

TABLE 18
Non central capacity

	CONVENIENCE GOODS				COMPARISON GOODS			
	2010	2015	2020	2025	2010	2015	2020	2025
Total available residents' spending (Zones 1-10) (£m)	697.6	735.5	792.6	854.0	1451.3	1821.6	2287.6	2949.3
Plus visitors' spending (£m)	0	0	0	0	0	0	0	0
Total Spending with study area (£m)	697.6	735.5	792.6	854.0	1451.3	1821.6	2287.6	2949.3
Estimated turnover of all out of centre goods	440.3	463.6	499.0	537.6	495.6	621.5	779.9	1,005.4
Market share of out of centre Goods Floorspace	63%	63%	63%	63%	34%	34%	34%	34%
Existing floorspace out of centre (sqm net)	35,336	35,336	35,336	35,336	52,778	52,778	52,778	52,778
Average Sales Density (£ per sqm net)	12,460	11,233	11,233	11,233	9,390	10,116	10,898	11,740
Derived Turnover of Existing Floorspace (£m)	440.3	396.9	396.9	396.9	495.6	533.9	575.2	619.6
Residual Capacity Pre-Commitments (£m)	0	66.7	102.1	140.7	0	87.6	204.7	385.8
Estimated Turnover of Commitments (£m)	0	63.3	63.3	63.3	0	135.2	145.7	157.0
Estimated Residual Spending after	0	3.4	42.2	119.7	0	(47.7)	59.0	228.9
Density of Floorspace (£ per sqm net)	0	12,000	12,000	12,000	0	10,116	10,898	11,740
Capacity for New Floorspace (sqm net)	0	281	3,517	9,972	0	- 4,715	5,414	19,495

SOURCES/NOTES:

- (1) Tables 2,3 and 17.
- (2) Excludes vacant shops.
- (3) Household survey underestimates potential draw of store as trading patterns had not established at the time of the survey.
- (4) Includes commitments at Fossetts Way and Roots Hall (including new convenience offer on the Sainsbury's London Road site, Aldi London Road and Heath House and Carby House, Victoria Road.
- (5) Comparison turnover allowed to increase by 1.5% per annum.

TABLE 19
STUDY AREA: TOTAL CAPACITY FORECASTS

	CONVENIENCE GOODS			
	2010	2015	2020	2025
Total available residents' spending (Zones 1-10) (£m)	698	735	793	854
Plus visitors' spending (£m)	0	0	0	0
Total Spending (£m)	697.6	735.5	792.6	854.0
Estimated turnover of all major town centre and out of centre convenience goods floorspace (£m)	547.6	577.3	622.2	670.3
Market share of study area Convenience Goods Floorspace (Zones 1-10) (%)	78%	78%	78%	78%
Existing Convenience floorspace in Study Area (sqm net)	72,672	72,672	72,672	72,672
Average Sales Density of all major foodstores (£ per sqm net)	7,535	8,252	8,252	8,252
Derived Turnover of Existing Floorspace (£m)	547.6	599.7	599.7	599.7
Estimated Turnover of Commitments (£m)	0	0	0	0
Estimated Residual Spending after Commitments (£m)	0	(22.4)	22.5	70.6
Assumed Average Sales Density of New Convenience Floorspace (£ per sqm net)		12,000	12,000	12,000
Capacity for New Convenience Floorspace (sqm net)		-1865	1,873	5,885

SOURCES/NOTES:

- (1) Tables 2&3
- (2) Excludes vacant shops.
- (3) Household survey underestimates potential draw of store as trading patterns had not established at the time of the survey.

Table 20
Study Area (Outside SBC) Town Centre
convenience goods allocation - £m

	Town centre convenience allocation			
Zone	2010	2015	2020	2025
	£m	£m	£m	£m
Wickford	9.7	10.3	11.1	12.0
Benfleet	2.7	2.9	3.1	3.3
Canvey Island	12.7	13.4	14.5	15.6
Rayleigh	2.2	2.3	2.5	2.7
Other centres	7.7	8.2	8.9	9.6
Total	35.1	37.1	40.1	43.2

Table 21
Other town centre's draw upon the catchmemnt area

SCENARIO: 1 - Baseline				
Market Shares indicated by Household Interview Survey 2009 remain unchanged				
Catchment Zone	PROPORTION OF EXPENDITURE ATTRACTED TO OTHER TOWN COMPARISON GOODS			
	2010 (%)	2015 (%)	2020 (%)	2025 (%)
Zone 1	10%	10%	10%	10%
Zone 2	23%	23%	23%	23%
Zone 3	14%	14%	14%	14%
Zone 4	14%	14%	14%	14%
Zone 5	16%	16%	16%	16%
Zone 6	4%	4%	4%	4%
Zone 7	1%	1%	1%	1%
Zone 8	1%	1%	1%	1%
Zone 9	3%	3%	3%	3%
Zone 10	12%	12%	12%	12%

SOURCE: (1) Household survey, December 2009

Table 22
Forecast retail sales in town centres outside SBC

SCENARIO: 1 - Baseline				
Catchment zone	RETAIL SALES IN OTHER TOWN CENTRES BY CATCHMENT COMPARISON GOODS			
	2010 (£m)	2015 (£m)	2020 (£m)	2025 (£m)
Zone 1	11.5	14.3	17.7	22.6
Zone 2	29.3	36.9	46.3	59.0
Zone 3	24.0	30.0	37.4	47.6
Zone 4	24.2	30.7	38.8	49.4
Zone 5	29.0	36.4	45.6	58.1
Zone 6	6.9	8.6	10.6	13.5
Zone 7	2.7	3.4	4.3	5.4
Zone 8	1.9	2.4	3.0	3.8
Zone 9	2.4	3.0	3.8	4.9
Zone 10	8.8	11.2	14.3	18.3
TOTALS	140.8	176.9	221.7	282.5