LICHFIELD
DISTRICT COUNCIL

EVIDENCE ON RETAIL MATTERS: SUPPLEMENTARY REPORT ON NEED

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EXECUTIVE SUMMARY

1. This report has been commissioned by Lichfield District Council to assist the Council in preparing retail policies in the LDF Core Strategy. It updates the forecasts of retail expenditure and need in the 2009 Update report on Evidence on Retail Matters for the LDF Core Strategy (April 2009). The report reviews the capacity analysis in the 2009 Update based on more up-to-date expenditure forecasts for convenience and comparison goods.

2. The growth rates for both convenience and comparison goods are significantly lower than those used in the April 2009 report. In convenience goods the forecast growth of expenditure in the study area between 2006 and 2026 is £60.2m or 26%. In 2026 the total amount of convenience expenditure is 82% of the total forecast in the April 2009 report. In comparison goods the forecast growth of expenditure in the study area between 2006 and 2026 is £421.8m or 103%. In 2026 the total amount of comparison expenditure is 86% of the total forecast in the April 2009 report.

3. In convenience goods there is very little capacity for additional development in Lichfield up to 2021, after allowing for the replacement Tesco foodstore, and there is a modest capacity for further convenience goods shopping in the longer term. In Burntwood there is a small capacity for further convenience goods floorspace after allowing for the Morrisons extension.

4. In comparison goods there is a negative capacity for additional development in Lichfield up to 2021 because the available capacity is taken up by the commitment for the Friarsgate redevelopment scheme in Lichfield. There is predicted to be a surplus capacity in 2026 to support further comparison goods development. There is no capacity for additional comparison goods development in Burntwood in the longer term after allowing for the committed LCP scheme. There is a moderate capacity for additional bulky goods development in the Lichfield catchment area from 2016 onwards.

5. Applying a range of sales densities to calculate net floorspace, and converting to gross floorspace, floorspace capacity has been reviewed.

(1) In convenience goods, in Lichfield there is potential in the longer term for a small foodstore or an extension of one of the existing foodstores. In Burntwood (after allowing for the Morrisons extension) there is potential in the longer term for another supermarket or a discount foodstore.

(2) In comparison goods there is no capacity for additional development in Lichfield until after 2021 because of the major commitment at Friarsgate. The surplus capacity in 2026 could be met by further redevelopment in the city centre. The Bird Street car park has been identified by the Council as having potential for retail development after completion of the Friarsgate scheme. There is a limited capacity for additional comparison goods development in Burntwood in the longer term in addition to the LCP scheme.

(3) In bulky goods there is a modest floorspace capacity for additional bulky goods development in Lichfield District. In the longer term capacity would exist after the development of the Vulcan Road scheme, sufficient to support another relatively small scale retail warehouse development. Some of the potential for bulky goods development could be met in Burntwood.

6. The Core Strategy should be based on the most likely forecasts of floorspace capacity. We have adopted the higher floorspace capacity in the range of estimates as the most appropriate basis for establishing floorspace limits.

7. In Lichfield an appropriate floorspace limit should include the committed Friarsgate redevelopment scheme with a floorspace of 22,000 sq.m. gross, other recent developments and commitments such as Tesco and the additional floorspace capacity we have identified by 2026 which could be accommodated on sites within the city centre. We suggest that the LDF Core Strategy refers to a floorspace limit of 39,000 sq.m. gross in total, including 32,000 sq.m. gross in comparison goods. This floorspace limit includes the recently developed out-of-centre Lidl supermarket and the replacement Tesco store on the edge of the city centre. Some of the additional floorspace capacity is in bulky goods (up to 5,000 sq.m. gross) which would have to be accommodated outside the city centre. The proposed limit of 32,000 sq.m. gross in comparison goods allows for an additional 11,500 sq.m. of comparison retail floorspace over and above that committed at Friarsgate in the LDF period to 2026.

