Peterborough City Council: Revised Retail Study 2005

Briefing Paper

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Introduction

1.01 This Briefing Paper summarises the key findings of DTZ's revised quantitative capacity assessment for comparison goods retailing up to 2013, 2016 and 2020. This updates and replaces the floorspace capacity forecasts conducted as part of our original 2004 Retail Study.

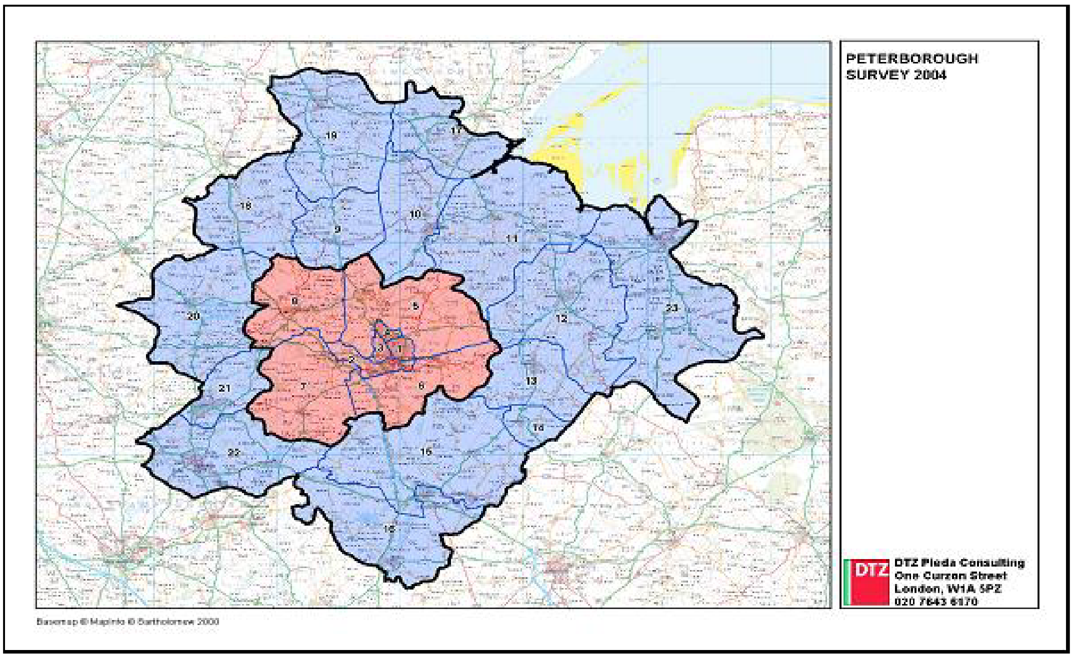
1.02 We have produced a range of capacity forecasts based on different projections of population, spend and turnover 'efficiency' (or 'productivity') growth. In each case we describe the methodologies and key assumptions underpinning our capacity assessments, as well as the caveats involved in forecasting trends and growth over a long term period (i.e. normally more than five years ahead).

1.03 In the context of PPS6 we necessarily assume that all the forecast capacity should be accommodated in town centres "first", including any potential capacity and demand for 'larger store' formats (including retail warehousing). This approach is in accordance with the sequential approach to site selection. PPS6 states that only where there are no suitable and viable sites or redevelopment opportunities in existing centres, should edge-of-centre locations be considered, followed (lastly) by out-of-centre locations (paragraph 2.44).

The Study Area

1.04 Peterborough city centre's broad catchment area has been defined using the household survey zones (see Section 4 of our 2004 study). We have divided these zones into 'core' (Zones 1-8) and 'outer' (Zones 9-23) areas and we consider that these broadly represent the city's catchment area.

Figure 1: Household survey zones and defined catchment areas



DTZ *Re:Map* – Scenario Testing and Baseline Assumptions

1.05 We have developed the *Re:Map* model specifically to forecast the potential capacity for (and impact of) new retail and leisure floorspace. The model is based on a conventional manual step-by-step approach and is both transparent and robust, in accordance with policy advice. Its main advantage over other approaches is that the sensitivity of the key inputs and forecasts can be tested at all stages in the analysis[1].

1.06 In order to produce a robust range of forecasts of residual spend and floorspace capacity up to 2026, we have tested the impact of eight different growth scenarios on the sensitivity of the key outputs of the model (see Table 1 below).

Table 1
Peterborough City: Comparison goods retail capacity assessment, 2005 – 2020
Scenario Testing – Key Assumptions

	Base Year	Population Growth	Annual Spend Growth	'Efficiency' Growth *(per annum)*		Constant Market Shares	Average Sales of new retailers/ floorspace *(£/ sq.m)*
				Town Centre	Non-Town Centre		
Scenario 1:	2005	ONS-based	+3.8%	1%	1%	√	£4,000 / £6,000
Scenario 2:	2005	ONS-based	+4.8%	1%	1%	√	£4,000 / £6,000
Scenario 3:	2005	RSS-based	+3.8%	1%	1%	√	£4,000 / £6,000
Scenario 4:	2005	RSS-based	+4.8%	1%	1%	√	£4,000 / £6,000
Scenario 5:	2005	ONS-based	+3.8%	2%	0.5%	√	£4,000 / £6,000
Scenario 6:	2005	ONS-based	+4.8%	2%	0.5%	√	£4,000 / £6,000
Scenario 7:	2005	RSS-based	+3.8%	2%	0.5%	√	£4,000 / £6,000
Scenario 8:	2005	RSS-based	+4.8%	2%	0.5%	√	£4,000 / £6,000

1.07 These critical assumptions and inputs to the model are explained in more detail below:

(i) Base and Price Year

1.08 The base year for our revised assessments is 2005 and all monetary figures are expressed in constant 2001 prices. Please note that our original study assumed 2003 as the base year and all monetary figures were in 2000 prices. This difference in the base year assumptions effectively means that our revised capacity assessments (Scenarios 1 – 8) do not include the potential growth available to new retail floorspace between 2003 and 2005. This represents an important caveat to our overall capacity forecasts, as there could be 'pent-up' capacity at the base year that we have not modelled. This is considered in more detail below.

(ii) Constant market shares

1.09 Our capacity forecasts all assume <u>no change</u> in market shares between 2005 and 2020. Nevertheless, we acknowledge that this may not necessarily reflect commercial reality. This is because new investment and development in centres (such as the proposed extension of the North Westgate scheme) can result in increased market share and trade draw levels. Furthermore, new management and marketing initiatives can also impact on a

[1] Please note that our model has been revised and updated since 2004, following the publication of PPS6, and is therefore not directly comparable with our original 2003/04 model.

centre's market share of shoppers and spend. This uplift in market share and trade draw levels will result in an increase in the residual spend and floorspace capacity available to the areas and town centres over the longer term.

(iii) 'Equilibrium' trading conditions

1.10 We also assume that all existing floorspace and retail businesses are trading at 'equilibrium' at the base year. In other words, existing centres and stores are assumed to be achieving average turnover to floorspace levels in line with the company and centre averages.

1.11 This is a reasonable baseline assumption to make, as there is no published information on the changing turnover performance of Britain's cities and towns over time, or indeed individual stores and shops. It therefore means that we are unable to quantify whether businesses are 'under-trading' or 'over-trading' at 2005. As a result, we necessarily assume that there is no residual ('pent-up') comparison goods expenditure available to support new floorspace in 2005.

1.12 In this case, despite our downward adjustments to market shares (Stage 3 of DTZ *Re:Map*) - which we consider are needed to produce more realistic and robust average sales densities (Stage 5) and turnover levels (Stage 6) at 2005 – the average turnover levels do still appear to be on the high side compared to our "benchmark" averages. As a result, we acknowledge that comparison goods retailing in the city centre as a whole, could be 'over-trading' at the base year. The city centre's comparison goods retailing may not therefore be in 'equilibrium' and we accept that there could be some 'pent-up' capacity available to new retail floorspace at the outset.

(iv) Base year population and projections

1.13 The population estimates at 2001 have been updated from the original 2004 study using our in-house MapInfo Geographic Information System (GIS) dataset, which is based on the 2001 Census results. Our population forecasts test two possible growth scenarios for the 'core' catchment area (CCA) population up to 2020:

- The first (lower) growth scenario is based on the ONS 2003 sub-national population projections for the main local authorities that make up the CCA. This scenario results in a forecast c.7.8% growth in the CCA population between 2001 and 2020, from 248,836 to 275,028.
- The second (higher) growth scenario is based on broad projections set out in the emerging Regional Spatial Strategy for the local authority areas in the East of England area only. This scenario results in a c.14.1% growth in the CCA population up to 2020.

1.14 The population projections for the different local authorities that make up the 'outer' catchment area (OCA) are based on different sources. We have therefore assumed that growth will be broadly in line with "blended" ONS and RSS forecasts. This produces a projected population growth for the OCA in all scenarios of c.18% between 2005 and 2020. This significant growth reflects the high population forecasts for some local authority areas between 2005 and 2020, particularly Corby (+47%) and Kettering (+30%). However, we do recommend that our capacity forecasts should be updated to take account of any future revisions to the population projections tested.

(v) Base year spend and projections

1.15 The average comparison goods spend per capita estimates at 2001 have been updated using our in-house MapInfo GIS. We have used a 'goods-based' approach (rather than 'business-based') to determine average spend levels at 2001 and growth up to 2026, in accordance with the advice set out in PPS6 (paragraph 3.10).

1.16 For comparison goods retailing we have tested the impact of 'lower' (+3.8% per annum) and 'higher' (+4.8% per annum) spend projections on the sensitivity of the capacity forecast ranges. These spend projections are derived from the "ultra long" and "long term" national trends set out in MapInfo Brief 05/02 *"Goods based retail expenditure estimates and price indices"* (September 2005).

(vi) Turnover 'efficiency' growth

1.17 This annual growth rate is a standard input to retail planning studies and PPS6 also advocates the use of a *"...realistic assessment of forecast improvements in productivity in the use of floorspace"* (paragraph 2.34). This growth represents the ability of retailers to absorb real increases in their costs (such as rents, rates and service charges) by increasing their average sales densities over time. An allowance for the increased efficiency of existing floorspace therefore effectively allows retail businesses to increase their turnover year-on-year (over and above inflation) to help them compete with new retail developments and innovations, and thereby maintain the future vitality and viability of existing centres.

1.18 At the time of writing there is no specific guidance available as to the most appropriate and robust growth rate to use, or indeed whether town centre and out-of-centre businesses should be afforded the same growth rates. Nevertheless, in purely commercial terms we consider that out-of-centre retailing could sustain a lower 'efficiency' growth rate than for town centre ('high street') retailing. This is because this sector of the market generally comprises more modern, 'larger format' stores that are more efficient than smaller town centre stores and usually have lower overhead costs. It is also our view that, in the context of current planning policy guidelines, out-of-centre retail formats should have a minimal 'efficiency' growth rate, as any residual spend growth derived from out-of-centre retailing should go to town centres "first", in accordance with PPS6.

1.19 Our review of growth rates used by other consultants indicates that there is a wide range of assumptions being tested, from 1% up to 3.5% per annum. The use of higher 'efficiency' growth rates for existing floorspace is significant, as it will effectively reduce the capacity for new comparison goods retailing over the longer term. As a result, the use of sensitivity testing to explore the impact of different 'efficiency' growth rates is preferred, as it will help to inform the policy decision as to which assumption to adopt.

1.20 In this context we have therefore tested two possible alternative 'efficiency' growth options, as follows:

- The first assumes that all existing retail businesses and floorspace (both town centre and out-of-centre) will achieve a 'productivity' growth rate of +1% per annum (Scenarios 1-4).
- The second assumes that town centre businesses will achieve a higher annual growth of +2%) and out-of-centre will have a lower growth of +0.5% per annum (Scenarios 5-8).

(vii) Potential average sales densities for new retail floorspace

1.21 We assume that any new comparison goods retailing in town centre locations will achieve average sales densities ranging from £4,000/sq.m to £6,000/sq.m, depending on the relative quality of the floorspace and tenant mix. These broad trading levels are informed by recent research. For example, *'Verdict on the High Street 2004'* indicates that high street locations are achieving broad average sales densities of up to £4,200 per sq.m. The latest research by Mintel also indicates that a number of retailers trading on the high street are achieving average sales of c.£5,000 per sq.m.

