



**MANCHESTER CITY COUNCIL
INDEPENDENT RETAILERS STUDY:
CHORLTON**

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1. INTRODUCTION

- 1.1 GVA Grimley was instructed in January 2009 by Manchester City Council to undertake an Independent Retailers Study for Chorlton. This study draws and extends upon the Quantitative Need Study undertaken by GVA Grimley for the City Council back in 2005 with the purpose to examine the role of multiple and independent retailers within Chorlton and provide an up-to-date picture of current and future retail capacity in the centre. The study also examines a range of planning measures in order to support the independent sector in Chorlton going forward through the LDF period.
- 1.2 The study will inform the evidence base for the Council's Local Development Framework. This information will also be at the Council's disposal to assist in the determination of any future planning applications.
- 1.3 Our terms of reference are to update the quantitative capacity analysis previously undertaken for the Council to provide:
- A detailed up-to-date audit of the vitality and viability of Chorlton;
 - An up to date and realistic assessment of the quantitative and qualitative scope for new retail and other development within Chorlton, and views on the appropriateness of alternative types of retail development including if appropriate a new food store, other multiple convenience/comparison retailers and the role of the independent sector;
 - In addition to guidance on the appropriate scale and form of new development, a review of the alternative development opportunities, in order to inform the City Council's strategies for the Centre and to guide the determination of any future development proposals in Chorlton.
 - Understanding of smaller retailers contribution to the wider economy;
 - Solutions put forward on how the Independent sector can be supported into the future. Proposals for how the City Council and partners can help create the right conditions to help support diversity in centres with strong independent sector presence; and
 - Establish the extent to which the current retail provision in the centre satisfies the level and nature of consumer demand within Chorlton's catchment area.
- 1.4 In order to produce a comprehensive up-to-date review of retailing needs in Chorlton we have drawn on a household telephone survey, an in centre survey and a survey of businesses in Chorlton, as well as town centre health checks. This sets out the range, choice and distribution of the existing retail provision and highlights any apparent deficiencies.

- 1.5 The quantitative capacity exercise draws on the household telephone survey results to establish the current performance of Chorlton District Centre in terms of convenience and comparison goods floorspace; which informs the forecasts of the future retail floorspace capacity. The results of the full analysis are drawn together to provide a set of recommendations and advice to feed into the Local Development Framework.

Structure

- 1.6 The next section of this report sets out our review of national, strategic and local planning policies relevant to retail planning in the City. Section 3 highlights current retail trends, focusing on the likely implications for retailing within the City's District Centres.
- 1.7 In Section 4 we present our qualitative assessment of Chorlton District Centre which draws on customer and business views and behaviour as identified from the telephone and business surveys. In Section 5 we present our quantitative assessment and the potential for new retail development in Chorlton. In Section 6 we review the findings of our study and consider the strategic options for the future development of Chorlton in terms of retail strategy.

2. POLICY FRAMEWORK

2.1 In this section we examine key features of national, regional and local planning policy guidance.

National Policy Context

2.2 Government guidance makes it clear that sustainable development is the core principle underpinning planning. Accordingly PPS1 sets out a range of overarching policies aimed at facilitating sustainable patterns of urban and rural development through a number of initiatives, including the need to ensure that new developments provide good access to jobs and key services for all members of the community.

2.3 PPS6 reaffirms the Government's commitment to protecting/sustaining town centres. Accordingly the central objective of the guidance is to promote the vitality and viability of town centres by planning for the growth of existing centres and enhancing existing centres by promoting them as the focus for new development.

3.1 PPS6 sets out a number of key objectives which need to be taken into account in the context of the key objectives outlined above, which are as follows:

- enhancing consumer choice by making provision for a range of shopping, leisure and local services which allow genuine choice to meet the needs of the entire community, and particularly socially excluded groups;
- supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and
- improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport.

3.2 The guidance also makes it clear that other, wider, Government policy objectives remain relevant, including the promotion of social inclusion, regeneration of deprived area, promoting economic growth; sustainable patterns of development, transport choices and high quality and inclusive design.

2.4 In allocating sites and assessing proposed development, PPS6 requires local planning authorities to:

- assess the need for the development;
- identify the appropriate scale;
- apply the sequential approach;
- assess the impact on existing centres; and
- ensure locations are accessible and well served by a choice of means of transport.

- 2.5 In the context of development control, applicants are required to demonstrate conformity with the key tests outlined above. However, need must only be demonstrated for any application for a main town centre use which would in an edge-of-centre or out-of-centre location and which is not in accordance with an up-to-date development plan document strategy. Furthermore, impact assessments should be undertaken on a similar basis. However, where significant development in a centre, not in accordance with the development plan strategy, would substantially increase the attraction of the centre and could have an impact on other centres, the impact on other centres will also need to be assessed. Impact assessments should only be provided for all retail and leisure proposals over 2,500 sq m gross, although they may be necessary for smaller developments, such as those likely to have a significant impact on smaller centres.
- 2.6 In 2007 the Planning White Paper, 'Planning for a Sustainable Future' announced the current approach in PPS6 to assessing the impact of proposals outside town centres would be reviewed. It announced that the need and impact tests would be replaced with a new test which has a strong focus on the Government's town centre first policy, and which promotes competition and improves consumer choice, avoiding the unintended effects of the current need test.
- 2.7 In July 2008 Proposed Changes to Planning Policy Statement 6: Planning for Town Centres was published for consultation. These sought to refine the policy approach rather than make significant policy changes and proposed to strengthen the Government's policy on positive planning for town centres. With regards to policy formulation, Local authorities would still be expected to assess the need for new town centre development and to take account of scale, impact, accessibility and the sequential approach in selecting sites for development plans.
- 2.8 Following this, the consultation paper on the new PPS4 was published in May 2009 accompanied by good practice guidance prepared by GVA Grimley. In its final form the PPS will replace *PPS4: Industrial, commercial development and small firms*; *PPS5: Simplified Planning Zones*; and *PPS6: Planning for Town Centres*.
- 2.9 The stated intentions of the proposed PPS4 are to support town centre investment, and to ensure that planning promotes competition and consumer choice and does not unduly or disproportionately constrain the market. The proposed changes include reinforcing the other government objectives identified in PPS6, to highlight the need to promote competition between retailers and enable consumer choice, by raising productivity growth rate in the UK and by supporting efficient, competitive and innovative retail sectors with improving productivity and taking measures to conserve and, where appropriate, enhance the established character and diversity of town centres. The increased focus on productivity is consistent with the findings of the Barker review and the Government's wider policy objective to promote sustainable economic growth.
- 2.10 Plan Making Policies set out the required evidence base at the regional and local level. Policy EC1.4 highlights criteria for Local Planning Authorities (LPAs) to consider in assessing the need for retail and leisure development including the need to take account of quantitative need for additional floorspace as well as any qualitative considerations. In terms of assessing the need for office floorspace at the local level, Policy EC5.2

- highlights that this will need to be informed by an assessment at the regional level and the physical capacity for centres to accommodate new development giving consideration to the role of centres in the hierarchy.
- 2.11 The thrust of the local planning approach to town centres (Policy EC5) is in many respects similar to the current PPS6 guidance although there is greater encouragement for flexible town centre policies which are able to respond to changing economic circumstances. Policy continues to reinforce the principle that development should be accessible by a range of transport modes, that it should promote greater choice and retail diversity, and that it should encourage job creation in disadvantaged areas. Policy EC6 encourages LPAs to proactively plan for consumer choice and to promote competitive town centre environments by supporting the diversification of uses; planning for a strong retail mix that meets the requirements of the local catchment area; whilst also recognising the role that smaller shops play in enhancing the character and vibrancy of a centre.
- 2.12 In terms of assessing planning applications for development, it removes the needs test, and where need is a relevant factor, it highlights the importance of qualitative as well as quantitative considerations (Policy EC18-20). While the draft PPS proposes to retain the sequential approach as a key element of National Policy Guidance, it also retains the need for flexibility and recognises the role for alternative business models. Specifically, in seeking to demonstrate flexibility, developers and operators should consider the scale of their development, the format of their development, car parking provision and the scope for disaggregation.
- 2.13 The draft PPS widens the current impact test in its scope to include consideration of 'town centre' impacts, e.g. impact on town centre trade/turnover and effects on vitality and viability; as well as a range of other, wider impacts set out in Policy EC20. The guidance also acknowledges that these can be positive and negative and it is for the local planning authority to seek an overall judgement, focusing in particular on the first 5 years after implementation of a proposal. 'Wider' impacts include the impact of allocated sites outside town centres being developed in accordance with the development plan, impact on deprived areas and social inclusion objectives, impact on local employment; and impact on economic and physical regeneration in the area.
- 2.14 Further points of relevance to this study are:
- The need to take a more proactive approach to accommodating town centre uses in central locations including, where appropriate, the promotion of the expansion of town centres; and, conversely a realistic approach to the management of decline where justified;
 - The need to establish a hierarchy of centres in each region and sub-region, with any change in the role and function of centres to be secured as part of the preparation of regional spatial strategies (RSSs) and through the preparation of development plans, rather than through individual applications;
 - The need to assemble town centre and edge-of-centre sites for larger stores where need is identified, and to promote higher density, mixed-use multi-storey development;
 - The need to encourage a wider range of services and land uses for centres in decline;

- The need to avoid over-concentration of growth in the highest level centres, and for regional spatial strategies to make clear strategic choices as to where growth is to be encouraged and decline managed;
- The need to assess the quantitative need for additional floorspace for retail, leisure and office uses over the plan period and for five year periods within it, and the capacity of existing centres to accommodate additional development (in the case of long-term strategic policy guidance, a longer term forecasting horizon is required);
- The need to improve public transport linkages to existing out-of-centre facilities, but not as a justification for their extension;
- The need for development plans to set out the roles of different centres and explain how each centre will contribute to the local authority's overall vision for its area;
- The need for development plans to encourage a diversification of uses in the town centre as a whole and to promote positive management of the evening economy, perhaps identifying distinct quarters where the evening economy is to be concentrated;
- The need for development plans to include policies which guide the appropriate scale of development to be encouraged, setting upper limits for the scale of developments that will be allowed in different types of centres;
- The need for plans to positively allocate sufficient sites within and at the edge of town centres so as to meet anticipated demand for the next five years, anticipating the use of CPO powers where needed; and
- The need to promote a more balanced network of centres by strengthening local centres through preparation of local strategies to remedy deficiencies in the local shopping provision.

Regional Policy Context

North West of England Plan – Regional Spatial Strategy to 2021 (September 2008)

- 2.15 The Regional Spatial Strategy for the North West of England was adopted in September 2008, replacing the existing Regional Planning Guidance (RPG 13).
- 2.16 The Strategy describes Manchester as the North West's largest sub-regional economy, with the Manchester City Region representing the greatest potential for boosting economic performance in both the North West and the North of England as a whole. Manchester's strategic position is identified as lying at the intersection of two international transport routes. The Strategy identifies potential for Manchester to close the gap that exists with Southern England. However, the Strategy also describes the Manchester City Region as having problems with marked social and economic inequality.

- 2.17 Policy W5 addresses retail development within the region. It identifies the connection between retail and wider regeneration and, as such, seeks to promote retail investment where it assists in economic growth in the region's town and city centres. It states that schemes should be consistent with the scale and function of the centre and should not undermine the vitality and viability of any other centre or result in the creation of unsustainable shopping patterns.
- 2.18 Additionally, the policy identifies Manchester/Salford and Liverpool City Centres as the North West's primary retail centres and seeks to preserve their status as such. The policy lists a number of centres in which comparison retailing facilities should be encouraged and enhanced in order to ensure a sustainable distribution of high quality retail facilities. However, the policy also allows for investment of an appropriate scale to take place in centres that do not appear in this list. Policy W5 also supports the principle of retail development that facilitates entrepreneurship, particularly increasing the number of independent retailers.
- 2.19 Finally, the policy states that new out-of-centre regional or sub-regional comparison retailing facilities are to be discouraged. This places the onus on Local Authorities to be pro-active in identifying and creating opportunities for development within town centres. The policy also seeks to discourage large-scale extensions to such facilities (2,500 sq m or more) unless they are in line with the sequential approach as established in PPS6 and maintained in the new PPS4. This means that it is unlikely that the expansion of the Trafford Centre (recognised as an important retail facility in the North West) will be encouraged.
- 2.20 Manchester City Region policy MCR1 supports interventions such as encouraging investment and sustainable development in Regional Centres, surrounding, inner areas and towns and cities and accessible suburban locations. It views these as necessary steps in order to achieve a significant improvement in the sub-region's economic performance.

Local Policy Context

Unitary Development Plan

- 2.21 The Manchester City Council Unitary Development Plan (UDP) was formally adopted in July 1995, and sets out the Local Planning Authority's policies and proposals for development within the city. The Plan was adopted prior to the publication of PPG6 in 1996, and therefore fails to fully take account of the provisions of the guidance which have subsequently been updated in PPS6. There have been a number of revisions and alterations since it was first adopted, the most recent being the expiry of a number of policies, under Paragraph 1 (3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004 in September 2007.
- 2.22 The UDP establishes the Council's desire to see the City Centre continue as the regional shopping centre which it sees as part and parcel of the wider regional function which Manchester plays. Policy S1.1 pledges that the Council will work in partnership with the private sector to improve the City Centre environment for shoppers and pedestrians, so that it is clean, safe, attractive and accessible to all.

- 2.23 Policy S1.2 seeks to enhance existing shopping provision, especially in the City Centre and in the District Centres. The policy lists the District Centres – however, these have changed since the UDP was first adopted. Key changes are the replacement of Beswick by Sports City and Moss Side with Hulme. The District Centres are now:

Cheetham	Fallowfield	Harpurhey	Newton Heath	Rusholme	Wythenshawe
Chorlton	Gorton	Levenshulme	Northenden	Sport City	
Didsbury	Hulme	Longsight	Openshaw	Withington	

- 2.24 The main objective of this policy is to protect the District Centres as major social and economic assets so that they may continue to benefit from investment and renewal. The policy seeks to direct investment geared towards improving safety, enhancing environmental quality, tackling traffic problems and increasing economic viability in the centres of Cheetham, Sport City, Gorton, Harpurhey, Levenshulme, Longsight, Newton Heath, Openshaw and Wythenshawe. The UDP recognises that the economic vitality of the District Centres varies widely and there is an obvious need to target particular areas where the current provision is poor or inadequate.
- 2.25 Policy S1.3 establishes the Council's objective to enhance the City's market trading areas in order to enhance existing shopping provision, especially in the City Centre and in the District Centres. The Council recognises that the City's publically and privately owned market trading areas provide a valuable service to local people
- 2.26 Policy S2.1 sets out the Council's objective to ensure that all parts of the City are well provided for in terms of good quality local and convenience shopping facilities within easy reach of people's homes. As such, new shops that meet local needs will be encouraged.
- 2.27 Policy S2.2 sets out the council's considerations in assessing proposals for large out of centre stores (2,500 sq m of gross floorspace or more). These include ensuring that development: will not undermine the vitality or viability of the City Centre or a nearby District Centre or town centre; will not undermine the viability or vitality of nearby local shopping centres which cater for day-to-day needs which are not so easily met by larger stores; is accessible to a wide cross-section of people including disabled people and non-car users and that will not give rise to unacceptable environmental or traffic problems.
- 2.28 Policy S2.3 permits the limited expansion of retail parks at Queen's Road, Cheetham Hill and Central Retail Park (Gt. Ancoats Street). It also seeks to enhance accessibility for disabled people to both of these parks and, in the case of Central Retail Park, states that the Council will aim to secure improvements in car-parking facilities. These measures are intended to help ensure the provision of a full range of shopping facilities for all people in the City.
- 2.29 Residential amenities are protected by Policy S2.4 which states that new shopping facilities should not significantly affect them, particularly through increased traffic congestion, noise and pollution from cars.

- 2.30 Design considerations are taken into account in Policy S2.5 which seeks to ensure that shopping facilities are of a high standard of design with adequate parking provision and which provide a safe and attractive environment for all shoppers.
- 2.31 Finally, Policy S2.6 states that the Council will ensure that all major shopping developments provide a range of facilities and benefits for the comfort and convenience of shoppers including access for disabled people.
- 2.32 The UDP also gives policy direction for specific parts of the City, which it divides into 17 areas. Area 13 is Chorlton and Barlow Moor. Policies are geared towards protecting and improving Chorlton as a District Centre. Its character is described as mainly residential. None of the policies specifically relating to the economy of Area 13 have been 'saved' by the Secretary of State, while only one of the two policies relating to retail has survived. Policy CB 10 seeks to ensure that no further food and drink uses will be permitted on two frontages within Chorlton District Centre: 503-555 (odd) Barlow Moor Road and 93 – 129 (odd) Manchester Road.

Refining Options for the Core Strategy (April 2009)

- 2.33 The Core Strategy Issues and Options was consulted on from December 2007 until February 2008 and the responses analysed. The Council has now published a Core Strategy Refining Options Consultation document which should be read in conjunction with a set of background Issues Papers, one of which (Centres) is summarised here. Consultation on these documents ended on 29th May 2009. The Council anticipates that the following consultation on the Draft Core Strategy will be informal and is currently scheduled for November 2009. Publication of the Core Strategy is scheduled for July 2010 with submission to the Secretary of State scheduled for November 2010. It is anticipated that the document will be examined in March 2011 and adopted in September 2011.
- 2.34 The Core Strategy initially gives an overview of Manchester's key characteristics – demographically, physically, economically and environmentally. It divides the city into five regeneration areas that, along with the City Centre, cover the entire City. Of interest are the City Centre regeneration area and the South Manchester regeneration area which contains the District Centre of Chorlton.
- 2.35 The City Centre regeneration area is defined as the area inside the Inner Relief Route and extends beyond this to encompass the Oxford Road Corridor to the southern margin. The City Centre has undergone significant change since the publication of the UDP. Residential development has increased with the effect of increasing the population to nearly 19,000. There has also been marked economic growth. This is exemplified by Spinningfields accommodating 20,000 jobs. The Core Strategy states that the City Centre will remain the largest driver of employment growth in the North West and, as such, is a focus for retail, leisure, evening economy, visitor destinations, cultural and arts facilities and regionally significant office development. The Core Strategy identifies the need to create more effective transport connections between the City Centre and Manchester's more disadvantaged residents.