8. In Burntwood an appropriate floorspace limit should include the committed LCP scheme which has gross floorspace of about 9,000 sq.m., the Morrisons extension with a gross floorspace of 1,100 sq.m., and the additional floorspace capacity of up to 6,000 sq.m. gross we have identified by 2026 which could be accommodated on the Olaf Johnson site. The total committed floorspace is about 10,000 sq.m. gross. The maximum floorspace capacity we have assessed is about 1,500 sq.m. gross in convenience goods and 4,500 sq.m. gross in comparison goods. We would suggest that the LDF Core Strategy refers to a floorspace limit of 16,000 sq.m. gross, including both convenience and comparison goods, which includes the Blue Hoardings/LCP site. The amount of floorspace represented by comparison goods is about 14,500 sq.m. gross, which could include some bulky goods.

9. The scale of development we have proposed in Burntwood, and the corresponding upper floorspace limit, reflect local needs. Burntwood would not change its status in the retail hierarchy. It would not become a strategic centre but it would have an enhanced role as a town centre, better serving the local needs of residents of Burntwood and the surrounding area.

1. INTRODUCTION

1.1 This report has been commissioned by Lichfield District Council to assist the Council in preparing retail policies in the LDF Core Strategy. In February 2007 England & Lyle were appointed by Lichfield District Council to provide retail consultancy advice and technical assistance to the Council in relation to planning applications for retail development in Lichfield and Burntwood and advice on retail policy for the Local Development Framework.

1.2 A report was prepared in July 2007 entitled ‘Evidence on Retail Matters for the LDF Core Strategy. This report was revised in April 2009 as the ‘2009 Update’. The Council has requested us to review the forecasts of retail expenditure and need in the 2009 Update because of the economic downturn and its effect on future expenditure growth prospects, and the implications for the floorspace limits for Lichfield and Burntwood proposed in the Core Strategy.

1.3 This Supplementary Report on Need:

(1) Updates the Need Assessment in the 2009 Update taking account of the latest retail expenditure forecasts by MapInfo in September 2009 and a review of the growth in sales densities that is consistent with lower rates of expenditure growth.

(2) Reviews the floorspace limits for Lichfield and Burntwood centres that should be used in the Core Strategy.

2. NEED ASSESSMENT

2.1 In the report 'Evidence on Retail Matters for the LDF Core Strategy: 2009 Update' (April 2009) a capacity analysis was undertaken to 2026 for convenience and comparison goods in the Lichfield and Burntwood catchment areas and for bulky goods in the Lichfield catchment area. This Section reviews the capacity analysis based on more up-to-date expenditure forecasts.

Population and Expenditure

Population

2.2 Population forecasts for Lichfield District as a whole have been updated and extended to 2026 using the latest ONS 2006-based projections for local authority areas published by Staffordshire County Council in June 2008. The distribution of population growth between zones in Lichfield District is based on the allocations of housing growth in the LDF Preferred Options. It takes account of the preferred distribution of new housing in Lichfield, Burntwood and other key settlements, as follows.

Zone	% of District Total	Notes on Distribution
Burntwood wards	12.5%	
Lichfield wards	50%	
Northern Rural wards	14.5%	mostly in Rugeley suburbs (Armitage with Handsacre)
Eastern Rural wards	14%	mostly in Fradley and Alrewas
Southern Rural wards	9%	mostly in Tamworth suburbs (Fazeley ward)

2.3 In the Cannock Chase District wards within the study area the extent of population growth is in line with the latest Staffordshire CC projections. In the Walsall District wards within the study area the extent of population growth is in line with the ONS 2006-based projections for Walsall District as a whole.

2.4 The population forecasts by ward have been aggregated into zones. The population projections by zone and ward are shown in detail in Appendix 1. The zone totals are summarised below.

Population by zone	**2006**	**2011**	**2016**	**2021**	**2026**
Burntwood wards	30,416	30,891	31,366	31,854	32,279
Lichfield wards	29,136	31,036	32,936	34,886	36,586
Northern Rural wards	10,733	11,284	11,835	12,400	12,893
Eastern Rural wards	11,832	12,364	12,896	13,442	13,918
Southern Rural wards	14,583	14,925	15,267	15,618	15,924
Lichfield District Total	**96,700**	**100,500**	**104,300**	**108,200**	**111,600**
Walsall District wards	25,092	25,408	25,812	26,236	26,620
Cannock Chase District wards	23,985	24,748	25,537	26,300	26,935
Study Area Total	**145,777**	**150,656**	**155,649**	**160,736**	**165,155**