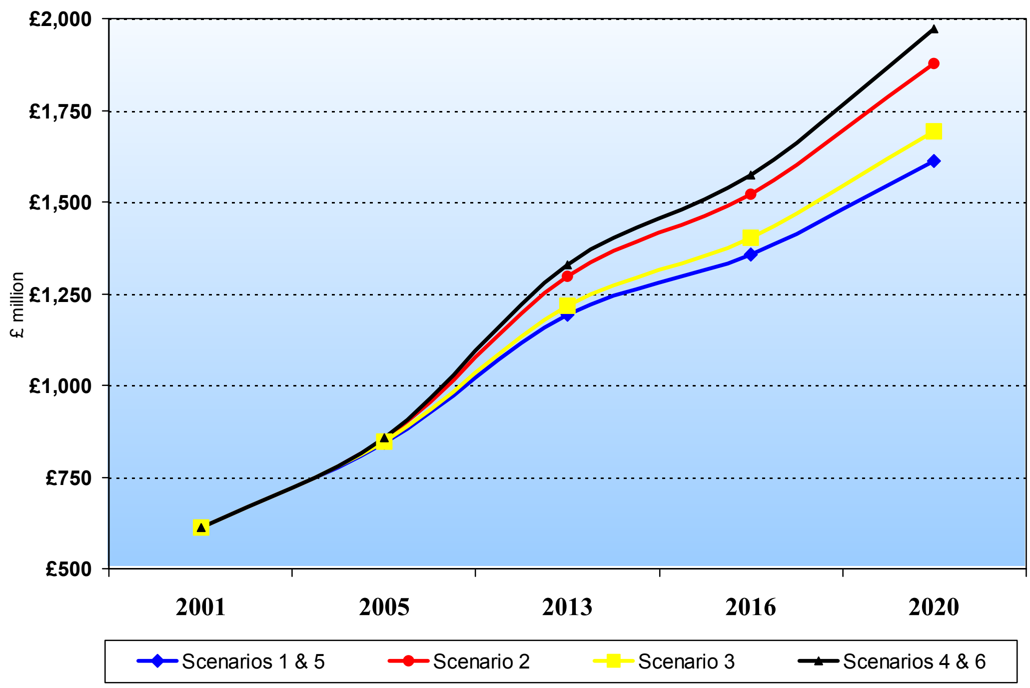
1.22 Based on these critical baseline assumptions and growth projections, the following commentary briefly sets out the key stages in the *Re:Map* model (the *Re:Map* Excel tables are set out in Appendix 2).

Population and Spend Forecasts (Stage 1)

1.23 Figure 2 below illustrates the significant forecast growth in available comparison goods expenditure for the core catchment area (CCA) only, based on the different population and average spend projections tested.

1.24 The figure shows that the total available spend in the CCA at 2020 ranges from £1,611m million (Scenarios 1 and 5) to £1,973m (Scenarios 4 and 6). This is equivalent to a total growth of 91% and 131% respectively between 2005 and 2020.

Figure 2: Forecast growth in total spend in the 'core' area only, 2001- 2020



Source: DTZ ReMap (Stage 1)

Retail Floorspace Stock and Commitments (Stage 2)

1.25 We estimate that there is c.148,013 sq.m net of comparison goods retailing in the Peterborough local authority area at 2005[2] (also see Appendix 1). Of this total, the city centre comprises an estimated 88,400 sq.m net (c.60% of total) and the main district centres (i.e. Hampton, Bretton, Orton, Werrington and Millfield Centres) account for c.20,700 sq.m (c.14%).

1.26 There is currently an estimated 38,912 sq.m net of non-town centre retailing. This represents c.26% of total retail floorspace and reflects the dynamic growth in out-of-centre 'larger format' stores and retail warehouses across the UK over the last 10-15 years.

1.27 At Stage 2a we only model the potential impact of those stores and schemes <u>with planning permission</u> (at November 2005). The major commitments identified by the Council include the Phase 2 extension of the Bretton Centre and the redevelopment of the Orton Centre.

1.28 We do not therefore include the proposed North Westgate extension in our capacity forecasts. Neither do we consider the proposed redevelopments of the Matalan/B&Q stores at Maskew Avenue; the Asda store; or the Peter Brotherhoods Retail Park[3]. Nevertheless, we do provide our high level view as to the potential capacity for these significant new comparison goods retail proposals over the forecast period.

Market share and Trade Draw Estimates (Stages 3 and 4)

1.29 The key inputs to the DTZ *Re:Map* model are our estimates of ***market share***[4] (Stage 3) and ***trade draw***[5] (Stage 4). In this case our assumptions are informed by the findings of the 2004 household survey. This survey provides a robust starting point for analysing the broad pattern of comparison goods shopping and spending across the study area and beyond.

1.30 We have made adjustments to these survey-based market share and trade draw levels to produce, in our view, more robust and realistic turnover levels at the base year (Stages 5 & 6 of DTZ *Re:Map*). This adjustments are often necessary as shopper surveys tend to over-estimate the attraction and market shares of larger centres/stores, often at the expenses of smaller centres and 'special forms of trading' (SFT), such as internet and mail order shopping.

1.31 Trade draw is normally dependent on a centre's (or store's) relative size, location, accessibility and quality of shopping provision, as well the attractiveness and diversity of its uses and the level of competition in its catchment area. As for our original study, we have assumed that none of the study centres will draw trade from beyond the OCA, due to the extent of this catchment area. Nevertheless, we do acknowledge that the city centre

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[2] All existing, committed and proposed comparison goods floorspace has been agreed with the City Council. This is based on their own datasets, supplemented by other sources. Please note however that the floorspace figures do not include other smaller shops and stores outside of the city centre, the main district centres and other out-of-centre 'larger format' stores (including retail warehouse parks).

[3] Please note that all of these proposals for new 'larger format' stores, to varying degrees, involve the replacement of existing floorspace and therefore the net additional new retailing is not as great.

[4] Market share is defined as the proportion of available comparison and convenience goods spending in a catchment area that is attracted to existing centres/stores

[5] Trade draw represents the proportion of turnover derived by individual centres/stores from outside the defined catchment area

could possibly be drawing visitors/tourists from greater distances and therefore a small proportion of its total comparison goods turnover could be derived from beyond the OCA.

Average Sales Densities and Total Potential Turnover (Stages 5 & 6)

1.32 The total estimated potential turnover (Stage 5) and average sales densities (Stage 6) of existing centres and stores are key outputs of the model. These turnover estimates also provide a critical sensitivity test of key changes in the inputs, such as population and spend forecasts, as well as the market share and trade draw estimates.

1.33 Our revised market share estimates indicate that Peterborough City Centre, for example, needs to achieve a market share of c.52% of available spend in the CCA and c.10% in the OCA to produce reasonable average sales densities at 2005 (see Table 2 below).

Table 2
'Benchmark' and Potential Average Sales Densities (2005 – 2026)

(£ per sq.m)	DTZ 'Benchmark'	2005 Potential Average Sales Density	
		Scenarios 1 / 2 / 5	Scenario 3 / 4 / 6
Peterborough City	£5,000 - £6,000	£7,290 - £7,360	£7,309 - £7,379
Serpentine Green	£3,500 - £3,750	£3,804 - £3,840	£3,817 - £3,853
Other District Centres	£3,000 - £3,250	£3,196 - £3,227	£3,207 - £3,238
Non-Town centre retailing	£2,500 - £3,000	£3,442 - £3,475	£3,452 - £3,485

Source: DTZ *ReMap* (Stage 5)

1.34 However, as discussed above, even these market share assumptions produce relatively high average turnover levels compared to our broad assumption as to the likely 'benchmark' sales performance of each study centre (see Table 2 below). This 'benchmark' is informed by the findings of our 2004 healthcheck (which identified the relative role, strength and attraction of the city centre and district centres); other key datasets detailing the potential average sales densities of centres (such as previous retail studies); and our own professional judgement.

1.35 As explained above, it is our high level view that the city centre may not be in "equilibrium" at 2005 and there could therefore be some "pent-up" capacity available for new comparison goods retailing at the outset.

Residual Spend and Capacity Forecasts (Stages 7 & 8)

1.36 The final stages of the *Re:Map* model set out our residual spend and floorspace capacity forecasts for the PUSH sub-region as a whole at 2013, 2016 and 2020[(6)]. In this case the capacity forecasts are a function of the difference between the **'potential'** (Stage 5) and '**derived'** (Stage 7) turnover of existing centres and stores. The 'derived' average sales densities have been determined by constraining the growth of existing centres and stores using the turnover "efficiency" (or "productivity") growth rates described previously.

1.37 Table 3 sets out the revised 'global' residual spend forecasts for each scenario based on the different assumptions tested. These 'global' estimates represent the forecast residual spend

[6] Please note that all our forecasts are expressed in constant 2001 prices and exclude inflation.

derived from all the main comparison goods space in the local authority area (i.e. the city centre, district centres and out-of-centre retailing). Please note that the potential turnover of all new town and non-town centre commitments (see Stage 8a of *Re:Map*) has been deducted from the "unadjusted" residual spend (Stage 7) to produce the revised forecasts.

1.38 The table shows that the forecast residual spend available for the period 2005-2013 ranges from a "low" of £173m (Scenario 5) to a "high" of £369m (Scenario 4). This range increases to £290m - £589m up to 2016 and £480m - £957m for the period 2005-2020. In the context of PPS6 and specifically the sequential approach to new development, we advise that all this residual spend should be accommodated in town centres "first", followed by edge-of-centre locations, unless there are not suitable and viable opportunity sites available in the town centre over the period of the development plan.

Table 3
Peterborough City: Revised Residual Spend Capacity *(£ million)*

	2005 - 2013	2005 - 2016	2005 – 2020
Scenario 1:	£250m	£396m	£627m
Scenario 2:	£351m	£556m	£893m
Scenario 3:	£267m	£425m	£681m
Scenario 4:	£369m	£589m	£957m
Scenario 5:	£173m	£290m	£480m
Scenario 6:	£273m	£450m	£745m
Scenario 7:	£189m	£319m	£534m
Scenario 8:	£291m	£482m	£808m

1.39 To determine the equivalent net floorspace capacity we have tested the reasonable assumption that all new modern shops and floorspace in town centre ('high street') locations will achieve average sales densities of between £4,000/sq.m and £6,000/sq.m. Table 4 below sets out our (net) floorspace capacity forecasts for Peterborough as a whole.

Table 4
Peterborough City: Revised Residual Spend Capacity *(£ million)*

	2005 - 2013	2005 - 2016	2005 – 2020
Scenario 1:	37,720 – 56,580	57,940 – 86,900	88,200 – 132,320
Scenario 2:	52,890 – 79,330	81,400 – 122,100	125,630 – 188,440
Scenario 3:	40,200 – 60,310	62,180 – 93,270	95,870 – 143,800
Scenario 4:	55,630 – 83,440	86,200 – 129,300	134,600 – 201,910
Scenario 5:	27,390 – 35,420	45,350 – 56,110	73,530 – 85,740
Scenario 6:	43,210 – 55,890	70,230 – 86,890	114,030 – 132,960
Scenario 7:	29,970 – 38,760	49,830 – 61,650	81,800 – 95,380
Scenario 8:	46,060 - 59,580	75,305 – 93,169	123,740 - 144,290
"BEST FIT"	**41,630 – 58,660**	**66,050 – 91,170**	**104,680 – 140.610**

1.40 The table clearly shows the significant forecast capacity ranges based on the different growth scenarios tested. For example, for the 2005-2013 period we forecast a potential capacity of between 27,390 – 55,630 sq.m net, assuming all new floorspace achieves the higher average sales level of £6,000/sq.m. This rises to 35,420 – 83,440 sq.m net over the same period based on the lower average sales level of £4,000/sq.m.

1.41 It is important to state that these floorspace capacity forecasts are not meant to be prescriptive. They can only provide a broad framework for the future strategic allocations in the local authority area and its main centres. Indeed PPS6 states that the need for additional floorspace should: *"…normally be assessed no more than five years ahead"* and that assessing need beyond this time period might: *"…pre-empt future options for investment in centres, except where large town centre schemes are proposed and where a longer time period might may be appropriate to allow for site assembly*" (paragraph 3.10). We therefore strongly recommend that these floorspace forecasts are regularly updated to take account of new developments and emerging commitments in the sub-region and its main centres.

1.42 It is our understanding that the proposed North Westgate extension will comprise c.60,146 sq.m gross of comparison goods retailing. We estimate that this is equivalent to c.45,110 sq.m net based on a higher gross/net floorspace ratio of 75%. We also assume that the scheme will be open and trading by 2013. If this new floorspace achieves a mid-range average sales density of c.£5,000/sq.m, then we estimate that it could achieve a total potential turnover of c.£250m at 2013. If our assumptions are correct, then it is our high level view that all the scenarios will broadly have sufficient residual spend and floorspace capacity to accommodate the proposed city centre extension at 2013, except for Scenarios 5 and 7.