- 2.36 The South Manchester regeneration area runs from Whalley Range, Fallowfield and Levenshulme in the north to the Mersey Valley and the M60 Motorway in the south. It encompasses five District Centres, of which Chorlton is one. South Manchester is a largely residential area – over one third of Manchester's population live there. The Core Strategy states that the five District Centres are a focal point for neighbourhood activity and are home to 'niche' markets and independent retailers. Chorlton in particular is identified as having a broad independent retail offer. Development will be supported in all five District Centres.
- 2.37 The Core Strategy identifies a number of Strategic Objectives. Strategic Objective 4 seeks to provide a network of high quality centres providing a minimum of essential services and local access to food. It states that developments providing additional services and retail will be encouraged in the major district/urban centres. Particular emphasis will be given to development in all centres that help to create distinctive local character.
- 2.38 The Core Strategy seeks to ensure that the scale of new development in existing centres should reflect the role and function of the centre within the retail hierarchy, promote competition and not adversely effect diversity of provision in that centre and neighbouring centres. Additionally, it states that opportunities should be taken to support the continued vitality and viability of the centre and support the role of Independent businesses.
- 2.39 Strategic Objective 5 seeks to improve the physical connectivity of the City to enhance its functioning and competitiveness and provide access to jobs, education, services, retail, green infrastructure, leisure and recreation.

Core Strategy Refining Options Consultation – Centres Issues Paper (April 2009)

- 2.40 The Centres Issues Paper was produced in conjunction with the Core Strategy Refining Options Consultation document. It provides additional detail on responses to the Core Strategy Issues and Options consultation in connection with Manchester's designated centres.
- 2.41 A majority of respondents (90%) stated that District Centres should provide residents with core goods and services to support a sustainable centre. Additionally, respondents wanted a range of independent shops, cafes and pubs protected from 'unfair competition/monopolies'. They also wanted a limit on retail floorspace in retail outlets in order to help protect existing shops and small independent businesses.
- 2.42 A distinction is made between centres such as Hulme and Sports City which are anchored by modern convenience retail facilities and Chorlton and Didsbury which are described as more traditional with a broader range of retailers and services.

South Manchester Strategic Regeneration Framework (2008)

- 2.43 The South Manchester Strategic Regeneration Framework, which covers the District Centre of Chorlton, sets out the Council's key priorities and activities in order to guide public and private investment in the area over the next ten to fifteen years. The regeneration area is home to one of the most successful neighbourhoods within the city, but there are also areas of deprivation.
- 2.44 Chorlton, along with Whalley Range, West Didsbury, Didsbury Village and East Didsbury, is described as a 'high-quality' neighbourhood, offering good-quality housing, a range of services and centres, strong areas of heritage value and open space. The document describes Didsbury Village and Chorlton as being focused around their District Centres, which are largely covered by conservation areas. They offer a mix of large traditional properties and newer apartments, close to a range of facilities and public transport. The areas are extremely popular for house buyers.
- 2.45 The document identifies a number of key issues, challenges and opportunities for South Manchester, including improving the quality of the environment and improving the quality and vitality of the centres. The centres are described as being at the core of the successful neighbourhood strategy for South Manchester. They should provide for local retail and service provision as well as acting as a hub for the community. The document reiterates the concept of a centre hierarchy and states that the five District Centres in South Manchester (including Chorlton) provide the higher level of the South Manchester centre hierarchy.
- 2.46 It outlines the key characteristics of each centre. Chorlton is described as a large District Centre with over 250 outlets compared to a centre average of 100. It performs well in comparison with other centres across Manchester. It has a large number of independent retailers and this is a strong focus for its overall retail and service offer. The document also states that Chorlton retains more people for non-food shopping than any of the other centres in Manchester (excluding the city centre). Nevertheless, the document states that there is significant leakage of expenditure from this centre. A number of issues are outlined which need to be addressed in progressing the development of the area:
- Increase the amount of time people spend in the centre in order to increase expenditure;
 - There is a quantitative need for both food and non-food retailing;
 - The mix of national and local independent retailers is an asset that needs to be protected;
 - Current commercial premises do not cater for the requirements of small businesses wishing to locate to Chorlton;
 - Slight increase in crime against businesses and robbery;
 - Civic community provision is poor;

- Shopping environment and public realm is in need of significant improvement;
- Centre is accessible by public transport but dominated by traffic;
- Need to assess all public transport movements in light of Metrolink extension.

Summary

- The key objectives of New Draft PPS4 are to support town centre investment and in line, with existing PPS6 promote consumer choice between retailers and enable consumer choice. It also encourages Council's to recognise the role that smaller shops play in enhancing the character and vibrancy of a centre.
- The adopted North West RSS supports the expansion of centres and stipulates that any investment made should be consistent with the scale and function of the centre, should not undermine the vitality of any other centres or result in the creation of unsustainable shopping patterns. It also supports the principle of retail development that facilitates entrepreneurship, particularly increasing the number of independent retailers.
- The UDP aims to enhance existing shopping provision in the City Centre and in the District Centres such as Chorlton. The Core Strategy Issues and Options paper seeks to provide a network of high quality centres providing a minimum of essential services and local access to food and which will, in turn, encourage development which provides additional services and retail which will support the continued vitality and viability of the centres.

3. NATIONAL RETAIL TRENDS

- 3.1 To put this latest assessment of need into context, it is relevant to consider the wider economic and social trends likely to influence retailing in across the Manchester area in the future. A number of trends are likely to have a bearing on the future pattern of retail provision in the sub region, and the opportunities arising from development proposals.
- 3.2 This section examines key trends and drivers for change in the retail industry since the 2005 Study was undertaken. We outline the key national trends in retailing and service provision of particular relevance to Manchester and Chorlton from a range of published data sources, including research by Verdict Analysis, Mintel and the New Economics Foundation.

Demographics

- 3.3 Over the last 15 years UK population has increased at a rate of approximately 0.4% pa, whilst the number of households has increased by 0.5% pa, as average household size has decreased to 2.34 in 2006, with smaller families, more divorces, people living longer etc. The population is also ageing. These trends are forecast to continue and will affect spending habits, how much we spend, on what and where.
- 3.4 Over the next 20 years the 65 and over age group is expected to grow by 4.5m or 47% and the under 65s age group by only 8%. Older shoppers have a younger mindset than in the past, are more fashion aware and financially better off as a result of general house price growth as well as income growth (but post retirement income from pensions could be a concern if they do not achieve anticipated values). They will have more time to shop, will spend more on DIY and gardening and will expect good customer service. Clearly, the economic slowdown will impact upon disposable income and pension pots with more cautious spending patterns in the immediate future.
- 3.5 Younger shoppers will have higher education fees to pay, will experience higher housing costs, will be more computer literate and spend more on-line, and will spend more on entertainment/leisure so they may have less to spend in retail shops.

Income & Expenditure

- 3.6 Incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. Overall, retail expenditure has increased by about 3.9% pa in real terms over the last 20 years, with most of this growth on comparison goods rather than convenience goods, where growth has been less than 1% pa. Comparison goods growth has been close to 5.3% pa over the last 30 years, over 6% pa over the last 20 years and even stronger over the last 10 years. These strong trends are not expected to continue in

the foreseeable future due to current high levels of consumer debt, an already low savings ratio and a weaker housing market.

- 3.7 The recent credit crunch has had massive impacts on the retail sector. It is estimated that 1.4 million homeowners will need to re-mortgage over the next year. A study by the insurance company AXA found that three in four families with an income of more than £30,000 were planning to curb spending this year as household budgets become increasingly stretched.
- 3.8 According to Verdict, as customers become more concerned about the economic outlook, they are becoming more selective in their purchasing habits. With rising living costs, disposable incomes are being squeezed, and as a result customers are shopping around more to find the best possible value. Increasingly retailers are finding it harder to please customers, and across all sectors, retailers are converting fewer customers into main users and shoppers are less loyal to their main stores. Such circumstances will have implications on retail capacity forecasting, particularly over the short term, and this is discussed in more detail in Section 5.
- 3.9 It is recognised that the UK economy is now firmly in the grips of a recession. The deterioration has been rapid with the fourth quarter of 2008 seeing a year-on-year decline of 1.5% - one of the sharpest contractions in economic growth since the early 1980's. Although 2009 will bring a sharp contraction in activity, we do not believe that the pain will ease quickly. Indeed, we are forecasting that the economy will continue to shrink into 2009 with Verdict forecasting that it will not be until the final quarter of 2010 that we will see positive year on year GDP growth.
- 3.10 Moving beyond 2010, economic growth is predicted to return to positive territory but will be sluggish for a number of years as consumers, the private and public sectors all continue to pay down debt. Since we undertook the Quantitative Retail Study for the City (2006), there have been significant changes to forecast levels of growth. Experian and MapInfo, the main economic retail forecasters have published significantly reduced growth rates in available expenditure which consequently reduces identified capacity for additional floorspace. Notably, Experian report as follows:

"The detailed consumer spending forecasts used in the October document [Experian Retail Planner Briefing Note 2008] were based on figures available before the eruption of the major financial crisis in September, the collapse of consumer and business confidence and the sharp decline in the global economy.

Since that forecast, there have been dramatic changes in the UK's performance. The new forecast incorporates the substantial decline in GDP in the second half of 2008; the sharp increase in unemployment in recent months; gloomy survey evidence that has emerged in 2009; fiscal measures adopted in an attempt to shore up the economy and the steep decline in Bank rate in the past few months."

Experian Business Strategies, February 2009

- 3.11 The growth projections used in forecasting capacity should therefore respond to advice in respect of the use of trend line (historic) growth rates and forecast growth rates based on consumer expectations. Due to the retail expenditure boom in the latter half of the 1990's and the first half of the 2000's and the major economic recession which is now underway, there are significant differences between these two approaches.
- 3.12 On this basis, we are advised to use economic forecasts prepared by MapInfo/Oxford Economic Forecasting and Experian Business Strategies which take into consideration current and future economic instability. Evidently, the growth rates being used for retail capacity forecasting have changed as a consequence, and have considerable implications on the levels of floorspace that can be accommodated in the short-medium term, i.e. up to 2016.

Sales Density Increases

- 3.13 Although hard quantitative evidence is limited, comparison businesses in particular have, over time, increased sales densities by achieving improvements in productivity in the use of floorspace. PPS6 (paragraph 2.34) requires that quantitative need/capacity assessments have regard to a realistic assessment of such improvement. Analysis of past data is difficult as over the last 20 years sales densities increases have been affected by changes in the use of retail floorspace, with higher value space-efficient electrical goods replacing lower value space intensive goods, the growth in out-of-centre retailing, a number of one-off events like Sunday Trading and longer opening hours, and the very strong growth of retail expenditure relative to the growth in floorspace.
- 3.14 The future growth in sales densities will undoubtedly be affected by the way in which retail space evolves and is used in the future. At the current time, as a consequence of the credit crunch, sales efficiency growth is unlikely to reach more than 0.5% returning to 2.0% beyond 2016. This is reflected within our retail capacity forecasts set out in section 5.

Employment

- 3.15 Over the last 20 years retail expenditure has increased at about 4% pa, but retail employment has increased much more slowly. Total employees in retail employment have increased from 2.2 million to 3.0 million, an increase of 1.5% pa. However, this growth has been in part time employees. Full time equivalent (FTE) employment has hardly increased at all, from about 2.1 million to 2.2 million, a 0.4% pa increase. Over the next 15 years Experian Business Strategies expect a marginal increase in FTE employment in the retail sector with a slightly higher increase in part time employment. Evidently, this needs to be monitored in the forthcoming years based on the slow down in the economy and corresponding growing levels of unemployment with significant consequences for available retail expenditure and retail sector employment positions.

Location

- 3.16 Strong income and expenditure growth has affected retailing in another important way – the rise in car ownership and mobility. In 1961 only 30% of households had a car (one or more cars) and only 2% had more than one car. With public transport (and walking and cycling) the dominant mode of transport, shopping choices were limited and distances travelled were short. By 1970 car ownership had increased significantly so that nearly 50% of households had one or more cars and the number of households with two or more cars had quadrupled but was still under 10%.
- 3.17 Currently about 77% of households have one or more cars and a third of households have two or more cars, a huge increase in mobility over the last 30-40 years. Households are now much more mobile than they were and therefore their choices of where to shop and the distances they can travel are much greater. These trends will continue but the rate of change may well diminish, particularly in light of the economic slow-down. It would seem likely, however, that levels of mobility will be retained although frequency of travel may decline as the number of cars per household may fall in the economic downturn.
- 3.18 Increased mobility and affluence has favoured larger centres over smaller centres. As a result larger centres have increased in size and importance relative to smaller centres which has further reinforced the attraction of larger centres to more mobile shoppers. Smaller centres have, therefore, lost market share and have seen much less new development than the overall rate of expenditure growth would imply. This is recognised by PPS6, which urges local authorities to be pro-active in trying to encourage development in smaller centres.
- 3.19 Increased mobility and affluence has also stimulated out-of-centre development, which has grown much more rapidly than town centre development. Over the last 20 years the majority of retail development has been in edge or out-of-centre locations. This has led to increasingly restrictive planning policy in favour of town centres over the last 10 years, but only recently has the growth in out-of-centre development started to slow. This slow down is expected to continue, but Verdict still expect sales at out-of-centre locations to increase at a faster rate than at in-centre locations. They consider that out of town retailing, if provided effectively with improvements to the mix of retailers and facilities on offer, could emerge from the current downturn a more desirable shopping location.
- 3.20 In May 2006 the Office of Fair Trading (OFT) referred the supply of groceries by retailers in the UK to the Competition Commission (CC) for investigation under Section 131 of the Enterprise Act 2002. The CC's published its findings in April 2008 and reported that "in many respects, competition in the UK groceries industry is effective and delivers good outcomes for consumers, but not all is well". The two main areas of concern highlighted were:
- 1) *that a number of grocery retailers have strong positions in several local markets. Barriers faced by competing retailers that could otherwise enter these markets mean that consumers get a poorer retail*

offer than would otherwise be the case, while those grocery retailers with strong local market positions earn additional profits due to weak competition in those markets, and

- 2) *the transfer of risk and unexpected costs by grocery retailers to their suppliers through various supply chain practices if unchecked will have an adverse effect on investment and innovation on the supply chain and therefore, on consumers.*

- 3.21 A number of steps to address the problems were posed including the recommendation of the introduction of a competition test as part of the planning process for new stores, to favour new retailers other than those which already have significant market shares in an area. Planning for consumer choice and the promotion of competition have been included within the Proposed Changes to PPS6 Planning for Town Centres, consultation document, with final recommendations expected when the guidance is adopted later in 2009. Recommendations were also made by the Competition Commission to try and prevent retailers using the control of land sites in highly concentrated markets as a means of inhibiting entry by competing retailers. These steps would have implications on the potential new locations that some retailers could look to develop within.
- 3.22 Tesco Stores Ltd challenged the fairness of the proposed new test, and the Competition Appeals Tribunal has now upheld the supermarket's complaints in March 2009, saying the Commission failed to properly assess the implications of the proposed competition test. We understand that the Competition Commission has indicated that it may try to revive the test in a revised form.

Size of Units

- 3.23 The growth of multiple traders and increased competition between companies has meant that the retail structure is increasingly dominated by large companies requiring larger shop units. Shopping centres and out-of-centre development that has been able to accommodate this demand for larger sized units (typically 500-2,000 sq m or larger) have grown in importance, reinforcing the trend of higher order centres and out-of-centre retailing growing in relative importance (i.e. polarisation in the retail hierarchy).
- 3.24 The growth in the size of stores has caused a contraction in the number of shop units and consumer choice. This is particularly evident in the food sector, with a marked decline in the number of smaller and more specialist food retailers (greengrocers, butchers, fishmongers, bakers etc), and a large increase of superstores. This is indicated by Verdict Research which shows a 31% reduction in the total number of convenience stores over the last 10 years, as space is concentrated into a smaller number of larger stores.
- 3.25 Whilst the number of superstores (>25,000 sq ft) has increased by 37%, food specialists and off licences/tobacconists have declined by 35% and 57% respectively. These trends may well weaken in the future due to possible market saturation of large foodstores and concerns over lack of competition due to the market dominance of a few key multiples.

Foodstores

- 3.26 A by product of the restriction of new development of large foodstores is the growth in applications to extend existing stores and the changing composition of floorspace within existing foodstores. There is an increasing emphasis on the sale of comparison goods at the expense of convenience goods, as expenditure growth rates for comparison goods are much higher than for convenience goods and margins are greater, although sales densities are often lower. This trend poses an increasing threat to smaller centres, as larger foodstores will increasingly sell a wider product range of day-to-day convenience and comparison goods and services. According to Verdict, non-food floorspace in the larger format stores of the top 4 grocers now accounts for between 28% (Morrisons) and 50% (Asda) of sales floorspace.

Independent Retailing

- 3.27 According to the House of Commons All-Party Parliamentary Small Shops Group's High Street Britain 2015 (2006) report, the small retail sector is a key driver of entrepreneurship, employment, skills, local economies, innovation, and sophisticated business networks, as well as accessibility to vital goods and services, diversity, social inclusion and community activities. However, contributors to the report expressed concern regarding the pressure independent retailers are coming under from market-led forces and external (macro-environmental) forces.
- 3.28 The report lists factors which have caused concern to small retail operators, namely:
- Aggressive expansion and competition by larger competitors;
 - Distortion of the supply chain;
 - Rising costs of property;
 - Crime;
 - Poor planning decisions;
 - Lack of appropriate business support;
 - Disproportional regulatory burdens;
- 3.29 To this list can be added the contemporary concern of dramatically reduced consumer spending brought about by the 'credit crunch' and subsequent recession. These are challenges which small, independent retailers are less well equipped to overcome than their larger competitors. The sector worst affected by this downturn in the economy is clothing & footwear, with this sector accounting for 41.5% of total casualties' sales in a study of 100 retail casualties carried out by Verdict, a research and database provider (UK Retail Casualties during the Credit Crunch: Insight 2009). The study does not follow the many small retailers put out of business during the recession, instead focusing on medium-to-high profile retailers. Nevertheless, it may be assumed that this is a

trend reflected amongst independents as non-essential items are the first to be jettisoned by anxious consumers.

