Curborough

RETAIL ASSESSMENT REPORT

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CONTENTS

1. INTRODUCTION

1.1 This retail report looks at the need for a new local centre as part of the Curborough. It is accepted that in the absence of the development of the new settlement additional retail floor space in this part of Lichfield is unjustified. However, were the principle of a new settlement of upto 5,000 dwellings to be accepted, then clearly such a new community requires ancillary facilities including shops. The settlement will be developed in three phases between 2011 and 2026.

1.2 A range of local shopping facilities was anticipated in any new settlement in the adopted 1998 Local Plan. The evidence on retail matters for the LDF Core Strategy also supports the provision of a local centre as part of any new settlement.

1.3 As part of Curborough a local centre is proposed containing a supermarket and additional retail floorspace of a local nature, as well as other local facilities as appropriate.

1.4 This retail report considers the capacity of the new settlement to accommodate the proposed new centre. A traditional approach to estimating capacity is used based on assumptions in the Evidence on Retail Matters report ("The EORM report"). The floor space capacity derived is largely consistent with the "rule of thumb" approach in the EoRM.

1.5 Pre-application discussions were held with the Council and their consultants England and Lyle in respect of the retail element. This assessment reflects those discussions and comments received in respect of a previous draft.

National Retail Planning Policy

2.1 PPS6, Planning for Town Centres, was published in March 2005. It supersedes PPG6 and various other government policy statements which had added to or clarified PPG6.

2.2 In addition to the Government's key objective of promoting the vitality and viability of town centres (paragraph 1.3) there are other Government objectives which need to be taken account of in the context of this key objective, namely:

- ***"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 new development is, or will be, accessible and well served by a choice of means of transport." (paragraph 1.4)***

2.3 Chapter 3 of PPS6 sets out the considerations which should be taken into account by LPA's in determining planning applications for proposals relating to main town centre uses and makes it clear that the key considerations for identifying sites for allocation in development plan documents, as set out in Chapter 2 of the PPS, apply equally to the assessment of planning applications and therefore Chapter 3 needs to be read in conjunction with Chapter 2.

2.4 Paragraphs 3.4 and 3.5 set out the general principle that applicants should be required to demonstrate that:

- there is need;
- the development is of an appropriate scale;
- there are no more central sites for development;
- there are no unacceptable impacts on existing centres; and

- locations are accessible.

2.5 Paragraph 3.7 advises that the level of detail, type of evidence and analysis required to address the key considerations should be proportionate to the scale and nature of the proposal.

2.6 In advising on need, paragraph 2.23 states that local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments, but that local planning authorities should also take account of qualitative considerations with these, including that provision is made for a range of sites for shopping which allows genuine choice to meet the needs of the whole community (paragraph 2.35). Paragraph 2.9 calls on local planning authorities to consider the balance of the network of centres so that people's everyday needs are met at the local level.

2.7 In respect of considering need it is important to bear in mind the assessment is to identify the additional retail floor space to be provided to meet increasing levels of expenditure

2.8 Paragraph 3.13 indicates the sequential approach to site selection should be applied to all development proposals for sites that are not in an existing centre or allocated in an up to date development plan. The order of preference of locations is set out in paragraph 2.44 as in-centre, followed by edge of centre, followed by out-of-centre sites with preference given to sites which are or will be well served by a choice of means of transport and which are close to the centre and have a high likelihood of forming links with centre. Paragraph 2.45 calls for flexibility and realism from local planning authorities and developers in identifying sites for inclusion in development plans.

2.9 Paragraph 2.53 of PPS6 states that new centres should be designated through the local plan process where the need for them has been established such as in areas of significant growth. The advice is that a network of local centres in an authority's area is essential to provide easily accessible shopping to meet people's everyday needs. Such centres should be the focus for investment in more accessible local services, such as health centres and other small scale community facilities.