1.43 However, it is important to note that both Scenario 5 and 7 are based on lower spend (+3.8% per annum) and higher 'efficiency' growth (+2% per annum for town centre businesses) forecasts. We consider therefore that they probably represent "worse case" growth scenarios. Even if this is the case, both scenarios will have sufficient growth up to 2016 to accommodate the proposed North Westgate extension. Furthermore, it is our view that there could be 'pent-up' capacity available to new floorspace at 2005.

1.44 It is also important to restate that our capacity forecasts are based on <u>constant</u> market shares up to 2026 and we acknowledge that this assumption does not necessarily reflect commercial reality. This is because new investment and development in centres generally results in increased market share and trade draw levels, leading to an increase in overall floorspace capacity. This is particularly relevant to the North Westgate extension, as we predict it could increase the city centre's market share up to 2013 and beyond, by "clawing back" shoppers and spend in the core area who currently shop elsewhere for their main comparison goods purchases. Consequently, it is our broad view that the floorspace ranges forecast for the city centre will probably under-estimate its potential capacity to accommodate new spend and floorspace.

1.45 With regard to the Matalan, B&Q, Asda and Peter Brotherhoods Retail Park proposals, we understand that all four will involve the demolition and redevelopment of existing stores and that the net replacement floorspace will be c.10,105 sq.m gross (c.8,080 sq.m net). This new retailing will take the form of 'larger format' stores, which we assume will trade at lower average sales densities of between £2,500 - £3,500/sq.m. On this basis we estimate that this new additional floorspace could achieve a total potential turnover of c.£22 - £32m at 2013.

1.46 In combination with the North Westgate extension this could represent a total turnover for the proposed comparison goods floorspace of £272m - £282m. Reference to Table 3 indicates that Scenarios 2, 4, 6 and 8 could accommodate this cumulative forecast turnover at 2013. Scenarios 1 (£250m) and 3 (£267m) are "borderline", whereas Scenarios 5 and 7 (based on low spend growth and high turnover 'efficiency' growth forecasts) could not support the additional forecast turnover.

Summary and Recommendations

1.47 In summary, it is our high level view that there is sufficient quantitative capacity to accommodate the North Westgate extension and the proposals for 'larger format' stores (including replacement retailing warehousing) up to 2020 for all scenarios. This is the case up to 2013 if it is assumed that the higher spend projection (+4.8% per annum) represents a robust long-term growth trend and the lower turnover 'efficiency' growth rate (+1% per annum) is acceptable in policy terms.

1.48 We advise that all new floorspace (including proposals for the redevelopment and/or extension of existing facilities) should be accommodated in town centres "first". Therefore all proposals for 'larger format' retailing (including retail warehousing) in out-of-centre locations will need to demonstrate that there are no suitable, viable and available opportunity sites in, or on the edge of, the city centre (PPS6: paragraphs 3.13 – 3.19).

1.49 In the context of PPS6, applicants for new retail development will also (as a general rule) need to satisfy all the following considerations:

- the need for development (paragraphs 3.8 – 3.11);
- that the development is of an appropriate scale (paragraph 3.12);
- that there are no unacceptable impacts on existing centres (paragraphs 3.20 –3.23); and
- that locations are accessible (paragraphs 3.24 – 3.27).

1.50 In making their decision, local planning authorities should also consider relevant local issues and other material considerations (PPS6: paragraph 3.5).

APPENDIX 1

Comparison goods Floorspace – existing, committed and proposed

APPENDIX 1: COMPARISON GOODS FLOORSPACE - EXISTING, COMMITED AND PROPOSED

STAGE 2: COMPARISON GOODS FLOORSPACE - EXISTING STOCK [1]:

	Comparison Goods (Gross sq.m)		Comparison Goods (Net sq.m)				
	Original Estimates (October 2004)	PCC Revised Estimates (November 2005)	2003	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	136,000	136,000	88,400	88,400	88,400	88,400	88,400
SUB-TOTAL:	136,000	136,000	88,400	88,400	88,400	88,400	88,400
SERPENTINE GREEN [3]:	14,235	11,798	8,849	8,849	8,849	8,849	8,849
SUB-TOTAL:	14,235	11,798	8,849	8,849	8,849	8,849	8,849
DISTRICT CENTRES:							
Bretton Centre:	2,295	1,223	917	917	917	917	917
Orton Centre	6,770	7,867	5,900	5,900	5,900	5,900	5,900
Werrington Centre	1,350	1,368	1,026	1,026	1,026	1,026	1,026
Millfield Centre	6,540	4,747	3,560	3,560	3,560	3,560	3,560
SUB-TOTAL:	16,955	15,205	11,404	11,404	11,404	11,404	11,404
OUT-OF-CENTRE FLOORSPACE [4]:							
Brotherhoods Retail Park	10,315	**13,365**	10,024	10,024	10,024	10,024	10,024
Boulevard Retail Park	10,827	10,827	8,120	8,120	8,120	8,120	8,120
Bourges Retail Park	4,831	4,831	3,623	3,623	3,623	3,623	3,623
Matalan store, Station Road East [5]	2,787	**4,835**	3,626	3,626	3,626	3,626	3,626
B & Q store, Station Road East [5]	2,935	2,935	2,201	2,201	2,201	2,201	2,201
Homebase store, Padholme Road East	3,016	3,016	2,262	2,262	2,262	2,262	2,262
Wickes store, Padholme Road East	2,554	2,554	1,916	1,916	1,916	1,916	1,916
AHF store, Boongate	3,720	3,720	2,790	2,790	2,790	2,790	2,790
Focus store, Boongate	4,000	4,000	3,000	3,000	3,000	3,000	3,000
Stage Two, Saville Road	1,800	1,800	1,350	1,350	1,350	1,350	1,350
SUB-TOTAL:	46,785	51,883	38,912	38,912	38,912	38,912	38,912
TOTAL COMPARISON GOODS FLOORSPACE:	213,975	214,886	147,565	147,565	147,565	147,565	147,565

NOTES:

(1) Please note that all gross floorspace estimates are for comparison goods retailing only. We assume gross/net floorspace ratios of 65% for City Centre floorspace; and 75% for District Centres/Out-of-Centre floorspace.

(2) Town centre floorspace based on DTZ gross floorspace estimates at 2004 and agreed with Council.

(3) Estimates for district centre floorspace agreed with City Council based on their own datasets (15 November 2005). Vacant premises are included under previous trading function (ie if previous use was comparison goods, then vacant store allocated).

(4) Estimates for out-of-centre floorspace based on City Council data and agreed with Council (15 November 2005). Figures relate to out of centre retail parks or retail warehouse development only. It excludes other smaller shops and centres.

(5) Matalan store includes permitted mezzanine floor. According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores. The B&Q will comprise a 9,699 sq.m retail warehouse

STAGE 2A: COMPARISON GOODS FLOORSPACE COMMITMENTS - WITH PLANNING PERMISSION &/OR UNDER CONSTRUCTION:

	Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)				
	PCC/DTZ Estimates of net gain/loss of A1 retailing (2005 - 2013)	2003	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [6]:						
Bourges Boulevard - A1 gain+D30	796			597	597	597
8-9 Hereward Centre - A1 loss	-450			-338	-338	-338
5-7 & 43-46 Hereward Centre - A1 loss	-603			-452	-452	-452
44-46 Bridge St - A1 extension	438			329	329	329
31 Bridge St - A1 loss	-103			-77	-77	-77
8-10 Broadway	-224			-168	-168	-168
TOTAL NET ADDITIONAL A1 FLOORSPACE:	-146			-110	-110	-110
SERPENTINE GREEN [7]:						
TOTAL NET ADDITIONAL A1 FLOORSPACE:	330	-	-	264	264	264
DISTRICT CENTRES:						
Bretton Centre:						
Phase 1 extension [8]	560		448	448	448	448
Phase 2 extension [9]	1,835	-	-	1,468	1,468	1,468
Orton Centre [10]:						
Loss of A1 Retailing	-98	-	-	-78	-78	-78
Orton Centre Redevelopment	6,930			5,544	5,544	5,544
Werrington Centre [11]:						
Loss of A1 Retailing	-80	-	-	-64	-64	-64
Millfield Centre [12]:						
Loss of A1 Retailing	-94			-75	-75	-75
TOTAL NET ADDITIONAL A1 FLOORSPACE:	8,493	-	-	7,242	7,242	7,242
OUT-OF-CENTRE FLOORSPACE [13]						
Wickes DIY - Mezzanine	350	-	-	280	280	280
TOTAL NET ADDITIONAL A1 FLOORSPACE:	350	-	-	280	280	280

NOTES:

(6) New City Centre floorspace commitments (with planning permission) derived from City Council dataset. We assume a net/gross ratio of 75% for all new City Centre floorspace and 80% for District Centres/Out-of-Centre retailing.

(7) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace comprises the conversion of a centre from A3 (495 sq.m), of which 165 sq.m is for a hairdresser. There is an extension to Tesco's storage area of 666 sq

(8) Bretton Centre - Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of the additional retailing comprises convenience goods floorspace. DTZ therefore assume only 20% of net additional space is for comparison goods retailing.

(9) Bretton Centre - Phase 2 extension will involve demolition and refurbishment of existing units. Planning permission (APP 02/00376F & APP 04/00921F)

(10) The Orton Centre - According to City Council there will be a loss of 98 sq.metres gross estimated comparison goods floorspace of A1 retailing (1 unit). The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for additional floorspace at the Orton Centre of 6,930 sq.m sets a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore assume a "worse case" scenario of all new space being for comparison goods retailing.

(11) Werrington - According to the Council there will be a net loss of A1 floorspace of 80 sq.m gross.

(12) Millfield - According to the Council there is a loss of 94 gross sq.m of A1 comparison.

(13) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

STAGE 2B: COMPARISON GOODS FLOORSPACE PROPOSALS (i.e. no planning permission):

	Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)				
		2003	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [14]:						
North Westgate Extension	**60,146**	0	0	45,109	45,109	45,109
SERPENTINE GREEN:	**--**	0	0	0	0	0
DISTRICT CENTRES:						
Bretton Centre:	**--**	0	0	0	0	0
Orton Centre:	**--**	0	0	0	0	0
Werrington Centre:	**--**	0	0	0	0	0
Millfield Centre:	**--**	0	0	0	0	0
OUT-OF-CENTRE FLOORSPACE:						
Matalan - Maskew Avenue [15]	**-748**	0	0	-598	-598	-598
B&Q - Maskew Avenue [16]	**6,764**	0	0	5,411	5,411	5,411
Asda - City Centre [17]	**2,051**	0	0	1,640	1,640	1,640
Peter Brotherhoods Retail Park Redevelopment [18]	**2,038**	0	0	1,630	1,630	1,630
	10,105			**8,084**		

NOTES:

(14) Morley / Hammerson North Westgate proposal - Gross floorspace estimate based on briefing paper produced by Nathaniel Lichfield & Partners (dated 12 July 2005) for the Council. Assume a net/gross ratio of 75% for new town centre floorspace.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of comparison goods retailing and the proposed store is for 4,087 sq.m gross, resulting in a net loss in total floorspace of -748 sq.m gross. We assume a net/gross floorspace ratio of 80%

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new comparison goods floorspace. We assume a net/gross floorspace ratio of 80%

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme totals 10,963msgf. This represents a difference of 3,107 sq.m gross. We assume a net/gross ratio of 80% and assume comparison retailing represents two-thirds of total floorspace.

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038msgif. We assume a net/gross ratio of 80%.

APPENDIX 2

DTZ *Re:Map* – Scenario 1

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

Assumptions:
No change in base year market shares over forecast period
ONS 2003-based subnational population projections for Peterborough area and other local authority areas
Spend growth rate of +3.8% per annum (ultra long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 1% per annum

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	2005 (BASE YEAR)	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [1]:	246,836	252,175	264,043	268,805	275,028		9.1%
- Average comparison goods spending (£ per capita) [2/3]:	£2,477	£3,348	£4,512	£5,046	£5,858		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£844.3**	**£1,191.3**	**£1,356.4**	**£1,611.1**	**£766.8**	**90.8%**
OUTER CATCHMENT:							
- Base Year Population & Projections [1]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [2/3]:	£2,317	£3,132	£4,220	£4,720	£5,480		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**£2,184.2**	**106.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,006**	**980,595**	**1,009,434**	**1,048,467**		**15.5%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,898.2**	**£4,215.5**	**£4,852.3**	**£5,849.2**		**101.8%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	*SUB-TOTAL:*	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	*SUB-TOTAL:*	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	*SUB-TOTAL:*	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by City Council (See Appendix 1).