- 3.30 The Verdict study states that the trend in retail casualties followed three stages. At the beginning of the period, weak operators in challenging sectors continued to fail, followed by retailers hit by the housing market's collapse and, finally, by those connected to the banking crisis. The report points out that the credit crunch and subsequent recession did not, in itself, cause these casualties. Instead, it simply precipitated a trend that was already in place – the shakeout of weaker retailers and surplus space in an industry that was suffering from overcapacity. Again, the Verdict report concentrates on medium to large retailers. It is unlikely that small independents are guilty of having surplus space, but it is more than likely that the recession has hastened the demise of weaker independents in the same way as it has their larger counterparts.
- 3.31 Multiples have been able to under-cut smaller independent retailers, prompting customers to migrate for cheaper goods. High Street Britain 2015 (2006) states that between 1991 and 2004, 8380 petrol forecourts went out of business with supermarkets now selling over 30% of all fuel sold in the UK despite only operating from 10% of the sites. Additionally, at least 30,000 independent food, beverage and tobacco retailers have gone out of business in the last decade. Pressure is also being exerted by multiples diversifying their offer, for example food supermarkets extending into non-food areas.
- 3.32 Small shops rely on a number of other industries for survival, such as agriculture and manufacturing. Disruptions or changes in this supply chain can have a detrimental effect on the health of retail businesses, an effect which is exacerbated in the case of smaller businesses.
- 3.33 High Street Britain 2015 (2006) describes how promotions by large multiple retailers can mean that goods are being sold at below-cost. This meets the short term needs of the retailer and the consumer, but has the effect of exerting downward pressure on prices across an entire industry which can have severe implications for the margins of smaller suppliers and retailers.
- 3.34 Property costs, the second biggest cost for retailers after wages, have also been a concern to independents. They have historically risen much faster than sales growth, although recent contraction in average commercial rents has put a halt to this for the moment. Nevertheless, smaller retailers have been placed under pressure by this historic increase in rents.

Shopping & Leisure

- 3.35 Due to increased affluence and mobility, and the rise of the internet, shoppers no longer merely shop to satisfy 'needs', they increasingly shop to satisfy 'wants' as well. Retailing in the higher order centres and the more attractive smaller centres is changing and arguably becoming more of a quasi leisure experience. Leisure spending growth is continuing to outstrip that of retail, and despite the economic slowdown, at the moment consumers seem to be willing to continue spending on leisure.

- 3.36 Quality restaurants, coffee shops, cafes and bars, as well as health and fitness centres and multiplexes in larger centres, are therefore important to attract shoppers and encourage longer stays and higher spending. Better integration of retail and leisure facilities mutually benefits both sectors. Pedestrianised streets and covered retail areas are also important in attracting shoppers, as is the overall attractiveness of the town centre, along with good accessibility and car parking.
- 3.37 A number of factors have helped drive the growth of leisure provision in town centres. Planning policy is important as is the fact that urban living is fashionable. Town centres can offer consumers a much more vibrant atmosphere in which to eat and drink and they also offer a much wider choice of leisure venues, allowing more spontaneous decisions. For bars, restaurants and health & fitness clubs, the attraction of the town centre is 'daytime trade' and the ability to capitalise on proximity to businesses and shoppers.

Internet Shopping/E-Tailing

- 3.38 Online spending is growing at its fastest rate for six years, driven by convenience and low prices, and so far e-retailing is showing no signs of being affected by the recent economic downturn. According to Verdict (2008), the e-retail market grew by 35% between 2006 and 2007, which is considerably higher than the 3.6% growth in the total retail market, and e-retail is expected to continue outperforming the total retail sector over the next five years.
- 3.39 Worth £14.7bn in 2007, the online market is becoming an increasingly important contributor to retail, accounting for 5.2% of all retail sales, (up from 3.8% in 2006). Verdict's research found that almost 66% of UK households now have access to the Internet, with 55.5% having broadband access, which is making online shopping easier, faster and more reliable. As technology continues to improve, it will fuel further growth in the market. Overall the internet shopper population is forecast to grow by approximately 50% between 2007 and 2012.
- 3.40 The online market is dominated by the electrical and food & grocery sub-sectors, which between them account for around half of all sales. The food & grocery sub-sector, with rapid growth of 39.5% in 2007 is expected to overtake electricals in the top spot. Online clothing and footwear sales grew 38% during 2007, and with sales of £1.7bn, clothing & footwear is the UK's third largest online market.
- 3.41 Although only accounting for a very small share of online spending, the market which saw the most dramatic online growth in 2007 was furniture and floor coverings, growing by 41% from £0.4bn to £0.7bn, despite the slowdown in the sector overall, with Ikea's launch of a transactional website being sited as one of the drivers of growth. The music & video sector continues to have the overall highest online market penetration at 30.8% of total sector sales, and this is forecast to double by 2012, which could have implications for physical store requirements.
- 3.42 As a consequence of this growth, there are huge pressures on retailers as the Internet has provided an attractive alternative for many consumers. Shoppers are selecting their own retail mix online and shopping

centres need to compete with this choice, which is not only driven by price and range, but also service and expertise. Town centres will increasingly have to provide a retail experience that the Internet and supermarkets are unable to match, and the market will respond in some way to the varying impacts on different retail sectors. In accordance with PPS6, the emphasis should be on the overall town centre experience, the mix of uses, and not just the retail offer.

Summary

- Incomes and expenditure have shown strong growth over the last 20 years, with retail expenditure growing faster than incomes. This has seen corresponding increases in sales densities within existing retail floorspace, which has also been driven by factors such as high value space efficiency and longer opening hours. Crucially, for Manchester City Council the current economic slow down as in other areas will have significant impacts on the retail sector and growth forecasts will need to reflect recent publications from Experian Business Strategies. This is reflected in Section 5.
- Heightened mobility through increased car ownership, alongside growth in affluence, has favoured larger centres over smaller centres. Shoppers are more willing to travel further a field to higher order centres which have increased in size and importance relative to smaller centres, leading to a consequent fall in their market share. As such, PPS6 now encourages local authorities to be pro-active in trying to encourage development in smaller centres; for example, Chorlton within the catchment of larger centres such as Manchester City Centre and the Trafford Centre.
- The composition of town centres has changed through new development, with a growing number of companies requiring larger shop units to meet their shop format ratios. This has again favoured the larger centres which generally have the space to meet such requirements and are able to accommodate this demand. This is particularly noticeable in the convenience sector, which has seen a 37% increase in food superstores, but a 31% fall in total number of convenience stores over the last 10 years. This has led to current concerns in respect of lack of competition and market dominance.
- Leisure spending growth is continuing to outstrip that of retail, and despite the economic slowdown, at the moment consumers seem to be willing to continue spending on leisure – although this may change in the coming months. Nevertheless, the mix of uses in a town centre is vital to offer choice to shoppers, and quality restaurants, coffee shops, cafes, bars and other leisure facilities are all important to encourage frequency of visit and longer stay times.

4. CHORLTON: HEALTH CHECK

- 4.1 This section sets out the detailed assessment of our audit and healthcheck of Chorlton District Centre based on the key performance indicators set out in Chapter 4 of PPS6.

Introduction

- 4.2 Chorlton District Centre is a vibrant suburban centre within the southern part of Manchester. The layout of the retail area is cruciform and consists of a short main road (Wilbraham Road), which runs east to west and accommodates densely packed retail units including a number of multiple retailers such as Morrisons and Somerfield, and a linear high street (Manchester Road/Barlow Moor Road) which intersects Wilbraham Road, runs north to south. The retail provision along Barlow Moor Road is less dense, and there are significant gaps in the retail frontage to the south of the centre along Barlow Moor Road where residential use breaks up and divides the retail provision. The centre also includes the 1970s The Square Shopping Precinct which is located off the north side of Wilbraham Road in the western part of the centre.

Diversity of Town Centre Uses / Retailer Representation

- 4.3 Experian Goad surveyed the centre in March 2007 and established the concentration of different types of town centre uses, including:
- shops selling comparison goods (clothing, footwear and other non-perishable goods);
 - convenience retailers (supermarkets, foodstores, newsagents, butchers, bakers etc.);
 - retail services (dry cleaners, health and beauty parlours, opticians);
 - leisure services (bars, cafes, cinemas, restaurants and takeaways etc.) and
 - financial services (building societies, banks, legal services, property services etc.)
- 4.4 The Experian survey does not cover the entire centre as it is identified in the Manchester UDP and unfortunately omits a stretch of town centre uses on Manchester Road north of the Library. Accordingly, the Experian Category Report identifies 216 units within their survey area, comprising approximately 32,860 sqm of gross centre floorspace. Given this omission we examined the exact proportion of comparison and convenience provision in the centre by unit count based on a site visit in February 2009.
- 4.5 The results indicate that the split between the different retail categories in Chorlton is generally in line with the UK average, although the Chorlton's retail provision is more heavily weighted in favour of service uses at the expense of comparison shopping which is underrepresented. We identify the provision of each retail category below examining the proportion of multiple and independent retailers in the centre. For the purpose of differentiating between an independent/multiple retailer we draw on Experian who define a multiple retailer as being part of a national network of nine or more outlets.

Comparison Provision

- 4.6 With 54 units composing just 25% of the overall unit count, comparison shopping in Chorlton compares poorly with the national average of 34.8%, which is not surprising given Chorlton's role as a district centre where the focus is more on convenience and service provision. Most of this comparison provision is made up of independent retailers (76%).
- 4.7 The presence of multiple outlets in conjunction with a good range of independent retailers can enhance the appeal of a town centre. In Chorlton multiple retailers compose only 24% of the comparison shopping offer, including such operators as Boots the Chemist, Ethel Austin and a number of charity shops. This amounts to a fairly weak representation of comparison multiple retailers as is to be expected from a District Centre. There are very few well known high street retailers; conversely independent retailing in Chorlton is very strong.
- 4.8 In terms of the breakdown of specific uses, our survey identified that there are nine clothes shops, seven of which were independent retailers. There are five hardware/household goods shops, four of which were independent; and of the four florists in Chorlton, three of which are independent. There are also nine charity shops, with only one independently run. Whilst, there are five units selling household goods, with one independent and five independent furniture shops.

Convenience Provision

- 4.9 With approximately 35 units, convenience shopping is better represented with 5,316 sq m net of floorspace taking up approximately 16% of the overall unit count as opposed to the national average of only 8.8%. Again this is to be expected given Chorlton's role as a district centre. The majority (66%) of convenience units are run by independent retailers and a full list of independent retailers is located in Table 6 of Appendix 1.
- 4.10 Convenience shopping is reasonably well represented in terms of floorspace and there is a wide range of different independent convenience retailers in the centre. The schedule of independent convenience retailers contained in Table 6 (Appendix 1) shows that there is approximately 2,003 sq m net of convenience retail floorspace that is currently occupied by independent retailers in Chorlton. Including both independent and small chain shops we identify three bakers, three butchers, one fishmongers, four green grocers and two delicatessens.
- 4.11 There are also many larger multiple convenience stores and supermarkets including Morrisons and Somerfield (which has recently been re-branded as Co-op) on Wilbraham Road, Quality Save in the precinct, a recently opened Tesco Express in the north of the centre on Manchester Road and a Co-op in the south of the centre on Barlow Moor Road. Unicorn, which is an independently store selling a range of organic and local produce, is also situated to the north of Tesco Express off Manchester Road.

Service Provision

- 4.12 By contrast the service based retail provision in Chorlton is strong with 116 units, this accounts for 53.7% of the overall unit count which exceeds the national average of 45.8%. In terms of floorspace however, the 18,958 sq m of service use floorspace (including retail, leisure and financial services) composes 57.7% of all floorspace in the survey area, which is well in excess of the 38.8% national average. This demonstrates that Chorlton is predominantly a local service centre with a generally weak comparison shopping offer, while the local convenience and service offer is strong and well represented.
- 4.13 According to the Experian category report, 69% of all service units in Chorlton are independently operated, and most of these are 'leisure services' including fast food takeaways, nine restaurants, two public houses, five cafes and four bars/wine bars. The independent 'retail services' included 15 health and beauty salons, two dry cleaners and three opticians, among others.

Vacant Property

- 4.14 The proportion of vacant retail property is one of the relevant indicators that is taken into account when assessing the vitality and viability of a centre. Vacancy levels are low in Chorlton with 14 premises accounting for just 6.5% of the overall unit count at the time of the Experian survey, this compares very favourably with the national average of 10.4%. Vacancy levels are even more positive when the quantum of floorspace is taken into account: only 1,208 sq m were vacant amounting to 3.7% of the centre floorspace, this is very encouraging considering the national average is 8.5%.

Retailer Demand

- 4.15 The number of retailer requirements that are lodged for a particular centre is an indication of how keen operators are to locate premises in the centre. According to the Focus database, there are currently only three requirements for premises in Chorlton, indicating that the centre is not a priority location for retailers to set up operations, which is not surprising given the localised shopping role of the centre. The retailers with a registered requirement include Appna Continental Cash & Carry Ltd, British Red Cross Charity Shop and Ego Restaurants. The British Red Cross already have a presence in the centre and it is unclear whether they have additional requirements.
- 4.16 There are no registered requirements from convenience retailers, although this should be treated with caution, as some food store operators do not register requirements on publicly accessible databases due to the strong market competition for development sites.

Javelin Ranking

- 4.17 Our qualitative analysis of Chorlton indicates that the centre is healthy and performing well in a number of health check indicators. There are, however, some areas of concern which indicate that close attention needs to be paid to the future development of Chorlton to ensure it retains its role in the retail network.
- 4.18 The Javelin Venuescore rankings of town centres is based primarily on the range of shopping services and major multiple retailers that are in operation in each town. The centre is currently identified at 845th place in the rankings (Javelin Venuescore 2009). This is a deterioration compared with Chorlton's performance in recent years as the centre was ranked at 834th position in both 2008 and in 2007. This drop in the rankings indicates that Chorlton's performance has slipped slightly since 2007 in comparison with other UK centres.

Physical Environment

- 4.19 The quality of the environment throughout the centre is generally good. Wilbraham Road has a mix of building styles including a number of poorer quality modern buildings including units occupied by Somerfield at the western end of the centre and Ethel Austin at the eastern end. The quality of the shopping environment along Wilbraham Road is also impeded by the two-way road network and the narrow pavements particularly at the eastern end of the centre on both north and south sides of the road. Pavements are in a reasonable condition.
- 4.20 The open air pedestrianised Precinct along Wilbraham Road is well maintained and provides a reasonable shopper friendly environment, although architectural quality is not high and the scheme built in the 1970s is looking fairly dated. However, the precinct is busy and vibrant with the majority of shops occupied.
- 4.21 Barlow Moor Road is more of a secondary retail frontage with a more varied mix of retail provision. The quality of the environment along this stretch is generally good, with signs of investment in shop fronts although more vacant units are located particularly on the western side of this stretch in the south of centre.
- 4.22 Overall, we consider that there are opportunities to improve the physical environment in Chorlton. There could be some scope for more environmental enhancements and greening, including the provision of more soft landscaping including hanging baskets and trees which would enhance the general shopping environment.
- 4.23 Investment in the physical environment is necessary to ensure shoppers in the catchment area view the centre as a pleasant place to shop. A high quality environment will also continue to generate interest from retailers for new premises and will help retain retailers already represented. A declining physical environment will push shoppers away to competing centres and retailers are less likely to seek space in Chorlton.

Accessibility and Parking Provision

- 4.24 Accessibility is an important consideration when considering the health and future prospects of town centres. Ease of access and parking are key factors influencing the underlying success and attraction of a centre for customers, businesses and visitors.
- 4.25 The centre currently has a reasonable level of accessibility to other centres in this part of Manchester but there is no train station or tram providing direct linkages to the City Centre, only a bus service. We understand there are confirmed plans to extend Manchester's Metrolink through Chorlton on the site of the former train station near the Morrison's store with the new line expected to be completed by 2011/12.
- 4.26 We have drawn on the survey data which revealed how people generally choose to travel to Chorlton. The in centre survey highlighted that 57% of respondents walked to the centre, while 25.7% came by car. A further 15.8% came by bus and 2.0% cycled. The Telephone Survey revealed that the highest proportion of people travel by car, with c.46% of people indicating that they visit Chorlton in such a way, while 29.4% walk, 15.2% come by bus, and 4.6% cycle to the centre.
- 4.27 The discrepancy between the two surveys is presumably because the in centre survey would catch more regular local visitors who walk into the centre, whilst the household survey reflects the wider catchment area who are not always within walking distance of the centre and are therefore more likely to drive.
- 4.28 The survey data showing mode of travel and length of journeys underlines the importance of the car to shoppers visiting Chorlton and the need for the centre to provide some quality parking provision to serve the visitors. The main car parks in the centre are currently located to the north of the precinct where approximately 140 spaces are available, while approximately 200 spaces available at the Morrison's store. On street parking is also available at various points throughout the centre.
- 4.29 The business survey commissioned as part of this study also asked operators if they felt they had appropriate car parking facilities outside their premises. Opinion was evenly divided on this issue with 50% answering that they did, and 50% saying they did not. When asking what businesses considered was the key weakness of Chorlton the majority of respondents (75%) cited the cost/availability of car parking as being the key issue.

Customer Views and Behaviours

In-Centre Survey Results

- 4.30 In order to understand the views and behaviours of visitors to Chorlton, an in-centre survey was conducted in the centre in March 2009. In total, 100 visitors were surveyed over the week between 10am – 4pm, which is a robust sample for the size of the centre. Our analysis of the results is set out below.