Per Capita Expenditure

2.5 We have adopted the base data on per capita expenditure by ward from the 2004 Retail Study. It is still valid data and it represents a detailed and accurate picture of local expenditure. For consistency with the Retail Study we have retained the 2001 price base. The 2001 base data on per capita expenditure by ward and zone are shown in Appendix 2, excluding special forms of trading. Projections have been made of per capita expenditure in 2006 and in the forecast years of 2011, 2016, 2021 and 2026 for convenience goods (Appendix 2A) and comparison goods (Appendix 2B). The projections are based on the latest forecasts in the MapInfo Retail Expenditure Guide 2009/2010 (September 2009) using the OEF forecasts from the UK consumer spending model. The annual growth rates are as follows:

Convenience goods	Comparison goods
2006-2008: actual growth 3.3% overall	2006-2008: actual growth 9.9% overall
2008-2014: forecast growth 0.5% p.a.	2008-2014: forecast growth 1.6% p.a.
2008-2019: forecast growth 0.6% p.a.	2008-2019: forecast growth 2.9% p.a.

2.6 In the longer term we assume that the same growth rates will continue to 2021 and 2026.

2.7 The growth rates for both convenience and comparison goods are significantly lower than those used in the April 2009 report. This Section assesses the implications of these lower growth rates in terms of the quantitative need for additional shopping floorspace.

2.8 It is necessary to exclude special forms of trading such as Internet shopping from the forecasts of per capita expenditure. The latest MapInfo data shows that special forms of trading represents 2.0% of expenditure on convenience goods and 5.8% of expenditure on comparison goods in 2007. However, MapInfo do not make forecasts of future changes in special forms of trading. Therefore we have adopted the latest Experian forecasts of special forms of trading (non-store sales) as shown below.

Special forms of trading	2006	2011	2016	2021	2026
Convenience goods	2.5%	4.4%	5.3%	5.6%	5.9%
Comparison goods	6.8%	8.4%	9.6%	9.4%	9.1%

Total Expenditure

2.9 The tables in Appendix 3 show forecasts of total expenditure in the study area by ward and zone in convenience goods (Appendix 3A) and comparison goods (Appendix 3B), excluding special forms of trading. We have multiplied the population in each ward by the per capita expenditure in each ward for convenience and comparison goods separately and aggregated them by zone. The forecasts are summarised below by zone.

Convenience Goods Expenditure by zone	**2006 £m**	**2011 £m**	**2016 £m**	**2021 £m**	**2026 £m**
Burntwood wards	48.74	50.89	52.90	55.18	57.43
Lichfield wards	46.06	50.45	54.81	59.63	64.22
Northern Rural wards	17.49	18.91	20.30	21.84	23.32
Eastern Rural wards	19.42	20.86	22.26	23.82	25.32
Southern Rural wards	23.55	24.77	25.93	27.24	28.47
Walsall District wards	40.56	42.22	43.91	45.84	47.78
Cannock Chase District wards	38.35	40.69	42.98	45.46	47.82
Study Area Total	234.18	248.78	263.08	279.00	294.35

Comparison Goods Expenditure by zone	**2006 £m**	**2011 £m**	**2016 £m**	**2021 £m**	**2026 £m**
Burntwood wards	83.85	96.46	115.86	136.04	159.56
Lichfield wards	81.11	97.87	122.85	150.45	182.63
Northern Rural wards	31.08	37.00	45.88	55.56	66.85
Eastern Rural wards	35.33	41.80	51.54	62.08	74.38
Southern Rural wards	41.81	48.45	58.59	69.26	81.56
Walsall District wards	68.60	78.69	94.55	111.12	130.50
Cannock Chase District wards	67.14	78.47	95.78	114.04	135.19
Study Area Total	408.92	478.75	585.05	698.56	830.67

2.10 In convenience goods the forecast growth of expenditure in the study area between 2006 and 2026 is £60.2m or 26%. In 2026 the total amount of convenience expenditure is 82% of the total forecast in the April 2009 report.

2.11 In comparison goods the forecast growth of expenditure in the study area between 2006 and 2026 is £421.8m or 103%. In 2026 the total amount of comparison expenditure is 86% of the total forecast in the April 2009 report.