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of the additional retailing comprises convenience goods floorspace. DTZ therefore assume only 20% (c.560 sq.m gross) represents additional comparison goods retailing.

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sources) and agreed with Council on 15 November 2005 (see Appendix 1).

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS - UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of this study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement c some existing floorspace in Stage 2 above.

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore assume a "worse case" scenario of all new space being for comparison goods retailing (see Appendix 1).

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of comparison goods retailing and the proposed store is for 4,087 sq.m gross, resulting in a net loss in total floorspace of -748 sq.m gross. We assume a net/gross floorspace ratio of 80%

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new comparison goods floorspace. We assume a net/gross floorspace ratio of 80%

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme totals 10,963msgf. This represents a difference of 3,107 sq.m gross. We assume a net/gross ratio of 80% and assume comparison retailing represents two-thirds of total floorspace.

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large electrical goods (e.g. fridges & washing machines); smaller electrical goods (e.g. televisions, radios, MP3 players, etc.); and DIY/household goods.

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	67%	67%	66%
% Trade draw from within outer catchment(1):	32%	33%	33%	34%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	87%	87%	87%
% Trade draw from within outer catchment(1):	12%	13%	13%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	88%
% Trade draw from within outer catchment(1):	11%	11%	11%	12%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	68%	68%	68%
% Trade draw from within outer catchment(1):	31%	32%	32%	32%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of identified centres and stores in the overall network of centres compared to competiting centres and stores; as well as accessibility and other issues.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020	
CITY CENTRE					
Turnover from core catchment (1):	£439.0	£619.5	£705.3	£837.8	
Turnover from outer catchment (1):	£205.4	£302.4	£349.6	£423.8	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£644.4**	**£921.9**	**£1,054.9**	**£1,261.6**	
SERPENTINE GREEN					
Turnover from core catchment (1):	£29.5	£41.7	£47.5	£56.4	
Turnover from outer catchment (1):	£4.1	£6.0	£7.0	£8.5	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£33.7**	**£47.7**	**£54.5**	**£64.9**	
OTHER DISTRICT CENTRES					
Turnover from core catchment (1):	£33.8	£47.7	£54.3	£64.4	
Turnover from outer catchment (1):	£4.1	£6.0	£7.0	£8.5	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£37.9**	**£53.7**	**£61.2**	**£72.9**	
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Turnover from core catchment (1):	£92.9	£131.0	£149.2	£177.2	
Turnover from outer catchment (1):	£41.1	£60.5	£69.9	£84.8	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£133.9**	**£191.5**	**£219.1**	**£262.0**	
OTHER SHOPS & STORES:					
Turnover from core catchment (1):	**£190.0**	**£268.1**	**£305.2**	**£362.5**	
Turnover from outer catchment (1):	**£1,655.4**	**£2,437.5**	**£2,817.7**	**£3,415.9**	
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:					
Turnover from core catchment (1):	**£59.1**	**£83.4**	**£94.9**	**£112.8**	
Turnover from outer catchment (1):	**£143.8**	**£211.7**	**£244.7**	**£296.7**	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	**£844.3**	**£1,191.3**	**£1,356.4**	**£1,611.1**	**90.8%**
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**106.3%**

NOTES: (1) Turnover derived from market share estimates (Stage 3)

(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS (1):

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,290**	**£10,552**	**£12,075**	**£14,440**
	£ per square foot		*£677*	*£980*	*£1,122*	*£1,342*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,804**	**£5,396**	**£6,155**	**£7,331**
	£ per square foot		*£353*	*£501*	*£572*	*£681*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,196**	**£4,616**	**£5,265**	**£6,268**
	£ per square foot		*£297*	*£429*	*£489*	*£582*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,442**	**£4,922**	**£5,631**	**£6,733**
	£ per square foot		*£320*	*£457*	*£523*	*£625*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£7,290	£8,052	£8,296	£8,633
Step 2:	Derived Comparison Goods Turnover (£m):	£644.4	£703.5	£724.8	£754.2
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£218.42**	**£330.11**	**£507.33**
SERPENTINE GREEN					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,804	£4,202	£4,329	£4,505
Step 2:	Derived Comparison Goods Turnover (£m):	£33.7	£37.2	£38.3	£39.9
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£10.57**	**£16.16**	**£25.00**
OTHER DISTRICT CENTRES					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,196	£3,530	£3,637	£3,785
Step 2:	Derived Comparison Goods Turnover (£m):	£37.9	£41.1	£42.3	£44.0
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£12.63**	**£18.93**	**£28.88**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,442	£3,802	£3,918	£4,077
Step 2:	Derived Comparison Goods Turnover (£m):	£133.9	£148.0	£152.4	£158.6
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£43.57**	**£66.68**	**£103.35**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)		**£0.00**	**£285.18**	**£431.87**	**£664.57**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace.

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes **all** proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£6,628	£6,829	£7,106
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.13**	**£6.32**	**£6.58**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£212.29**	**£323.79**	**£500.76**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£3,866	£3,983	£4,145
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£28.13**	**£28.98**	**£30.16**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**(£4.94)**	**£6.11**	**£23.73**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,314	£3,414	£3,553
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.93**	**£0.96**	**£0.99**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£42.64**	**£65.72**	**£102.35**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£249.99**	**£395.62**	**£626.84**

NOTES:

(1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm

(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 1: Lower Spend and Lower Turnover 'Efficiency Growth / ONS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace

Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£249.99**	**£395.62**	**£626.84**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,418	£4,552	£4,737
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**56,578**	**86,903**	**132,322**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**80,800**	**124,100**	**189,000**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£5,523	£5,690	£5,922
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**45,263**	**69,522**	**105,857**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**64,700**	**99,300**	**151,200**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,628	£6,829	£7,106
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**37,719**	**57,935**	**88,214**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**53,900**	**82,800**	**126,000**

NOTES:

(1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover rising costs.

(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 3
DTZ *Re:Map* – Scenario 2

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

Assumptions: No change in base year market shares over forecast period
ONS 2003-based subnational population projections for Peterborough area and other local authority areas
Spend growth rate of +4.8% per annum (long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 1% per annum

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	2005 (BASE YEAR)	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [1]:	246,836	252,175	264,043	268,805	275,028		9.1%
- Average comparison goods spending (£ per capita) [2/3]:	£2,477	£3,380	£4,919	£5,661	£6,829		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£852.4**	**£1,298.7**	**£1,521.8**	**£1,878.2**	**£1,025.8**	**120.3%**
OUTER CATCHMENT:							
- Base Year Population & Projections [1]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [2/3]:	£2,317	£3,162	£4,601	£5,296	£6,388		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,073.7**	**£3,296.7**	**£3,922.1**	**£4,940.7**	**£2,867.1**	**138.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,006**	**980,595**	**1,009,434**	**1,048,467**		**15.5%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,926.1**	**£4,595.5**	**£5,443.9**	**£6,819.0**		**133.0%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	*SUB-TOTAL:*	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	*SUB-TOTAL:*	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	*SUB-TOTAL:*	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS - UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	67%	67%	66%
% Trade draw from within outer catchment(1):	32%	33%	33%	34%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	87%	87%	87%
% Trade draw from within outer catchment(1):	12%	13%	13%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	88%
% Trade draw from within outer catchment(1):	11%	11%	11%	12%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	68%	68%	68%
% Trade draw from within outer catchment(1):	31%	32%	32%	32%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

DTZ

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020
CITY CENTRE				
Turnover from core catchment (1):	£443.3	£675.3	£791.3	£976.7
Turnover from outer catchment (1):	£207.4	£329.7	£392.2	£494.1
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£650.6**	**£1,005.0**	**£1,183.6**	**£1,470.7**
SERPENTINE GREEN				
Turnover from core catchment (1):	£29.8	£45.5	£53.3	£65.7
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£34.0**	**£52.0**	**£61.1**	**£75.6**
OTHER DISTRICT CENTRES				
Turnover from core catchment (1):	£34.1	£51.9	£60.9	£75.1
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£38.2**	**£58.5**	**£68.7**	**£85.0**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Turnover from core catchment (1):	£93.8	£142.9	£167.4	£206.6
Turnover from outer catchment (1):	£41.5	£65.9	£78.4	£98.8
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£135.2**	**£208.8**	**£245.8**	**£305.4**
OTHER SHOPS & STORES:				
Turnover from core catchment (1):	**£191.8**	**£292.2**	**£342.4**	**£422.6**
Turnover from outer catchment (1):	**£1,671.4**	**£2,657.2**	**£3,161.2**	**£3,982.2**
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:				
Turnover from core catchment (1):	**£59.7**	**£90.9**	**£106.5**	**£131.5**
Turnover from outer catchment (1):	**£145.2**	**£230.8**	**£274.5**	**£345.9**

	2005	2013	2016	2020	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	£852.4	£1,298.7	£1,521.8	£1,878.2	120.3%
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	£2,073.7	£3,296.7	£3,922.1	£4,940.7	138.3%

NOTES: (1) Turnover derived from market share estimates (Stage 3)

(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS (1):

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,360**	**£11,504**	**£13,547**	**£16,834**
	£ per square foot		*£684*	*£1,069*	*£1,259*	*£1,564*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,840**	**£5,882**	**£6,906**	**£8,546**
	£ per square foot		*£357*	*£546*	*£642*	*£794*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,227**	**£5,032**	**£5,906**	**£7,307**
	£ per square foot		*£300*	*£467*	*£549*	*£679*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,475**	**£5,366**	**£6,318**	**£7,849**
	£ per square foot		*£323*	*£498*	*£587*	*£729*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

	2005	2013	2016	2020
PETERBOROUGH CITY CENTRE				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£7,360	£8,130	£8,376	£8,716
Step 2: Derived Comparison Goods Turnover (£m):	£650.6	£710.3	£731.8	£761.5
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£294.73**	**£451.75**	**£709.23**
SERPENTINE GREEN				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,840	£4,242	£4,371	£4,548
Step 2: Derived Comparison Goods Turnover (£m):	£34.0	£37.5	£38.7	£40.2
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£14.51**	**£22.43**	**£35.37**
OTHER DISTRICT CENTRES				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,227	£3,564	£3,672	£3,822
Step 2: Derived Comparison Goods Turnover (£m):	£38.2	£41.5	£42.7	£44.5
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£17.07**	**£25.99**	**£40.55**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,475	£3,839	£3,955	£4,116
Step 2: Derived Comparison Goods Turnover (£m):	£135.2	£149.4	£153.9	£160.2
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£59.41**	**£91.93**	**£145.25**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)	**£0.00**	**£385.72**	**£592.10**	**£930.41**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes **all** proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£6,628	£6,829	£7,106
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.13**	**£6.32**	**£6.58**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£288.59**	**£445.43**	**£702.66**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£3,866	£3,983	£4,145
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£28.13**	**£28.98**	**£30.16**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£3.45**	**£19.44**	**£45.76**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,314	£3,414	£3,553
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.93**	**£0.96**	**£0.99**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£58.48**	**£90.97**	**£144.26**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£350.52**	**£555.85**	**£892.68**

NOTES:

(1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm

(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 2: Higher Spend & Lower Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace

Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£350.52**	**£555.85**	**£892.68**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,418	£4,552	£4,737
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**79,331**	**122,100**	**188,440**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**113,300**	**174,400**	**269,200**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£5,523	£5,690	£5,922
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**63,465**	**97,680**	**150,752**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**90,700**	**139,500**	**215,400**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,628	£6,829	£7,106
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**52,887**	**81,400**	**125,626**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**75,600**	**116,300**	**179,500**

NOTES:

(1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin

(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 4
DTZ *Re:Map* – Scenario 3

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

Assumptions:
No change in base year market shares over forecast period
RSS population projections for Peterborough and other local authority areas in core area.
Spend growth rate of +3.8% per annum (ultra long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 1% per annum