- 4.31 Of the 100 people who took part in the In-Centre survey 86.1% classed themselves as shoppers and 3.0% considered themselves visitors/day-trippers. 54.5% stated that the main purpose of their visit was food shopping, while 9.9% came to Chorlton for non-food shopping (clothing, footwear, soft furnishings or electrical goods). Of the 54.5% of people who visited for food shopping, 43.1% said they were there to visit Morrisons, 18.5% were visiting Quality Save, 13.8% were visiting Unicorn and 10.8% were visiting WH Frost. When asked how much money they expected to spend in the centre that day 55.5% answered £10 or less.
- 4.32 Respondents were asked why they chose Chorlton over other District Centres, 80.1% cited reasons of convenience such as the centre being close to home, work, or friends and family. 7.9% of respondents chose Chorlton because it had a good range of shops and services, while another 7.9% credited Chorlton's good range of independent shops. Interestingly 6.9% of people chose to come to Chorlton to support the local shops in the centre. One person cited Chorlton's pleasant environment as the main reason for choosing the centre.
- 4.33 When asked how often they visited the centre for shopping purposes 91.1% said they visited at least once a week and almost a third of those people claimed they came to shop in Chorlton almost every day. 66.3% of respondents said they never do late night shopping in Chorlton and 21.9% said they did late night shopping once a month or more often. 30.7% of people said they come to Chorlton during the day once a week or more frequently for the purposes of eating or drinking, while 42.6% claimed they never visited Chorlton during the day for the purposes of eating or drinking. The results for visiting the centre at night time for eating and drinking were similar although only 18.9% claimed they came once a week or more frequently and 46.5% said they never visited at night for those purposes.
- 4.34 When asked to name any number of things they liked about Chorlton 64.5% of respondents cited its convenient location or its accessibility among other things. 48.5% of people mentioned the good range of independent stores. When these people who liked the range of independents were asked what it was they liked about such stores the following answers were given;
- 38.8% said it was the friendly service,
 - 36.7% stated it was the different and interesting items one could find in these stores, and
 - 36.6% claimed it was the better quality of produce on offer.
 - 26.5% said they preferred the ethics of the local independent shopping model.
 - 14.7% of people said that they liked the local seasonal products that were sold in local shops, and;
 - 12.2% said that they liked the thought of supporting the local economy.
- 4.35 When asked what they disliked about Chorlton 36.6% of people said there was nothing or very little that they did not like, however 12.9% said it was difficult to park, 10.9% cited traffic congestion as their major complaint and 6.9% of people said there were too many eating and drinking places. Interestingly only 5.9% of people identified a lack of non-food stores and only 2% claimed there was a lack of foodstores. Inevitably an in centre survey will tend to highlight higher satisfaction for a centre as that is why they are using the centre.

- 4.36 Respondents were asked where they mainly shopped for clothing, footwear and other non-food shopping; only 8.9% cited Chorlton, while 45.5% said Manchester City Centre and 16.8% said they shop in the Trafford Centre. Interestingly, Stretford, Stockport and Didsbury accounted for 5.0%, 3.0% and 2.0% of responses respectively.

Business Survey Results

- 4.37 In consultation with Manchester City Council, we prepared a local business survey questionnaire as part of our evidence gathering exercise. We targeted 20 different business operators in Chorlton District Centre and sought a balanced mix of independent and multiple retailers from a wide range of retail categories and service types to ensure that the survey sample represented the broadest spectrum of the centre's retailers. The survey was designed to gain a deeper understanding of the composition and profile of Chorlton's shops and services, as well as to gauge operators' opinions about and their level of satisfaction with their trading premises, the accessibility of the centre, the level of car parking and other strengths and weaknesses of Chorlton.
- 4.38 Of all the businesses surveyed 65% have been trading in Chorlton for over ten years; most of those have remained in the same premises during that time. Only 5% respondents began trading in Chorlton within the last two years. When asked if their current premises satisfied their needs in terms of location, 90% replied positively. A similar level of satisfaction was recorded for respondents in relation to the size and format of their stores with 85% of respondents satisfied in that respect.
- 4.39 When asked what their future plans for their business was the majority of respondents (80%) declared their intentions to continue on as before or stated that they have no plans for the future. According to the survey 10% of operators intend to expand their operations, and a further 10% intend to relocate to a different premises within the centre.
- 4.40 Of those operators who have more than one store in the UK, a third stated that their Chorlton store's turnover was the same as the company's regional average. 8.3% claimed that their turnover was less, while 41.7% claimed it was higher than the company's national average. This indicates that the businesses surveyed appear to be trading well.
- 4.41 On a scale where -1 is bad and +1 is good the mean response from the 20 operators when asked to rate the accessibility of Chorlton was -0.03, which indicates that the average opinion is marginally worst than "neither good nor bad".
- 4.42 Regarding respondents' opinions of the centre's environmental quality, the results were slightly better with a mean response of +0.10. Nobody felt the environmental quality was "very bad" but one respondent thought it was "very good", while 10% of people felt it was "bad" compared to 30% who felt it was "good", 45% were indifferent.
- 4.43 When asked what they considered the strengths of Chorlton's retail offer, 45% of respondents cited the centre's range of independent shops, and 10% said the range of major national multiples. 20% cited the mix of types of

- goods of different categories. 20% of operators said that nothing was considered a strength or that they did not know.
- 4.44 Conversely, when asked what Chorlton's weaknesses were in terms of its retail offer 20% said the poor range of retailers in general. 20% cited the lack of menswear and 15% said a poor range of major national multiple retailers. 35% had no complaints to make.
- 4.45 Eating and drinking in the centre during the evening time was generally perceived very positively with a mean response of +0.53 on a scale where -1 is "bad" and +1 is "good". The response for eating during the day was less positive but still generally good with a mean response of 0.34.
- 4.46 Respondents were asked how they thought Chorlton should be aiming to develop itself and providing a more varied retail /service offer. 30% were of the opinion that Chorlton should create its own niche for an independent retail offer, while 5% thought Chorlton should try and attract more established multiple retailers. 60% thought that a balance between the two approaches is the best way forward.
- 4.47 When asked what it was they liked, from their business perspective, about Chorlton district centre 30% cited the provision of boutique/independent retailers, 20% liked the friendly customers in the centre, 40% cited the environment and landscaping or the historic buildings and character of the area, while 15% felt that the size and compactness of the centre was its best attribute. Negative attributes from a business perspective were also explored with the majority of respondents (75%) citing the cost/availability of car parking as their main criticism, and 15% felt that there was poor street cleaning, a further 10% criticised the appearance of shop frontages. 10% of respondents felt the limited range of national multiple retailers or the limited mix of retailers was the centre's biggest drawback.
- 4.48 The business survey probed the main issues facing Chorlton and when this question was put to the local business operators 75% cited car parking availability as one of the main issue, 25% felt that improving the general environment and appearance of the centre was a priority, and 15% were concerned about the loss of independent shops. The need to increase the range of national multiple retailers was identified as a priority by 10% of respondents.
- 4.49 These responses filter down into the potential improvements to Chorlton, traffic and parking issues were highest up on the agenda. 70% thought more car parking would be most appropriate and 30% mentioned an improvement of the general appearance of the centre. 20% of people thought that cheaper car parking was the answer. While 20% were of the opinion that the centre could be improved by accommodating a better range of shops. 15% were in favour of redeveloping the shopping precinct.

Household Telephone Survey Results

- 4.50 In order to provide detailed factual information on shopping patterns in Chorlton, we commissioned a household telephone survey covering 600 households. GVA Grimley designed the survey questionnaire in consultation

- with the Council and NEMs market research company – who undertook interviewing and data processing. The survey area is shown on Plan 1. This has been defined by examining the interrelationship that Chorlton has with other district centres in the local area and is based on a best fit of postal sectors surrounding the centre.
- 4.51 The survey asked people what they use Chorlton for, and the majority of respondents, (54.3%) cited non-food shopping, 51.8% said small scale or top-up food shopping, and 42.2% said they used Chorlton for their main food shopping. 50.5% of people who use Chorlton make use of its financial services, and just over a quarter (26.7%) mentioned that they use the cafes, restaurants or fast food outlets. A further 16.7% of the respondents said they used personal services in Chorlton such as hairdressers and laundrette services for example.
- 4.52 The household telephone survey asked people if they spent money on food and groceries in small independent shops, the majority of them (54.8%) said that they did. When this group who shop in local stores were asked how often they used these shops, 10.4% said daily, 41.6% said two or three times a week, and 37.7% said once a week. This means that 89.7% of those people who use local shops, do so at least once a week. 6.1% shop fortnightly in local shops, and 3.2% shop once a month or less often.
- 4.53 When these people were asked what it was that they liked about the local independent foodstores, 43.9% of respondents said they believed independent stores offered better quality produce, 33.6% of people said that the location of such stores was more convenient, and 32.4% said that they preferred the friendly service. 14.5% of people liked the idea of supporting the local economy, and a further 8.9% said they preferred the ethics of shopping in an independent store. 11.8% of people said they liked local stores because they offered cheaper items, and 10.3% said they offered interesting items.
- 4.54 The 45.2% of people who said that they did not shop in small independent stores were asked why they did not use such stores and 22.1% claimed that they were too expensive. 19% of people said they were too small to get all the items they wanted under one roof, while a further 13.4% said that the independent shops did not offer enough choice. 13.8% of people said of independent shops that there were none, or not many such stores locally. 15.5% of people could not identify a particular reason why they did not use local stores. We have summarised the key differences between people who use independent foodstores and those that do not below in Table 4.1.

Table 4.1: Independent Store Usage (Food Shopping)

Shop in Independent Foodstores 54.8%	Do Not Shop in Independent Foodstores 45.2%
Reasons for using independents <ul style="list-style-type: none"> • Better quality produce (43.9%) • More convenient (33.6%) • More friendly service (32.4%) • To support local economy (14.5%) • Cheaper items (11.8%) • Interesting items (10.3%) • Ethical considerations (8.9%) 	Reasons for not using independents <ul style="list-style-type: none"> • Too expensive (22.1%) • Not enough items under one roof (19%) • Not enough local stores (13.8%) • Supermarket is more convenient (11.5%) • No particular reason (15.5%)

Source: Household Telephone Survey Q05/06

- 4.55 The frequency with which shoppers visited such local stores differed; 5.3% claimed they visited such shops on a daily basis, 9.8% of people said they went two or three times a week, and 24.8% shopped in local stores for their non-food goods on a weekly basis. That means that 40% of those people who use local stores for non-food shopping do so at least once a week. 15.7% claimed they visited fortnightly, and 44.4% said they visited local stores once a month or less.
- 4.56 The 60.2% of people who said they did not visit local independent stores for their non-food shopping were asked why it was they preferred not to shop locally, 16.7% said the independents did not offer enough choice, 12% said the items sold were too expensive, 11.1% said there were not many local stores in the vicinity, and 5.9% said that small shops could not get enough items under one roof. A further 45% of people said there was no particular reason why they preferred not to use local independent shops. Again, we have summarised the key differences between people who use independent non food shops and those that do not below in Table 4.2.

Table 4.2: Independent Store Usage (Non-Food Shopping)

Shop in Independents (Non-Food) 39.8%	Do Not Shop in Independents (Non-Food) 60.2%
Reasons for using independents <ul style="list-style-type: none"> • More friendly service (26.1%) • More convenient (24.1%) • Interesting items (19.6%) • Like to support local stores (17.7%) • Better quality (4.7%) 	Reasons for not using independents <ul style="list-style-type: none"> • Not enough Choice (16.7%) • Too expensive (12%) • Not enough local stores (11.1%) • Not enough items under one roof (5.9%) • No particular reason (45%)

Source: Household Telephone Survey Q14/15

- 4.57 When asked if they ever used Chorlton for their service needs, 70.3% of the respondents to the household telephone survey said that they did. Of these 60.5% of respondents claimed that they chose Chorlton for reasons of its convenience location in relation to their home, their work or their friends and family. A number of people (12.6%) chose Chorlton because it has a good range of shops and service or food and drink. 14.7% of people chose to come to Chorlton to visit a particular shop or service.
- 4.58 The main reason people do not use Chorlton for their shopping and service needs is generally related to the fact that the respondents did not live in or near the centre (34.1%), whilst 7.1% considered that there was better facilities elsewhere. A further 6.1% of respondents indicated that they did not visit Chorlton due to the lack of parking facilities, whilst 2.8% stated that it was due to the centre's unattractive environment.
- 4.59 When those people who visit Chorlton were asked what they liked about Chorlton the highest rated response was the good range of independent retailers, with 27.4%. Just over a quarter of respondents (25.7%) stated that they liked the attractive environment, while 13.4% said they liked the good range of multiple retailers, and 8.4% liked the friendly atmosphere in the centre. 19.3% of people said there was nothing they liked about Chorlton.

- 4.60 Respondent's dislikes in relation to the centre include 15.8% of people who felt that it was too expensive to park in the centre, and 10.4% said their main dislike of the centre was the problem of traffic congestion. Whilst 4.7% of people said that there were too many socialising venues in the centre such as bars, cafes and takeaways, and 3.7% cited litter as their main dislike of the centre. These results are in contrast to the 50.6% of respondents who said there was nothing they disliked about Chorlton.
- 4.61 People were asked to name up to three types of improvements that would persuade them to visit Chorlton more often, and although 41.4% mentioned nothing in particular, 7.6% said they would like to see an improved choice of multiple retailers, while 6% said they would like to see more independent shops. In terms of parking provision, 7.6% said that more short stay parking spaces would be an attraction, 6.3% said they would like to see more long stay parking, and a further 6.7% said they would prefer more parking altogether. A further 6.5% of people said they would visit more if the cost of parking was reduced, whilst 5.7% mentioned improvements to the public transport linkages and 5.2% would welcome a reduction in traffic congestion. It was also stated by 3.9% of respondents that they would be encouraged to visit the centre more if the shopping streets were cleaner.

Summary

- Chorlton is a busy and vibrant district centre with a broad range of shops and services. There are many independent retailers represented particularly in the convenience sector, vacancy levels are very low and the centre appears to be performing healthily.
- From reviewing the results of the telephone, in-centre and the business survey we can build a reliable picture of customer and retailer opinions and views. Our research has distilled the main issues that Chorlton faces. Car parking availability and pricing, and traffic congestion appear to be a problem in the centre, while the range and availability of independent retailers has shown up as an enduring strength which underpins the attractiveness of Chorlton for many. Respondents have also indicated that they would like to see a greater proportion of both independent and multiple retailers coming forward in the centre and better public transport links. While our audit has identified that major multiples, particularly in the comparison sector, are under-represented we consider their accommodation could enhance the overall offer and diversity of the centre as long as they are facilitated with care and respect to the established pattern of retailing and provided they are consistent with the role and function of the centre in the local hierarchy.

5. CAPACITY PROJECTIONS

- 5.1 In this section we estimate the current performance of Chorlton District Centre as the basis for forecasting the need for additional retail floorspace to the period 2026, incorporating the interim years of 2011, 2016 and 2021. The capacity tables accompanying this assessment are attached in Appendix 1 and 2.
- 5.2 We have used a conventional and widely accepted step-by-step methodology, consistent with best practice, which draws upon the results of the household telephone survey of existing shopping patterns to model the existing flow of available expenditure to Chorlton and its competing centres. In order to develop the baseline position, we have:
- Calculated the total amount of convenience and comparison goods expenditure which is available within the postal sectors that compose the estimated Chorlton catchment area;
 - Allocated the available expenditure to the convenience and comparison goods shopping destinations, on the basis of the household telephone survey of spend patterns, so as to provide estimates on current sales and forecasts of future sales;
 - Compared the total expenditure attracted to each shopping destination with current retail floorspace to assess sales densities in each shopping destination.
- 5.3 Building on the baseline position, we have explored the capacity for further convenience and comparison goods retail floorspace within the District Centre.

Data Inputs

Survey Area and Household Survey

- 5.4 The survey results identify shopping habits of households for both convenience and comparison goods. Where necessary, the survey results have been re-based to remove certain responses, such as 'internet/mail order shopping', to ensure consistency with categories excluded in the expenditure projections. For convenience goods, the household telephone survey included the questions on main food and top-up food shopping but also importantly a series of questions on people's usage of small independent shops including their spend habits on bread, meat, fish, dairy products, fruit and vegetables and other food types. This approach avoids people gearing their responses solely to larger multiple supermarkets and also takes into account the fact that people's convenience shopping habits often do not always follow a standard approach of shopping at only one or two locations. This approach appears to be particularly relevant to a centre like Chorlton where there is a strong provision of small independent shops.

- 5.5 In order to avoid any double counting with responses e.g. the same responses being given when answering the small independent question and the main/food top-up questions we have merged the three types of food expenditure through an application of weight which reflects the estimated proportion of expenditure accounted for by each type of shopping. Therefore this approach applies a 70%/20% main food/top-up food weighting, with a further 10% weighting attributed to the small independent retailers at Q02.
- 5.6 It should be noted that the spend allocation for small independents shops is in some cases higher than the 10% allocation as people have also indicated that they use independent shops for their main food and top up shopping (Q07 & 09). Therefore the weighting has only been applied to the three different questions and not specifically to the total market shares going to individual stores/supermarkets. Overall, this approach forms a composite pattern of convenience spending, expressed as a market share for each shop or foodstore, for each survey zone.
- 5.7 In relation to comparison goods, the survey also includes five questions on specific comparison goods types, which coincide with Experian Business Strategies definitions of comparison goods expenditure. The retail and needs modelling exercise uses the weighted averages of the household survey responses for each goods type based on the proportion of per capita spend on that goods type. This process establishes the pattern of spending for residents of each zone in terms of the following types of goods:
- Clothing and footwear;
 - Furniture, floor coverings and household textiles;
 - DIY, decorating supplies, and tools;
 - Domestic and small electrical appliances (TV, hi-fi, radio etc.);
 - Personal goods (jewellery, china, glassware, books, stationery, cosmetics, musical instruments, and sports equipment).

