

## WIRRAL RETAIL STUDY UPDATE - COMPARISON [SCENARIO 1]

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE	POPULATION PROJECTIONS							POPULATION GROWTH (%)			
	2010	2011	2012	2014	2018	2021	2030	2010 - 2011	2011-2014	2011-2018	2011-2030
Zone 1 - West Kirby / Hoylake	25,606	25,481	25,331	25,016	24,602	24,344	23,655	-0.5%	-1.8%	-3.4%	-7.2%
Zone 2a - Moreton / Leasowe	25,444	25,451	25,405	25,370	25,368	25,405	25,537	0.0%	-0.3%	-0.3%	0.3%
Zone 2b - Upton	28,608	28,455	28,388	28,205	27,942	27,772	27,408	-0.5%	-0.9%	-1.8%	-3.7%
Zone 3a - Wallasey	28,788	28,800	28,854	28,979	29,340	29,646	30,360	0.0%	0.6%	1.9%	5.4%
Zone 3b - New Brighton	29,198	29,177	29,081	29,021	29,004	28,989	28,921	-0.1%	-0.5%	-0.6%	-0.9%
Zone 4a - Birkenhead North	21,535	21,631	21,710	21,915	22,256	22,625	23,302	0.4%	1.3%	2.9%	7.7%
Zone 4b - Birkenhead South	29,491	29,565	29,558	29,761	30,098	30,415	31,075	0.3%	0.7%	1.8%	5.1%
Zone 4c - Birkenhead West	37,606	37,671	37,668	37,716	37,778	37,881	38,041	0.2%	0.1%	0.3%	1.0%
Zone 5a - Bromborough	27,222	27,083	27,083	27,041	26,937	26,952	26,718	-0.5%	-0.2%	-0.5%	-1.3%
Zone 5b - Bebington	27,378	27,251	27,164	26,971	26,831	26,638	26,145	-0.5%	-1.0%	-1.5%	-4.1%
Zone 6 - Heswall	27,844	27,656	27,471	27,016	26,330	25,912	24,641	-0.7%	-2.3%	-4.8%	-10.9%
<b>TOTAL</b>	<b>308,720</b>	<b>308,221</b>	<b>307,713</b>	<b>307,011</b>	<b>306,486</b>	<b>306,579</b>	<b>305,803</b>				

Source: Experian Retail Planner Report (Summary Demographics - 2010 Base)

### Notes

1. All Survey Zones as per 2009 Borough Retail Study

**TABLE 2 - EXPENDITURE BREAKDOWN**

Comparison Goods by Sector		CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	Total Comparison Spend (£)
Zone 1 - West Kirby / Hoylake	Expenditure (£)	£915	£507	£332	£744	£877	£3,375
	Weighting	27.1%	15.0%	9.8%	22.0%	26.0%	
Zone 2a - Moreton / Leasowe	Expenditure (£)	£710	£342	£250	£606	£689	£2,597
	Weighting	27.3%	13.2%	9.6%	23.3%	26.5%	
Zone 2b - Upton	Expenditure (£)	£738	£382	£268	£628	£736	£2,752
	Weighting	26.8%	13.9%	9.7%	22.8%	26.7%	
Zone 3a - Wallasey	Expenditure (£)	£634	£300	£229	£537	£608	£2,308
	Weighting	27.5%	13.0%	9.9%	23.3%	26.3%	
Zone 3b - New Brighton	Expenditure (£)	£809	£406	£272	£678	£796	£2,961
	Weighting	27.3%	13.7%	9.2%	22.9%	26.9%	
Zone 4a - Birkenhead North	Expenditure (£)	£568	£255	£185	£484	£533	£2,025
	Weighting	28.0%	12.6%	9.1%	23.9%	26.3%	
Zone 4b - Birkenhead South	Expenditure (£)	£671	£318	£237	£560	£640	£2,426
	Weighting	27.7%	13.1%	9.8%	23.1%	26.4%	
Zone 4c - Birkenhead West	Expenditure (£)	£766	£383	£247	£632	£721	£2,749
	Weighting	27.9%	13.9%	9.0%	23.0%	26.2%	
Zone 5a - Bromborough	Expenditure (£)	£753	£375	£269	£642	£755	£2,794
	Weighting	27.0%	13.4%	9.6%	23.0%	27.0%	
Zone 5b - Bebington	Expenditure (£)	£845	£447	£313	£699	£844	£3,148
	Weighting	26.8%	14.2%	9.9%	22.2%	26.8%	
Zone 6 - Heswall	Expenditure (£)	£965	£546	£370	£806	£934	£3,621
	Weighting	26.7%	15.1%	10.2%	22.3%	25.8%	
<b>TOTAL</b>	<b>Expenditure Average</b>	<b>£761</b>	<b>£387</b>	<b>£270</b>	<b>£638</b>	<b>£739</b>	<b>£2,796</b>