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	2005 (BASE YEAR)	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [1]:	246,836	253,146	270,010	277,675	288,844		14.1%
- Average comparison goods spending (£ per capita) [2/3]:	£2,477	£3,348	£4,512	£5,046	£5,858		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£847.5**	**£1,218.3**	**£1,401.2**	**£1,692.0**	**£844.5**	**99.6%**
OUTER CATCHMENT:							
- Base Year Population & Projections [1]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [2/3]:	£2,317	£3,132	£4,220	£4,720	£5,480		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**£2,184.2**	**106.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,977**	**986,562**	**1,018,304**	**1,062,283**		**16.9%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,901.4**	**£4,242.5**	**£4,897.0**	**£5,930.1**		**104.4%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	*SUB-TOTAL:*	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	*SUB-TOTAL:*	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	*SUB-TOTAL:*	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS- UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	68%	68%	67%
% Trade draw from within outer catchment(1):	32%	32%	32%	33%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	88%	88%	87%
% Trade draw from within outer catchment(1):	12%	12%	12%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	89%
% Trade draw from within outer catchment(1):	11%	11%	11%	11%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	69%	69%	69%
% Trade draw from within outer catchment(1):	31%	31%	31%	31%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020
CITY CENTRE				
Turnover from core catchment (1):	£440.7	£633.5	£728.6	£879.9
Turnover from outer catchment (1):	£205.4	£302.4	£349.6	£423.8
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£646.1**	**£935.9**	**£1,078.2**	**£1,303.7**
SERPENTINE GREEN				
Turnover from core catchment (1):	£29.7	£42.6	£49.0	£59.2
Turnover from outer catchment (1):	£4.1	£6.0	£7.0	£8.5
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£33.8**	**£48.7**	**£56.0**	**£67.7**
OTHER DISTRICT CENTRES				
Turnover from core catchment (1):	£33.9	£48.7	£56.0	£67.7
Turnover from outer catchment (1):	£4.1	£6.0	£7.0	£8.5
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£38.0**	**£54.8**	**£63.0**	**£76.2**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Turnover from core catchment (1):	£93.2	£134.0	£154.1	£186.1
Turnover from outer catchment (1):	£41.1	£60.5	£69.9	£84.8
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£134.3**	**£194.5**	**£224.0**	**£270.9**
OTHER SHOPS & STORES:				
Turnover from core catchment (1):	**£190.7**	**£274.1**	**£315.3**	**£380.7**
Turnover from outer catchment (1):	**£1,655.4**	**£2,437.5**	**£2,817.7**	**£3,415.9**
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:				
Turnover from core catchment (1):	**£59.3**	**£85.3**	**£98.1**	**£118.4**
Turnover from outer catchment (1):	**£143.8**	**£211.7**	**£244.7**	**£296.7**

	2005	2013	2016	2020	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	**£847.5**	**£1,218.3**	**£1,401.2**	**£1,692.0**	**99.6%**
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**106.3%**

NOTES: (1) Turnover derived from market share estimates (Stage 3)
(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS(1):

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,309**	**£10,713**	**£12,341**	**£14,922**
	£ per square foot		*£679*	*£995*	*£1,147*	*£1,386*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,817**	**£5,502**	**£6,332**	**£7,651**
	£ per square foot		*£355*	*£511*	*£588*	*£711*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,207**	**£4,708**	**£5,418**	**£6,546**
	£ per square foot		*£298*	*£437*	*£503*	*£608*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,452**	**£4,998**	**£5,758**	**£6,961**
	£ per square foot		*£321*	*£464*	*£535*	*£647*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

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Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

	2005	2013	2016	2020
PETERBOROUGH CITY CENTRE				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£7,309	£8,074	£8,318	£8,656
Step 2: Derived Comparison Goods Turnover (£m):	£646.1	£705.3	£726.7	£756.2
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£230.57**	**£351.48**	**£547.44**
SERPENTINE GREEN				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,817	£4,216	£4,344	£4,520
Step 2: Derived Comparison Goods Turnover (£m):	£33.8	£37.3	£38.4	£40.0
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£11.38**	**£17.60**	**£27.70**
OTHER DISTRICT CENTRES				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,207	£3,543	£3,650	£3,798
Step 2: Derived Comparison Goods Turnover (£m):	£38.0	£41.2	£42.5	£44.2
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£13.56**	**£20.58**	**£31.97**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,452	£3,813	£3,928	£4,088
Step 2: Derived Comparison Goods Turnover (£m):	£134.3	£148.4	£152.9	£159.1
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£46.14**	**£71.19**	**£111.83**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)	**£0.00**	**£301.66**	**£460.85**	**£718.93**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes all proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace
Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£6,628	£6,829	£7,106
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.13**	**£6.32**	**£6.58**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£224.44**	**£345.16**	**£540.86**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£3,866	£3,983	£4,145
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£28.13**	**£28.98**	**£30.16**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**(£3.18)**	**£9.19**	**£29.51**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,314	£3,414	£3,553
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.93**	**£0.96**	**£0.99**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£45.21**	**£70.24**	**£110.83**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£266.46**	**£424.59**	**£681.20**

NOTES:
(1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm
(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 3: Lower Spend and Lower Turnover 'Efficiency Growth / RSS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace
Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)
Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace
Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£266.46**	**£424.59**	**£681.20**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,418	£4,552	£4,737
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**60,307**	**93,267**	**143,798**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**86,200**	**133,200**	**205,400**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£5,523	£5,690	£5,922
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**48,245**	**74,614**	**115,038**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**68,900**	**106,600**	**164,300**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,628	£6,829	£7,106
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**40,205**	**62,178**	**95,865**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**57,400**	**88,800**	**137,000**

NOTES:
(1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin
(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 5
DTZ *Re:Map* – Scenario 4

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

Assumptions:
No change in base year market shares over forecast period
ONS 2003-based subnational population projections for Peterborough area and other local authority areas
Spend growth rate of +4.8% per annum (long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 1% per annum

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	BASE YEAR 2005	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [1]:	246,836	253,146	270,010	277,675	288,844		14.1%
- Average comparison goods spending (£ per capita) [2/3]:	£2,477	£3,380	£4,919	£5,661	£6,829		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£855.7**	**£1,328.1**	**£1,572.0**	**£1,972.6**	**£1,116.9**	**130.5%**
OUTER CATCHMENT:							
- Base Year Population & Projections [1]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [2/3]:	£2,317	£3,162	£4,601	£5,296	£6,388		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,073.7**	**£3,296.7**	**£3,922.1**	**£4,940.7**	**£2,867.1**	**138.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,977**	**986,562**	**1,018,304**	**1,062,283**		**16.9%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,929.4**	**£4,624.8**	**£5,494.2**	**£6,913.3**		**136.0%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	*SUB-TOTAL:*	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	*SUB-TOTAL:*	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	*SUB-TOTAL:*	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS- UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	68%	68%	67%
% Trade draw from within outer catchment(1):	32%	32%	32%	33%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	88%	88%	87%
% Trade draw from within outer catchment(1):	12%	12%	12%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	89%
% Trade draw from within outer catchment(1):	11%	11%	11%	11%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	69%	69%	69%
% Trade draw from within outer catchment(1):	31%	31%	31%	31%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020	
CITY CENTRE					
Turnover from core catchment (1):	£445.0	£690.6	£817.5	£1,025.7	
Turnover from outer catchment (1):	£207.4	£329.7	£392.2	£494.1	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£652.3**	**£1,020.3**	**£1,209.7**	**£1,519.8**	
SERPENTINE GREEN					
Turnover from core catchment (1):	£29.9	£46.5	£55.0	£69.0	
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£34.1**	**£53.1**	**£62.9**	**£78.9**	
OTHER DISTRICT CENTRES					
Turnover from core catchment (1):	£34.2	£53.1	£62.9	£78.9	
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£38.4**	**£59.7**	**£70.7**	**£88.8**	
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Turnover from core catchment (1):	£94.1	£146.1	£172.9	£217.0	
Turnover from outer catchment (1):	£41.5	£65.9	£78.4	£98.8	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£135.6**	**£212.0**	**£251.4**	**£315.8**	
OTHER SHOPS & STORES:					
Turnover from core catchment (1):	**£192.5**	**£298.8**	**£353.7**	**£443.8**	
Turnover from outer catchment (1):	**£1,671.4**	**£2,657.2**	**£3,161.2**	**£3,982.2**	
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:					
Turnover from core catchment (1):	**£59.9**	**£93.0**	**£110.0**	**£138.1**	
Turnover from outer catchment (1):	**£145.2**	**£230.8**	**£274.5**	**£345.9**	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	**£855.7**	**£1,328.1**	**£1,572.0**	**£1,972.6**	**130.5%**
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	**£2,073.7**	**£3,296.7**	**£3,922.1**	**£4,940.7**	**138.3%**

NOTES: (1) Turnover derived from market share estimates (Stage 3)

(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS(1):

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,379**	**£11,678**	**£13,846**	**£17,396**
	£ per square foot		*£686*	*£1,085*	*£1,286*	*£1,616*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,853**	**£5,998**	**£7,105**	**£8,919**
	£ per square foot		*£358*	*£557*	*£660*	*£829*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,238**	**£5,133**	**£6,079**	**£7,631**
	£ per square foot		*£301*	*£477*	*£565*	*£709*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,485**	**£5,449**	**£6,460**	**£8,116**
	£ per square foot		*£324*	*£506*	*£600*	*£754*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

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Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

	2005	2013	2016	2020
PETERBOROUGH CITY CENTRE				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£7,379	£8,151	£8,398	£8,739
Step 2: Derived Comparison Goods Turnover (£m):	£652.3	£712.1	£733.7	£763.5
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£308.13**	**£475.95**	**£756.29**
SERPENTINE GREEN				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,853	£4,257	£4,386	£4,564
Step 2: Derived Comparison Goods Turnover (£m):	£34.1	£37.7	£38.8	£40.4
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£15.41**	**£24.06**	**£38.54**
OTHER DISTRICT CENTRES				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,238	£3,577	£3,685	£3,835
Step 2: Derived Comparison Goods Turnover (£m):	£38.4	£41.6	£42.9	£44.6
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£18.10**	**£27.85**	**£44.17**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Step 1: Derived Average Sales Density (£/sq.m) (1):	£3,485	£3,849	£3,966	£4,127
Step 2: Derived Comparison Goods Turnover (£m):	£135.6	£149.8	£154.3	£160.6
Step 3: **RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£62.23**	**£97.04**	**£155.20**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)	**£0.00**	**£403.88**	**£624.90**	**£994.21**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes all proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£6,628	£6,829	£7,106
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.13**	**£6.32**	**£6.58**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£301.99**	**£469.63**	**£749.72**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£3,866	£3,983	£4,145
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£28.13**	**£28.98**	**£30.16**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£5.39**	**£22.93**	**£52.55**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,314	£3,414	£3,553
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.93**	**£0.96**	**£0.99**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£61.31**	**£96.08**	**£154.21**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£368.68**	**£588.64**	**£956.48**

NOTES: (1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm

(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 4: Higher Spend & Lower Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 1.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 1.00% for 'larger format' stores (including retail warehouses)

Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace

Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£368.68**	**£588.64**	**£956.48**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,418	£4,552	£4,737
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**83,441**	**129,304**	**201,907**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**119,200**	**184,700**	**288,400**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£5,523	£5,690	£5,922
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**66,753**	**103,443**	**161,526**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**95,400**	**147,800**	**230,800**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,628	£6,829	£7,106
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**55,628**	**86,203**	**134,605**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**79,500**	**123,100**	**192,300**

NOTES: (1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin

(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 6
DTZ *Re:Map* – Scenario 5

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

Assumptions:
No change in base year market shares over forecast period
ONS 2003-based subnational population projections for Peterborough area and other local authority areas
Spend growth rate of +3.8% per annum (ultra long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 2% per annum for town centre 'high street' retailers and floorspace
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 0.5% per annum for 'larger format' retailers and floorspace (including retail warehouses)

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	2005 (BASE YEAR)	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [1]:	246,836	252,175	264,043	268,805	275,028		9.1%
- Average comparison goods spending (£ per capita) [2/3]:	£2,477	£3,348	£4,512	£5,046	£5,858		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£844.3**	**£1,191.3**	**£1,356.4**	**£1,611.1**	**£766.8**	**90.8%**
OUTER CATCHMENT:							
- Base Year Population & Projections [1]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [2/3]:	£2,317	£3,132	£4,220	£4,720	£5,480		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**£2,184.2**	**106.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,006**	**980,595**	**1,009,434**	**1,048,467**		**15.5%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,898.2**	**£4,215.5**	**£4,852.3**	**£5,849.2**		**101.8%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	*SUB-TOTAL:*	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	*SUB-TOTAL:*	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	*SUB-TOTAL:*	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS- UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	67%	67%	66%
% Trade draw from within outer catchment(1):	32%	33%	33%	34%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	87%	87%	87%
% Trade draw from within outer catchment(1):	12%	13%	13%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	88%
% Trade draw from within outer catchment(1):	11%	11%	11%	12%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	68%	68%	68%
% Trade draw from within outer catchment(1):	31%	32%	32%	32%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020
CITY CENTRE				
Turnover from core catchment [1]:	£439.0	£619.5	£705.3	£837.8
Turnover from outer catchment [1]:	£205.4	£302.4	£349.6	£423.8
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£644.4**	**£921.9**	**£1,054.9**	**£1,261.6**
SERPENTINE GREEN				
Turnover from core catchment [1]:	£29.5	£41.7	£47.5	£56.4
Turnover from outer catchment [1]:	£4.1	£6.0	£7.0	£8.5
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£33.7**	**£47.7**	**£54.5**	**£64.9**
OTHER DISTRICT CENTRES				
Turnover from core catchment [1]:	£33.8	£47.7	£54.3	£64.4
Turnover from outer catchment [1]:	£4.1	£6.0	£7.0	£8.5
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£37.9**	**£53.7**	**£61.2**	**£72.9**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Turnover from core catchment [1]:	£92.9	£131.0	£149.2	£177.2
Turnover from outer catchment [1]:	£41.1	£60.5	£69.9	£84.8
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£133.9**	**£191.5**	**£219.1**	**£262.0**
OTHER SHOPS & STORES:				
Turnover from core catchment [1]:	**£190.0**	**£268.1**	**£305.2**	**£362.5**
Turnover from outer catchment [1]:	**£1,655.4**	**£2,437.5**	**£2,817.7**	**£3,415.9**
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:				
Turnover from core catchment [1]:	**£59.1**	**£83.4**	**£94.9**	**£112.8**
Turnover from outer catchment [1]:	**£143.8**	**£211.7**	**£244.7**	**£296.7**

