

RETAIL CAPACITY ASSESSMENT

**Table 1
Population Estimates and Projections**

	1998	2001	2002	2003	2006	2011	2016
Isle of Wight	126,989	132,700	134,500	134,832	135,828	139,707	144,458
% Change	1998-2006 6.96%	1998-2011 10.02%	1998-2016 13.76%				

Source/Notes:

(1) Population based on 2001 Census.

(2) Growth rates provided by Anglia Polytechnic for SEERA.

Table 2
Expenditure Per Capita Estimates

	1998	2001	2002	2003	2006	2011	2016
	£	£	£	£	£	£	£
Convenience	1,529	1,562	1,573	1,584	1,617	1,675	1,734
Comparison	1,843	2,121	2,223	2,330	2,682	3,390	4,286
		1998-2006	1998-2011	1998-2016			
Convenience	£ Change	88	145	205			
	% Change	5.7%	9.5%	13.4%			
		1998-2006	1998-2011	1998-2016			
Comparison	£ Change	839	1,547	2,443			
	% Change	45.5%	83.9%	132.5%			

Source/Notes:

- (1) 2002 comparison goods expenditure figures from Experian, from 2002 base figure; growth at 4.8% p.a (Long term trend) from Experian Retail Planner Brief November 2003 Table 4.
- (2) 2002 convenience goods expenditure figures from Experian, from 2002 base figure, growth at 0.7% p.a. (Long term trend) from Experian Retail Planner Brief November 2003 Table 4.
- (3) Figures exclude Special Forms of Trading / Non Store Activity by goods category (Experian Retail (Long term trend) from Experian Retail Planner Brief November 2003 Table 4.
- (4) 2002 prices used throughout.

Table 3a
Total Available Convenience Expenditure

	1998 £m	2002 £m	2006 £m	2011 £m	2016 £m
Isle of Wight	194.2	211.5	219.7	234.0	250.5
		£m Change	1998-2006	1998-2011	1998-2016
		% Change	25.4	39.7	56.3
			13.10%	20.46%	28.98%

Table 3b
Total Available Comparison Expenditure

	1998 £m	2002 £m	2006 £m	2011 £m	2016 £m
Isle of Wight	234.0	299.0	364.3	473.6	619.1
		£m Change	1998-2006	1998-2011	1998-2016
		% Change	130.2	239.6	385.1
			55.64%	102.37%	164.53%

Source/Notes:

(1) Tables 1 and 2.

Table 4a
Leakage of comparison goods expenditure (1998)

Total available comparison goods expenditure (£m)	234.05
Leakage of comparison goods expenditure to the mainland (%)	4.90%
Total comparison goods expenditure leakage (£m)	11.47

Table 4b
Tourism expenditure - convenience goods

Average spend per head - Island wide levels (2002)	£1,573
Average weekly spend	£30.24
Reduced spend per head	£10.00
Average number of staying visitors a year	821,100
Total convenience tourism expenditure p/a	£8,211,000

Table 4c
Tourism expenditure - comparison goods

Average spend per head - Island residents (2002)	£10
Average number of visitors a year	2,700,000
Total comparison tourism expenditure p/a	£27,000,000

Source/Notes:

- (1) Tables 3a and 3b.
- (2) Estimate of comparison goods leakage taken from DJ 1998 study.
- (3) In the DJ 1998 study, we estimated there was no leakage of expenditure on convenience goods. We have maintained this assumption.
- (4) Tourism information provided by Southern Tourist Board, PA Cambridge Economic Consultants and Isle of Wight Council.

