2	2	2
4	2	2	2	2	2	0	0	0	0	0
5	63	63	63	63	63	32	32	32	32	32
6	1	1	1	1	1	0	0	0	0	0
7	10	10	10	10	10	4	4	4	4	4
8	2	2	2	2	2	1	1	1	1	1

Sources: RECAP Model.

DTZ for market share adjustments.

Table: 45

FORECAST RETAIL SALES

Scenario: 2 Location: **Berkhamsted**Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

Catchment		RETAIL SALES BY CATCHMENT ZONE												
zone	CON	VENIENCE GO	OODS			CC	MPARISON GO	OODS						
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031				
	(£000)	(£000)	(0003)	(0003)	(£000)	(£000)	(0003)	(0003)	(£000)	(£000)				
1	1,014	1,068	1,227	1,398	1,793	0	0	0	0	0				
2	1,441	1,480	1,546	1,619	1,793	984	1,023	1,230	1,482	2,176				
3	1,249	1,288	1,361	1,437	1,618	1,706	1,780	2,164	2,631	3,929				
4	314	321	337	356	399	0	0	0	0	0				
5	24,053	24,621	26,111	27,678	31,395	25,027	25,923	31,645	38,611	58,076				
6	417	424	437	455	495	0	0	0	0	0				
7	2,989	3,043	3,195	3,355	3,737	2,449	2,523	3,050	3,686	5,444				
8	656	669	700	735	818	672	693	835	1,009	1,489				
TOTALS	32,133	32,914	34,914	37,032	42,047	30,839	31,942	38,924	47,419	71,114				

Sources: RECAP Model.

FORECAST RETAIL CAPACITY

Scenario: 2 Location: Berkhamsted

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

						Comparison				
Growth in sales per s	sq m from shop t	loorspace existi	ng in		2008	Goods:	1.50	% pa	2011 to	2031
		CON'	VENIENCE GO	ODS			COI	MPARISON GO	ODS	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Residents'										
Spending £000	32,133	32,914	34,914	37,032	42,047	30,839	31,942	38,924	47,419	71,114
Plus visitors'										
spending (%)	-	-	-	-	-	-	-	-	-	-
Total										
spending (£000)	32,133	32,914	34,914	37,032	42,047	30,839	31,942	38,924	47,419	71,114
Existing shop										
floorspace										
(sq m net)	3,858	3,858	3,858	3,858	3,858	7,870	7,870	7,870	7,870	7,870
Sales										
per sq m net (£)	8,330	10,809	10,809	10,809	10,809	3,918	3,918	4,221	4,547	5,277
Sales from extg										
flrspce (£000)	32,133	41,698	41,698	41,698	41,698	30,839	30,839	33,222	35,790	41,535
Available										
spending to										
support new										
shops (£000)	0	(8,784)	(6,784)	(4,666)	349	0	1,103	5,702	11,630	29,579
Less sales										
capacity of										
committed new										
floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available										
spending for new	_					_				
shops (£000)	0	(8,784)	(6,784)	(4,666)	349	0	1,103	5,702	11,630	29,579
Sales per sq m										
net in new	10.000	10.000	10.000	10.000	10.000	4.500	4.700	T 000	F 404	0.000
shops (£)	12,000	12,000	12,000	12,000	12,000	4,500	4,706	5,069	5,461	6,338
Capacity for										
new shop	_	(700)	(505)	(000)				4.45-	0.400	4.00=
firspc (sq m net)	0	(732)	(565)	(389)	29	0	234	1,125	2,130	4,667
		-				ır	1	1	1	1
Market Share of	0.004	0 101	0.004	0.004	0.004	4.00/	4 00/	4.00/	4 404	4.00/
Catchment Area	9.2%	9.1%	9.0%	8.8%	8.6%	4.3%	4.3%	4.2%	4.1%	4.0%
Expenditure										

Sources: RECAP Model.

Notes: Excludes vacant floorspace.

Tring (including Tesco)

Table:

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Tring (including Tesco) Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses

due to committed Jarman Park development.

Market shares adjus	stment factors:	Con	venience Goods	3:		100 % of survey indicated figures				
		Con	nparison Goods	:		100 %	6 of survey indicate	ed figures		
Catchment		PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED								
Zone		CONVEN	IENCE GOOD	S	1		COMPA	RISON GOODS	i	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2026
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	12	12	12	12	12	0	0	0	0	0
6	1	1	1	1	1	0	0	0	0	0
7	63	63	63	63	63	22	22	22	22	22
8	5	5	5	5	5	1	1	1	1	1

RECAP Model. Sources:

DTZ for market share adjustments.