2.10 In areas of significant growth or where deficiencies are identified in the local area new centres may be identified. Paragraphs 2.55 to 2.59 are concerned with providing for local shopping and services. This section states that a network of centres is essential to provide easily accessible shopping to meet people's day to day needs pointing out that in particular deprived areas often have poor access to local shops and services and that to tackle such problems the Local Authority should work with the local community and retailers to identify opportunities to remedy any deficiencies in local provision. Whilst it is stated that this would be best achieved through strengthening existing centres it is conceded that it may be appropriate to develop new local centres.

2.11 This section of PPS6 particularly emphasised the need to meet people's day to day needs and remedy deficiencies in local shopping. Local Authorities should take a positive approach to planning for local shops and services. This can be done by assessing where deficiencies exist in the provision of local convenience shopping which served people's day to day needs and identifying opportunities to remedy any deficiencies in provision.

2.12 The section concludes by referring to future guidance on strategies for smaller centres and also working with Local Transport Authorities in producing accessibility strategies for their area with reference to guidance in Accessibility Planning Guidance. The latest accessibility guidance was published on 31 January 2006. In the foreword to the guidance by the Minister for Local Transport, it is set out that improving accessibility means ensuring that people can get the services they need either by being able to travel to the services or by the service being available where they are. The services being considered include accessibility to places of work, healthcare facilities, and education and food shops. This is reaffirmed in the introduction to the guidance which sets out the background and purpose of the guidance to focus on access to those opportunities that are likely to have the most impact on life chances including food shops. The summary to Chapter 2 on Accessibility in Local Transport Plans states that they should focus on accessibility to employment, learning, healthcare and food shops together with other services and opportunities of local importance.

2.13 Paragraph 3.20 of PPS6 advises that an impact assessment should be undertaken for any application for main town centre use, which would be in an edge of centre or out-of-centre location and which is not in accordance with an up to date development plan strategy. However, the advice that the level of detail and type of evidence and analysis required should be proportionate to the scale and nature of the proposal is repeated in paragraph 3.23. Further, while detailed advice is set out in paragraph 3.22 on the range of issues that should be considered in assessing the impact of development on centres, paragraph 3.23 advises that impact assessments that address these issues should be provided for all retail developments over 2,500 m^2 gross floorspace but may occasionally be necessary for smaller developments, such as those likely to have a significant impact on smaller centres, depending on the relative size and nature of the development in relation to the centre, i.e. the implication is that it will be rare for full impact assessments to be required for retail developments under 2,500 m^2 gross. This can also be seen as an indicator of the scale of development considered to have a significant affect on centres.

2.14 Paragraph 3.24-3.27 deals with ensuring locations are accessible and require that development should be accessible by a choice of means of transport. Paragraph 3.27 advises local authorities to consider where the proposal would have an impact on the overall distance travelled by car.

2.15 Other material considerations in assessing planning applications include;

- Physical regeneration,
- Employment,
- Economic growth, and
- Social exclusion.

2.16 Whilst it is clarified that physical regeneration and employment are not indicators of retail need they are material consideration in the site selection process with the weight to be attached dependant on local circumstances. Such considerations are expanded to include the net additional employment opportunities that may arise, increased investment both direct and indirect and social inclusion including accessibility to a range of services.

Local Plan/LDF

2.17 The Lichfield District Local Plan was adopted in June 1998 and covered the period 1998-2001. Shopping policies cover the main centres of Lichfield and Burntwood. Within the rural areas the larger villages of Alrewas, Armitage, Fazeley and Shenstone are referred to where there is a range of everyday shops. Smaller villages may only contain a single shop. The Local Plan recognizes that such rural shops have a shopping and community role.

2.18 In addition, Policy S2 is concerned with neighbourhood shopping centres where the policy seeks to ensure an adequate range of local shopping and services is maintained. The policy explanation refers to the neighbourhood shopping centres offering a range of facilities providing for the daily needs of their local populations. These centres are considered locally important which the District Council seeks to maintain.

2.19 The adopted Local Plan also states in respect of housing and longer term provision that the District Council will promote the development of a new settlement in the Fradley area. It is stated that any new settlement will need to make provision for all types of housing in a balanced community, including affordable housing and a range of recreational, community and local shopping facilities, together with a variety of employment opportunities.