Table 5a
Convenience floorspace on the Island - main stores and centres

	total floorspace sq m net	total net convenience sq m	total net comparison sq m	convenience turnover per sq m	comparison turnover per sq m	total net convenience turnover (£m)	total net comparison turnover (£m)	total net convenience turnover (£m) comparison turnover (£m)
Cowes								
Somerfield, Cowes	390	322	68	£5,301	£2,164	1.71	0.15	0.15
Co-Op, Cowes	759	611	148	£6,159	£1,204	3.76	0.18	0.18
Somerfield, Cowes	186	153	32	£5,301	£2,164	0.81	0.07	0.07
Other Stores	541	541	0	£3,500	-	1.89	-	-
Sub total	1,876	1,627	249	-	-	8.18	0.40	0.40
Ryde								
Somerfield, George St, Ryde	1,551	1,280	271	£5,301	£2,164	6.78	0.59	0.59
Iceland	480	443	37	£5,106	£2,092	2.26	0.08	0.08
Other Stores	1,805	1,805	0	£3,500	-	6.32	-	-
Sub total	3,836	3,528	308	-	-	15.36	0.66	0.66
Sandown/Shanklin								
Somerfield, Sandown	269	222	47	£5,301	£2,164	1.18	0.10	0.10
BuyLo, Shanklin	835	672	163	£6,159	£1,204	4.14	0.20	0.20
Somerfield, Shanklin	894	738	156	£5,301	£2,164	3.91	0.34	0.34
Other Stores	1,781	1,781	0	£3,500	-	6.23	-	-
Sub total	3,779	3,413	366	-	-	15.46	0.64	0.64
Ventnor								
Somerfield, Ventnor	474	391	83	£5,301	£2,164	2.07	0.18	0.18
Other Stores	400	400	0	£3,500	-	1.40	-	-
Sub total	874	791	83	-	-	3.5	0.18	0.18
Freshwater/Yarmouth								
Somerfield, Freshwater	328	270	57	£5,301	£2,164	1.43	0.12	0.12
Co-Op, Freshwater	718	578	140	£6,159	£1,204	3.56	0.17	0.17
Other Stores	1,109	1,109	0	£3,500	-	3.88	-	-
Sub total	2,155	1,958	197	-	-	8.88	0.29	0.29
Newport								
Safeway, Newport	3,423	2,643	781	£9,046	£4,786	23.91	3.74	3.74
Marks and Spencer Foodhall Iceland	836	752	84	£10,586	£6,245	7.97	0.52	0.52
Somerfield, Newport	403	372	31	£5,106	£2,092	1.90	0.07	0.07
Other Stores	2,639	2,177	462	£5,301	£2,164	11.54	1.00	1.00
Sub total	8,014	6,658	1,357	-	-	47.81	5.32	5.32
Small shops								
Sub total	4,733	3,952	-	-	-	13.83	-	-
Freestanding large stores								
Tesco, Brading	3,366	2,871	495	£13,018	£5,704	37.37	2.82	2.82
Safeway, Lake	1,830	1,413	417	£9,046	£4,786	12.78	2.00	2.00
Sub total	5,196	4,284	-	-	-	50.16	4.82	4.82
Total	29,551	26,210	2,561	-	-	163.15	12.31	12.31

Source/Notes:

1. Drivers Jonas floorspace survey 1996 and Experian GOAD.
2. Turnover per sq. ft based on Verdict data, and independent stores' estimated by Drivers Jonas.
3. Survey of 'Other convenience floorspace completed by Isle of Wight Council, 2004 - see Table 5b.