**Notes**

1. Expenditure Weighting derived from Experian Retail Planner Report (Fine Expenditure)

**TABLE 3 - COMPARISON EXPENDITURE FORECASTS**

SURVEY AREA	2010		2011		2012		2014		2018		2021		2030	
	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)
Zone 1 - West Kirby / Hoylake	£3,375	£3,358	£3,392	£3,053	£3,446	£3,071	£3,624	£3,178	£4,079	£3,561	£4,457	£3,904	£5,816	£5,118
Zone 2a - Moreton / Leasowe	£2,597	£2,584	£2,610	£2,349	£2,652	£2,363	£2,789	£2,446	£3,139	£2,740	£3,430	£3,004	£4,475	£3,938
Zone 2b - Upton	£2,752	£2,738	£2,766	£2,489	£2,810	£2,504	£2,955	£2,592	£3,326	£2,904	£3,634	£3,184	£4,742	£4,173
Zone 3a - Wallasey	£2,308	£2,296	£2,320	£2,088	£2,357	£2,100	£2,478	£2,173	£2,789	£2,435	£3,048	£2,670	£3,977	£3,500
Zone 3b - New Brighton	£2,961	£2,946	£2,976	£2,678	£3,023	£2,694	£3,180	£2,788	£3,579	£3,124	£3,910	£3,426	£5,102	£4,490
Zone 4a - Birkenhead North	£2,025	£2,015	£2,035	£1,832	£2,068	£1,842	£2,174	£1,907	£2,447	£2,137	£2,674	£2,343	£3,489	£3,071
Zone 4b - Birkenhead South	£2,426	£2,414	£2,438	£2,194	£2,477	£2,207	£2,605	£2,285	£2,932	£2,560	£3,204	£2,807	£4,180	£3,679
Zone 4c - Birkenhead West	£2,749	£2,735	£2,763	£2,486	£2,807	£2,501	£2,952	£2,589	£3,322	£2,900	£3,630	£3,180	£4,737	£4,168
Zone 5a - Bromborough	£2,794	£2,780	£2,808	£2,527	£2,853	£2,542	£3,000	£2,631	£3,377	£2,948	£3,690	£3,232	£4,814	£4,237
Zone 5b - Bebington	£3,148	£3,132	£3,164	£2,847	£3,214	£2,864	£3,380	£2,965	£3,805	£3,321	£4,157	£3,642	£5,424	£4,773
Zone 6 - Heswall	£3,621	£3,603	£3,639	£3,275	£3,697	£3,294	£3,888	£3,410	£4,376	£3,820	£4,782	£4,189	£6,239	£5,491

**Notes**

1. Expenditure per Capita Forecasts derived from Experian Retail Planner (Fine Expenditure) Report; All Expenditure Figures given in 2010 Prices
2. Growth in per capita retail expenditure for Comparison Goods: (Source: - Experian Retail Planner Briefing Note 9 / GVA)

	2011	2012	2013	2014-2030
<b>Expend. Growth (p.a.)</b>	0.5%	1.6%	2.1%	3.0%

3. Deductions for Special Forms of Trading (SFT) (Source: - Experian Retail Planner Briefing Note 9 / GVA)

	2010	2011	2012	2014	2018	2021	2030
<b>Comparison Goods</b>	8.8%	10.0%	10.90%	12.3%	12.7%	12.4%	12.0%