2.20 The adopted Local Plan will eventually be replaced by the LDF. The Core Strategy Issues and Options paper was placed on deposit in December 2007.

2.21 Within the Issues and Options, Spatial Option No 4 was the new settlement option which would need to meet the criteria of being of a size that it could be sustainable in providing an adequate range of services and facilities, such as schools, health or sports.

2.22 The Issues and Options paper also refers to the Eco-Town proposal and includes the key features of a good range of facilities within the town including a Secondary School, Shopping, Business space and Leisure.

Retail Report July 2007

2.23 As part of the evidence base for the LDF a report on retail matters was produced by England & Lyle in July 2007. The EoRM report contained a need assessment which can be summarised as,

> ***"In convenience goods there is a small capacity for additional development in Lichfield up to 2021 and a limited capacity in Burntwood after allowing for commitments. In comparison goods there is negative capacity for additional development in Lichfield up to 2011 because the available capacity is taken up by the commitment for the Birmingham Road redevelopment scheme in Lichfield. There is still a negative capacity in 2016 but there is predicted to be a small surplus capacity in 2021. There is no capacity for additional comparison goods development in Burntwood until after 2011 because of the committed scheme by London & Cambridge Properties. There is a small surplus capacity in 2016 and 2021. There is a small capacity for additional bulky goods development in Lichfield in 2016 and 2021.***
>
> ***The long term capacity forecasts have been used to estimate floor space capacity in Lichfield and Burntwood up to 2021. In convenience goods the floor space capacity in Lichfield is between 2,100 and 5,800sqm gross. There may be potential in the long term for one additional food store but not for another superstore. In Burntwood the assessment indicates a floor space capacity of between 500 and 1,500sqm gross in convenience goods. There may be potential in the long term for a discount food store.***
>
> ***In comparison goods there is a floor space capacity in Lichfield for 1,600 to 2,300sqm gross in 2021 which could be met by small scale redevelopment in the city centre. There is a floor space capacity for additional comparison goods development in Burntwood in 2021 of 2,300 to 3,200sqm gross. In bulky goods there is a limited floor space capacity for additional bulky goods development in Lichfield in 2016 and 2021, in addition to the development of the Vulcan Road Scheme".***

2.24 In addition the report advises in respect of policy on smaller centres and states that in the LDF this should be strengthened so that smaller centres, which have been identified, fully meet the need of the local population.

2.25 In addition the report states,

"The Council has identified an option of developing an expanded settlement at Fradley, north of Lichfield. There is capacity in the Lichfield catchment area for a new centre in Fradley for convenience goods shopping. A settlement with 5,000 new dwellings would support in the region of 2,300sqm gross floor space overall. This would be larger than a small local centre and in the long term a district centre may be justified at Fradley. In the LDF period we would advise that an allocation as a large local centre would be the most appropriate designation".

2.26 The report also looks at the role and hierarchy of centres. In addition to considering Lichfield and Burntwood the report also looks at local centres of which there are 14 local and village centres containing between one and four convenience shops and none and 13 comparison shops. Chasetown being the largest local centre containing four convenience shops and 13 comparison shops in addition to 17 service units within an overall total of 40 units. The next largest centre was Alrewas containing 20 units in total, three convenience, four comparison and 11 service. Within the Lichfield urban area there are four local centres including the existing local centre of Curborough which contains three convenience units, two comparison units and three service units. The report refers to the PPS6 definition of local centres as including a range of small shops of a local nature, serving a small catchment and typically including a small supermarket, a newsagent, sub post office, pharmacy and services such as a hot food take-away and a launderette.

2.27 Overall the centre hierarchy within the district was defined as,

Large Town Centre	Lichfield
Smaller Town Centres	Burntwood

Large Local Centre	Chasetown
Smaller Local Centres	Boley Park, Curborough, Netherstowe, Weston Road (Lichfield), Morley Road, Parkhill Road, Swan Island (Burntwood)
Village Centres	Alrewas, Armitage, Fazeley, Shenstone, Stonnal, Whittington

2.28 In terms of the need assessment, this report refers in the next section to various parts of the EoRM methodology which have been adopted in considering capacity for new floor space within Curborough.