Capacity Analysis to 2026

Methodology

2.12 The capacity analysis comprises a number of steps which are outlined below.

<u>Catchment Area Expenditure</u>

2.13 In the Background Retail Review we advised that the most realistic catchment areas for Lichfield and Burntwood should be defined as follows:

- Lichfield's catchment area includes a primary catchment comprising the 6 Lichfield wards and a secondary catchment comprising the remainder of Lichfield District. The overall catchment is defined as Lichfield District. There is a small inflow of trade into the Lichfield catchment area from outside the District.
- Burntwood's catchment area includes a primary catchment comprising the 8 Burntwood wards and a secondary catchment comprising the wards in Cannock Chase and Walsall Districts that are included within the wider study area. There is a small inflow into the Burntwood catchment from Lichfield and the northern and southern rural zones.

2.14 In the capacity analysis the expenditure estimates and forecasts for these primary and secondary catchments are combined to give total expenditure for the Lichfield and Burntwood catchment areas for convenience and comparison goods.

Turnover

2.15 The household survey carried out by NEMS for GL Hearn enables survey-based estimates to be made of existing convenience and comparison goods turnover in each catchment area. The 2004 base year figures of turnover are derived from the Retail Study. The approach used is to compare the expenditure in each catchment area with the turnover in Lichfield and Burntwood. Turnover estimates have been made for 2006 by assuming that turnover has increased in line with the growth of expenditure in each catchment area between 2004 and 2006, and by allowing for the new Waitrose store in Lichfield in 2006 (see paragraph 5.16).

Leakage of Trade and Potential for Clawback

2.16 The difference between expenditure and turnover in the Lichfield and Burntwood catchment areas represents net leakage from these catchment areas. It is a net figure because there will be inflows and outflows of expenditure. The ratio of turnover to expenditure for each catchment area is the retention level. Retention levels have been calculated for the primary and secondary catchments in 2006. Judgements have been made about the likely increase in retention levels up to the forecast years of 2011, 2016, 2021 and 2026. These increases are shown below.

Retention Levels, Convenience Goods	**2006 %**	**2011 %**	**2016 %**	**2021 %**	**2026 %**
Lichfield catchment area					
primary catchment	91	95	95	95	95
secondary catchment	29	31	31	31	31
overall retention level	47	50	51	51	52
Burntwood catchment area					
primary catchment	52	57	57	57	57
secondary catchment	5	5	5	5	5
overall retention level	23	25	25	25	25

Retention Levels, Comparison Goods	**2006 %**	**2011 %**	**2016 %**	**2021 %**	**2026 %**
Lichfield catchment area					
primary catchment	45	60	65	65	65
secondary catchment	23	25	35	35	35
overall retention level	29	36	44	45	45
Burntwood catchment area					
primary catchment	5	8	30	30	30
secondary catchment	2	2	4	4	4
overall retention level	3	4	14	14	14

Retention Levels, Bulky Goods	2006 %	2011 %	2016 %	2021 %	2026 %
Lichfield catchment area					
overall retention level	16	20	20	20	20

2.17 The main assumptions about increases in retention levels are that:

- In the Lichfield catchment area there is potential for a small increase in the convenience goods retention level from 2006 mostly because of recent foodstore developments (Tesco and Lidl).
- In the Lichfield catchment area there is potential for a moderate increase in the comparison goods retention level mostly because of the Friarsgate scheme in Lichfield and the LCP scheme commitment in Burntwood. There is also a potential for a moderate increase in the bulky goods retention level.
- In the Burntwood catchment area there is potential for a small increase in the convenience goods retention level mostly because of the Morrisons extension.
- In the Burntwood catchment area there is potential for a significant increase in the comparison goods retention level because of the LCP scheme commitment and other development opportunities in the town centre.

Expenditure Capacity

2.18 Applying the percentage retention levels to the expenditure forecasts for the primary and secondary catchment areas provides estimates of the expenditure retained in Lichfield and Burntwood in 2011, 2016, 2021 and 2026. The projected future turnover in each centre is then subtracted from this total of expenditure retained. Future turnover is estimated by allowing for a growth in sales productivity using annual growth rates of 0.3% for convenience goods and 1.5% for comparison goods. These are lower growth rates than those adopted in the 2009 Update report and they are consistent with the lower forecast growth rates for convenience and comparison goods expenditure. The difference between expenditure retained and future turnover is the surplus expenditure capacity.