Estimates of Population in the Survey Area

- 5.8 Population estimates and forecasts were prepared from the Experian E-marketer in-house system. This provides estimates of population based on trend-line projections and the 2001 census for small, localised areas. This section discusses the performance of existing floorspace using 2009 as the base year.
- 5.9 Overall, the population of the survey area is currently 106,261. It is forecast to grow to 108,998 by 2011, 115,574 by 2016, to 121,386 by 2021 and finally to 126,177 by 2026 (Table 1, Appendix 1). Overall, population is forecast to grow by 18.7% between 2009 and 2026 within the whole survey area.
- 5.10 Table 5.1 highlights the social economic grade of Chorlton's catchment area. It is apparent that the proportion of people in the AB category is broadly in line with the national average. However, it is evident that there is a

lower proportion of the population in the C2 category, although in contrast, a higher number of people in the catchment area are in the lowest social grade (E).

Table 5.1: Social economic grade of catchment area

	AB	C1	C2	D	E
Catchment Area %	21.65	29.62	10.67	18.35	19.72
National Average %	21.57	29.42	15.23	17.36	16.42

Source: Experian

AB: Higher and Intermediate manager/admin/prof

D: Semi-skilled and unskilled manual workers

C1: Supervisory, clerical, junior manager/admin/prof

E: On state benefit unemployed, lowest grade workers

C2: Skilled manual workers

Available Expenditure in the Survey Area

- 5.11 The Experian E-Marketer System provides estimates of the per capita expenditure for convenience and comparison goods in 2007 prices. We have made deductions for special forms of trading (SFT) which represents expenditure not available to spend in the shops, i.e. Internet and catalogue shopping. We have applied individual per capita expenditure figures across each survey zone to provide a more detailed understanding of available expenditure in different parts of the catchment area.
- 5.12 In terms of expenditure growth in the area, we have drawn on convenience and comparison goods growth rates provided by Experian Business Strategies. These indicate that more growth will take place on comparison goods as opposed to convenience goods; the scope to purchase more food is more limited than the scope to purchase non-food goods. Recent turbulence in the market has caused disruption to expenditure growth rates whereby limited growth is expected for the immediate future, but a return to growth is expected in the medium to long-term. Experian Business Solutions estimate that there will be no growth in convenience goods expenditure between 2009 and 2011, to rise by 0.8% per annum between 2011 and 2016; they expect growth to return to a steady rate of 0.9% per annum from 2016 onwards.
- 5.13 Based on Experian's forecasts we estimate that expenditure on comparison goods will grow by 0.1% per annum from now until 2011, growing to 2.5% per annum between 2011 and 2016, increasing again to 2.8% from 2016 onwards as the economy is expected to return to normal. We have generated expenditure by zone to highlight variations across the survey area.
- 5.14 Table 2, Appendix 1, applies per capita expenditure within each zone to population forecasts, which indicates that total available convenience goods expenditure within the survey area is currently £166.1m. This is forecast to grow to £169.4m by 2011, to £185.8 by 2016, to £204m by 2021 and finally to £211.7m by 2026, equating to an overall growth of £55.6m (33%) between 2009 and 2026 (Table 3, Appendix 1).

- 5.15 Comparison expenditure at £254.7m, is currently higher than convenience spend, and is expected to grow to £304.4m by 2016, and to £366.7m by 2021, and finally to £437.1m by 2026. This amounts to an overall growth of £182.5m (71.7%) between 2009 and 2026.

Floorspace Data

- 5.16 The comparison and convenience floorspace data used in our modelling, and verified by the Council, has been drawn from a range of data sources including the Institute of Grocery Distribution (IGD), and Experian Goad town centre category reports. Our floorspace assumptions for the foodstores include, where appropriate, an adjustment to identify the proportion of purely convenience goods floorspace. Most superstores include a proportion of non-food floorspace; we have adjusted the net floorspace to identify the proportion of sales space allocated for convenience goods. This accords with the expenditure data and the expenditure assumptions used.

Convenience Goods Capacity Projections

Chorlton District Centre

- 5.17 Our methodology estimates the trade draw of Chorlton District Centre for convenience goods (Table 4, Appendix 1). This comprises an examination of the trade drawn to the Morrisons, Somerfield, Unicorn, Tesco Express, Co-op Late shop, Cool Trader, Quality Save and the combined independent convenience offer. Chorlton has a strong convenience goods provision, especially in terms of the choice of independents.
- 5.18 Based on the results of the telephone survey we examine the performance of the key stores in the centre are trading, we estimate:
- **Morrison's** in the east of the centre has a total convenience goods turnover of £31.8m, which equates to a sales density of £19,019 per sq m net, based on a net convenience sales area of 1,672 sq m net. This is significantly higher than the company average sales density of a typical Morrison's store (£10,593 per sq m net).
 - **Somerfield**, (which has recently been re-branded as Co-op, although was trading as Somerfield when the household survey was undertaken) is achieving a turnover of £0.32m. Based on the store's convenience goods sales area of 280 sq m, this produces an average sales density of approximately £1,143 per sq m net. This is far lower than the company average for a typical Somerfield store elsewhere in the UK of £7,040 per sq m net.
 - **Unicorn**, an independent store in the north of centre, has a turnover of £2.1m. We estimate that the store is likely to have a sales density of c.£5,390 per sq m net based on a convenience floorspace of 390 sq m net. Based on the store's location away from the core retail area of the centre we consider that it is trading well.

- The new **Tesco Express**, which opened in spring 2009, has a turnover of £0.66m. Based on a floorspace figure of 216 sq m net we estimate that the store has a sales density of £3,055 per sq m. This is much lower than the Tesco company average of £10,873 per sq m. The relatively recent opening of the store might be the reason for the slow performance, we also expect the turnover of the store may be increased as a result of passing trade from beyond the catchment area.
 - **Co-op Late Shop** in the south of the centre is trading very well and has a turnover of c.£3.3m, and with 327 sq m of net convenience floorspace it is trading at £10,092 per sq m, this is better than what a typical Co-op store would normally trade at (£5,314 per sq m net).
 - **Quality Save** appears to be turning over £0.29m annually, which based on a floorspace of 322 sq m net translates to a current sales density of £901 per sq m net. There are not published sales density figures for Quality Save, although we would expect the store to trading at a higher level nearer the £2,000 per sq m mark.
- 5.19 We advise that the baseline turnover estimates for Chorlton's foodstores, as derived from the household survey, should be interpreted with care as the telephone survey can sometimes underestimate their performance and specifically their important roles as 'top-up' destinations for shoppers, visitors, local employees, particularly at lunchtimes for snack/lunch time trade and minimal 'pint of milk' 'top up shopping'. Based on these factors it is likely that the Somerfield and Quality Save would be trading at a higher level than the telephone survey is currently estimating.
- 5.20 In relation to the smaller independent shops in Chorlton, we have examined the market shares going to each individual store from the series of questions at Q2a-f) of the household survey. We have also included the market shares going to these stores from the main food (Qu07) and top-up (Qu09) questions and, as previously explained, weighted the total responses to average annual per person spend to avoid any double counting.
- 5.21 The column in Table 5 (Appendix 1) entitled 'other stores' assesses the combined turnover of the smaller independent stores in the centre. We estimate based on the results of the household survey that this provision, detailed in Table 7 (Appendix 1), has a total current turnover of approximately £5.5m. The total convenience floorspace of this combined provision is 2,024 sq m net which equates to a sales density of approximately £2,700 sq m net. Based on experience elsewhere, we estimate that this provision is trading broadly in line with what we would expect this provision to be trading at (£2,500 - £3,000 per sq m net).
- 5.22 It should be noted that the turnover of the 'other stores' includes the response of people who said they shop at 'food stores in Chorlton'. As this response could mean a variety of stores in Chorlton it could indicate that the actual turnover of some of the larger stores is higher.
- 5.23 In total, we estimate that convenience provision in Chorlton has a combined turnover of £44.4m from the survey area which equates to a sales density of £8352 sq m net. This is significantly higher than what we would expect the centre to be achieving and is largely as a result of the very good trading levels of the Morrison's store which appears to be significantly overtrading.
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- 5.24 Table 4 (Appendix 1), indicates that 36% of the combined convenience turnover of Chorlton is derived from Zone 1, its location zone. Overall, the centre has a convenience goods market share of 69.7% within Zone 1, whilst there is also a relatively high market share in Zone 2 of 60% in the south of the catchment which might reflect the fact that there is limited convenience provision within and to the south of the zone. Chorlton also has a market share of 31% and 28% in Zones 5 and 6, respectively. It is evident that Asda, Hulme would also attract a high proportion of shoppers from these two zones given that they separate Chorlton from Hulme district centre. The centre has a very low market share in Zone 3 (1.2%), which reflects its positioning next to Sale which contains a Sainsbury's and Tesco store. Chorlton also has a market share in Zone 4 of 13.4% and Zone 7 of 6.7%. This again reflects their positioning next to other centres in the local hierarchy including Stretford for shoppers in Zone 4 and Hulme, Rusholme, Withington and Fallowfield for shoppers in Zone 7.

Convenience Goods Global Capacity

- 5.25 Based on population and expenditure growth, and the detailed performance analysis of existing floorspace within the centre, we believe there is capacity to support further convenience goods floorspace in Chorlton based on current market shares to the centre. Our projections are summarised in Table 5.2 below which indicates that by 2016 there will be an identified residual expenditure of £16.1m, with this is set to grow to £19.9m by 2021 and £23.4m by 2026. It should be noted that projections beyond 2021 should be treated with caution given the fact that margins of error increase over longer time periods. Based on a large store format average sales density of approximately £10,000 per sq m net we forecast capacity for 1,231 sq m net by 2011, 1,592 sq m net by 2016, growing to 1,919 sq m net by 2021, and 2,204 sq m net by 2026.
- 5.26 If we apply a lower sales density of £4,500 per sq m net, which is more typical of a discount format store, the proportion of convenience floorspace that the centre could support increases. For instance, we estimate that the level of available expenditure should be able to support 2,735 sq m by 2011, 3,537 sq m in 2016, rising to 4,265 sq m in 2021 and £4,898 sq m by 2026.

Table 5.2: Projected Residual Expenditure and Capacity based on different store formats

Year	2011	2016	2021	2026
Residual Expenditure	£12.3m	£16.1m	£19.9m	£23.4m
Capacity Assuming Large Store Format (£10,000 per sq m net)	1,231 sq m	1,592 sq m	1,919 sq m	2,204 sq m
Capacity Assuming store with lower sales density (£4,500 per sq m net)	2,735 sq m	3,537 sq m	4,265 sq m	4,898 sq m

Scope for claw-back

- 5.27 The assessment above only examines the capacity for additional convenience floorspace based on current market shares to the existing provision within Chorlton. The telephone survey highlights that a significant proportion of spend is leaking to other convenience destinations which it could be argued should be redirected towards Chorlton, to achieve more sustainable travel/shopping patterns. Therefore there may be potential for Chorlton to claw back a proportion of this expenditure to support convenience floorspace beyond that identified above (Table 5.2). However, where this spend will be clawed back from will require careful consideration in relation to the impact this could have on other centres/destinations. Furthermore, the scale of any new development will also need to be assessed further to ensure that it relates to the role and function of the centre within the wider hierarchy.
- 5.28 The survey area used for the telephone survey area is based on a 'best fit' of postal sectors around Chorlton and resembles a realistic area where the centre is likely to draw trade from. However, in planning for new convenience provision in Chorlton, it is necessary to look at the spatial relationship of Chorlton with other centres in the immediate surrounding area, including Stretford Town Centre to the west, Withington, Fallowfield and Rusholme to the east and Hulme to the north east to define where Chorlton should realistically be drawing trade from.
- 5.29 Based on the network of other centres in the area we therefore assume that in planning for new retail development a reasonable 'core' catchment area for Chorlton is as follows:
- | | |
|----------|------------------|
| Zone 1 – | 100% of the zone |
| Zone 2 – | 80% of the zone |
| Zone 3 - | 10% of the zone |
| Zone 4 - | 10% of the zone |
| Zone 5 - | 40% of the zone |
| Zone 6 - | 40% of the zone |
| Zone 7 - | 0% of the zone |
- 5.30 Given the interrelationship of the district centre network in this part of Manchester there will clearly be catchment overlaps between the centres. Therefore this catchment area for Chorlton should not be viewed rigidly as evidently there will be inflow and out flows of spend from this area. However, for this assessment it serves the purpose of examining the proportion of spend that is reasonable for Chorlton to claw-back. Our assessment of expenditure claw-back for both main food and top-up expenditure is set out in appendices 3 and 4.

Claw-back of main food expenditure

- 5.31 We have calculated the proportion of trade leaving the catchment area based on where people spend most money on food and groceries from the household telephone survey (Qu07). We have applied the percentage allocation set out above to the market shares to bring the overall leakage of spend down so that the focus of this assessment is solely based on Chorlton's core catchment area. In line with our standard approach we have applied the 70% main food weighting to the market shares.
- 5.32 Examining main food shopping habits reveals that approximately £24.9m is leaking from Chorlton's immediate catchment area to a variety of destinations (Table 4, Appendix 3). For example, it is apparent that £8.2m of spend is currently being diverted to Asda, Hulme, £4.2m is drawn to Asda, (Barton Dock Road) in Old Trafford and £2.7m is diverted further north to Sainsbury's, Regent Road (Salford). Plan 2 illustrates the leakage of spend to other destinations.
- 5.33 We calculate, based on this assessment, that if Chorlton was able to claw back all this leakage of spend it would be possible for the centre to increase the capacity for additional main food convenience floorspace as set out in Table 5.1 by 2,529 sq m net at 2011, which would rise to 2,907 sq m net by 2021, based on a sales density of £10,000 per sq m net (Table 6, Appendix 3).

Claw back of top-up food expenditure

- 5.34 Based on the same approach, we have also examined the proportion of top-up trade that is currently leaking from Chorlton's core catchment area based on shopping habits from Qu09 of the telephone survey. Consistent with our capacity assessment we have applied a 20% top up food weighting to the market shares.
- 5.35 Our assessment highlights that approximately £3.5m of top-up convenience expenditure is leaking to destinations beyond Chorlton's core catchment area (Table 5, Appendix 4). It is apparent that this expenditure is leaking to a variety of destinations including Asda, Hulme and foodstores in Sale Moor, Whally Range, Stretford and Old Trafford.
- 5.36 Clearly not all top-up food trips take place directly from where people live as such trips can take place, in some cases, next to where people work for convenience reasons. However, assuming that all this expenditure could be clawed back to Chorlton we estimate, based on a sales density of £10,000 per sq m net, that an additional 350 sq m net of floorspace could be supported in Chorlton by 2011, with this rising to 433 sq m net by 2026 (Table 5, Appendix 4).
- 5.37 Evidently, this assessment of claw-back is a theoretical scenario and would require all the spend that is currently leaving Chorlton's core catchment area to be diverted back to the centre. Clearly this is not entirely realistic as it does not take account of commitments/proposals coming forward such as the proposal for a new foodstore at Old Trafford cricket ground. However, without new development in Chorlton, this leakage is likely to grow.

- 5.38 As with the claw-back of main food spend this scenario does not take account of the fact that people are likely to be shopping at these different locations for other reasons beyond the supermarket limitations of Chorlton. Undoubtedly, leakage of convenience spend will occur in any location mainly due to the location of convenience provision to people's work and the ease of using this over visiting their nearby centre. Thus, although our assessment assesses the scope to claw-back all this trade to Chorlton it should be, to a degree, treated with caution for the reasons set out above.
- 5.39 A detailed examination will be required to understand what the impact could be on the stores and destinations that this main food spend will be clawed back from.

Comparison Goods Assessment

Chorlton District Centre

- 5.40 The results of the household telephone survey indicate that comparison shopping in Chorlton district centre draws 6.6% of available comparison spend from the survey area, which is not surprising given the role it performs as a District Centre. It is evident that the centre exerts the most influence over survey zones 1, 2 and 6 with a market share of 13%, 16.8% and 9.7% respectively. There is some trade draw from Zone 5 (4.0%), but very little spend from Zone 7 is attracted to Chorlton with a less than 1% trade draw. Shoppers from Zones 3, 4 and 7 look to Manchester, White City Retail Park, Stockport, Trafford and Sale for their comparison shopping needs.
- 5.41 On the basis of current market shares, taking account of SFT, we estimate that Chorlton district centre will turn over £17m of comparison goods expenditure in 2011, rising to £20m in 2016, to £24m in 2021 and £28.4m in 2026 (Table 5). Similarly, on the basis of current market shares, we estimate that the district centre currently has a comparison goods sales density of approximately £3,280 per sq m net which is broadly in line with what we would expect the centre to be achieving.
- 5.42 In assessing capacity for future comparison goods floorspace, we have assumed that the efficiency with which existing floorspace is being used will increase over time, and GVA Grimley has estimated based on forecasts provided by Experian that annual growth in existing sales per sq m (net) will improve from 1.5% between 2011 and 2016, to 2% from 2016 onwards. Drawing on our experience, we have also assumed that any that new floorspace should achieve approximately £3,500 per sq m (net) on the basis that new floorspace should achieve a similar sales density to what it is currently doing (Table 7, Appendix 2). This assessment has assumed that Chorlton district centre will maintain its existing market share and we have translated the expected growth in available comparison expenditure to an emerging capacity for new floorspace for the target years 2011, 2016, 2021 and 2026.
- 5.43 By virtue of projected growth in population and the estimated increases in available comparison expenditure we expect Chorlton to have the capacity to accommodate an additional 55 sq m of net retail floorspace by 2011,

growing to 490 sq m by 2016, to 946 sq m by 2021, and 1,365 sq m by 2026 (See Table 5.3 below). Clearly the scope for additional floorspace is fairly negligible and it is therefore apparent that the main scope for additional comparison floorspace will be based increasing market share in the centre.