2.29 In respect of a suggested policy in respect of smaller centres the report refers to PPS6 support for a network of local centres to provide easily accessible shopping to meet people's day to day needs and for local authorities to take a positive approach to strengthening local centres and planning for local shops pointing out that the need for local shops and services is equally important in urban and rural areas.

2.30 The report advises that Local Plan Policy S2 needs to be strengthened to ensure that an adequate range of local shopping and services is maintained and that improvements in shops and services are encouraged.

2.31 With reference to the PPS6 statement that new centres should be designated through the plan making process where a need has been established, the report comments that the only need for a new centre in Lichfield would arise where there is significant new residential development. The recently built Waitrose supermarket in the Walsall Road area of Lichfield is referred to as providing local shopping services to the new residential development.

2.32 The report points to the option of developing a new settlement at Fradley with the size yet to be determined and being dependent on LDF housing requirements.

2.33 The report refers to the presence of capacity for a new centre at Fradley as part of the available capacity within the Lichfield catchment area. The report states that some of the capacity that has been identified in the Lichfield catchment area could be accommodated at Fradley and that it does not all have to met in the Lichfield urban area.

2.34 The report then undertakes a crude capacity estimate based on 5,000 new dwellings which could accommodate 12,500 people. The approach then was to apply an average ratio of 2sqft per person for all retail floor space including convenience, comparison and service floor space. This ratio suggests a floor space requirement of 2,300sqm. The report confirms that there would be sufficient quantitative need in the Lichfield catchment to support this level of floor space in the Fradley area.

2.35 By reference to the definition of local centres in PPS6 the report considers that the scale of centre that may be required in the Fradley area may be more than a local centre and that in the long term a district centre may be justified at Fradley which would comprise a group of shops containing at least one supermarket or superstore and range of non-retail services such as banks, building societies and restaurants, as well as local public facilities such as a library. However, over the LDF period the report advises that an allocation as a large local centre, the same as Chasetown, would be the most appropriate designation.

2.36 Within PPS6 a supermarket is defined as a self-service store selling mainly food, with a trading floorspace less than 2,500sqm, often with car parking. A superstore is defined as a self-service store selling mainly food, or food and non-food goods, usually with more than 2,500sqm trading floorspace, with supporting car parking.

3.1 Quantitative need or capacity has been calculated following the methodology of the “Evidence on Retail Matters” (“the EoRM report”) report by England and Lyle of July 2007 to inform the LDF Core Strategy work.

3.2 Whilst we have considered the level of capacity over time during the period 2006 up to 2026, the relatively low levels of population and convenience goods expenditure growth anticipated to occur, together with the low rates of increase in floor space efficiency for convenience floor space means that in the absence of any net in-migration of further population to Curborough, the level of capacity for convenience goods remains relatively static over time. In respect of comparison floor space there is some additional capacity created over time.

3.3 The rest of this section follows the format from the England and Lyle study for ease of comparison.

Population and Expenditure

Population

3.4 Curborough will contain up to 5,000 new dwellings which could accommodate a population of approximately 12,500 persons. Such a future population size is taken from the EoRM report and we believe this to be a reasonable assumption.

3.5 By way of comparison, the Lichfield wards have a 2006 population of 28,965 persons rising to 30,939 by 2021 based on the Staffordshire County Council projections. It can be seen therefore that population growth is insignificant. In respect of Curborough no increase in population has been applied over time as no new development over the original 5,000 dwellings is anticipated.

Per Capita Expenditure

3.6 Levels of individual expenditure on convenience and comparison goods have been taken from the England and Lyle report with all figures being expressed in 2001 prices and excluding special forms of trading. Projections from 2006 have been made to 2011, 2016, 2021 and 2026. The expenditure growth is based upon the forecasts in MapInfo Information Brief 06/2 (September 2006).