Table: 48

FORECAST RETAIL SALES

Tring (including Tesco) Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses

Catchment				RETA	L SALES BY CA	ATCHMENT ZO	NE			
zone	CON	VENIENCE GO	OODS			COMPARISON GOODS				
	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2031 (£000)	2008 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2031 (£000
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	4,581	4,690	4,973	5,272	5,980	0	0	0	0	0
6	417	424	437	455	495	0	0	0	0	0
7	18,829	19,169	20,131	21,136	23,541	13,469	13,876	16,774	20,271	29,940
8	1,641	1,672	1,750	1,837	2,044	672	693	835	1,009	1,489
TOTALS	25,468	25,955	27,291	28,700	32,061	14,142	14,569	17,608	21,281	31,429

Sources: RECAP Model.

FORECAST RETAIL CAPACITY

Location: Tring (including Tesco)

Increase in market shares of convenience and comparison goods expenditure attracted to Hemel Hempstead Town Centre from 2016 due to Waterside Square; and reductions in market shares of convenience goods expenditure attracted to Non-central main foodstores. Increase in comparison goods expenditure attracted to non-central retail warehouses due to committed Jarman Park development.

					Comparison					
Growth in sales per	sq m from shop	floorspace exist	ing in		2008	Goods:	1.50	% pa	2011 to	2031
		CON	VENIENCE GC	ODS			COI	MPARISON GO	ODS	
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031
Residents'										
Spending £000	25,468	25,955	27,291	28,700	32,061	14,142	14,569	17,608	21,281	31,429
Plus visitors'										
spending (%)	-	-	-	-	-	-	-	-	-	-
Total										
spending (£000)	25,468	25,955	27,291	28,700	32,061	14,142	14,569	17,608	21,281	31,429
Existing shop										
floorspace										
(sq m net)	2,391	2,391	2,391	2,391	2,391	3,147	3,147	3,147	3,147	3,147
Sales										
per sq m net (£)	10,653	10,698	10,698	10,698	10,698	4,493	4,493	4,841	5,215	6,052
Sales from extg										
flrspce (£000)	25,468	25,575	25,575	25,575	25,575	14,142	14,142	15,235	16,412	19,047
Available										
spending to										
support new										
shops (£000)	0	380	1,716	3,125	6,485	0	428	2,374	4,869	12,382
Less sales										
capacity of										
committed new										
floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available										
spending for new										
shops (£000)	0	380	1,716	3,125	6,485	0	428	2,374	4,869	12,382
Sales per sq m										
net in new										
shops (£)	12,000	12,000	12,000	12,000	12,000	4,500	4,706	5,069	5,461	6,338
Capacity for										
new shop									ĺ	
flrspc (sq m net)	0	32	143	260	540	0	91	468	892	1,954
Market Share of										
Catchment Area	7.3%	7.2%	7.0%	6.8%	6.5%	2.0%	1.9%	1.9%	1.8%	1.8%
Expenditure									1	

RECAP Model. Sources:

Notes: Excludes vacant floorspace.

Total Market Shares

Table: 50

TOTAL MARKET SHARES BY COMPARISON GOODS TYPE IN 2008

<u> </u>	,		<u> </u>					
SHOPPING LOCATION			C	COMPARISON	GOODS TYPE			
	Clothing &	Furniture/	Household	Household	Audio-visual	Hardware,	Chemists,	All other
	footwear	florcvrgs etc	Textiles	Appliances	equipment	DIY & garden	medical &	comparison
						goods	beauty goods	goods
Hemel Hempstead Town Centre	39%	14%	23%	17%	17%	25%	33%	34%
Non-central shopping in Hemel Hempstead	2%	12%	17%	31%	28%	32%	7%	4%
Hemel Hempstead Total	41%	26%	41%	48%	45%	57%	40%	38%
Berkhamsted	2%	2%	2%	0%	0%	4%	12%	8%
Tring (including Tesco)	0%	0%	1%	2%	3%	2%	6%	2%
TOTALS DACORUM	43%	28%	43%	50%	48%	63%	57%	48%

Sources: RECAP Model

Table: 51
Scenario: 1

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Hemel Hempstead

Catchment			Town C	entre and Non-	-Central Foods	tores and Reta	il Warehouses				
Zones	CONVENIENCE GOODS					COMPARISON GOODS					
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	80	80	80	80	80	69	69	69	69	69	
2	41	41	41	41	41	27	27	27	27	27	
3	81	81	81	81	81	73	73	73	73	73	
4	22	22	22	22	22	16	16	16	16	16	
5	9	9	9	9	9	28	28	28	28	28	
6	1	1	1	1	1	23	23	23	23	23	
7	4	4	4	4	4	18	18	18	18	18	
8	1	1	1	1	1	2	2	2	2	2	