**TABLE 4A - TOTAL COMPARISON SPEND (2011 - 2030)**

COMPARISON GOODS	2011	2012	2014	2018	2021	2030
Zone 1 - West Kirby / Hoylake	£77,785,530	£77,779,220	£79,508,576	£87,605,237	£95,050,221	£121,059,182
Zone 2a - Moreton / Leasowe	£59,784,055	£60,024,510	£62,046,137	£69,509,483	£76,327,065	£100,564,067
Zone 2b - Upton	£70,829,731	£71,075,627	£73,096,547	£81,131,928	£88,418,471	£114,373,860
Zone 3a - Wallasey	£60,122,477	£60,586,980	£62,985,637	£71,446,637	£79,157,000	£106,252,358
Zone 3b - New Brighton	£78,142,556	£78,340,298	£80,923,212	£90,611,263	£99,302,243	£129,853,218
Zone 4a - Birkenhead North	£39,619,610	£39,996,531	£41,791,584	£47,550,821	£53,003,071	£71,551,580
Zone 4b - Birkenhead South	£64,874,982	£65,238,402	£67,992,443	£77,039,652	£85,362,285	£114,314,926
Zone 4c - Birkenhead West	£93,667,830	£94,207,347	£97,638,859	£109,571,998	£120,471,298	£158,572,425
Zone 5a - Bromborough	£68,443,426	£68,843,136	£71,149,439	£79,407,497	£87,117,382	£113,196,071
Zone 5b - Bebington	£77,593,571	£77,797,550	£79,956,560	£89,116,365	£97,011,619	£124,802,813
Zone 6 - Heswall	£90,578,779	£90,498,310	£92,123,812	£100,592,422	£108,546,763	£135,296,904
<b>TOTAL COMPARISON SPEND</b>	<b>£781,442,548</b>	<b>£784,387,911</b>	<b>£809,212,807</b>	<b>£903,583,303</b>	<b>£989,767,418</b>	<b>£1,289,837,403</b>

**TABLE 4B - TOTAL COMPARISON SPEND (2011)**

COMPARISON GOODS	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	ZONE TOTAL
Zone 1 - West Kirby / Hoylake	£21,088,522	£11,685,115	£7,651,791	£17,147,388	£20,212,714	<b>£77,785,530</b>
Zone 2a - Moreton / Leasowe	£16,344,505	£7,872,987	£5,755,107	£13,950,380	£15,861,076	<b>£59,784,055</b>
Zone 2b - Upton	£18,994,310	£9,831,743	£6,897,663	£16,163,180	£18,942,835	<b>£70,829,731</b>
Zone 3a - Wallasey	£16,515,446	£7,814,880	£5,965,358	£13,988,635	£15,838,157	<b>£60,122,477</b>
Zone 3b - New Brighton	£21,349,993	£10,714,582	£7,178,242	£17,892,824	£21,006,915	<b>£78,142,556</b>
Zone 4a - Birkenhead North	£11,113,056	£4,989,136	£3,619,569	£9,469,576	£10,428,273	<b>£39,619,610</b>
Zone 4b - Birkenhead South	£17,943,575	£8,503,811	£6,337,746	£14,975,264	£17,114,587	<b>£64,874,982</b>
Zone 4c - Birkenhead West	£26,100,239	£13,050,120	£8,416,135	£21,534,401	£24,566,935	<b>£93,667,830</b>
Zone 5a - Bromborough	£18,445,920	£9,186,215	£6,589,578	£15,726,800	£18,494,913	<b>£68,443,426</b>
Zone 5b - Bebington	£20,828,007	£11,017,893	£7,714,990	£17,229,322	£20,803,359	<b>£77,593,571</b>
Zone 6 - Heswall	£24,139,332	£13,658,109	£9,255,495	£20,161,971	£23,363,872	<b>£90,578,779</b>
<b>TOTAL COMPARISON SPEND</b>	<b>£212,862,905</b>	<b>£108,324,591</b>	<b>£75,381,675</b>	<b>£178,239,742</b>	<b>£206,433,636</b>	<b>£781,442,548</b>