Table 5b
Convenience floorspace on the island - small shops

Location/Store Name	Total floorspace (sq m)	Net to gross Convenience	Total convenience (sq m)	Convenience turnover £/sq m	total convenience turnover £m
Rookley, Arlies Farm Shop	31	75%	23	£3,500	0.08
Rookley, Davie Stores	126	90%	112	£3,500	0.39
Blackwater, Radcliffe's	53	90%	53	£3,500	0.19
Areton, Londis	53	75%	40	£3,500	0.14
Apse Heath, Post Office and Stores	167	75%	125	£3,500	0.44
Wroxall, Londis	229	90%	206	£3,500	0.72
Venhov, Spar	53	90%	48	£3,500	0.17
Venhov, Post Office/Stores	18	75%	13	£3,500	0.05
Sandford, Garage Shop	31	90%	28	£3,500	0.10
Gurville, Spar	81	90%	73	£3,500	0.25
Gurville, Spar	54	90%	49	£3,500	0.17
Carisbrooke, True Wight News	59	90%	53	£3,500	0.19
Carisbrooke, Your Store	115	90%	103	£3,500	0.36
Pan Estate, Costcutter	123	90%	110	£3,500	0.39
Newport - Fairlea, Seaclose Stores	59	60%	35	£3,500	0.12
Newport - Fairlea, Esso Garage	98	60%	59	£3,500	0.21
Newport, Safeway Garage Shop	191	60%	115	£3,500	0.40
Newport, Sainsburys Garage Shop	74	90%	66	£3,500	0.23
Chate Green, Londis	21	90%	19	£3,500	0.05
Chate, Green Stores	51	75%	39	£3,500	0.14
Whitwell, Whitwell Post Office/Stores	12	75%	9	£3,500	0.03
Showell, Showell Post Office	32	90%	29	£3,500	0.10
Calbourne, Four Winds Farm Shop	6	75%	4	£3,500	0.02
Porchfield, Post Office	78	90%	71	£3,500	0.25
Shallice, Petrol Station Shop	43	75%	32	£3,500	0.11
Newbridge, Post Office/Village Stores	110	90%	99	£3,500	0.35
Tolland, Costcutter	118	90%	106	£3,500	0.37
Freshwater Bay, Orchard Brothers	55	60%	33	£3,500	0.12
East Cowes, Osborne Garage/Stores	196	75%	147	£3,500	0.51
East Cowes, Alldays	65	65%	42	£3,500	0.15
East Cowes, Websters Mini Market	24	75%	18	£3,500	0.06
Whippingham, Post Office	27	90%	25	£3,500	0.09
Northwood, Northwood Stores	35	60%	21	£3,500	0.07
Northwood, Esso Garage Shop	24	75%	18	£3,500	0.06
Northwood, Falance Road Happy Shopper	29	90%	26	£3,500	0.09
Cowes, Rowlands Stores	44	90%	44	£3,500	0.15
Cowes, Rashleys Stores	363	90%	326	£3,500	1.14
Cowes, Davids	225	90%	203	£3,500	0.71
Cowes, Davids	10	75%	7	£3,500	0.03
Gunward, Post Office	79	90%	71	£3,500	0.25
Gunward, Londis	34	90%	31	£3,500	0.11
Gumard, Gumard Newsagent	53	90%	48	£3,500	0.17
Wootton Bridge, Hatwoods	25	75%	18	£3,500	0.06
Birslead, Post Office	49	90%	44	£3,500	0.15
Binstead, Village Stores	59	90%	53	£3,500	0.19
Ryde, Davids	18	75%	13	£3,500	0.05
Ryde, West Street Post Office	90	90%	81	£3,500	0.28
Ryde, Alldays	27	90%	24	£3,500	0.08
Ryde, Londis	32	90%	29	£3,500	0.10
Ryde, General Stores	40	60%	24	£3,500	0.08
Ryde, Tesco Garage Shop	39	50%	20	£3,500	0.07
Ryde, Post Office	47	75%	35	£3,500	0.12
Seaview, Post Office	44	90%	40	£3,500	0.14
Nettlestone, Londis	185	90%	167	£3,500	0.58
Bradling, Londis	17	75%	13	£3,500	0.05
Bradling, Post Office/Newsagents	29	60%	18	£3,500	0.06
Lake, Safeway Garage Shop	147	90%	132	£3,500	0.45
Lake, Spar	59	75%	44	£3,500	0.15
St Helens, Post Office/Stores	24	75%	18	£3,500	0.06
St Helens, Newsagents	66	90%	60	£3,500	0.21
Sandown, Premier Broadway	125	90%	112	£3,500	0.39
Sandown, Spar	124	90%	112	£3,500	0.39
Sandown, Co-op	130	90%	117	£3,500	0.41
Sandown, Alldays					
Total	4,733		3,952		13.83

Source/Notes:
1. Survey of 'Other' convenience floorspace completed by Isle of Wight Council, 2004.
2. Turnover per sq. ft. estimated by Drivers Jonas.

Table 5c
Comparison floorspace on the Island

Town Centres	Net floorspace		Average turnover		Total Turnover	
	Sq m	Sq ft	£/sq m	£/sq ft	(£m)	
Newport	25,266	271,958	4,306	400	108.8	
Ryde	11,056	119,005	3,498	325	38.7	
Shanklin	6,076	65,401	2,960	275	18.0	
Sandown	2,811	30,257	2,960	275	8.3	
Ventnor	2,758	29,687	2,960	275	8.2	
Cowes	4,648	50,030	2,960	275	13.8	
East Cowes	406	4,370	2,153	200	0.9	
Freshwater	1,805	19,429	2,691	250	4.9	
Bembridge	485	5,220	2,153	200	1.0	
Brightstone	50	538	2,153	200	0.1	
Carrisbrooke	201	2,164	2,153	200	0.4	
Godshill	403	4,338	2,153	200	0.9	
Lake	275	2,960	2,153	200	0.6	
Nilton	106	1,141	2,153	200	0.2	
Totland	671	7,223	2,422	225	1.6	
Wootton	150	1,615	2,153	200	0.3	
Yarmouth	739	7,954	2,422	225	1.8	
Sub total	57,906	623,289			208.4	
Out of centre						
	Net Floorspace		Average Turnover Ratios		Total Turnover	
	Sq m	Sq ft	£/Sq m	£/Sq ft	(£m)	
Newport	2,700	29,062	2,302	214	6.2	
	1,100	11,840	5,249	488	5.8	
Gunville Estate						
	B&Q					
	Currys					
	MFI					
	Colemans					
	Argos					
	Island Dreams					
	ICS Carpets					
River Way Estate						
	Wakes Carpets					
	Capital					
	Jollyes Pet Foods					
	Magnet					
Sub total	11,225	120,824			30.40	
Total	69,131	744,112			238.8	

Source/Notes:

1. Drivers Jonas floorspace survey 1996 and Experian GOAD.
2. Turnover per sq. ft based on Verdict data, and independent stores' estimated by Drivers Jonas.