Recent Developments and Commitments

2.19 We have included the Waitrose supermarket at Walsall Road in Lichfield in our turnover estimates for 2006 because it opened in 2006. In the absence of survey data we assume that the Waitrose store is trading at its company average turnover level with an estimated convenience goods turnover of £17.8m in 2001 prices. We also assume that 50% of its turnover is drawn from clawback of leakage and 50% is trade diverted from existing stores in Lichfield. On that basis the additional turnover drawn from within the Lichfield catchment in 2006 is estimated to be £8.9m.

2.20 Allowance must be made for recent developments and commitments (retail developments that already have planning consent). These include:

- the extension to the Morrisons store in Burntwood (for both convenience and comparison goods) – this extension has been implemented
- the Friarsgate redevelopment scheme in Lichfield city centre (principally for comparison goods)
- the out-of-centre retail warehouse development at Eastern Avenue/Vulcan Road,

Lichfield (bulky comparison goods) – currently under construction

- Lidl at Eastern Avenue in Lichfield - implemented
- the replacement Tesco store in Lichfield – implemented
- the local centre in Fradley – implemented, and
- the London & Cambridge Properties non-food retail development at Burntwood.

2.21 We have estimated the turnover of these schemes based on their net sales areas and estimates of turnover per sq.m. from the relevant retail statements. We assume that all the commitments will have been built by 2011 except for the Friarsgate scheme and the LCP development in Burntwood which we assume will not be completed until after 2011 but will be trading by 2016.

Results of the Capacity Analysis

2.22 The long term capacity analysis tables are shown in Appendix 4. The relevant tables are:
Appendix 4A – Convenience goods, Lichfield catchment area
Appendix 4B – Convenience goods, Burntwood catchment area
Appendix 4C – Comparison goods, Lichfield catchment area
Appendix 4D – Comparison goods, Burntwood catchment area
Appendix 4E – Bulky goods, Lichfield catchment area

2.23 Capacity is summarised below.

Capacity (£ million)	**2011**	**2016**	**2021**	**2026**
Convenience Goods				
Lichfield	0.10	-4.62	0.61	5.53
Burntwood	1.55	2.42	3.46	4.46
Comparison Goods				
Lichfield	8.37	-25.91	-5.62	19.36
Burntwood	1.41	5.69	10.31	15.93
Bulky Goods				
Lichfield	1.47	4.77	8.31	12.59

2.24 In convenience goods there is very little capacity for additional development in Lichfield up to 2021, after allowing for the replacement Tesco foodstore, and there is a modest capacity for further convenience goods shopping in the longer term. In Burntwood there is a small capacity for further convenience goods floorspace after allowing for the Morrisons extension.

2.25 In comparison goods there is a negative capacity for additional development in Lichfield up to 2021 because the available capacity is taken up by the commitment for the Friarsgate redevelopment scheme in Lichfield. There is predicted to be a surplus capacity in 2026 to support further comparison goods development. There is no capacity for additional comparison goods development in Burntwood in the longer term after allowing for the committed LCP scheme. There is a moderate capacity for additional bulky goods development in the Lichfield catchment area from 2016 onwards.

Floorspace Capacity

2.26 The long term capacity forecasts have been used to estimate floorspace capacity in Lichfield and Burntwood up to 2026. As recommended by the Inspector at the LDF Core Strategy Examination, retail need in terms of floorspace capacity is expressed as gross as well as net floorspace in order to represent the overall physical scale of development that needs to be accommodated.

2.27 A range of sales densities has been applied to the capacity forecasts. For convenience goods the range is £4,000 to £11,000 per sq.m. net in 2006. The upper figure of £11,000 per sq.m. is an average for main foodstore operators and the lower figure of £4,000 per sq.m. net is an average for discount foodstores. In convenience goods an allowance is made for growth in sales density of 0.3% p.a. from 2011 onwards.