	2005	2013	2016	2020	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	**£844.3**	**£1,191.3**	**£1,356.4**	**£1,611.1**	**90.8%**
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**106.3%**

NOTES: (1) Turnover derived from market share estimates (Stage 3)

(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS [1]:

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,290**	**£10,552**	**£12,075**	**£14,440**
	£ per square foot		*£677*	*£980*	*£1,122*	*£1,342*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,804**	**£5,396**	**£6,155**	**£7,331**
	£ per square foot		*£353*	*£501*	*£572*	*£681*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,196**	**£4,616**	**£5,265**	**£6,268**
	£ per square foot		*£297*	*£429*	*£489*	*£582*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,442**	**£4,922**	**£5,631**	**£6,733**
	£ per square foot		*£320*	*£457*	*£523*	*£625*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£7,290	£8,886	£9,430	£10,207
Step 2:	Derived Comparison Goods Turnover (£m):	£644.4	£776.3	£823.9	£891.8
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£145.58**	**£231.06**	**£369.81**
SERPENTINE GREEN					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,804	£4,637	£4,921	£5,326
Step 2:	Derived Comparison Goods Turnover (£m):	£33.7	£41.0	£43.5	£47.1
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£6.72**	**£10.93**	**£17.74**
OTHER DISTRICT CENTRES					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,196	£3,896	£4,134	£4,475
Step 2:	Derived Comparison Goods Turnover (£m):	£37.9	£45.3	£48.1	£52.1
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£8.38**	**£13.15**	**£20.85**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,442	£3,618	£3,673	£3,747
Step 2:	Derived Comparison Goods Turnover (£m):	£133.9	£140.8	£142.9	£145.8
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£50.73**	**£76.20**	**£116.18**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)		**£0.00**	**£211.40**	**£331.34**	**£524.58**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace.

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes <u>all</u> proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£7,314	£7,762	£8,401
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.77**	**£7.18**	**£7.78**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£138.81**	**£223.88**	**£362.03**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£4,266	£4,528	£4,901
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£31.04**	**£32.94**	**£35.66**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**(£15.95)**	**(£8.87)**	**£2.93**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,153	£3,201	£3,265
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.88**	**£0.90**	**£0.91**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£49.85**	**£75.31**	**£115.27**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£172.71**	**£290.32**	**£480.23**

NOTES:

(1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm

(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 5: Lower Spend and Higher Turnover 'Efficiency Growth / ONS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace

Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£172.71**	**£290.32**	**£480.23**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,876	£5,174	£5,601
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**35,421**	**56,106**	**85,741**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**50,600**	**80,200**	**122,500**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£6,095	£6,468	£7,001
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**28,336**	**44,885**	**68,593**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**40,500**	**64,100**	**98,000**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,307	£6,402	£6,531
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**27,385**	**45,349**	**73,532**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**39,100**	**64,800**	**105,000**

NOTES:

(1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin

(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 7
DTZ *Re:Map* – Scenario 6

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

DTZ

Original: 12-Oct-04
Updated: 22-Dec-05

Assumptions:
No change in base year market shares over forecast period
ONS 2003-based subnational population projections for Peterborough area and other local authority areas
Spend growth rate of +4.8% per annum (long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 2% per annum for town centre 'high street' retailers and floorspace
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 0.5% per annum for 'larger format' retailers and floorspace (including retail warehouses)

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	2005 (BASE YEAR)	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [(1)]:	246,836	252,175	264,043	268,805	275,028		9.1%
- Average comparison goods spending (£ per capita) [(2/3)]:	£2,477	£3,380	£4,919	£5,661	£6,829		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£852.4**	**£1,298.7**	**£1,521.8**	**£1,878.2**	**£1,025.8**	**120.3%**
OUTER CATCHMENT:							
- Base Year Population & Projections [(1)]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [(2/3)]:	£2,317	£3,162	£4,601	£5,296	£6,388		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,073.7**	**£3,296.7**	**£3,922.1**	**£4,940.7**	**£2,867.1**	**138.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,006**	**980,595**	**1,009,434**	**1,048,467**		**15.5%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,926.1**	**£4,595.5**	**£5,443.9**	**£6,819.0**		**133.0%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	SUB-TOTAL:	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	SUB-TOTAL:	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	SUB-TOTAL:	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS - UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	67%	67%	66%
% Trade draw from within outer catchment(1):	32%	33%	33%	34%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	87%	87%	87%
% Trade draw from within outer catchment(1):	12%	13%	13%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	88%
% Trade draw from within outer catchment(1):	11%	11%	11%	12%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	68%	68%	68%
% Trade draw from within outer catchment(1):	31%	32%	32%	32%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020
CITY CENTRE				
Turnover from core catchment (1):	£443.3	£675.3	£791.3	£976.7
Turnover from outer catchment (1):	£207.4	£329.7	£392.2	£494.1
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£650.6**	**£1,005.0**	**£1,183.6**	**£1,470.7**
SERPENTINE GREEN				
Turnover from core catchment (1):	£29.8	£45.5	£53.3	£65.7
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£34.0**	**£52.0**	**£61.1**	**£75.6**
OTHER DISTRICT CENTRES				
Turnover from core catchment (1):	£34.1	£51.9	£60.9	£75.1
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£38.2**	**£58.5**	**£68.7**	**£85.0**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
Turnover from core catchment (1):	£93.8	£142.9	£167.4	£206.6
Turnover from outer catchment (1):	£41.5	£65.9	£78.4	£98.8
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0
TOTAL COMPARISON GOODS TURNOVER:	**£135.2**	**£208.8**	**£245.8**	**£305.4**
OTHER SHOPS & STORES:				
Turnover from core catchment (1):	**£191.8**	**£292.2**	**£342.4**	**£422.6**
Turnover from outer catchment (1):	**£1,671.4**	**£2,657.2**	**£3,161.2**	**£3,982.2**
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:				
Turnover from core catchment (1):	**£59.7**	**£90.9**	**£106.5**	**£131.5**
Turnover from outer catchment (1):	**£145.2**	**£230.8**	**£274.5**	**£345.9**

	2005	2013	2016	2020	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	£852.4	£1,298.7	£1,521.8	£1,878.2	120.3%
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	£2,073.7	£3,296.7	£3,922.1	£4,940.7	138.3%

NOTES: (1) Turnover derived from market share estimates (Stage 3)
(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS(1):

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	£ per square metre	£5,000 - £6,000	£7,360	£11,504	£13,547	£16,834
	£ per square foot		*£684*	*£1,069*	*£1,259*	*£1,564*
SERPENTINE GREEN	£ per square metre	£3,500 - £3,750	£3,840	£5,882	£6,906	£8,546
	£ per square foot		*£357*	*£546*	*£642*	*£794*
OTHER DISTRICT CENTRES	£ per square metre	£3,000 - £3,250	£3,227	£5,032	£5,906	£7,307
	£ per square foot		*£300*	*£467*	*£549*	*£679*
OTHER NON-TOWN CENTRE STORES:	£ per square metre	£2,500 - £3,000	£3,475	£5,366	£6,318	£7,849
	£ per square foot		*£323*	*£498*	*£587*	*£729*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£7,360	£8,972	£9,521	£10,306
Step 2:	Derived Comparison Goods Turnover (£m):	£650.6	£783.8	£831.8	£900.4
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£221.19**	**£351.76**	**£570.38**
SERPENTINE GREEN					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,840	£4,681	£4,968	£5,377
Step 2:	Derived Comparison Goods Turnover (£m):	£34.0	£41.4	£44.0	£47.6
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£10.62**	**£17.15**	**£28.04**
OTHER DISTRICT CENTRES					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,227	£3,934	£4,174	£4,518
Step 2:	Derived Comparison Goods Turnover (£m):	£38.2	£45.8	£48.6	£52.6
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£12.78**	**£20.15**	**£32.44**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,475	£3,653	£3,708	£3,783
Step 2:	Derived Comparison Goods Turnover (£m):	£135.2	£142.2	£144.3	£147.2
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£66.64**	**£101.54**	**£158.21**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)		**£0.00**	**£311.23**	**£490.60**	**£789.08**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes **all** proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£7,314	£7,762	£8,401
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.77**	**£7.18**	**£7.78**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£214.42**	**£344.57**	**£562.61**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£4,266	£4,528	£4,901
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£31.04**	**£32.94**	**£35.66**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**(£7.64)**	**£4.36**	**£24.82**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,153	£3,201	£3,265
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.88**	**£0.90**	**£0.91**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£65.76**	**£100.65**	**£157.30**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£272.53**	**£449.58**	**£744.73**

NOTES:

(1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm

(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 6: Higher Spend & Higher Turnover 'Efficiency' Growth / ONS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace

Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£272.53**	**£449.58**	**£744.73**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,876	£5,174	£5,601
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**55,893**	**86,885**	**132,964**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**79,800**	**124,100**	**189,900**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£6,095	£6,468	£7,001
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**44,714**	**69,508**	**106,371**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**63,900**	**99,300**	**152,000**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,307	£6,402	£6,531
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**43,212**	**70,226**	**114,031**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**61,700**	**100,300**	**162,900**

NOTES:

(1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin

(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 8
DTZ *Re:Map* – Scenario 7

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

Assumptions:
No change in base year market shares over forecast period
RSS population projections for Peterborough and other local authority areas in core area.
Spend growth rate of +3.8% per annum (ultra long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 2% per annum for town centre 'high street' retailers and floorspace
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 0.5% per annum for 'larger format' retailers and floorspace (including retail warehouses)

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	BASE YEAR 2005	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections [(1)]:	246,836	253,146	270,010	277,675	288,844		14.1%
- Average comparison goods spending (£ per capita) [(2/3)]:	£2,477	£3,348	£4,512	£5,046	£5,858		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£847.5**	**£1,218.3**	**£1,401.2**	**£1,692.0**	**£844.5**	**99.6%**
OUTER CATCHMENT:							
- Base Year Population & Projections [(1)]:	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) [(2/3)]:	£2,317	£3,132	£4,220	£4,720	£5,480		75.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**£2,184.2**	**106.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,977**	**986,562**	**1,018,304**	**1,062,283**		**16.9%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,901.4**	**£4,242.5**	**£4,897.0**	**£5,930.1**		**104.4%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK(1):