3.7 The expenditure per head figures for the future Curborough population are based on the average expenditure levels for the Lichfield wards taken from the England and Lyle report.

Total Expenditure

3.8 The 5,000 dwellings planned at Curborough would therefore generate £23.57M of expenditure in convenience goods in 2026. Total available expenditure from the new settlement is set out in Table 1 of Appendix 1.

3.9 In respect of comparison goods the 5,000 dwellings would result in a total expenditure of £64.14M in 2026.

Locally Available Expenditure

3.10 Clearly not all expenditure generated by the new settlement will be retained locally, particularly in respect of higher order comparison goods.

3.11 In respect of comparison goods, as with other local centres, we have looked at the level of expenditure which is likely to be retained for more regular every day items expected from local facilities. We have therefore considered that 10% of total comparison expenditure would be expected to be spent in local facilities. This is considered to be a reasonable estimate based on experience of examining household surveys and having regard to the local retail offer and the type of facilities proposed for Curborough.

3.12 In respect of convenience goods, there is the potential of providing a sufficient level of floor space to make the community virtually self sufficient. However, in order to retain a significant majority of locally generated convenience expenditure a convenience store capable of meeting weekly or fortnightly bulk convenience shopping trips is required. Such a store would generally be not less than 2,000sqm gross in size and would generally be operated by one of the four leading national operators. The England & Lyle report considered sales densities for main food store operators to be around £11,000 per **sqm in 2006**. A main food store with a gross floor space of around 2,000sqm would have a net area of around 1400sqm with a total turnover of around £15M.

3.13 Any large convenience store seeking to cater for main food, weekly or fortnightly, bulk convenience shopping is likely to attract around 70% of all available convenience expenditure from the new settlement. Customer preference and other shopping habits mean that despite the proximity of a large convenience store a proportion of residents of its catchment area will inevitably shop elsewhere. At the other end of the marke, a small convenience store seeking to cater for residents' day to day needs would not carry sufficient stock to compete with large supermarkets serving the main bulk food shopping trip.

3.14 Accordingly we have considered capacity for convenience goods floor space based on available expenditure to a large store being 70% of total expenditure or 30% of total expenditure to a smaller store.

3.15 This results in convenience expenditure capacity for the higher retention rate of £16.50M in 2026 and for the lower retention rate of £7.07M in 2026. These figures are set out in Table 2 and 3.

3.16 For comparison goods, available expenditure would be around £6.41M in 2026. These figures are set out in Table 4.

Floor Space Capacity

3.17 The England & Lyle report looked at floor space capacity based on a range of sales densities being applied to the capacity forecast. For convenience goods the range used was £4,000/sqm to £11,000/sqm net. The upper figure of £11,000/sqm being an average for main food store operators and the lower figure of £4,000/sqm being an average for discount food stores. It is not entirely appropriate to estimate capacity for the discount food operator on this basis as such low levels of turnover are sustained by selling a more limited range of goods and having a wider catchment area than would normally be associated with stores of similar sizes. We have adopted a lower figure of £6,000/sqm for those operators not within the top four national retailers. Future turnover is estimated by allowing for a growth in sales productivity and England & Lyle have used growth rates of 0.2% per annum for convenience goods and 1.5% for comparison goods.

3.18 We have used a floorspace ratio to estimate the gross floorspace of any store based on the net area of 70%.

3.19 In respect of convenience goods floor space there would be capacity in 2026 for a store of between 2,059sqm – 3,775sqm gross providing for the main food shopping trip based on a 70% retention rate. This analysis is set out in Table 2.

3.20 For a store seeking to serve a more limited role for more day to day shopping purposes based on 30% retention of available expenditure there would be capacity in 2026 for a store with between 882sqm to 1,618sqm. This analysis is set out in Table 3.