	Range of sales per sq.m. net	
2006	£4,000	£11,000
2011	£4,000	£11,000
2016	£4,060	£11,166
2021	£4,122	£11,334
2026	£4,184	£11,506

2.28 In comparison goods a lower initial sales density is used, based on the existing average for Lichfield city centre of about £4,000 per sq.m. net derived from the GL Hearn Retail Study. An upper figure of £5,700 per sq.m. net is used, based on the turnover for Lichfield city centre shown in the West Midlands Regional Centres Study. In comparison goods an allowance is made for growth in sales density of 1.5% p.a. from 2011 onwards. Therefore for comparison goods the sales densities are as follows:

	Range of sales per sq.m. net	
2006	£4,000	£5,700
2011	£4,000	£5,700
2016	£4,309	£6,141
2021	£4,642	£6,615
2026	£5,001	£7,126

2.29 In the case of bulky goods no range is adopted because it is commonly accepted that the average sales density for bulky goods retail warehouses is around £2,500 per sq.m. net. Again an allowance is made for a growth in sales density of 1.5% p.a. Therefore for bulky goods the sales densities are as follows:

	Sales per sq.m. net
2006	£2,500
2011	£2,500
2016	£2,693
2021	£2,901
2026	£3,126

2.30 Details of the floorspace capacities based on these sales densities are shown in Appendix 5. The approach used is to take the residual capacities (after allowing for commitments) calculated in Appendix 4 and to apply the range of sales densities shown above to calculate net floorspace. Gross floorspace is then estimated by applying typical net/gross floorspace ratios of 70% for convenience and comparison goods and 80% for bulky goods. Details are shown in Appendix 5A for convenience goods, Appendix 5B for comparison goods and Appendix 5C for bulky goods. The gross floorspace capacity is summarised below. The range reflects the application of a range of sales densities. The figures in the table are rounded for simplicity.

Floorspace Capacity (sq. metres gross)	**2011**	**2016**	**2021**	**2026**
Convenience Goods				
Lichfield	nil	nil	80 - 210	690 - 1,890
Burntwood	200 - 550	310 - 850	440 - 1,200	550 - 1,520
Comparison Goods				
Lichfield	2,100 - 2,990	nil	nil	3,880 - 5,530
Burntwood	350 - 500	1,320 - 1,890	2,230 - 3,170	3,190 - 4,550
Bulky Goods				
Lichfield	740	2,210	3,580	5,040

2.31 In convenience goods it should be emphasised that the higher figures represent a situation in which all the capacity is taken up by discount foodstores, which is very unlikely. The capacity is more likely to be at the lower end of the range and it implies that there is very little floorspace capacity for additional convenience goods. In Lichfield there is potential in the longer term for a small foodstore or an extension of one of the existing foodstores. In Burntwood (after allowing for the Morrisons extension) there is potential in the longer term for another supermarket or a discount foodstore.

2.32 In comparison goods there is no capacity for additional development in Lichfield until after 2021 because of the major commitment at Friarsgate. The surplus capacity in 2026 could be met by further redevelopment in the city centre. The Bird Street car park has been identified by the Council as having potential for retail development after completion of the Friarsgate scheme. There is a limited capacity for additional comparison goods development in Burntwood in the longer term in addition to the LCP scheme.

2.33 In bulky goods there is a modest floorspace capacity for additional bulky goods development in Lichfield District. In the longer term capacity would exist after the development of the Vulcan Road scheme, sufficient to support another relatively small scale retail warehouse development, of a similar size to that approved at Vulcan Road. Some of the potential for bulky goods development could be met in Burntwood.

Sensitivity of the Need Assessment

2.34 The sensitivity of the need assessment was tested in the 2009 Update report using a range of assumptions on retail expenditure growth, retention levels, increases in floorspace efficiency, and implications of the growth of Internet shopping in the longer term. In the present report we have not repeated this exercise but we have considered the implications of higher rates of expenditure growth.