**TABLE 4C - PRIMARY DESTINATION COMPARISON SPEND (70%)**

COMPARISON GOODS	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	ZONE TOTAL
Zone 1 - West Kirby / Hoylake	£14,761,965	£8,179,581	£5,356,254	£12,003,172	£14,148,900	<b>£54,449,871</b>
Zone 2a - Moreton / Leasowe	£11,441,153	£5,511,091	£4,028,575	£9,765,266	£11,102,753	<b>£41,848,839</b>
Zone 2b - Upton	£13,296,017	£6,882,220	£4,828,344	£11,314,226	£13,259,984	<b>£49,580,812</b>
Zone 3a - Wallasey	£11,560,812	£5,470,416	£4,175,751	£9,792,045	£11,086,710	<b>£42,085,734</b>
Zone 3b - New Brighton	£14,944,995	£7,500,208	£5,024,770	£12,524,977	£14,704,840	<b>£54,699,789</b>
Zone 4a - Birkenhead North	£7,779,139	£3,492,395	£2,533,699	£6,628,703	£7,299,791	<b>£27,733,727</b>
Zone 4b - Birkenhead South	£12,560,503	£5,952,667	£4,436,422	£10,482,685	£11,980,211	<b>£45,412,487</b>
Zone 4c - Birkenhead West	£18,270,168	£9,135,084	£5,891,294	£15,074,081	£17,196,855	<b>£65,567,481</b>
Zone 5a - Bromborough	£12,912,144	£6,430,351	£4,612,705	£11,008,760	£12,946,439	<b>£47,910,398</b>
Zone 5b - Bebington	£14,579,605	£7,712,525	£5,400,493	£12,060,525	£14,562,351	<b>£54,315,500</b>
Zone 6 - Heswall	£16,897,533	£9,560,676	£6,478,847	£14,113,379	£16,354,710	<b>£63,405,145</b>
<b>TOTAL COMPARISON SPEND</b>	<b>£149,004,034</b>	<b>£75,827,213</b>	<b>£52,767,172</b>	<b>£124,767,819</b>	<b>£144,643,545</b>	<b>£547,009,784</b>

**TABLE 4D - SECONDARY DESTINATION COMPARISON SPEND (30%)**

COMPARISON GOODS	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	ZONE TOTAL
Zone 1 - West Kirby / Hoylake	£6,326,556	£3,505,535	£2,295,537	£5,144,216	£6,063,814	<b>£23,335,659</b>
Zone 2a - Moreton / Leasowe	£4,903,351	£2,361,896	£1,728,532	£4,185,114	£4,758,323	<b>£17,935,217</b>
Zone 2b - Upton	£5,698,293	£2,949,523	£2,069,299	£4,848,954	£5,682,850	<b>£21,248,919</b>
Zone 3a - Wallasey	£4,954,634	£2,344,464	£1,789,608	£4,196,591	£4,751,447	<b>£18,036,743</b>
Zone 3b - New Brighton	£6,404,998	£3,214,375	£2,153,473	£5,367,847	£6,302,074	<b>£23,442,767</b>
Zone 4a - Birkenhead North	£3,333,917	£1,496,741	£1,085,871	£2,840,873	£3,128,482	<b>£11,885,883</b>
Zone 4b - Birkenhead South	£5,383,073	£2,551,143	£1,901,324	£4,492,579	£5,134,376	<b>£19,462,495</b>
Zone 4c - Birkenhead West	£7,830,072	£3,915,036	£2,524,840	£6,460,320	£7,370,081	<b>£28,100,349</b>
Zone 5a - Bromborough	£5,533,776	£2,755,865	£1,976,873	£4,718,040	£5,548,474	<b>£20,533,028</b>
Zone 5b - Bebington	£6,248,402	£3,305,368	£2,314,497	£5,168,797	£6,241,008	<b>£23,278,071</b>
Zone 6 - Heswall	£7,241,800	£4,097,433	£2,776,649	£6,048,591	£7,009,162	<b>£27,173,634</b>
<b>TOTAL COMPARISON SPEND</b>	<b>£63,858,872</b>	<b>£32,497,377</b>	<b>£22,614,502</b>	<b>£53,471,922</b>	<b>£61,990,091</b>	<b>£234,432,764</b>





TABLE 6a - Furniture Primary Destination (2011)

DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallacey	Zone 3b - New Brighton	Zone 4a - Birkenhead North	Zone 4b - Birkenhead South	Zone 4c - Birkenhead West	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
<b>Wirral</b>													
Birkenhead Town Centre	%	17.2%	25.3%	24.3%	26.7%	15.9%	47.9%	41.2%	35.9%	13.0%	13.0%	11.8%	
Birkenhead (Grange Road West)	£	1,406,888	1,394,306	1,672,380	1,440,601	1,192,533	1,672,857	2,452,499	3,279,495	874,528	1,002,628	1,128,160	17,536,875
Birkenhead (Oxton Road)	£	0	0	0	0	0	0	0	0	0	0	0	1,109,626
Wallasey Village	£	0	66,133	0	366,518	255,007	0	59,527	0	64,304	0	305,942	1,117,430
Liscard	£	81,796	66,133	0	913,559	2,212,561	94,295	0	91,351	0	0	0	3,459,495
Bromborough	£	81,796	66,133	130,742	120,349	0	0	125,006	0	379,391	786,478	105,147	1,795,282
Tranmere	£	0	0	68,822	0	0	68,894	184,533	0	0	0	0	302,248
Bebington	£	0	66,133	0	0	0	0	59,527	0	0	216,951	0	341,610
Upton	£	0	0	447,991	60,175	0	68,894	0	91,351	0	69,413	105,147	842,990
New Ferry	£	0	0	0	0	82,502	0	184,533	0	250,784	643,901	0	1,949,720
Moreton	£	163,592	314,132	0	120,349	0	0	0	0	64,304	69,413	105,147	836,957
Leasowe	£	0	0	0	0	0	0	0	0	0	0	0	0
Haylake	£	826,138	66,133	68,822	0	0	68,894	0	0	0	0	0	1,009,984
Heswall	£	245,387	0	0	0	82,502	0	0	173,567	0	69,413	1,443,642	2,014,531
New Brighton	£	0	0	0	0	82,502	0	0	0	0	0	0	82,502
Greasby	£	0	0	68,822	0	0	0	0	0	0	0	0	68,822
West Kirby	£	826,138	0	0	0	82,502	0	0	0	0	0	105,147	1,013,807
WIRRAL TOTAL	£	63,877,121	2,165,859	2,546,421	6,701,726	3,990,110	2,008,127	3,250,166	3,992,032	6,133,309	2,791,934	3,298,433	33,455,229
<b>Foodstores</b>													
Tesco Extra (Bidston Moss)	£	81,796	66,133	0	0	82,502	0	0	0	0	0	0	230,431
Sainsbury's (Upton)	£	81,796	0	0	0	0	0	0	0	0	0	0	81,796
Asda (Anrow Park)	£	0	0	0	0	0	0	0	0	0	0	0	0
Asda (Croft Business Park)	£	0	0	0	0	0	0	0	0	0	69,413	0	69,413
Asda (Liscard)	£	0	0	0	0	2,300	0	0	0	0	0	0	172,505
WIRRAL FOODSTORES TOTAL	£	163,592	66,133	0	0	255,007	0	0	0	0	69,413	0	554,144
<b>Out-of-Centre Retail Parks</b>													
BAQ (Bidston Link Road)	£	163,592	253,510	130,742	60,175	82,502	94,295	0	447,419	0	146,538	105,147	1,484,160
Homebase (Upton)	£	0	126,755	199,584	60,175	0	94,295	59,527	356,268	0	0	0	696,604
Homebase (Bromborough)	£	0	0	0	0	0	0	59,527	0	64,304	0	0	123,830
Croft Retail Park (Bromborough)	£	237,183	126,755	337,229	366,518	172,505	94,295	687,184	884,103	2,057,712	1,781,593	2,717,051	7,724,128
Junction One Retail Park (Bidston Moss)	£	163,592	551,109	722,433	686,867	682,519	384,163	59,527	502,430	122,177	0	382,427	4,057,443
The Rock Retail Park	£	0	126,755	199,584	60,175	0	68,894	125,006	91,351	0	69,413	105,147	626,345
RETAIL PARK TOTAL	£	654,366	1,184,885	1,589,793	1,033,909	1,937,526	1,715,941	1,140,770	2,283,771	2,244,192	1,997,544	1,309,813	15,112,509
<b>Other</b>													
Cheshire Oaks	£	81,796	66,133	0	120,349	82,502	68,894	0	173,567	64,304	0	105,147	742,711
Ellesmere Port TC	£	0	0	0	0	0	0	59,527	0	250,784	146,538	0	454,848
Nelson	£	245,387	0	130,742	0	0	0	0	0	0	69,413	411,109	854,671
Chester CC	£	1,071,525	314,132	536,813	306,343	337,509	94,295	244,059	356,268	623,744	786,878	1,032,553	5,703,920
Chester (Retail Parks)	£	245,387	126,755	399,169	0	427,512	188,589	184,533	0	315,087	216,951	822,218	2,925,201
Brougham Shopping Park (Finchale)	£	0	126,755	130,742	60,175	0	0	0	0	0	0	0	317,492
Liverpool CC	£	746,342	567,442	867,160	366,518	1,345,038	286,376	553,598	1,068,805	688,048	1,002,628	1,644,436	9,154,591
Trufford Centre	£	81,796	0	0	0	0	0	0	0	0	0	0	81,796
Gemini RP (Warrington)	£	81,796	126,755	130,742	0	0	0	59,527	173,567	64,304	0	210,335	647,045
OTHER	£	932,472	766,042	550,578	481,397	1,050,003	150,173	440,497	1,087,075	544,580	632,427	874,611	6,418,855
OTHER TOTAL	£	4,454,501	2,094,215	2,744,004	1,334,782	2,317,564	1,748,327	1,541,741	2,859,281	2,552,849	2,853,434	4,952,430	27,805,330
CATCHMENT TOTAL	£	88,179,581	85,511,091	86,882,220	85,470,416	87,500,208	83,492,395	85,952,467	89,135,084	86,430,351	87,712,525	89,540,676	875,827,213



