Table 6a
Convenience commitments on the Island since 1998 and post 2006

	total floorspace sq m net	total net convenience sq m	total net convenience comparison sq m	convenience turnover per sq m	comparison turnover per sq m	total convenience turnover (£m)	total comparison turnover (£m)
J Sainsbury, Newport	2,717	2,039	678	£10,378	£5,079	21.16	3.44
Tesco, Wootton	258	232	26	£13,018	£5,704	3.03	0.15
Safeway/Morrisons - Lake	1,830	1,413	417	£2,078	£793	2.94	0.33
Safeway/Morrisons - Newport	3,423	2,643	781	£2,078	£793	5.49	0.62
Total	8,229	6,327	1,902	-	-	32.62	4.54
Proposed store, East Cowes	975	780	195	£11,663	-	9.10	-

Table 6b
Comparison commitments on the Island since 1998

	total net comparison sq m	comparison turnover per sq m	total comparison turnover (£m)
B&Q, Newport	7,432	-	15.70
Matalan Newport	3,066	1,024	11.40
Wakes redevelopment	2,966	2,000	5.93
Halfords, Newport	622	2,137	1.33
Brantano, Newport	622	5,641	3.51
Blockbuster, Newport	622	-	-
Staples	500	2,137	1.07
Fire Station	1,194	4,306	5.14
Bus Station	4,586	4,306	19.75
Comparison floorspace in foodstores	1,902	-	4.54
Total	21,611	-	68.37

Source/Notes:

1. J Sainsbury at Newport opened in 1999.
2. Tesco Wootton opened in 2003.
3. It is assumed that both the Safeway stores will be rebranded as Wm Morrisons stores.
4. The net additional turnover is based on the difference between the company average of Wm Morrison and Safeway.
5. The turnover of B&Q is the difference between the Supercentre at Newport and the approved Warehouse.
6. The turnover of Matalan has been confirmed as £11.4m.
7. The net increase of the Wakes redevelopment has been used.
7. The turnover of Halfords and Brantano based on company averages - Blockbuster has been excluded because it is a service/hire shop with limited retail sales.

Table 7a
Surplus Available Expenditure - Convenience

	1998 £m	2006 £m	2011 £m	2016 £m
Available expenditure on the Island (£m)	194.22	219.7	234.0	250.5
Turnover of existing provision (£m)	-	163.15	163.15	163.15
Increase in turnover of town centre stores (£m)	-	1.28	3.43	5.63
Other stores/overtrading/leakage to mainland	-	56.52	70.81	87.35
Tourism expenditure (£m)	-	8.33	8.62	8.93
Commitments - pre 2006 (£m)	-	32.66	32.76	32.87
Commitments - post 2006 (£m)	-	-	9.34	9.51
Surplus/Deficit (£m)	-	30.91	33.89	48.26
Net sq m floorspace equivalent	-	2,687	2,978	4,315
Gross floorspace - sq m (70% net to gross ratio)	-	3,839	4,254	6,164

Source/Notes:

(1) Tables 3a-b, 4a-b and 5a-b.

(2) The turnover of town centre convenience stores and commitments has been increased by 0.375% pa.

Table 7b
Surplus Available Expenditure - Comparison

	1998 £m	2006 £m	2011 £m	2016 £m
Available expenditure within Catchment (£m)	234.05	364.26	473.64	619.13
Leakage to the mainland (%)	4.90%	4.90%	4.90%	4.90%
Leakage to the mainland (£m)	11.47	17.85	23.21	30.34
Turnover of town centres Market share (%)	208.43 93.64%	341.11 93.64%	443.53 93.64%	579.77 93.64%
Growth in turnover of existing centres (£m)	-	249.04	278.34	311.10
Growth in comparison turnover of convenience stores (£m)	-	0.61	1.73	2.98
Tourism expenditure (£m)	-	29.65	37.49	47.39
Commitments (£m)	-	70.11	74.49	79.48
Surplus/Deficit (£m)	-	56.31	133.37	242.64
Net sq m floorspace equivalent	-	13,692	26,542	43,204
Gross floorspace - sq m (70% net to gross ratio)	-	19,561	37,917	61,720

Source/Notes:

(1) Tables 3a-b, 4a-b and 5a-b.

(2) The turnover of town centre comparison stores and commitments has been increased by 2.25% pa.

(3) Growth in turnover of convenience stores relates only to the comparison element.