2.35 In convenience goods sensitivity in the annual rate of expenditure growth is tested. In the main forecast the annual growth rate for convenience goods over the longer term is 0.6% p.a. As an alternative we take a higher growth rate of 1.2% p.a. from 2011, which represents a projection of recent trends assessed by MapInfo (Pitney Bowes) in their Retail Expenditure Guide 2009/2010. In comparison goods we allow for the possibility of a higher annual growth rate of 3.9% from 2011, compared with 2.9% in the main forecast. A growth rate of 3.9% in comparison goods represents the ultra long term trend projection in MapInfo Retail Expenditure Guide 2009/2010. These are more optimistic growth scenarios.

2.36 Appendix 6 shows the sensitivity of the floorspace capacity for convenience and comparison goods. We have taken the capacity figures in the main scenario which have been used in calculating floorspace and as an upper scenario we have used the higher rates of expenditure growth to calculate the maximum floorspace capacity that should be allowed for in the LDF Core Strategy up to 2026. The basis for the calculations is set out in Appendix 6A for convenience goods and Appendix 6B for comparison goods.

Sensitivity of Floorspace Capacity (sq. metres gross)	**2011**	**2016**	**2021**	**2026**
Convenience Goods				
Lichfield				
main	nil	nil	80 - 210	690 - 1,890
max	nil	nil	890 - 2,450	1,950 - 5,370
Burntwood				
main	200 - 550	310 - 850	440 - 1,200	550 - 1,520
max	200 - 550	470 - 1,280	740 - 2,030	1,020 - 2,800
Comparison Goods				
Lichfield				
main	2,100 - 2,990	nil	nil	3,880 - 5,530
max	2,100 - 2,990	nil	3,550 - 5,060	12,030 - 17,140
Burntwood				
main	350 - 500	1,320 - 1,890	2,230 - 3,170	3,190 - 4,550
max	350 - 500	1,830 - 2,600	3,350 - 4,780	5,080 - 7,240

2.37 In convenience goods the maximum figures for Lichfield represent only a slightly higher floorspace capacity than in the main forecast. In Burntwood (after allowing for the Morrisons extension) the higher floorspace capacity confirms that there may be potential for further foodstore development in the longer term.

2.38 In comparison goods the maximum floorspace capacity in Lichfield is significantly higher than in the main forecast, reflecting higher expenditure growth. This additional potential could only be supported in Lichfield after 2016 following completion of the Friarsgate redevelopment scheme. Some of the longer term potential in Lichfield in comparison goods could be accommodated in the form of further retail warehouse development. There is a more limited additional capacity for comparison goods development in Burntwood from 2016 onwards in the higher forecast. However, there is more than sufficient capacity in the main forecast for a moderate expansion of Burntwood town centre.

3. FLOORSPACE LIMITS

Approach

3.1 PPS4 Policy EC1.3b advises that at the local level the evidence base should assess the detailed need for land or floorspace for economic development, including for all main town centre uses over the plan period. Policy EC1.4a advises that when assessing the need for retail and leisure development local planning authorities should take account of both the quantitative and qualitative need for additional floorspace for different types of retail and leisure developments.

3.2 The former PPS6 advised that in development plan documents local planning authorities may set out an indicative upper limit for the scale of development (defined in terms of gross floorspace) which is likely to be acceptable in particular centres. This requirement has not been retained in PPS4. However, floorspace limits continue to be relevant in Lichfield. Following the Core Strategy Examination the Inspector suggested that there may be some merit in having indicative upper levels of floorspace in Lichfield and Burntwood centres. In Lichfield the amount of floorspace will be limited by the physical capacity of the centre. In the case of Burntwood it is necessary to assess whether there should there be an upper limit on the size of retail development and if so what is an appropriate floorspace limit.

3.3 In both centres any floorspace limit could be based on the amount of existing retail floorspace plus commitments and the potential for new floorspace. However, such a limit could be difficult to monitor because it requires reliable survey data on existing floorspace. Although we have provided a survey base including gross shopping floorspace in the Background Retail Review, existing floorspace in retail use constantly changes. We would advise that it is preferable to set floorspace limits that are based on the amount of <u>new</u> retail floorspace that should be allowed. This is an approach that is in line with the approach adopted in RSS policies and in the Regional Centres Study which gives guidance on the scale of new development.