Table 11a - **BIRKENHEAD TOWN CENTRE** COMPARISON FLOORSPACE

DESTINATIONS	Floorspace (Gross) (m <sup>2</sup> )	Floorspace (Net) (m <sup>2</sup> )	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
<b>BIRKENHEAD TOWN CENTRE SHOPS</b>	46,655	32,659	100.0%	32,659	<b>32,659</b>
<b>TOWN CENTRE TOTAL</b>	<b>46,655</b>	<b>32,659</b>		<b>32,659</b>	<b>32,659</b>

Notes

1. Gross to Net Ratio 70%

Table 11b - **BIRKENHEAD TOWN CENTRE** (BASELINE + GROWTH) COMPARISON CAPACITY

COMPARISON GOODS						
	2011	2012	2014	2018	2021	2030
<b>TOWN CENTRE Survey Derived Catchment Expenditure (£)</b>	£194,686,878	£195,660,312	£205,762,254	£231,587,229	£253,061,618	£330,188,014
<b>Existing (NET) Town Centre Comparison Floorspace (m<sup>2</sup>)</b>	32,659	32,659	32,659	32,659	32,659	32,659
<b>Sales per m<sup>2</sup> net (£)</b>	£5,961	£6,003	£6,184	£6,616	£6,959	£8,099
<b>Sales from Existing Floorspace (£)</b>	£194,686,878	£196,049,686	£201,975,287	£216,063,818	£227,271,462	£264,504,754
<b>RESIDUAL CAPACITY (£)</b>	<b>£0</b>	<b>-£389,374</b>	<b>£3,786,966</b>	<b>£15,523,411</b>	<b>£25,790,157</b>	<b>£65,683,260</b>
<b>Sales per m<sup>2</sup> net in new shops (£)</b>	£5,000	£5,035	£5,228	£5,593	£5,883	£6,847
<b>Capacity for new floorspace (m<sup>2</sup> net)</b>	<b>0</b>	<b>-77</b>	<b>724</b>	<b>2,775</b>	<b>4,384</b>	<b>9,593</b>
<b>Capacity for new floorspace (m<sup>2</sup> gross)</b>	<b>0</b>	<b>-110</b>	<b>1,035</b>	<b>3,965</b>	<b>6,262</b>	<b>13,704</b>

Notes

1. Comparison Goods Expend. Growth; 0.5% p.a. (2011-2012); 1.6% p.a. (2012-2013); 2.1% p.a. (2013-2014); and 3% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
2. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
3. Gross to Net ratio for new floorspace is 70%
4. New Shop Sales Density based on GVA judgement having regard to existing centre



Table 12 - (BASELINE + GROWTH) COMPARISON CAPACITY

COMPARISON GOODS						
	2011	2012	2014	2018	2021	2030
Catchment Expenditure (£)	£781,442,548	£784,387,911	£809,212,807	£903,583,303	£989,767,418	£1,289,837,403
Current Retention Level (%)	70.8%	70.8%	70.8%	70.8%	70.8%	70.8%
Retained Expenditure (£)	£553,477,766	£555,563,898	£573,146,801	£639,987,250	£701,029,475	£913,562,137
Current Turnover	£553,477,766	£557,352,110	£575,895,215	£616,066,057	£648,022,582	£754,186,435
RESIDUAL CAPACITY (£)	£0	£-1,788,212	£-2,748,414	£23,921,193	£53,006,893	£159,375,702
Sales per m <sup>2</sup> net in new shops (£)	£5,000	£5,035	£5,228	£5,593	£5,883	£6,847
Capacity for new floorspace (m <sup>2</sup> net)	0	-355	-526	4,277	9,010	23,277
Capacity for new floorspace (m <sup>2</sup> gross)	0	-507	-751	6,110	12,871	33,252

