

## Glossary of terms

**Benchmark turnover:** turnover of a store if it were to trade at the company average.

**Base year:** the start year for any quantitative analysis; normally the year a household survey is undertaken (in this case 2006).

**Catchment area:** this is an area where a centre or store attracts most of its trade.

**Claw back:** this is a catchment area's expenditure that is currently spent outside a catchment, but is encouraged to be spent within a catchment through the development of new floorspace.

**Comparison spending:** expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.

**Convenience spending:** expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.

**Design year:** the design year should be selected to represent the year when the proposal has achieved a 'mature' trading pattern. This is conventionally taken as the second full calendar year of trading after opening of each phase of a new retail development, but it may take longer for some developments to become established.

**Expenditure forecasts:** assessments of future expenditure based on applying stated growth rates which are not necessarily projections of past trends.

**Expenditure projections:** estimates of future expenditure obtained by projecting past trends in expenditure by means of a recognised statistical extrapolation technique.

**Floorspace efficiency factor:** the percentage by which a retail sales density is assumed to increase annually in real terms over a stated period.

**Forecast year(s):** these are the year(s) when growth is forecast and is used to inform policy options.

**Gross ground floor footprint floorspace:** the area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.

**Gross retail floorspace:** the total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.

**Inflow:** this is expenditure generated from beyond a study area/catchment area that is spent in centres/stores within the study area/catchment area.

**Linked trip:** combining a visit to a supermarket or other use with a trip to use other shops and services in a nearby town/district/local/village centre.

**Leakage:** this is expenditure within a study area/catchment area that is spent outside the study area/catchment area.

**Market share:** this is the proportion of study area/catchment area's expenditure spent in a centre or store, expressed as a percentage.

**Net floorspace:** the retail sales floorspace of a store, which is normally defined as the area within the store where members of the public have access or from which sales are made.

**Net to gross ratio:** the ratio of net sales floorspace to the total gross external floorspace of the store.

**Outflow:** this is expenditure generated from a study area/catchment area that is spent in centres/stores beyond study area/catchment area boundary.

**Overtrading:** the amount of turnover in excess of a company benchmark turnover.

**Per capita expenditure:** amount of money per annum spent on a category of goods by one person per year.

**Per capita expenditure growth per annum:** annualised real growth in spending (using constant prices).

**Plan-led population forecasts:** population projections adjusted to take account of extant planning permissions, and future housing growth estimates and housing land allocations in development plans.

**Population projections:** estimates of future population based on the most recent Census and/or ONS population estimates, and applying ONS population trends.

**Price base:** the base year of the expenditure data used, which is constant at 2008 prices in this study (note this is different from the base year of the quantitative analysis).

**Qualitative Need:** floorspace required to improve the provision and distribution of shopping and leisure services to improve choice, meet the needs of the community and promote the vitality and viability of town centres.

**Quantitative Need:** floorspace required to support the projected expenditure growth over the plan period.

**Retail employment:** the number of full time equivalent jobs within a store, shopping centre or other retail facility, based on a stated ratio of full-time to part-time jobs. Consideration should be given to the net effects of proposals on overall employment, having regard to possible displacement of jobs arising as a consequence of their impact.

**Retail sales density:** convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.

**Sales density:** the turnover per sqm of net floorspace achieved by retail floorspace.

**Sales density growth:** the annualised percentage growth in turnover of existing floorspace.

**Special forms of trading:** non-retail spending, including via the internet, mail order, stalls and markets, door-to-door and telephone sales.

**Study area:** this is the area where a study of shopping patterns is based upon; it is normally divided into zones.

**Under trading:** the amount of turnover below a company benchmark turnover.