3.21 We consider that in respect of comparison goods floor space capacity the sales densities for the usual types of operator which may be located in such a local centre would be around half that considered appropriate for Lichfield City Centre. The EoRM considered a range of between £4000 per sqm and £5700 per sqm for comparison shops in Lichfield City Centre. We have therefore considered a density for local shops in the new centre in 2006 of £2,500/sqm. We have also looked at the effect of increasing this figure to £4000 per sqm.

3.22 Based on the retention of only 10% of available comparison goods expenditure for the new local centre there would be capacity in 2026 for lower density floorspace for 2,721sqm. For higher density floor space, the capacity would be 1,701sqm. This is set out in Table 4.

3.23 Even based upon only retaining 10% of locally generated comparison goods expenditure the level of capacity that is generated far exceeds the level of floor space that would reasonably be expected to be provided at a local centre.

3.24 However, on the basis that any supermarket would also contain an element of comparison goods floor space some of this capacity would be taken by any new convenience store. Based on 20% of floor area being used for comparison goods sales this would amount to around 515sqm in a convenience store with lower sales densities and 944sqm in a store with higher sales densities in 2026. Sales densities for comparison floorspace in a convenience store are based on the higher sales densities for comparison goods.

3.25 We have then considered the residual capacity for comparison floorspace based on the high and low sales densities. His produces arrange of floorspace in 2026 between 757sqm and 1898sqm. This is set out in Table 5.

3.26 On the basis that the new settlement is aiming to be sustainable, the aim should be to provide a level of services locally so as to retain as much locally generated expenditure and therefore as many shopping trips as is reasonable. A foodstore of between 2574sqm and 4718sqm can therefore be justified together with additional small scale convenience and comparison floorspace upto around 2,000sqm.

3.27 However, looking at the scale of new development, PPS6 advises that local planning authorities should ensure that the scale of opportunities identified are directly related to the role and function of the centre and its catchment. The scale of development should relate to the role and function of the centre within the wider hierarchy and the catchment served. The aim should be to locate the appropriate type and scale of development in the right type of centre, to ensure that it fits into that centre and that it complements its role and function.

3.28 In line with this advice it is considered that a supermarket of around 3,500sqm would be appropriate with around an additional 1,000sqm of other retail floorspace.

3.29 Increased amounts of floorspace can be justified by higher levels of retention reflecting the greater attraction of that floorspace.

Phasing

3.30 It is accepted that the expenditure to support the level of floorspace proposed, particularly in respect of convenience floorspace, will not fully be realised until the end of the development period. However, the EoRM found that generally there was capacity in Lichfield for between 2,100 and 5,800sqm of convenience retail floorspace. This general capacity would be available to a new store at Curborough and would be appropriate as population movement occurred from the wider area into the new settlement.

3.31 It is difficult to see how a store designed to meet the bulk, weekly/fortnightly, main food shopping trip can be provided in a phased way. In a report for

Birmingham City Council to identify deficiencies in existing retail provision and to identify mechanisms so that centres can meet the needs of the local communities they serve, CB Hillier Parker defined as a threshold for a main food superstores which should serve the majority of convenience shopping needs as 2,500sqm net for the sale of food goods. This is consistent with the thresholds in PPS6 Annex A differentiating between supermarkets and superstores.

3.32 It is also our experience that retailers have minimum thresholds for stores within which they can provide the full range of goods necessary for a one stop shop. Below such a threshold a full range can not be provided and shoppers will by pass smaller stores in order to undertake a single bulk, weekly/fortnightly, main food shopping trip.

3.33 The provision of a store in the earlier phases of the development may result in the store absorbing capacity available in the wider area and trading below company averages towards the level considered in respect of the lower sales density stores. However, there will be a qualitative need to provide a store designed to meet the bulk, weekly/fortnightly, main food shopping trip for the population of the first phases of Curborough.

4. CONCLUSION

4.1 This retail assessment seeks to justify a new shopping centre as part of the proposed Curborough new settlement

4.2 Government policy within PPS6 supports the provision of new centres in areas of significant growth in order to provide local shopping and services which are easily accessible to meet people's day to day needs.