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE (2):	SUB-TOTAL:	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN (3):	SUB-TOTAL:	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES (4):						
Bretton Centre (includes *Phase 1 extension*) (5):		1,783	1,365	1,365	1,365	1,365
Orton Centre (6)		7,867	5,900	5,822	5,822	5,822
Werrington Centre (7)		1,368	1,026	962	962	962
Millfield Centre (8)		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE (9):	SUB-TOTAL:	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS- UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE (10):						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN (11):						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE (12):						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE (13):						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine (14)	350	0	280	280	280
Proposal:	*Matalan (15)*	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q (16)	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre (17)	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment (18)	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	68%	68%	67%
% Trade draw from within outer catchment(1):	32%	32%	32%	33%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	88%	88%	87%
% Trade draw from within outer catchment(1):	12%	12%	12%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	89%
% Trade draw from within outer catchment(1):	11%	11%	11%	11%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	69%	69%	69%
% Trade draw from within outer catchment(1):	31%	31%	31%	31%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020	
CITY CENTRE					
Turnover from core catchment [1]:	£440.7	£633.5	£728.6	£879.9	
Turnover from outer catchment [1]:	£205.4	£302.4	£349.6	£423.8	
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£646.1**	**£935.9**	**£1,078.2**	**£1,303.7**	
SERPENTINE GREEN					
Turnover from core catchment [1]:	£29.7	£42.6	£49.0	£59.2	
Turnover from outer catchment [1]:	£4.1	£6.0	£7.0	£8.5	
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£33.8**	**£48.7**	**£56.0**	**£67.7**	
OTHER DISTRICT CENTRES					
Turnover from core catchment [1]:	£33.9	£48.7	£56.0	£67.7	
Turnover from outer catchment [1]:	£4.1	£6.0	£7.0	£8.5	
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£38.0**	**£54.8**	**£63.0**	**£76.2**	
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Turnover from core catchment [1]:	£93.2	£134.0	£154.1	£186.1	
Turnover from outer catchment [1]:	£41.1	£60.5	£69.9	£84.8	
Trade from beyond the catchment [2]:	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£134.3**	**£194.5**	**£224.0**	**£270.9**	
OTHER SHOPS & STORES:					
Turnover from core catchment [1]:	**£190.7**	**£274.1**	**£315.3**	**£380.7**	
Turnover from outer catchment [1]:	**£1,655.4**	**£2,437.5**	**£2,817.7**	**£3,415.9**	
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:					
Turnover from core catchment [1]:	**£59.3**	**£85.3**	**£98.1**	**£118.4**	
Turnover from outer catchment [1]:	**£143.8**	**£211.7**	**£244.7**	**£296.7**	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	**£847.5**	**£1,218.3**	**£1,401.2**	**£1,692.0**	**99.6%**
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	**£2,053.9**	**£3,024.2**	**£3,495.9**	**£4,238.1**	**106.3%**

NOTES: (1) Turnover derived from market share estimates (Stage 3)

(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS [1]:

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,309**	**£10,713**	**£12,341**	**£14,922**
	£ per square foot		*£679*	*£995*	*£1,147*	*£1,386*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,817**	**£5,502**	**£6,332**	**£7,651**
	£ per square foot		*£355*	*£511*	*£588*	*£711*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,207**	**£4,708**	**£5,418**	**£6,546**
	£ per square foot		*£298*	*£437*	*£503*	*£608*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,452**	**£4,998**	**£5,758**	**£6,961**
	£ per square foot		*£321*	*£464*	*£535*	*£647*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£7,309	£8,909	£9,455	£10,234
Step 2:	Derived Comparison Goods Turnover (£m):	£646.1	£778.4	£826.0	£894.1
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£157.54**	**£252.18**	**£409.55**
SERPENTINE GREEN					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,817	£4,652	£4,937	£5,344
Step 2:	Derived Comparison Goods Turnover (£m):	£33.8	£41.2	£43.7	£47.3
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£7.52**	**£12.35**	**£20.41**
OTHER DISTRICT CENTRES					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,207	£3,909	£4,149	£4,491
Step 2:	Derived Comparison Goods Turnover (£m):	£38.0	£45.5	£48.3	£52.2
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£9.30**	**£14.77**	**£23.91**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,452	£3,628	£3,683	£3,757
Step 2:	Derived Comparison Goods Turnover (£m):	£134.3	£141.2	£143.3	£146.2
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£53.32**	**£80.74**	**£124.69**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)		**£0.00**	**£227.68**	**£360.04**	**£578.57**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

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Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes all proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) (1):	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£6,000	£7,314	£7,762	£8,401
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.77**	**£7.18**	**£7.78**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£150.77**	**£244.99**	**£401.78**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) (1):	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,500	£4,266	£4,528	£4,901
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£31.04**	**£32.94**	**£35.66**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**(£14.23)**	**(£5.82)**	**£8.66**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) (1):	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) (2):	£3,000	£3,153	£3,201	£3,265
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.88**	**£0.90**	**£0.91**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£52.44**	**£79.85**	**£123.78**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£188.98**	**£319.02**	**£534.22**

NOTES: (1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm

(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

DTZ

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 7: Lower Spend and Higher Turnover 'Efficiency Growth / RSS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace

Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£188.98**	**£319.02**	**£534.22**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£4,000	£4,876	£5,174	£5,601
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**38,758**	**61,653**	**95,380**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**55,400**	**88,100**	**136,300**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£5,000	£6,095	£6,468	£7,001
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**31,007**	**49,322**	**76,304**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**44,300**	**70,500**	**109,000**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) (1):	£6,000	£6,307	£6,402	£6,531
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) (2):**	**0**	**29,965**	**49,831**	**81,799**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**42,800**	**71,200**	**116,900**

NOTES: (1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin

(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

APPENDIX 9

DTZ *Re:Map* – Scenario 8

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

Assumptions:
No change in base year market shares over forecast period
ONS 2003-based subnational population projections for Peterborough area and other local authority areas
Spend growth rate of +4.8% per annum (long term trend) based on MapInfo Information Brief 05/02
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 2% per annum for town centre 'high street' retailers and floorspace
Floorspace 'efficiency' (or turnover 'productivity') growth rate of 0.5% per annum for 'larger format' retailers and floorspace (including retail warehouses)

Original: 12-Oct-04
Updated: 22-Dec-05

STAGE 1: PROJECTED CHANGES IN CATCHMENT POPULATION & SPENDING (all monetary figures expressed in constant 2001 prices):

	2001	2005 (BASE YEAR)	2013	2016	2020	CHANGE: 2005 - 2020 £m	CHANGE: 2005 - 2020 %
CORE CATCHMENT:							
- Base Year Population & Projections (1):	246,836	253,146	270,010	277,675	288,844		14.1%
- Average comparison goods spending (£ per capita) (2/3):	£2,477	£3,380	£4,919	£5,661	£6,829		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£611.4**	**£855.7**	**£1,328.1**	**£1,572.0**	**£1,972.6**	**£1,116.9**	**130.5%**
OUTER CATCHMENT:							
- Base Year Population & Projections (1):	628,040	655,831	716,552	740,629	773,439		17.9%
- Average comparison goods spending (£ per capita) (2/3):	£2,317	£3,162	£4,601	£5,296	£6,388		102.0%
- TOTAL AVAILABLE SPEND (£ million):	**£1,455.2**	**£2,073.7**	**£3,296.7**	**£3,922.1**	**£4,940.7**	**£2,867.1**	**138.3%**
TOTAL FORECAST POPULATION:	**874,876**	**908,977**	**986,562**	**1,018,304**	**1,062,283**		**16.9%**
TOTAL FORECAST AVAILABLE SPEND (£m):	**£2,066.6**	**£2,929.4**	**£4,624.8**	**£5,494.2**	**£6,913.3**		**136.0%**

NOTES:

(1) Population and expenditure per capita estimates derived from MapInfo *TargetPro* system, based on the 2001 Census.

(2) Actual Spend growth rates for 2001 - 2005 based on MapInfo Information Brief 05/02 (September 2005), as follows: 2001/02 = +9.6%; 2002/03 = +8.7%; 2003/04 = 9.3%.

(3) Expenditure on special forms of trading (e.g. mail order & Internet shopping) has NOT been deducted from the average spend estimates. Assume 7% of total available spend is on SFT (see Stage 3).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 2: COMPARISON GOODS FLOORSPACE - CHANGES IN EXISTING STOCK[1]:

		Comparison Goods (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [2]:	*SUB-TOTAL:*	136,000	88,400	87,365	87,365	87,365
SERPENTINE GREEN [3]:	*SUB-TOTAL:*	11,798	8,849	8,849	8,849	8,849
DISTRICT CENTRES [4]:						
Bretton Centre (includes *Phase 1 extension*) [5]:		1,783	1,365	1,365	1,365	1,365
Orton Centre [6]		7,867	5,900	5,822	5,822	5,822
Werrington Centre [7]		1,368	1,026	962	962	962
Millfield Centre [8]		4,747	3,560	3,485	3,485	3,485
	SUB-TOTAL:	15,765	11,852	11,634	11,634	11,634
OTHER FLOORSPACE [9]:	*SUB-TOTAL:*	51,883	38,912	38,912	38,912	38,912
TOTAL EXISTING COMPARISON GOODS FLOORSPACE:		215,446	148,013	146,760	146,760	146,760

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (1) We assume gross/net floorspace ratios of 65% for the City Centre; and 75% for District Centres/Out-of-Centre floorspace.

(2) Gross town centre floorspace estimates derived from Goad and agreed with the City Council. Assume a net/gross floorspace ratio for town centre floorspace of 65%. DTZ assume a small reduction in A1 floorspace based on current planning permissions by

(3) Floorspace estimates for Serpentine Green provided by City Council (see Appendix 1). Assume a gross/net ratio of 75%.

(4) Floorspace estimates for district centres derived from Goad and other sources, and agreed with the Council (see Appendix 1). Assume a gross/net ratio of 75%.

(5) Bretton Centre - Based on City Council information. Phase 1 extension completed in 2004 (APP 00/01237) comprising Boots, Sainsbury and other retailers. According to the Council this has resulted in an A1 gain of 2,800 sq.m, although the majority of

(6) Orton Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(7) Werrington Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(8) Millfield Centre - Assume a small reduction in A1 retailing based on City Council information (see Appendix 1)

(9) Comprises 'larger format' stores in out-of-centre locations (including retail warehouses). Does not include all other smaller stores and local centres. Estimates for out-of-centre floorspace based on City Council data (as well as Goad and other sour

STAGE 2a: COMPARISON GOODS FLOORSPACE COMMITMENTS - UNDER CONSTRUCTION & WITH PLANNING PERMISSION

		Additional Comparison Goods Floorspace (Gross sq.m)	Comparison Goods (Net sq.m)			
		2005	2005	2013	2016	2020
CITY CENTRE FLOORSPACE [10]:						
Commitment:	Bourges Boulevard & 44-46 Bridge Street	1,234	0	926	926	926
Proposal:	*North Westgate*	*60,146*	*0*	*45,109*	*45,109*	*45,109*
SERPENTINE GREEN [11]:						
Commitment:	Conversion of A3 shop to A1	330	0	264	264	264
BRETTON DISTRICT CENTRE [12]:						
Opened:	Phase 1 extension	560	Included in Stage 2 above as Phase 1 opened in 2004			
Commitment:	Phase 2 extension	1,835	0	1,468	1,468	1,468
ORTON DISTRICT CENTRE [13]:						
Commitment:	Orton Centre Redevelopment	6,930	0	5,544	5,544	5,544
OTHER MAJOR COMPARISON GOODS FLOORSPACE:						
Commitment:	Wickes DIY - Mezzanine [14]	350	0	280	280	280
Proposal:	*Matalan* [15]	*-748*	*0*	*-598*	*-598*	*-598*
	B&Q [16]	*6,764*	*0*	*5,411*	*5,411*	*5,411*
	Asda - City Centre [17]	*2,051*	*0*	*1,640*	*1,640*	*1,640*
	Peter Brotherhoods Retail Park Redevelopment [18]	*2,038*	*0*	*1,630*	*1,630*	*1,630*

SOURCES: City Council audits and datasets; Experian Goad and other sources (see Appendix 1 for more detail). All figures have been agreed with the City Council (15 November 2005).

NOTES: (10) Please note that the 'North Westgate' extension did not have planning permission at the time of thie study and cannot, therefore, be treated as a commitment. We have also assumed the demolition/replacement of some existing floorspace in Stage 2 abov

(11) Serpentine Green - According to Council figures this increase in the centre's A1 gross floorspace results from the change of use of a shop unit from A3 (495 sq.m).

(12) Bretton Centre - Phase 1 (including extensions to existing Boots and Sainsbury stores) opened in 2004. Phase 2 has planning permission (see Appendix 1)

(13) The Orton Centre redevelopment scheme proposes an additional 6,930 sq.metre gross of floorspace. The consent for this additional floorspace includes a limit of 1,930 sq.m for convenience shopping and 6,930 sq.m for comparison shopping. DTZ therefore

(14) Wickes DIY - According to Council a mezzanine will comprise 350 sq.m of A1 floorspace. Not yet started.

(15) According to the Council planning permission is being sought (as at November 2005) for the relocation of B&Q/Matalan to replace the existing stores and to be served by 933 parking spaces. The existing Mataland comprises 4,835 sq.m gross of compariso

(16) The B&Q proposal is for a 9,699 sq.m gross retail warehouse, along with a builder's yard (1,858 sq.m) and garden centre (2,787 sq.m). The existing store comprises 2,935 sq.m gross, therefore there will be an additional 6,764 sq.m gross of new compa

(17) - Asda redevelopment proposal involves demolition of existing store (6317msgf / 3252 msgf) and utilisation of two other existing stores [Iceland (conv) and Poundstretcher (comp) total 1,593msgf], thus allowance of (7856 msgf) is made. Proposed scheme

(18) - 05/01729/Ful - involves demolition and reconstruction leading to net increase of 2,038 sq.m gross of comparison goods retailing. We assume a net/gross ratio of 80%.