Notes

1. Comparison Goods Expend. Growth; 0.5% p.a. (2011-2012); 1.6% p.a. (2012-2013); 2.1% p.a. (2013-2014); and 3% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
2. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
3. Gross to Net ratio for new floorspace is 70%
4. New Shop Sales Density based on GVA judgement having regard to existing centre

Table 13 - Commitments (Comparison)

Application Ref.	Proposal	Address	Gross Floorspace (sqm)	Net Comparison Floorspace (sqm)	2011 Sales Density (£/sqm)	2011 Turnover (£) from OCA	2012	2014	2018	2021	2030
APP/11/01118	Class A1 Non-Food Retail (Bulky)	Hind Street, Birkenhead	8,500	5,950	£4,250	£25,287,500	£25,464,513	£26,311,717	£28,147,057	£29,607,099	£34,457,553
APP/2008/6097	Mezzanine (Lawful Development Certificate)	MFI Unit, Bidston Moss	2,407	1,685	£4,250	£7,160,825	£7,210,951	£7,450,859	£7,970,584	£8,384,034	£9,757,568
APP/2009/5518	Neighbourhood Centre	Church Road, Tranmere	1,000	153	£2,000	£306,000	£308,142	£318,394	£340,603	£358,271	£416,965
APP/2008/5912	Redevelopment of former Kwik Save	Telegraph Road, Heswall	1,120	448	£2,000	£896,000	£902,272	£932,291	£997,321	£1,049,054	£1,220,918
OUT/2007/6508	Morrison's Foodstore	Kings Parade, New Brighton	5,946	743	£6,800	£5,052,400	£5,087,767	£5,257,037	£5,623,735	£5,915,449	£6,884,561
APP/2007/5951	Asda Foodstore	Claughton Road, Birkenhead	8,800	1,719	£6,997	£12,027,843	£12,112,038	£12,515,005	£13,387,974	£14,082,434	£16,389,522
<b>TOTAL</b>			<b>27,773</b>	<b>10,698</b>		<b>£50,730,568</b>	<b>£51,085,682</b>	<b>£52,785,303</b>	<b>£56,467,275</b>	<b>£59,396,340</b>	<b>£69,127,088</b>

Notes

1. Gross to Net 70%
2. Peel Seacombe Floorspace based on 651 sqm net comparison max. for full application (400 sqm net supermarket; 251 sqm net other Class A1 and 1,610 sqm net comparison from outline application (70% gross to net; 50% of net to be Class A1)
3. Sales Density (£/sqm) based on GVA Professional Judgment having regard to nature of provision
4. Asda and Morrison's Comparison Sales Density (£/sqm) derived from Verdict 2011 (GVA Analysis)
5. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)

Table 14 - CAPACITY (COMMITMENTS)

COMPARISON GOODS						
	2011	2012	2014	2018	2021	2030
Catchment Expenditure (£)	£781,442,548	£784,387,911	£809,212,807	£903,583,303	£989,767,418	£1,289,837,403
Current Retention Level (%)	70.8%	70.8%	70.8%	70.8%	70.8%	70.8%
Retained Expenditure (£)	£553,477,766	£555,563,898	£573,146,801	£639,987,250	£701,029,475	£913,562,137
Current Turnover	£553,477,766	£557,352,110	£575,895,215	£616,066,057	£648,022,582	£754,186,435
COMMITMENTS	£50,730,568	£51,085,682	£52,785,303	£56,467,275	£59,396,340	£69,127,088
RESIDUAL CAPACITY (£)	-£50,730,568	-£52,873,894	-£55,533,716	-£32,546,082	-£6,389,447	£90,248,614
Sales per m <sup>2</sup> net in new shops (£)	£5,000	£5,035	£5,228	£5,593	£5,883	£6,847
Capacity for new floorspace (m <sup>2</sup> net)	-10,146	-10,501	-10,622	-5,819	-1,086	13,181
Capacity for new floorspace (m <sup>2</sup> gross)	-14,494	-15,002	-15,174	-8,313	-1,551	18,830

Notes

1. Comparison Goods Expend. Growth; 0.5% p.a. (2011-2012); 1.6% p.a. (2012-2013); 2.1% p.a. (2013-2014); and 3% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
2. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
3. Gross to Net ratio for new floorspace is 70%
4. New Shop Sales Density based on GVA judgement having regard to existing centre