4.3 The adopted Lichfield Local Plan seeks to maintain an adequate range of local shopping and services to provide for the daily needs of their local populations. The adopted plan also recognises that any new settlement will need to make provision for a range of local shopping provision.

4.4 The emerging LDF in putting forward a new settlement as an option also accepts that to be sustainable a new settlement would need to provide an adequate range of services and facilities, including shops.

4.5 The evidence base for the LDF identifies capacity in the Lichfield area for a new centre north of the town for convenience goods shopping. Using a very crude method of assessment it is estimated the new settlement would support around 2,300sqm of floorspace.

4.6 By reference to the definition of local centres in PPS6 the report considers that the scale of centre that may be required may be more than a local centre and that in the long term a district centre may be justified which would comprise a group of shops containing at least one supermarket or superstore and range of non-retail services such as banks, building societies and restaurants, as well as local public facilities such as a library. However, over the LDF period the report advises that an allocation as a large local centre, the same as Chasetown, would be the most appropriate designation.

4.7 Our own assessment, based on the assumptions contained within the evidence base, suggests a local centre containing a supermarket of around 3,500sqm gross (with upto 2,500sqm of convenience floorspace) and a range of small unit shops upto 1,000sqm gross, of a local nature, which may include a newsagent, a sub-post office and a pharmacy, would be appropriate. Other additional facilities could include a range of other non-retail services, such as hot-food takeaway, restaurants, banks, building societies and launderette, as well as local public facilities such as a library, places of worship and community centre may also be appropriate.

4.8 A condition on any planning permission is suggested that controls the amount and type of floorspace such that the new settlement will contain a maximum of 4,500 sqm gross of retail floorspace within the local centre as shown on the masterplan. Of this convenience goods sales shall not exceed 2,500sqm gross within one unit and no other unit shall exceed 100sqm gross without the written consent of the local planning authority.

Appendix 1

Table 1 – Curborough Expenditure

Table 2 – Convenience Goods Assuming 70% Retention

Table 3 - Convenience Goods Assuming 30% Retention

Table 4 – Comparison Goods Assuming 10% Retention

Table 5 – Summary of Floorspace Capacity

Table 1

Curborough Expenditure

Year	Dwellings	Residents [1]	Exp Per Head (£) [2]	Total Expenditure (£M)
Convenience				
2016	1670	4175	1732	7.23
2021	3480	8700	1812	15.76
2026	5000	12500	1886	23.57
Comparison				
2016	1670	4175	3912	16.33
2021	3480	8700	4567	39.73
2026	5000	12500	5131	64.14

Notes
[1] assuming an average of 2.5 persons per dwelling
[2] from England & Lyle report Evidence on Retail Matters for LDF Core Strategy

Table 2

Convenience Goods Assuming Retention Level of 70%

	2006	2011	2016	2021	2026
Dwellings	-		1,670	3,480	5,000
Population [1]	-	0	4,175	8,700	12,500
Expenditure per person [2]	£1,584	£1,648	£1,732	£1,812	£1,886
Total Expenditure (£m)	-	0.00	7.23	15.76	23.57
Retention level	-	70%	70%	70%	70%
Expenditure retained (£m)	**-**	**0.00**	**5.06**	**11.03**	**16.50**
(1) Assuming higher sales density					
Sales density (£ per sq.m. net) [3]	£11,000	£11,110	£11,222	£11,335	£11,448
Net floorspace (sq.m.)	-	0	451	973	1,441
Gross floorspace (sq.m.) [4]	**-**	**0**	**644**	**1,390**	**2,059**
(2) Assuming lower sales density					
Sales density (£ per sq.m. net)	£6,000	£6,060	£6,121	£6,183	£6,245
Net floorspace (sq.m.)	-	0	827	1,784	2,642
Gross floorspace (sq.m.) [4]	**-**	**0**	**1,181**	**2,549**	**3,775**

[1] assuming an average of 2.5 persons per dwelling
[2] from England & Lyle report Evidence on Retail Matters for LDF Core Strategy
[3] assuming increase in sales density of 0.2% per annum
[4] assuming a net/gross floorspace ratio of 70%