DTZ

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 3: MARKET SHARE ESTIMATES *(% of available comparison goods spend derived from defined catchment areas)*

	2005	2013	2016	2020
CORE CATCHMENT				
CITY CENTRE	52.0%	52.0%	52.0%	52.0%
SERPENTINE GREEN	3.5%	3.5%	3.5%	3.5%
OTHER DISTRICT CENTRES	4.0%	4.0%	4.0%	4.0%
NON-TOWN CENTRE STORES (2)	11.0%	11.0%	11.0%	11.0%
SHOPS & STORES ELSEWHERE (3)	22.5%	22.5%	22.5%	22.5%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**
OUTER CATCHMENT				
CITY CENTRE	10.0%	10.0%	10.0%	10.0%
SERPENTINE GREEN	0.2%	0.2%	0.2%	0.2%
OTHER DISTRICT CENTRES	0.2%	0.2%	0.2%	0.2%
NON-TOWN CENTRE STORES (2)	2.0%	2.0%	2.0%	2.0%
SHOPS & STORES ELSEWHERE (3)	80.6%	80.6%	80.6%	80.6%
HOME AND INTERNET SHOPPING (4)	7.0%	7.0%	7.0%	7.0%
TOTAL MARKET SHARE:	**100.0%**	**100.0%**	**100.0%**	**100.0%**

NOTES: (1) Market share estimates informed by Household Interview Survey conducted by DTZ as part of the 2004 Retail Study. Shares based on questions specifically relating to where people last shopped for clothing & footwear items; furniture & carpets; large el

(3) Non-town centre comparison goods floorspace includes all other 'larger format' stores in out-of-centre locations (including retail warehouses). This does not include smaller stores and local centres.

(2) 'Shops & stores' elsewhere category includes all other comparison goods floorspace both within and outside Peterborough.

(3) Assume 7% of total available spend is on mail order, vending machines, internet, etc. (see Stage 1, note 3). Bases on most recent MapInfo Information Brief 05/02.

STAGE 4: TRADE DRAW ESTIMATES

	2005	2013	2016	2020
CITY CENTRE				
% Trade draw from within core catchment(1):	68%	68%	68%	67%
% Trade draw from within outer catchment(1):	32%	32%	32%	33%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
SERPENTINE GREEN				
% Trade draw from within core catchment(1):	88%	88%	88%	87%
% Trade draw from within outer catchment(1):	12%	12%	12%	13%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER DISTRICT CENTRES				
% Trade draw from within core catchment(1):	89%	89%	89%	89%
% Trade draw from within outer catchment(1):	11%	11%	11%	11%
% Trade draw from beyond the catchment(2):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:				
% Trade draw from within core catchment(1):	69%	69%	69%	69%
% Trade draw from within outer catchment(1):	31%	31%	31%	31%
% Trade draw from beyond the catchment(3):	0%	0%	0%	0%
TOTAL TRADE DRAW:	**100%**	**100%**	**100%**	**100%**

NOTES: (1) Trade draw from core and outer catchments areas derived from market share estimates (Stage 3)

(2) DTZ judgement as to what proportion of total turnover is derived from outside the study area based on the location of the centre &/or store in the defined catchment area; the relative scale and quality of the retail offer; the role and status of ident

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 5: POTENTIAL COMPARISON GOODS TURNOVER (£ million):

	2005	2013	2016	2020	
CITY CENTRE					
Turnover from core catchment (1):	£445.0	£690.6	£817.5	£1,025.7	
Turnover from outer catchment (1):	£207.4	£329.7	£392.2	£494.1	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£652.3**	**£1,020.3**	**£1,209.7**	**£1,519.8**	
SERPENTINE GREEN					
Turnover from core catchment (1):	£29.9	£46.5	£55.0	£69.0	
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£34.1**	**£53.1**	**£62.9**	**£78.9**	
OTHER DISTRICT CENTRES					
Turnover from core catchment (1):	£34.2	£53.1	£62.9	£78.9	
Turnover from outer catchment (1):	£4.1	£6.6	£7.8	£9.9	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£38.4**	**£59.7**	**£70.7**	**£88.8**	
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Turnover from core catchment (1):	£94.1	£146.1	£172.9	£217.0	
Turnover from outer catchment (1):	£41.5	£65.9	£78.4	£98.8	
Trade from beyond the catchment (2):	£0.0	£0.0	£0.0	£0.0	
TOTAL COMPARISON GOODS TURNOVER:	**£135.6**	**£212.0**	**£251.4**	**£315.8**	
OTHER SHOPS & STORES:					
Turnover from core catchment (1):	**£192.5**	**£298.8**	**£353.7**	**£443.8**	
Turnover from outer catchment (1):	**£1,671.4**	**£2,657.2**	**£3,161.2**	**£3,982.2**	
SPECIAL FORMS OF TRADING & INTERNET SHOPPING:					
Turnover from core catchment (1):	**£59.9**	**£93.0**	**£110.0**	**£138.1**	
Turnover from outer catchment (1):	**£145.2**	**£230.8**	**£274.5**	**£345.9**	
TOTAL COMPARISON GOODS TURNOVER FROM CORE CATCHMENT:	**£855.7**	**£1,328.1**	**£1,572.0**	**£1,972.6**	**130.5%**
TOTAL COMPARISON GOODS TURNOVER FROM OUTER CATCHMENT:	**£2,073.7**	**£3,296.7**	**£3,922.1**	**£4,940.7**	**138.3%**

NOTES: (1) Turnover derived from market share estimates (Stage 3)
(2) Turnover derived from trade draw estimates (Stage 4)

STAGE 6: POTENTIAL AVERAGE COMPARISON GOODS TURNOVER TO FLOORSPACE RATIOS(1):

		DTZ Benchmark	2005	2013	2016	2020
CITY CENTRE	**£ per square metre**	**£5,000 - £6,000**	**£7,379**	**£11,678**	**£13,846**	**£17,396**
	£ per square foot		*£686*	*£1,085*	*£1,286*	*£1,616*
SERPENTINE GREEN	**£ per square metre**	**£3,500 - £3,750**	**£3,853**	**£5,998**	**£7,105**	**£8,919**
	£ per square foot		*£358*	*£557*	*£660*	*£829*
OTHER DISTRICT CENTRES	**£ per square metre**	**£3,000 - £3,250**	**£3,238**	**£5,133**	**£6,079**	**£7,631**
	£ per square foot		*£301*	*£477*	*£565*	*£709*
OTHER NON-TOWN CENTRE STORES:	**£ per square metre**	**£2,500 - £3,000**	**£3,485**	**£5,449**	**£6,460**	**£8,116**
	£ per square foot		*£324*	*£506*	*£600*	*£754*

NOTES: (1) Calculated by dividing potential comparison goods turnover (Stage 5) by comparison goods sales area (Stage 2).

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 7: COMPARISON GOODS CAPACITY - RESIDUAL SPEND FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace

Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£7,379	£8,995	£9,546	£10,333
Step 2:	Derived Comparison Goods Turnover (£m):	£652.3	£785.9	£834.0	£902.7
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£234.39**	**£375.69**	**£617.08**
SERPENTINE GREEN					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,853	£4,697	£4,985	£5,396
Step 2:	Derived Comparison Goods Turnover (£m):	£34.1	£41.6	£44.1	£47.7
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£11.51**	**£18.76**	**£31.18**
OTHER DISTRICT CENTRES					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,238	£3,947	£4,189	£4,534
Step 2:	Derived Comparison Goods Turnover (£m):	£38.4	£45.9	£48.7	£52.7
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£13.80**	**£21.99**	**£36.04**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 1:	Derived Average Sales Density (£/sq.m) (1):	£3,485	£3,663	£3,718	£3,793
Step 2:	Derived Comparison Goods Turnover (£m):	£135.6	£142.5	£144.7	£147.6
Step 3:	**RESIDUAL EXPENDITURE (£ million) (2):**	**£0.00**	**£69.49**	**£106.68**	**£168.20**
TOTAL 'GLOBAL' RESIDUAL COMPARISON GOODS EXPENDITURE (£ million)		**£0.00**	**£329.19**	**£523.12**	**£852.49**

NOTES:

(1) Assume annual 'efficiency' growth rate for average sales of town centre and district / out of centre floorspace

(2) Residual expenditure is potential comparison goods turnover (Stage 5) minus derived comparison goods turnover

(3) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.

(4) Commitments supplied by the city council. See main report.

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 8: ESTIMATED TURNOVER OF NEW COMMITMENTS - Excludes **all** proposals without planning permission (e.g. North Westgate)

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace
Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
PETERBOROUGH CITY CENTRE					
Step 4:	Committed floorspace (net sq m) [1]:	0	926	926	926
Step 5:	Estimated Average Sales Density (£/sq.m) [2]:	£6,000	£7,314	£7,762	£8,401
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£6.77**	**£7.18**	**£7.78**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£227.62**	**£368.50**	**£609.31**
SERPENTINE GREEN & OTHER DISTRICT CENTRES					
Step 4:	Committed floorspace (net sq m) [1]:	0	7,276	7,276	7,276
Step 5:	Estimated Average Sales Density (£/sq.m) [2]:	£3,500	£4,266	£4,528	£4,901
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£31.04**	**£32.94**	**£35.66**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**(£5.74)**	**£7.81**	**£31.55**
OTHER MAJOR COMPARISON GOODS RETAIL FLOORSPACE:					
Step 4:	Committed floorspace (net sq m) [1]:	0	280	280	280
Step 5:	Estimated Average Sales Density (£/sq.m) [2]:	£3,000	£3,153	£3,201	£3,265
Step 6:	**Derived Comparison Goods Turnover (£m):**	**£0.00**	**£0.88**	**£0.90**	**£0.91**
Step 7:	**REVISED RESIDUAL EXPENDITURE (£ million)**	**£0.00**	**£68.60**	**£105.79**	**£167.28**
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£290.49**	**£482.10**	**£808.14**

NOTES:
(1) Floorspace commitments agreed with the City Council (See Appendix 1 and Stage 2a). Please note that the proposed North Westgate extension does not currently have planning permission and is therefore not treated as a comm
(2) Assume annual 'efficiency' growth rate for average sales of all existing town centre and district / out of centre floorspace

Peterborough City: Comparison Goods Retail Capacity Assessment

Scenario 8: Higher Spend & Higher Turnover 'Efficiency' Growth / RSS Population Projections

STAGE 9: REVISED 'GLOBAL' RESIDUAL SPEND AND FLOORSPACE CAPACITY FORECASTS:

Assumes an annual growth 'efficiency' of: 2.00% for town centre 'high street' retailers and floorspace
Assumes an annual growth 'efficiency' of: 0.50% for 'larger format' stores (including retail warehouses)
Assumes a net/gross floorspace ratio of: 70% for new town centre 'high street' retailers and floorspace
Assumes a net/gross floorspace ratio of: 80% for new 'larger format' stores (including retail warehouses)

		2005	2013	2016	2020
REVISED 'GLOBAL' RESIDUAL SPEND - minus commitments (£ million):		**£0.00**	**£290.49**	**£482.10**	**£808.14**
OPTION 1:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) [1]:	£4,000	£4,876	£5,174	£5,601
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) [2]:**	**0**	**59,576**	**93,169**	**144,287**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**85,100**	**133,100**	**206,100**
OPTION 2:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) [1]:	£5,000	£6,095	£6,468	£7,001
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) [2]:**	**0**	**47,661**	**74,536**	**115,429**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**68,100**	**106,500**	**164,900**
OPTION 3:					
Step 8:	Estimated Average Sales Density of New Floorspace (£/sq.m) [1]:	£6,000	£6,307	£6,402	£6,531
Step 9:	**SUPPORTABLE NEW FLOORSPACE - minus commitments (net sq m) [2]:**	**0**	**46,060**	**75,305**	**123,741**
Step 10:	**GROSS FLOORSPACE EQUIVALENT:**	**0**	**65,800**	**107,600**	**176,800**

NOTES:
(1) Assumed new town centre 'high street' retailers and floorspace will achieve average sales densities of between £4,000 - £6,000/sq.metre and allow for increased annual "productivity" of new retailers/floorspace (over and above inflation) to cover risin
(2) Supportable new floorspace calculated by dividing surplus expenditure by assumed sales density of new floorspace, to nearest 100 sq m.