Sources: RECAP Model

Table: 52 Scenario: 2

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: Hemel Hempstead

TOTAL MA	TILLE OF ALLE	O D I OA		ZONE I O	/ I L .	TICITICI TIC	Impateau				
Catchment			Town C	Centre and Non	-Central Foods	tores and Reta	il Warehouses				
Zones		CONVENIENCE GOODS					COMPARISON GOODS				
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	80	80	89	89	89	69	71	73	73	73	
2	41	41	45	45	45	27	28	29	29	29	
3	81	81	86	86	86	73	75	77	77	77	
4	22	22	23	23	23	16	16	16	16	16	
5	9	9	10	10	10	28	28	29	29	29	
6	1	1	1	1	1	23	23	24	24	24	
7	4	4	4	4	4	18	18	18	18	18	
8	1	1	1	1	1	2	2	2	2	2	
								-			

Sources: RECAP Model

Table: 53
Scenario: 2

TOTAL MARKET SHARES BY CATCHMENT ZONE FOR: The Three Towns in Dacorum

Catchment	Town Centre										
Zones		CONVEN	IENCE GOOD	S		COMPARISON GOODS					
	2008	2011	2016	2021	2031	2008	2011	2016	2021	2031	
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
1	81	81	90	90	90	69	71	73	73	73	
2	44	44	48	48	48	28	29	30	30	30	
3	84	84	89	89	89	75	77	79	79	79	
4	24	24	25	25	25	16	16	16	16	16	
5	84	84	85	85	85	60	60	61	61	61	
6	3	3	3	3	3	23	23	24	24	24	
7	77	77	77	77	77	44	44	44	44	44	
8	8	8	8	8	8	4	4	4	4	4	

Sources: RECAP Model

SUMMARY OF MARKET SHARES BY SHOPPING DESTINATION

Convenience Goods 2008

		Hemel		Tring		
Catchment	Hemel Hempstead	Hempstead		(including	Local Shops	Out of
Zone	Town Centre	Non-central	Berkhamsted	Tesco)	in Dacorum	Borough
	(%)	(%)	(%)	(%)	(%)	(%)
1	18	62	1	0	7	12
2	5	36	3	0	8	48
3	27	54	3	0	9	7
4	2	20	2	0	6	70
5	3	6	63	12	5	11
6	1	0	1	1	0	97
7	2	2	10	63	5	18
8	0	1	2	5	4	88

Source:

Dacorum Household Interview Survey 2008

Notes:

Table 55

SUMMARY OF MARKET SHARES BY SHOPPING DESTINATION

Comparison Goods 2008

- Companies					
		Hamal		Toin o	Local Shops
		Hemel			in Dacorum &
Catchment	Hemel Hempstead			(including	
Zone	Town Centre	Non-central	Berkhamsted	Tesco)	
	(%)	(%)	(%)	(%)	(%)
1	48	21	0	0	31
2	17	10	1	0	72
3	56	17	2	0	25
4	11	5	0	0	84
5	20	8	32	0	40
6	19	4	0	0	77
7	14	4	4	22	56
8	2	0	1	1	96

Source:

Notes:

Dacorum Household Interview Survey 2008

* The results of the Household Interview Survey show insignificant comparison goods shopping in local shops, so the great majority of this is out of Borough shopping.

SUMMARY OF MARKET SHARES BY SHOPPING DESTINATION

Convenience Goods Scenario 2 2016 Hemel Tring (including Local Shops Catchment Hemel Hempstead Out of Hempstead Non-central Berkhamsted Borough Town Centre Tesco) in Dacorum Zone (%) (%) (%) (%) (%) (%) 41 48 0 26 38 19 3 8 44 0 48 3 0 9 15 5 69 5 6 0 63 12 5 10 0 1 1 1 0 97 10 63 5 18 88

Source

Dacorum Household Interview Survey 2008

Notes:

Table

SUMMARY OF MARKET SHARES BY SHOPPING DESTINATION

Comparison Goods Scenario 2 2016 Local Shops Tring in Dacorum & Hemel Hemel Hempstead (including Catchment Hempstead Out of Zone Non-central Berkhamsted Borough ' Town Centre Tesco) (%) (%) (%) (% (%) 50 18 11 70 0 58 19 0 2 21 5 8 11 0 84 21 32 0 39 20 4 0 0 76 4 14 22 56 0 96

Source

Dacorum Household Interview Survey 2008

Notes:

* The results of the Household Interview Survey show insignificant comparison goods shopping in local shops, so the great majority of this is out of Borough shopping.