Table 3

Convenience Goods Assuming Retention Level of 30%

	2006	2011	2016	2021	2026
Dwellings	-		1,670	3,480	5,000
Population [1]	-	0	4,175	8,700	12,500
Expenditure per person [2]	£1,584	£1,648	£1,732	£1,812	£1,886
Total Expenditure (£m)	-	0.00	7.23	15.76	23.57
Retention level	-	30%	30%	30%	30%
Expenditure retained (£m)	-	0.00	2.17	4.73	7.07
(1) Assuming higher sales density					
Sales density (£ per sq.m. net) [3]	£11,000	£11,110	£11,222	£11,335	£11,448
Net floorspace (sq.m.)	-	0	193	417	618
Gross floorspace (sq.m.) [4]	**-**	**0**	**276**	**596**	**882**
(2) Assuming lower sales density					
Sales density (£ per sq.m. net)	£6,000	£6,060	£6,121	£6,183	£6,245
Net floorspace (sq.m.)	-	0	354	765	1,132
Gross floorspace (sq.m.) [4]	**-**	**0**	**506**	**1,092**	**1,618**

[1] assuming an average of 2.5 persons per dwelling
[2] from England & Lyle report Evidence on Retail Matters for LDF Core Strategy
[3] assuming increase in sales density of 0.2% per annum
[4] assuming a net/gross floorspace ratio of 70%

Table 4

Comparison Goods Assuming Retention Level of 10%

	2006	2011	2016	2021	2026
Dwellings	-		1,670	3,480	5,000
Population [1]	-	0	4,175	8,700	12,500
Expenditure per person [2]	£2,783	£3,308	£3,912	£4,567	£5,131
Total Expenditure (£m)	-	0.00	16.33	39.73	64.14
Retention level	-	10%	10%	10%	10%
Expenditure retained (£m)	-	0.00	1.63	3.97	6.41
(1) Assuming higher sales density					
Sales density (£ per sq.m. net) [3]	£4,000	£4,309	£4,642	£5,001	£5,387
Net floorspace (sq.m.)	-	0	352	794	1,191
Gross floorspace (sq.m.) [4]	**-**	**0**	**503**	**1,135**	**1,701**
(2) Assuming lower sales density					
Sales density (£ per sq.m. net) [3]	£2,500	£2,693	£2,901	£3,126	£3,367
Net floorspace (sq.m.)	-	0	563	1,271	1,905
Gross floorspace (sq.m.) [4]	**-**	**0**	**804**	**1,816**	**2,721**

[1] assuming an average of 2.5 persons per dwelling
[2] from England & Lyle report Evidence on Retail Matters for LDF Core Strategy
[3] assuming increase in sales density of 1.5% per annum
[4] assuming a net/gross floorspace ratio of 70%

Table 5

Summary of Floorspace capacity (sqm gross)

	2011	2016	2021	2026
Total Floorspace				
Convenience Goods				
with 70% retention				
lower sales density	0	1,181	2,549	3,775
higher sales density	0	644	1,390	2,059
with 30% retention				
lower sales density	0	506	1,092	1,618
higher sales density	0	276	596	882
Comparison Goods				
lower sales density	0	804	1,816	2,721
higher sales density	0	503	1,135	1,701
Supermarket Floorspace				
convenience @ higher sales density	0	644	1,390	2,059
comparison (20%)	0	161	348	515
total	0	805	1,738	2,574
convenience @ lower sales density	0	1,181	2,549	3,775
comparison (20%)	0	295	637	944
total	0	1,477	3,186	4,718
Other Retail Floorspace				
Higher Sales Density Convenience Store and Higher Sales Density Comparison Stores	0	342	787	1,186
Higher Sales Density Convenience Store and Lower Sales Density Comparison Stores	0	804	1,816	2,721
Lower Sales Density Convenience Store and Higher Sales Density Comparison Stores	0	503	1135	1701
Lower Sales Density Convenience Store and Lower Sales Density Comparison Stores	0	804	1816	2721