Table 5.3: Projected Residual Expenditure and Capacity for further comparison floorspace based

Year	2011	2016	2021	2026
Residual Expenditure (£000s)	£0.19m	£1.85m	£3.94m	£6.28m
Capacity Assuming Sales Density (£3,000 per sq m)	55 sq m	490 sq m	946 sq m	1,365 sq m

- 5.44 Given that approximately 93% of comparison spend is leaving the survey area to other out of centre destinations or centres further up in the hierarchy there may be scope for Chorlton to claw back a proportion of spend to support further comparison floorspace beyond that set out below. In line with PPS6, any new comparison retail development within Chorlton would need to relate to the role and function of the centre within the wider hierarchy and the catchment served. However, it is likely that given its role as a district centre in the local retail hierarchy it is not entirely realistic to plan for a significant proportion of new comparison floorspace unless there is a significant development opportunity that can attract key retailers.

6. STRATEGIC OPTIONS/RECOMMENDATIONS

6.1 Drawing on our qualitative and quantitative analysis, this section considers the key conclusions and policy recommendations moving forwards over the forthcoming LDF period.

6.2 Our detailed qualitative analysis set out in Section 4 has confirmed that Chorlton is a vibrant and healthy district centre, in line with its role as an important district centre in the south of Manchester. For example, some of the key performance indicators show that:

- The centre has a good range of independent retailers, including a number of quality independently run convenience shops which are well used and attract people to the centre;
- There is a strong provision of multiple convenience stores with Morrisons, Tesco Express, Quality Save and Co-op all occupying units;
- Vacancies are below the national average and there are no major concentrations of vacant units in the centre.

Scope for further retail provision

6.3 The results of the quantitative assessment set out in Section 5 to this study, which is itself underpinned by the findings of the household and in-centre surveys, also confirms that the centre is performing well at present particularly in the convenience sector. Our assessment indicates that the centre's convenience goods floorspace is currently achieving a potential turnover of c.£48.3m. Based on the current floorspace we estimate that the centre could be achieving an average sales density of £9,086 sq m net, which indicates to us that the district centre is performing strongly as a convenience shopping destination.

6.4 Based on the performance of the convenience provision within the centre we have identified capacity for further convenience provision in the region of 1,700 sq m net by 2011 in the centre although this by itself would not be sufficient to support a large store format. We have also assessed the scope for Chorlton to claw back a proportion of spend that is currently leaving what we have defined as Chorlton's core catchment area. We have identified that £24.9m of main food spend is leaking from Chorlton's core catchment area and there may be scope for Chorlton to claw back a proportion of this spend to accommodate further convenience floorspace beyond that set out in Table 5.2 (Section 5).

6.5 The scope to accommodate further convenience floorspace in Chorlton is supported by local policy in the form of the South Manchester Strategic Regeneration Framework and by PPS6 and new draft PPS4. With particular emphasis in the latter on encouraging an efficient, competitive and innovative retail sector in centres, by enhancing consumer choice and remedying deficiencies in local shopping provision. The draft policy statement aims to achieve sustainable economic growth, promote social inclusion and ensure that deficiencies in provision in areas with poor access to facilities are remedied, and to raise the productivity growth rate of the UK economy. PPS1 further emphasises the importance of providing improved access for all to a range of uses including

shops by ensuring that new development is located where everyone can access services or facilities on foot, bicycle or public transport rather than having to rely on access by car.

- 6.6 In terms of suitable sites to accommodate further convenience floorspace, CBRE examined as part of their Centre's Study (2004) for Manchester City Council a range of options for the centre including developing the existing shopping precinct, examining the possibility of developing Oswald Road Primary School and adjoining land and also the potential to reconfigure and integrate the Morrison's store more successfully into the centre.
- 6.7 Evidently, the scale of such a store on any of the sites identified would need to be considered carefully given the associated issues surrounding accessibility and parking. Depending on the size of a store and where it is located its associated impacts on other centres would also need to be considered carefully.

Maintaining Diversity

- 6.8 Overall, we consider that the district centre's role and function appears to meet the expectations in the UDP as a second tier centre below the principal centre of Manchester, but there are clear signs pointing to areas for improvement and consolidation over the LDF period. Research shows that it is also important that a centre's retail offer comprises a mix of smaller independent and specialist operators. The can help to underpin the character and uniqueness of centres, and avoid the criticism that all high streets look the same because they comprise the same retailers.
- 6.9 At the current time the centre has a reasonable representation of multiple retailers for its size and equally a good representation of independent retailers particularly in the convenience sector. However, the greatest threat to Chorlton appears to be maintaining its varied mix of retailers, whilst also accommodating sustainable growth.
- 6.10 If a new foodstore was to be located in the centre boundary of Chorlton there is no requirement within PPS6/draft PPS4 to assess the impact of the proposal on other provision, particularly the impact that a foodstore could have on other independent provision within Chorlton.
- 6.11 For a store to be a key anchor in the centre it will have to be of suitable scale to claw-back shoppers to Chorlton that are currently leaving its immediate catchment area. If the store is located in the defined boundary of the centre/primary shopping area it will be difficult to add conditions which would restrict the range of goods, such as an in house butchers or fishmongers, that could be sold from the store. Therefore, the Council will need to examine other ways of ensuring that a new store compliments rather than erodes the existing retail provision, particularly the independent offer.
- 6.12 The telephone and in centre surveys do suggest that people who shop in the independent shops, particularly the convenience provision, in Chorlton are very committed to these shops for various reasons as previously set out in section 4. This suggests that should a new supermarket be accommodated in Chorlton the people who currently shop in independent stores in Chorlton are likely to continue to use the existing offer regardless. This

- suggests that the actual impact on smaller shops in Chorlton could be less severe than in other centres where the independent offer is not so strong.
- 6.13 Clearly the provision of a new foodstore will bring about associated benefits by clawing back more shoppers that are currently being lost to other less sustainable destinations. However, for such benefits to be fully realised the design of any potential retail development is of critical importance and must integrate fully within the existing fabric of the current centre.
- 6.14 The positioning of an anchor store in Chorlton, such as the precinct, will therefore need to ensure that it has due regard to the creation of clear pedestrian flows and be not isolated from existing retail provision thereby encouraging linked trips. If successfully achieved this will help to support and improve the existing business community. If suitably integrated, it will enhance the centre's attraction and act as a catalyst for wider benefits by generating higher levels of footfall with the potential for spin-off spend to other businesses and uses.
- 6.15 Evidently, there are other benefits to the local business community that can be brought about through new retail development by way of planning obligations, including:
- [Public realm improvements;](#)
 - [Local highway improvements; and](#)
 - [The likely provision of more modern town centre parking.](#)
- 6.16 Clearly introducing more car parking into the centre would be of benefit to local businesses who acknowledged in the business survey the cost/availability of car parking as their main dislike in Chorlton. However, any additional car parking would need to be successfully integrated into the centre and not be dedicated solely to any new foodstore in order for local business to benefit.
- 6.17 Improvements to the physical environment brought about through a new foodstore would also be of benefit to local businesses who also cited this as a key weakness in Chorlton. The quality of the physical and pedestrian environment in Chorlton will be crucial to attract and maintain existing retailers and service businesses and encourage people to keep visiting the centre.
- 6.18 The LDF and future strategy for Chorlton should therefore also seek to enhance the environment and facilitate pedestrian movement around the centre and provide initiatives to maintain and improve shop frontages. As we have seen in policy and through our assessment of the centre's retail structure, Chorlton is not envisaged to expand significantly and the focus should be on enhancing the existing composition and environment in order to consolidate its role and attract new multiple/independent retailers to the centre.
- 6.19 Controlling the specific uses within a centre can also help to protect the prime retail areas within a centre. We would recommend that Chorlton introduces primary and secondary frontages which comprise a Primary Shopping Area. More recently, the revised Use Classes Order has given local authorities greater control over the mix of A3/4 and 5 restaurant, café, pubs and fast food take-aways, and this could be taken advantage of in

Chorlton to protect the vitality and viability of centres. It would seem appropriate therefore for the LDF, in line with existing policy CB10 of the UDP, to provide greater protection of uses in the primary and secondary frontages resisting fast food restaurants where necessary, and allowing more flexibility beyond these frontages but perhaps still within the primary shopping area.

Management Tools

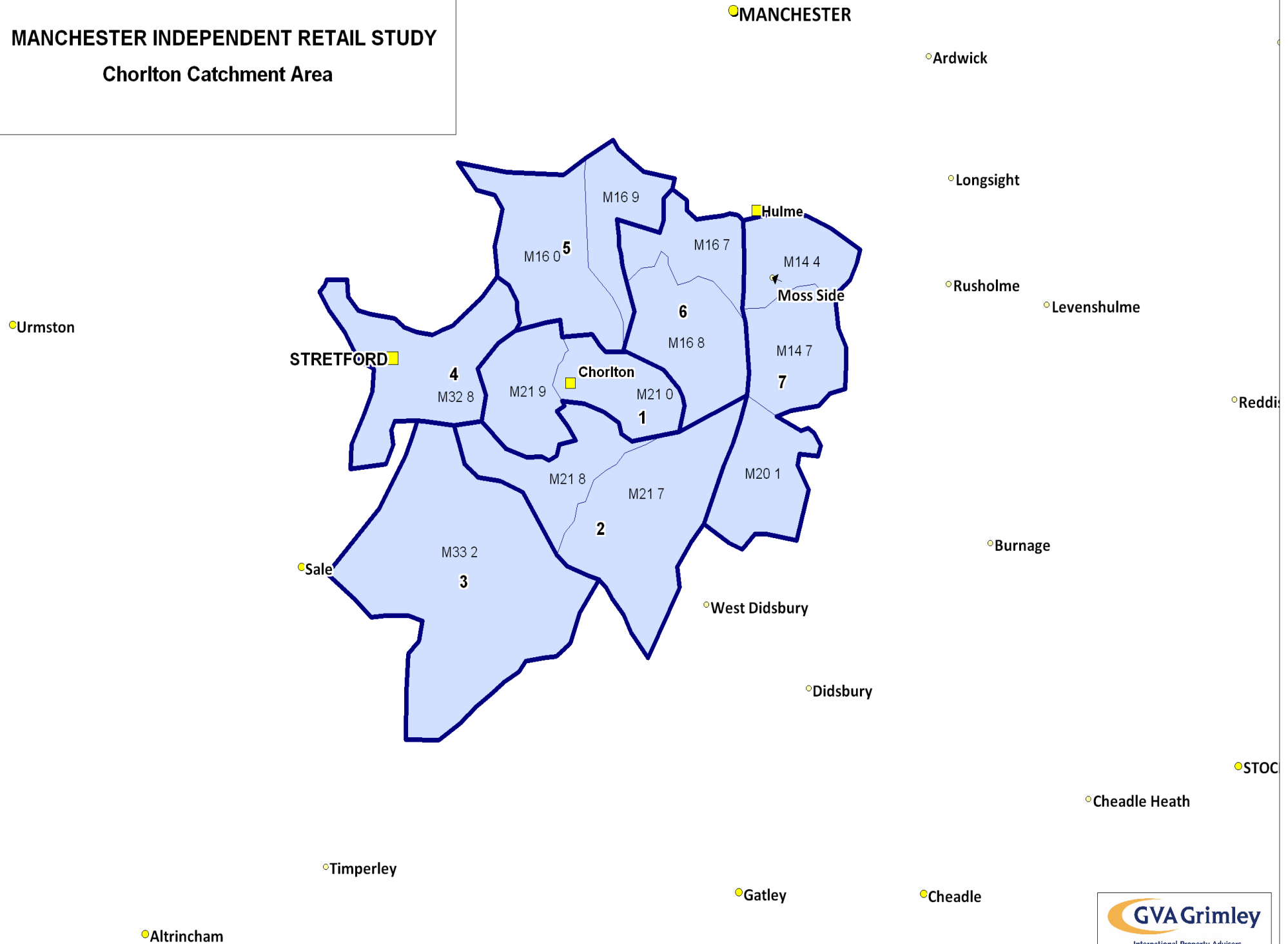
- 6.20 Overall, it is important to consolidate Chorlton's position and retail offer but also examine the possibility, where necessary, to increase the retail provision in the centre, particularly its convenience offer provided it is of an appropriate scale and is consistent with the centre's role and function. Evidently, the key objective should be to maintain the diverse retail offer in the centre whilst also exploring options to enhance the environment and connectivity of the centre. Planning policies can help to deliver such objectives. However centres such as Chorlton can also benefit significantly from focused management to facilitate business partnership working between key stakeholders, commercial contacts with key operators (both existing and potential), the monitoring of key performance indicators, and the promotion of marketing and publicity campaigns. This could take the form of a town centre partnership or the appointment of a centre manager.
- 6.21 The recent Government initiative 'Looking After our Town Centres', published in April 2009 by the DCLG recognises that a strong partnership between local people, local businesses and local councils can help to set a clear vision for their future of a centre and implement strategies for achieving that vision. It recognises that local interest groups working together in the form of a town centre partnerships can:
- Create a forum to engage local stakeholders to discussion and collaboration;
 - Shape and influence organisational agendas to develop a shared strategic approach to town centre development;
 - Deliver more services and/or provide a channel for additional services and enhanced delivery;
 - Facilitate access to funding and resource opportunities to enhance town centres;
 - Provide flexibility, innovation and extra financial and human resources to help solve problems.
- 6.22 Based on the issues identified in Chorlton, we would recommend the establishment of a centre manager role or a town centre partnership in order to facilitate its future direction, growth and enhanced vitality and viability.
- 6.23 Other initiatives which could be explored include the potential to set up a Business Improvement District (BIDs) in order to provide sustainable funding for Chorlton over the course of the LDF period. The UK models differ from the North American model in that it is the operators/occupiers rather than the owners that are subject to a levy (similar to a service charge for shopping centres) which goes towards an agreed objective for the centre. This can range from additional community policing or street cleaning, through to marketing and promotional events, over and above the local authority's existing funding and services. It is important to state that BIDs are not a replacement for existing Council's services, but represent 'added value'. The success of these BIDs

depends on the development of a strong and robust business plan at the outset that has the backing of the key stakeholders.

PLAN 1

SURVEY AREA

MANCHESTER INDEPENDENT RETAIL STUDY
Chorlton Catchment Area



PLAN 2

LEAKAGE OF CONVENIENCE SPEND

MANCHESTER INDEPENDENT RETAIL STUDY

Chorlton Leakage (Main Food & Top Up)

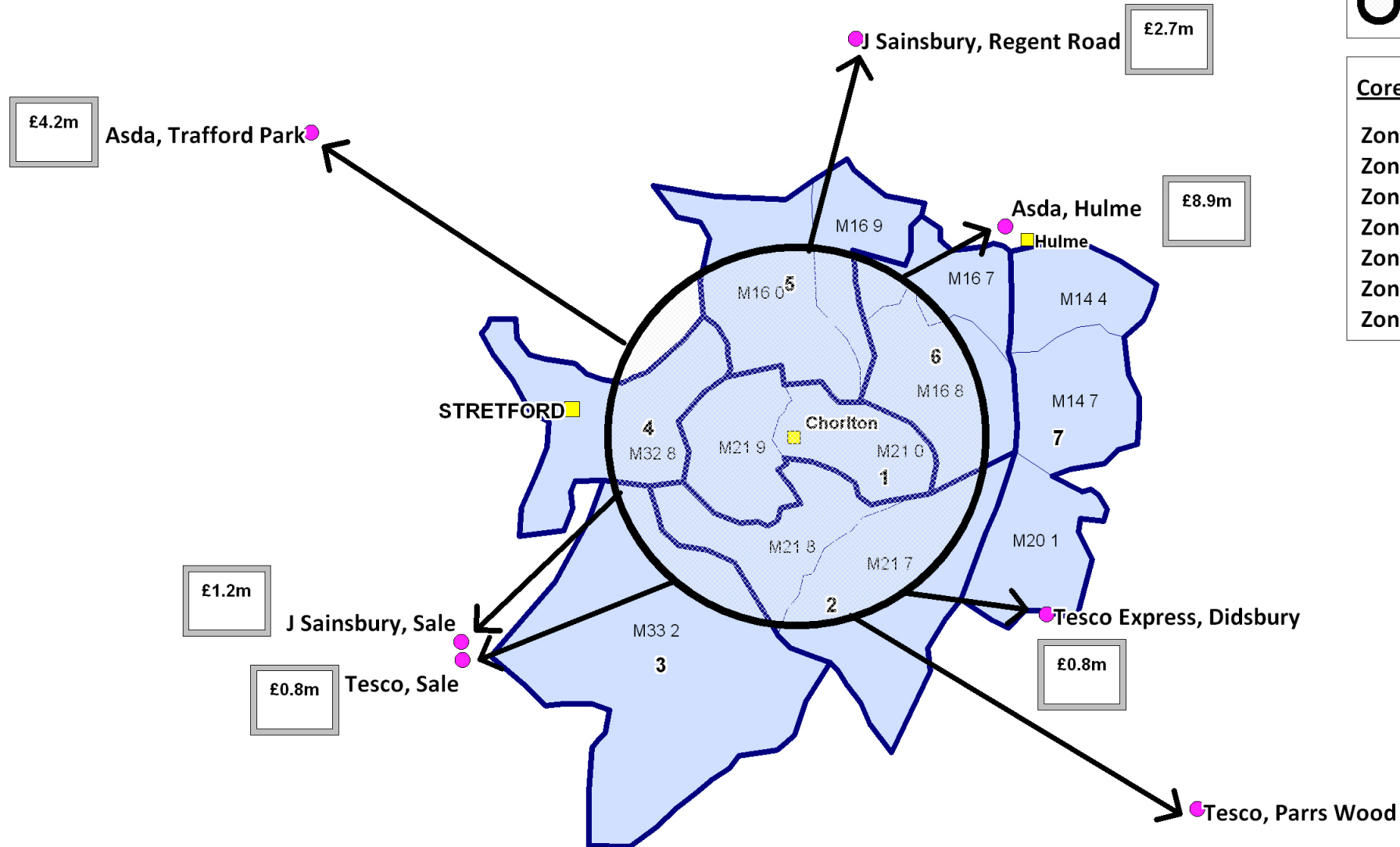
■ SALFORD

KEY

- Study Area
- Survey Zone Boundary
- Competing Stores
- Core Catchment (Indicative)

Core Catchment

- Zone 1 - 100%
- Zone 2 - 80%
- Zone 3 - 10%
- Zone 4 - 10%
- Zone 5 - 40%
- Zone 6 - 40%
- Zone 7 - 0%



APPENDICES

APPENDIX 1

CONVENIENCE CAPACITY TABLES

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY JULY 2009

TABLE 1
SURVEY AREA POPULATION FORECASTS

Survey Zone	Postcode Sector Groupings	POPULATION				
		2009	2011	2016	2021	2026
1	M21 0, M21 9	15,342	15,758	16,449	17,040	17,413
2	M21 7, M21 8	12,602	12,800	13,359	13,927	14,323
3	M33 2	12,190	12,257	12,564	12,899	13,339
4	M32 8	6,879	6,982	7,236	7,471	7,783
5	M16 0, M16 9	16,592	17,062	18,209	19,368	20,572
6	M16 7, M16 8	15,637	16,097	17,224	18,132	18,765
7	M14 4, M14 7, M20 1	27,019	28,042	30,533	32,549	33,982
TOTAL		106,261	108,998	115,574	121,386	126,177

SOURCE: Experian Business Solutions

TABLE 1A
POPULATION GROWTH RATES

POPULATION INCREASE			
2009-2011 (%)	2009-2016 (%)	2009-2021 (%)	2009-2026 (%)
2.7	7.2	11.1	13.5
1.6	6.0	10.5	13.7
0.5	3.1	5.8	9.4
1.5	5.2	8.6	13.1
2.8	9.7	16.7	24.0
2.9	10.1	16.0	20.0
3.8	13.0	20.5	25.8
2.6	8.8	14.2	18.7

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY JULY 2009

TABLE 2
CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:		2007-2009	0.2% pa									
		2009-2011	0.0% pa									
		2011-2016	0.8% pa									
		2016-2021	0.9% pa									
		2021-2026	0.9% pa									
ZONE	2007	2009		2011		2016		2021		2026		
	Minus SFT at 2.3%		Minus SFT at 3.0%		Minus SFT at 3.5%		Minus SFT at 4.0%		Minus SFT at 4.0%		Minus SFT at 4.0%	
1	1,690	1,651	1,697	1,646	1,697	1,637	1,766	1,695	1,847	1,773	1,931	1,854
2	1,619	1,581	1,625	1,577	1,625	1,569	1,691	1,624	1,769	1,698	1,850	1,776
3	1,748	1,707	1,755	1,702	1,755	1,693	1,826	1,753	1,910	1,834	1,997	1,918
4	1,672	1,633	1,679	1,628	1,679	1,620	1,747	1,677	1,827	1,754	1,911	1,834
5	1,534	1,498	1,540	1,494	1,540	1,486	1,603	1,539	1,676	1,609	1,753	1,683
6	1,568	1,531	1,574	1,527	1,574	1,519	1,638	1,573	1,713	1,645	1,792	1,720
7	1,534	1,498	1,540	1,494	1,540	1,486	1,603	1,539	1,676	1,609	1,753	1,683

Source: Experian

TABLE 3
SURVEY AREA CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

GROWTH IN PER CAPITA RETAIL EXPENDITURE:					
Convenience Goods		2007-2009	0.2% pa		
		2009-2011	0.0% pa		
		2011-2016	0.8% pa		
		2016-2021	0.9% pa		
		2021-2026	0.9% pa		
ZONE	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	25,250	25,801	27,881	30,206	32,282
2	19,869	20,077	21,692	23,651	25,438
3	20,751	20,757	22,027	23,651	25,578
4	11,201	11,310	12,135	13,103	14,275
5	24,786	25,357	28,016	31,164	34,618
6	23,877	24,453	27,087	29,822	32,277
7	40,363	41,675	46,977	52,373	57,184
TOTAL	166,096	169,430	185,815	203,970	221,652

Source: Tables 1 & 2

CHORLTON INDEPENDENT RETAILERS STUDY
RETAIL STUDY JULY 2009

CONVENIENCE GOODS - CHORLTON

TABLE 4
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

	MORRISONS					UNICORN					SOMERFIELD					TESCO EXPRESS					CO-OP LATE SHOP					COOL TRADER					QUALITY SAVE					OTHER STORES					TOTAL					
Catchment	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	
Zone	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		
1	41.7	41.7	41.7	41.7	41.7	4.1	4.1	4.1	4.1	4.1	1.1	1.1	1.1	1.1	1.1	0.4	0.4	0.4	0.4	0.4	3.8	3.8	3.8	3.8	3.8	0.9	0.9	0.9	0.9	0.9	0.4	0.4	0.4	0.4	0.4	12.4	12.4	12.4	12.4	12.4	64.8	64.4	64.4	64.4	64.4	
2	36.7	36.7	36.7	36.7	36.7	2.1	2.1	2.1	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4	11.4	11.4	11.4	11.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	3.6	3.6	3.6	3.6	53.7	53.7	53.7	53.7	53.7
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2			
4	6.7	6.7	6.7	6.7	6.7	1.4	1.4	1.4	1.4	1.4	0.4	0.4	0.4	0.4	0.4	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9	1.9	1.9	1.9	12.6	11.6	11.6	11.6	11.6		
5	23.2	23.2	23.2	23.2	23.2	0.4	0.4	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.9	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	2.1	2.1	2.1	2.1	2.1	28.2	27.2	27.2	27.2	27.2	
6	21.2	21.2	21.2	21.2	21.2	1.6	1.6	1.6	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.9	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6	2.6	2.6	2.6	26.3	25.4	25.4	25.4	25.4			
7	6.0	6.0	6.0	6.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	6.2	6.2	6.2	6.2	6.2				

SOURCE: Household Survey

TABLE 5
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

Catchment Zone	MORRISONS					UNICORN					SOMERFIELD					TESCO EXPRESS					CO-OP LATE SHOP					COOL TRADER					QUALITY SAVE					OTHER STORES					TOTAL				
	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)					
1	10,529	10,759	11,627	12,596	13,462	1,031	1,053	1,138	1,233	1,318	273	279	301	326	349	96	98	106	115	123	967	988	1,068	1,157	1,236	230	235	254	275	294	96	98	106	115	123	3,130	3,198	3,456	3,744	4,002	16,351	16,708	18,056	19,561	20,905
2	7,282	7,358	7,950	8,668	9,323	418	422	456	497	535	0	0	0	0	0	0	0	0	0	0	2,257	2,281	2,464	2,687	2,890	0	0	0	0	0	0	0	0	0	715	723	781	852	916	10,672	10,784	11,652	12,704	13,663	
3	0	0	0	0	0	5	5	5	5	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	242	242	257	276	298	246	246	262	281	304		
4	753	760	815	880	959	161	162	174	188	205	47	48	51	55	60	118	119	127	138	150	118	119	127	138	150	0	0	0	0	0	0	0	0	0	217	219	235	253	276	1,412	1,426	1,530	1,652	1,800	
5	5,740	5,873	6,488	7,218	8,018	101	103	114	127	141	0	0	0	0	0	228	233	258	287	318	0	0	0	0	0	191	195	216	240	267	191	195	216	240	267	530	542	599	666	740	6,981	7,142	7,891	8,777	9,750
6	5,072	5,194	5,753	6,334	6,856	370	379	420	463	501	0	0	0	0	0	217	223	246	271	294	0	0	0	0	0	0	0	0	0	0	0	0	0	0	612	626	694	764	827	6,271	6,422	7,114	7,832	8,477	
7	2,406	2,484	2,800	3,121	3,408	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	87	90	101	113	123	2,493	2,574	2,901	3,234	3,531		
TOTALS	31,781	32,427	35,434	38,818	42,025	2,085	2,125	2,307	2,513	2,705	320	326	352	381	409	659	673	738	810	885	3,342	3,388	3,660	3,981	4,276	421	430	469	515	560	287	293	322	355	389	5,532	5,640	6,123	6,668	7,182	44,427	45,302	49,405	54,042	58,431

SOURCE: Tables 3 & 4

OTHER STORES includes market shares for the following:

1 Barbakan, Barbecue Butchers, Kays CTN, WH Frost, Star News, Hampsons, Martins, Khwari Brothers, AJ Adams, Out of the Blue, "Foodstores in Chorlton", "Chorlton Fruit & Veg, Chorlton Meat Market, Inshore Fisheries, "local delicatessen-Chorlton", "local foodstores-Chorlton (Qu2), Local Butchers-Chorlton, Local Bakers-Chorlton, Greggs, Local Fishmonger-Chorlton, Local Vegetarian Shop-Chorlton, Northstar Deli

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY JULY 2009

TABLE 6
CHORLTON SMALL & INDEPENDENT RETAILERS

Store		Retail Category	Net Convenience (sqm)	Benchmark Sales (£ per sq m net)	Benchmark Turnover (£000s)
Martins Bakery	Wilbraham Road	Bakers	79	3,000	236
Barbecue Butchers	Wilbraham Road	Butchers	60	3,000	181
Frosts Butchers	Precinct Centre	Butchers	85	3,000	255
Chorlton Meat Market	Wilbraham Road	Butchers	42	3,000	127
Today Express Shop	Wilbraham Road	Convenience	201	3,000	603
A&S Convenience Store	Wilbraham Road	Convenience	48	3,000	144
Chorlton Newsagents	Barlow Moor Road	CTN	42	3,000	127
Grove News	Barlow Moor Road	CTN	49	3,000	146
Newsagent	Wilbraham Road	CTN	57	3,000	170
Martins	Precinct Centre	CTN	42	3,000	125
Star News	Wilbraham Road	CTN	55	3,000	164
Star News 2	Wilbraham Road	CTN	72	3,000	216
Kay News	Manchester Road	CTN	44	3,000	131
North Star Deli	Wilbraham Road	Delicatessen	80	3,000	240
Barbakan Deli	Manchester Road	Delicatessen	236	3,000	708
Out of the Blue	Wilbraham Road	Fishmonger	60	3,000	181
AJ Adams (Grocers)	Precinct Centre	Grocers	84	3,000	252
So Fresh	Precinct Centre	Grocers	42	3,000	127
Chorlton Fruit and Veg	Wilbraham Road	Grocers	42	3,000	125
Blossoms	Barlow Moor Road	Grocers	43	3,000	129
Khware Brothers Grocery	Manchester Road	Grocers	95	3,000	285
Bargain Booze	Manchester Road	Off Licence	56	3,000	168
<i>Sub Total</i>			1,613		4,838
Holland & Barratt	Manchester Road	Health	57	3,000	172
Greggs	Wilbraham Road	Bakers	53	3,000	160
Hampsons	Precinct Centre	Bakers	39	3,000	117
Thresher	Manchester Road	Off Licence	88	3,000	265
Oddbins	Manchester Road	Off Licence	118	3,000	353
Londis	Wilbraham Road	Convenience	56	3,000	168
<i>Sub Total</i>			411		1,234
TOTAL			2,024	3,000	6,072

Source: Manchester City Council/KCI - shaded stores are not independent

TABLE 7
CHORLTON LARGE INDEPENDENT RETAILERS

Store	Net Convenience (sqm)	Benchmark/Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Unicorn	390	6,000	2,340
TOTAL	390	6,000	2,340

Source: Manchester City Council/KCI - shaded stores are not independent

TABLE 8
CHORLTON CHAIN FOODSTORES

Store	Net Flsp (sqm)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Morrisons	1,858	1,672	10,593	17,711
Somerfield	280	280	7,040	1,971
Tesco Express	216	216	10,873	2,349
Co-op Late Shop	327	327	5,314	1,738
Cool Trader	85	85	2,000	170
Quality Save	644	322	2,000	644
TOTAL	3,410	2,902	8,471	24,583

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TABLE 9
TOTAL CONVENIENCE GOODS FLOORSACE

Store	Net Flsp (sqm)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
TOTAL	5,824	5,316	6,207	32,995

CHORLTON INDEPENDENT RETAILERS STUDY
RETAIL STUDY JULY 2009

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 10
FUTURE SHOP FLOORSPACE CAPACITY IN CHORLTON - LARGER FOODSTORE FORMAT

	Sales Efficiency Increase				
	<div> <div>2008-2011</div> <div>2011-2016</div> <div>2016 onwards</div> </div>				
	<div> <div>0</div> <div>0.20%</div> <div>0.50%</div> </div>				
	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Residents Spending (£000)	44,427	45,302	49,405	54,042	58,431
Existing Shop Floorspace (sq m net)	5,316	5,316	5,316	5,316	5,316
Sales per sq m net £	8,357	6,207	6,269	6,427	6,590
Sales from Existing Floorspace (£000)	44,427	32,995	33,327	34,168	35,031
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	12,307	16,078	19,874	23,400
Sales per sq m net in new shops (£) Based on large store format (see note 1)	9,000	10,000	10,100	10,355	10,617
Capacity for new floorspace (sq m net)	0	1,231	1,592	1,919	2,204

CHORLTON INDEPENDENT RETAILERS STUDY
RETAIL STUDY JULY 2009

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 11
FUTURE SHOP FLOORSPACE CAPACITY IN CHORLTON - LOWER SALES DENSITY

	Sales Efficiency Increase				
	<div> <div>2008-2011</div> <div>2011-2016</div> <div>2016 onwards</div> </div>				
	<div> <div>0</div> <div>0.20%</div> <div>0.50%</div> </div>				
	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Residents Spending (£000)	44,427	45,302	49,405	54,042	58,431
Existing Shop Floorspace (sq m net)	5,316	5,316	5,316	5,316	5,316
Sales per sq m net £	8,357	6,207	6,269	6,427	6,590
Sales from Existing Floorspace (£000)	44,427	32,995	33,327	34,168	35,031
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	12,307	16,078	19,874	23,400
Sales per sq m net in new shops (£) Based on large store format (see note 1)	4,500	4,500	4,545	4,660	4,778
Capacity for new floorspace (sq m net)	0	2,735	3,537	4,265	4,898

APPENDIX 2

COMPARISON CAPACITY TABLES

CHORLTON INDEPENDENT STUDY

RETAIL STUDY MAY 2009

TABLE 1
SURVEY AREA POPULATION FORECASTS

Survey Zone	Postcode Sector Groupings	POPULATION				
		2009	2011	2016	2021	2026
1	M21 0, M21 9	15,342	15,758	16,449	17,040	17,413
2	M21 7, M21 8	12,602	12,800	13,359	13,927	14,323
3	M33 2	12,190	12,257	12,564	12,899	13,339
4	M32 8	6,879	6,982	7,236	7,471	7,783
5	M16 0, M16 9	16,592	17,062	18,209	19,368	20,572
6	M16 7, M16 8	15,637	16,097	17,224	18,132	18,765
7	M14 4, M14 7, M20 1	27,019	28,042	30,533	32,549	33,982
TOTAL		106,261	108,998	115,574	121,386	126,177

SOURCE: Experian Business Solutions

TABLE 1A
POPULATION GROWTH RATES

POPULATION INCREASE			
2009-2011 (%)	2009-2016 (%)	2009-2021 (%)	2009-2026 (%)
2.7	7.2	11.1	13.5
1.6	6.0	10.5	13.7
0.5	3.1	5.8	9.4
1.5	5.2	8.6	13.1
2.8	9.7	16.7	24.0
2.9	10.1	16.0	20.0
3.8	13.0	20.5	25.8
2.6	8.8	14.2	18.7

CHORLTON INDEPENDENT STUDY **RETAIL STUDY MAY 2009**

TABLE 2
COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:			2007-2009		0.4% pa							
			2009-2011		0.1% pa							
			2011-2016		2.5% pa							
			2016-2021		2.8% pa							
			2021-2026		2.8% pa							
ZONE	2007		2009		2011		2016		2021		2026	
	Minus SFT at 8.0%		Minus SFT at 10.0%		Minus SFT at 11.3%		Minus SFT at 12.5%		Minus SFT at 12.5%		Minus SFT at 12.5%	
1	3,037	2,794	3,061	2,755	3,067	2,722	3,471	3,037	3,984	3,486	4,574	4,003
2	2,593	2,386	2,614	2,352	2,619	2,324	2,963	2,593	3,402	2,977	3,906	3,417
3	3,064	2,819	3,089	2,780	3,095	2,746	3,501	3,064	4,020	3,517	4,615	4,038
4	2,857	2,628	2,880	2,592	2,886	2,561	3,265	2,857	3,748	3,280	4,303	3,765
5	2,434	2,239	2,454	2,208	2,458	2,182	2,781	2,434	3,193	2,794	3,666	3,208
6	2,518	2,317	2,538	2,284	2,543	2,257	2,877	2,518	3,304	2,891	3,793	3,319
7	2,390	2,199	2,409	2,168	2,414	2,142	2,731	2,390	3,136	2,744	3,600	3,150

Source: Experian

TABLE 3
SURVEY AREA CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

GROWTH IN PER CAPITA RETAIL EXPENDITURE:		2007-2009		0.4% pa	
		2009-2011		0.1% pa	
		2011-2016		2.5% pa	
		2016-2021		2.8% pa	
		2021-2026		2.8% pa	
ZONE	2009	2011	2016	2021	2026
	(£000)	(£000)	(£000)	(£000)	(£000)
1	42,270	42,894	49,951	59,408	69,697
2	29,645	29,749	34,637	41,456	48,948
3	33,885	33,661	38,493	45,370	53,865
4	17,830	17,879	20,671	24,503	29,306
5	36,638	37,222	44,317	54,117	65,992
6	35,721	36,329	43,366	52,412	62,273
7	58,584	60,071	72,968	89,303	107,039
TOTAL	254,572	257,806	304,403	366,569	437,118

Source: Tables 1 & 2

CHORLTON INDEPENDENT STUDY

RETAIL STUDY MAY 2009

TABLE 4
COMPARISON GOODS ALLOCATION - MARKET SHARE %

Zone	CHORLTON TOWN CENTRE				
	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)
1	13.0	13.0	13.0	13.0	13.0
2	16.8	16.8	16.8	16.8	16.8
3	1.3	1.3	1.3	1.3	1.3
4	2.9	2.9	2.9	2.9	2.9
5	4.0	4.0	4.0	4.0	4.0
6	9.7	9.7	9.7	9.7	9.7
7	0.9	0.9	0.9	0.9	0.9
Total Market Share Zone 1-12	6.6%	6.6%	6.6%	6.6%	6.6%

SOURCE: Telephone Survey, November 2008

TABLE 5
COMPARISON GOODS ALLOCATION - SPEND (£000s) 2007 PRICES

Zone	CHORLTON TOWN CENTRE				
	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	5,478	5,559	6,474	7,699	9,033
2	4,975	4,993	5,813	6,958	8,215
3	428	425	487	573	681
4	514	515	596	706	844
5	1,463	1,486	1,770	2,161	2,635
6	3,450	3,509	4,189	5,062	6,015
7	524	538	653	799	958
Total	16,833	17,025	19,980	23,959	28,381

SOURCE: Tables 3 & 4

TABLE 6
COMPARISON GOODS FLOORSPACE

Net Floorspace Sq m	
Chorlton District Centre	4,946
Comparison fl sp in Morrisons	186
Total	5,132

SOURCE: Experian Category Report

CHORLTON INDEPENDENT STUDY

RETAIL STUDY MAY 2009

TABLE 7

FUTURE COMPARISON RETAIL FLOORSPACE CAPACITY

Comparison Goods Sales Efficiency Increase		2009-2011	0.0%			
		2011-2016	1.5%			
		2016 Onwards	2.0%			
TOWN CENTRE COMPARISON GOODS						
		2009	2011	2016	2021	2026
1	Total Spend from Survey Area (000s)	254,572	257,806	304,403	366,569	437,118
3	Market Share of Comparison Goods	6.6	6.6	6.6	6.6	6.6
5	Total Town Centre Turnover (£000s)	16,833	17,025	19,980	23,959	28,381
6	Existing Comparison Retail Floorspace in Town Centre (sq m net)	5,132	5,132	5,132	5,132	5,132
7	Sales (£ per sq m) net	3,280	3,280	3,534	3,901	4,307
8	Sales from Existing Floorspace (£000s)	16,833	16,833	18,134	20,021	22,105
9	Residual Expenditure (£000s)	0	192	1,846	3,938	6,276
11	Sales per sq m net in new shops (£)	3,000	3,000	3,232	3,568	3,940
12	Capacity for new floorspace (sq m net)	0	64	571	1,104	1,593

NOTE: Sales Efficiency (Row 7) grown 1.5% 2011-2016 then 2.0% from 2016 onwards

SOURCE:

- (1) Derived from Table 3.
- (2) Derived from Table 5.
- (3) Derived from Table 4.
- (4) Assumption extrapolated from market share of outer survey zones.
- (5) Derived from steps 2 and 4.
- (6) Derived from table 6.
- (7) Derived from steps 5 and 6.
- (8) Derived from steps 6 and 7.
- (9) Derived from subtracting step 8 from step 5.
- (10) Application details from Council.
- (11) Assumes new comparison goods floorspace is £4,500 with an annual increasing sales efficiency .
- (12) Derived from steps 9 and 10.

APPENDIX 3

LEAKAGE/CLAW-BACK ASSESSMENT: MAIN FOOD EXPENDITURE

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY MAY 2009

TABLE 1
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TOTAL		106,261	108,998	115,574	121,386	126,177

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0.5	3.1	5.8	9.4
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2.8	9.7	16.7	24.0
2.9	10.1	16.0	20.0
3.8	13.0	20.5	25.8
2.6	8.8	14.2	18.7

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY MAY 2009

TABLE 2
CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:			2007-2009	0.2% pa								
			2009-2011	0.0% pa								
			2011-2016	0.8% pa								
			2016-2021	0.9% pa								
			2021-2026	0.9% pa								
ZONE	2007		2009		2011		2016		2021		2026	
	Minus SFT at 2.3%		Minus SFT at 3.0%		Minus SFT at 3.5%		Minus SFT at 4.0%		Minus SFT at 4.0%		Minus SFT at 4.0%	
1	1,690	1,651	1,697	1,646	1,697	1,637	1,766	1,695	1,847	1,773	1,931	1,854
2	1,619	1,581	1,625	1,577	1,625	1,569	1,691	1,624	1,769	1,698	1,850	1,776
3	1,748	1,707	1,755	1,702	1,755	1,693	1,826	1,753	1,910	1,834	1,997	1,918
4	1,672	1,633	1,679	1,628	1,679	1,620	1,747	1,677	1,827	1,754	1,911	1,834
5	1,534	1,498	1,540	1,494	1,540	1,486	1,603	1,539	1,676	1,609	1,753	1,683
6	1,568	1,531	1,574	1,527	1,574	1,519	1,638	1,573	1,713	1,645	1,792	1,720
7	1,534	1,498	1,540	1,494	1,540	1,486	1,603	1,539	1,676	1,609	1,753	1,683

Source: Experian

TABLE 3
SURVEY AREA CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

GROWTH IN PER CAPITA RETAIL EXPENDITURE:					
Convenience Goods		2007-2009	0.2% pa		
		2009-2011	0.0% pa		
		2011-2016	0.8% pa		
		2016-2021	0.9% pa		
		2021-2026	0.9% pa		
ZONE	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	25,250	25,801	27,881	30,206	32,282
2	19,869	20,077	21,692	23,651	25,438
3	20,751	20,757	22,027	23,651	25,578
4	11,201	11,310	12,135	13,103	14,275
5	24,786	25,357	28,016	31,164	34,618
6	23,877	24,453	27,087	29,822	32,277
7	40,363	41,675	46,977	52,373	57,184
TOTAL	166,096	169,430	185,815	203,970	221,652

Source: Tables 1 & 2

CHORLTON INDEPENDENT RETAILERS STUDY
RETAIL STUDY MAY 2009

CONVENIENCE GOODS - CHORLTON

TABLE 4
CONVENIENCE GOODS ALLOCATION FROM CHORLTON'S CORE CATCHMENT AREA - % MARKET SHARE

Catchment Zone	Asda, Hulme					Sainsbury's, Cuzon Road, Sale					Sainsburys, Regent Road					Asda, Barton Dock Road, Old Trafford					Aldi, Tennis ST, Old Trafford					Tesco, Hereford Street, Sale					Tesco, Parrs Wood, East Didsbury					Tesco Express, Didsbury					Other					TOTAL					
	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026	2009	2011	2016	2021	2026						
1	10	10	10	10	10	2	2	2	2	2	5	5	5	5	5	3	3	3	3	3	2	2	2	2	2	1	1	1	1	1	1	3	3	3	3	3	0	0	0	0	0	25	25	25	25	25					
2	8	8	8	8	8	1	1	1	1	1	2	2	2	2	2	1	1	1	1	1	2	2	2	2	2	0	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	9	9	9	9	9	24	24	24	24	24
3	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	2	2	2	2	2	0	0	0	0	0	0	3	3	3	3	3	9	9	9	9	9					
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	16	16	16	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	2	2	2	19	19	19	19	19						
5	7	7	7	7	7	1	1	1	1	1	2	2	2	2	2	4	4	4	4	4	2	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	5	5	5	5	5	20	20	20	20	20					
6	11	11	11	11	11	0	0	0	0	0	3	3	3	3	3	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	4	4	4	4	4	20	20	20	20	20				
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					

SOURCE: Household Survey

TABLE 5
CONVENIENCE GOODS ALLOCATION FROM CHORLTON'S CORE CATCHMENT AREA - SPEND (£) 2007 PRICES

	Asda, Hulme					Sainsbury's, Cuzon Road, Sale					Sainsburys, Regent Road					Asda, Barton Dock Road, Old Trafford					Aldi, Tennis ST, Old Trafford					Tesco, Hereford Street, Sale					Tesco, Parrs Wood, East Didsbury					Tesco Express, Didsbury					Other					TOTAL				
Catchment Zone	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2026 (%)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)					
1	2,421	2,474	2,674	2,897	3,096	460	470	507	550	588	1,184	1,210	1,308	1,417	1,514	689	704	761	825	881	460	470	507	550	588	230	235	254	275	294	230	235	254	275	294	707	722	781	846	904	0	0	0	0	0	6,381	6,520	7,046	7,633	8,158
2	1,591	1,608	1,737	1,894	2,037	156	157	170	185	199	323	326	352	384	413	195	197	213	232	249	323	326	352	384	413	0	0	0	0	0	478	483	522	570	613	0	0	0	0	0	1,758	1,776	1,919	2,093	2,251	4,823	4,874	5,266	5,742	6,175
3	0	0	0	0	0	363	363	385	414	448	0	0	0	0	0	421	421	447	480	519	0	0	0	0	0	407	407	432	464	501	0	0	0	0	0	0	0	0	0	578	578	614	659	713	1,769	1,770	1,878	2,016	2,181	
4	24	24	25	28	30	24	24	25	28	30	0	0	0	0	0	1,756	1,773	1,903	2,054	2,238	35	36	38	41	45	0	0	0	0	0	0	0	0	0	12	12	13	14	15	270	272	292	316	344	2,120	2,141	2,297	2,480	2,702	
5	1,693	1,732	1,914	2,129	2,365	146	149	165	183	204	444	454	502	558	620	1,110	1,136	1,255	1,396	1,551	437	447	494	550	611	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,173	1,200	1,326	1,475	1,638	5,004	5,119	5,656	6,291	6,989	
6	2,541	2,602	2,882	3,173	3,434	0	0	0	0	0	735	753	834	919	994	0	0	0	0	0	160	164	182	200	217	174	178	197	217	235	0	0	0	0	0	74	75	83	92	99	1,070	1,095	1,214	1,336	1,446	4,753	4,868	5,393	5,937	6,426
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
TOTALS	8,270	8,440	9,233	10,120	10,962	1,148	1,163	1,253	1,360	1,468	2,686	2,744	2,996	3,278	3,542	4,172	4,232	4,579	4,987	5,439	1,415	1,443	1,574	1,725	1,873	810	820	883	956	1,030	708	718	776	844	906	792	810	877	951	1,018	4,848	4,922	5,364	5,878	6,391	24,851	25,291	27,535	30,100	32,630

SOURCE: Tables 3 & 4

Note: 'OTHER STORES' includes market shares for the following:

- 1) Sainsbury's, Followfield / Tesco Extra, Baguley / Tesco, Arndale Centre, Stretford / Netto, Whally Range / Morrisons, Stockport / Tesco Extra, Irlam / Iceland, Dennis St, Manchester / Tesco, Burnage / Asda, Longsight / Tesco, Middleton / Asda, Pilkington Way, Manchester
- 2) Market Shares reduced by % allocation of Core Catchment area as follows: 100% of Zone 1, 80% of Zone 2, 10% of Zone 3, 10% of Zone 4, 40% of Zone 5, Zone

CAPACITY PROJECTIONS: CLAWBACK OF MAIN FOOD CONVENIENCE SPEND

TABLE 6

FUTURE SHOP FLOORSPACE CAPACITY IN CHORLTON THROUGH CLAWBACK

	Sales Efficiency Increase				
	<div> <div>2008-2011</div> <div>2011-2016</div> <div>2016 onwards</div> </div>				
	<div> <div>0</div> <div>0.20%</div> <div>0.50%</div> </div>				
	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Residents Spending (£000)	24,851	25,291	27,535	30,100	32,630
Sales per sq m net in new shops (£) Based on large store format (see note 1)	10,000	10,000	10,100	10,355	10,617
Capacity for new floorspace (sq m net)	2,485	2,529	2,726	2,907	3,073

APPENDIX 4

LEAKAGE/CLAW-BACK ASSESSMENT: TOP-UP FOOD EXPENDITURE

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY JULY 2009

TABLE 1
SURVEY AREA POPULATION FORECASTS

Survey Zone	Postcode Sector Groupings	POPULATION				
		2009	2011	2016	2021	2026
1	M21 0, M21 9	15,342	15,758	16,449	17,040	17,413
2	M21 7, M21 8	12,602	12,800	13,359	13,927	14,323
3	M33 2	12,190	12,257	12,564	12,899	13,339
4	M32 8	6,879	6,982	7,236	7,471	7,783
5	M16 0, M16 9	16,592	17,062	18,209	19,368	20,572
6	M16 7, M16 8	15,637	16,097	17,224	18,132	18,765
7	M14 4, M14 7, M20 1	27,019	28,042	30,533	32,549	33,982
TOTAL		106,261	108,998	115,574	121,386	126,177

SOURCE: Experian Business Solutions

TABLE 1A
POPULATION GROWTH RATES

POPULATION INCREASE			
2009-2011 (%)	2009-2016 (%)	2009-2021 (%)	2009-2026 (%)
2.7	7.2	11.1	13.5
1.6	6.0	10.5	13.7
0.5	3.1	5.8	9.4
1.5	5.2	8.6	13.1
2.8	9.7	16.7	24.0
2.9	10.1	16.0	20.0
3.8	13.0	20.5	25.8
2.6	8.8	14.2	18.7

CHORLTON INDEPENDENT RETAILERS STUDY

RETAIL STUDY JULY 2009

TABLE 2
CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

GROWTH IN PER CAPITA RETAIL EXPENDITURE:		2007-2009	0.2% pa									
		2009-2011	0.0% pa									
		2011-2016	0.8% pa									
		2016-2021	0.9% pa									
		2021-2026	0.9% pa									
ZONE	2007		2009		2011		2016		2021		2026	
	Minus SFT at 2.3%		Minus SFT at 3.0%		Minus SFT at 3.5%		Minus SFT at 4.0%		Minus SFT at 4.0%		Minus SFT at 4.0%	
1	1,690	1,651	1,697	1,646	1,697	1,637	1,766	1,695	1,847	1,773	1,931	1,854
2	1,619	1,581	1,625	1,577	1,625	1,569	1,691	1,624	1,769	1,698	1,850	1,776
3	1,748	1,707	1,755	1,702	1,755	1,693	1,826	1,753	1,910	1,834	1,997	1,918
4	1,672	1,633	1,679	1,628	1,679	1,620	1,747	1,677	1,827	1,754	1,911	1,834
5	1,534	1,498	1,540	1,494	1,540	1,486	1,603	1,539	1,676	1,609	1,753	1,683
6	1,568	1,531	1,574	1,527	1,574	1,519	1,638	1,573	1,713	1,645	1,792	1,720
7	1,534	1,498	1,540	1,494	1,540	1,486	1,603	1,539	1,676	1,609	1,753	1,683

Source: Experian

TABLE 3
SURVEY AREA CONVENIENCE GOODS RETAIL EXPENDITURE FORECASTS

GROWTH IN PER CAPITA RETAIL EXPENDITURE:					
Convenience Goods		2007-2009	0.2% pa		
		2009-2011	0.0% pa		
		2011-2016	0.8% pa		
		2016-2021	0.9% pa		
		2021-2026	0.9% pa		
ZONE	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2026 (£000)
1	25,250	25,801	27,881	30,206	32,282
2	19,869	20,077	21,692	23,651	25,438
3	20,751	20,757	22,027	23,651	25,578
4	11,201	11,310	12,135	13,103	14,275
5	24,786	25,357	28,016	31,164	34,618
6	23,877	24,453	27,087	29,822	32,277
7	40,363	41,675	46,977	52,373	57,184
TOTAL	166,096	169,430	185,815	203,970	221,652

Source: Tables 1 & 2

CHORLTON INDEPENDENT RETAILERS STUDY
RETAIL STUDY JULY 2009

TABLE 4
TOP UP CONVENIENCE GOODS ALLOCATION FROM CHORLTON'S CORE CATCHMENT AREA - % MARKET SHARE

Catchment Zone	2009 (%)	2011 (%)	TOTAL 2016 (%)	2021 (%)	2026 (%)
1	1	1	1	1	1
2	0	0	0	0	0
3	6	6	6	6	6
4	1	1	1	1	1
5	4	4	4	4	4
6	4	4	4	4	4
7	0	0	0	0	0

SOURCE:

TABLE 5
CONVENIENCE GOODS ALLOCATION FROM CHORLTON'S CORE CATCHMENT AREA - SPEND (£) 2007 PRICES

Catchment Zone	2009 (£000)	2011 (£000)	TOTAL 2016 (£000)	2021 (£000)	2026 (£000)
1	283	289	312	338	362
2	67	67	73	79	85
3	1,184	1,185	1,257	1,350	1,460
4	145	147	157	170	185
5	914	935	1,033	1,149	1,277
6	911	933	1,034	1,138	1,232
7	0	0	0	0	0
TOTALS	3,504	3,556	3,867	4,225	4,600

SOURCE: Tables 3 & 4

Note:

- 1) The total top up market shares in table 4 includes trade leakage to Asda, Hulme / Sainsburys, Sale / Foodstores, Old Trafford / Foodstores, Whalley Range / Tesco Express, Didsbury / Foodstores Stretford / Foodstores Sale / Iceland, Seymour Grove / Tesco Extra Baguley / Sainsburys, Regent Road
- 2) Market Shares reduced by % allocation of Core Catchment area as follows: 100% of Zone 1, 80% of Zone 2, 10% of Zone 3, 10% of Zone 4, 40% of Zone 5, 40% of Zone 6, 0% of Z

CAPACITY PROJECTIONS: CLAWBACK OF TOP UP FOOD CONVENIENCE SPEND

TABLE 6

FUTURE SHOP FLOORSPACE CAPACITY IN CHORLTON THROUGH CLAWBACK OF TOP-UP EXPENDITURE

	Sales Efficiency Increase				
	2008-2011				0
	2011-2016				0.20%
	2016 onwards				0.50%
	CONVENIENCE GOODS				
	2009	2011	2016	2021	2026
Residents Spending (£000)	3,504	3,556	3,867	4,225	4,600
Sales per sq m net in new shops (£) Based on large store format (see note 1)	10,000	10,000	10,100	10,355	10,617
Capacity for new floorspace (sq m net)	350	356	383	408	433