3.4 The updated Need Assessment in Section 2 of this report considers the sensitivity of the floorspace capacity assessment based on higher rates of expenditure growth. Whilst this is a useful exercise in identifying a possible maximum scenario for future floorspace, the Core Strategy should be based on the most likely forecasts of floorspace capacity. These forecasts have an in-built upper level in any event because they take account of a range of sales densities. We have adopted the higher floorspace capacity in the range using the lower figures of sales density as the most appropriate basis for establishing floorspace limits.

Lichfield

3.5 In Lichfield an appropriate floorspace limit should include the committed Friarsgate redevelopment scheme with a floorspace of 22,000 sq.m. gross, other recent developments and commitments such as Tesco and the additional floorspace capacity we have identified by 2026 which could be accommodated on sites within the city centre (see Section 6). We suggest that the LDF Core Strategy refers to a floorspace limit of 39,000 sq.m. gross in total, including 32,000 sq.m. gross in comparison goods. This floorspace limit includes the recently developed out-of-centre Lidl supermarket and the replacement Tesco store on the edge of the city centre. We have assessed capacity across the Lichfield catchment area and we would advise that the potential for new floorspace should apply to the urban area as a whole, not just the city centre. Some of the additional floorspace capacity is in bulky goods (up to 5,000 sq.m. gross) and this would have to be accommodated outside the city centre.

3.6 The floorspace limits for Lichfield are summarised below (figures are rounded).

Floorspace (sq.m. gross)	Convenience	Comparison	Total
Friarsgate scheme	1,500	20,500	22,000
replacement Tesco	2,000	3,000	5,000
Lidl	1,500	-	1,500
Vulcan Road	-	3,000	3,000
additional capacity	2,000	5,500	7,500
Total	7,000	32,000	39,000

3.7 A floorspace limit of 32,000 for new retail development in comparison goods in Lichfield would comply with the revised draft RSS Policy PA11 on strategic town centres which indicates that these centres will be the focus for major retail development (in comparison goods) of more than 10,000 sq.m. gross floorspace. There is no upper floorspace limit in the policy. The Friarsgate redevelopment scheme has been approved and will not be completed until between 2011 and 2016. The proposed limit allows for an additional 11,500 sq.m. of comparison retail floorspace (including bulky goods) over and above that committed at Friarsgate in the LDF period to 2026. This scale of development is consistent with the requirements for new comparison retail floorspace set out in Policy PA12A of the revised draft RSS. We believe this is an appropriate scale of further development for Lichfield.

Burntwood

3.8 In Burntwood town centre we believe it is also necessary to have an upper limit on the size of retail development. At the Examination of the Core Strategy the Inspector thought there were benefits in having an upper limit for the scale of growth in comparison goods but in the Inspector’s view, there was not the evidence to determine what is an appropriate upper limit. London and Cambridge Properties (LCP), the major landowner of the new town centre in Burntwood, indicated that was a capacity of around 17,000 sq.m. gross by 2011 in Burntwood. LCP suggested adopting a phased approach to the development of the town centre with a review after 2011. This is a cautious approach and the Inspector saw merit in adopting a phased approach given the uncertainties associated with planning such a large change in the scale of retailing at Burntwood. He said that longer term growth would have to be justified in relation to local needs at that time.

3.9 In Burntwood an appropriate floorspace limit should include the committed LCP scheme which has gross floorspace of about 9,000 sq.m., the Morrisons extension with a gross floorspace of 1,100 sq.m., and the additional floorspace capacity of up to 6,000 sq.m. gross we have identified by 2026 which could be accommodated on the Olaf Johnson site. The total committed floorspace is about 10,000 sq.m. gross. The maximum floorspace capacity we have assessed is about 1,500 sq.m. gross in convenience goods and 4,500 sq.m. gross in comparison goods. Some of the additional floorspace capacity could be in the form of bulky goods development. We would suggest that the LDF Core Strategy refers to a floorspace limit of 16,000 sq.m. gross, including both convenience and comparison goods, which includes the Blue Hoardings/LCP site. The amount of floorspace represented by comparison goods is about 14,500 sq.m. gross, which could include some bulky goods.

3.10 The floorspace limits for Burntwood are summarised below (figures are rounded).

Floorspace (sq.m. gross)	Convenience	Comparison	Total
LCP scheme	-	9,000	9,000
Morrisons extension	-	1,000	1,000
additional capacity	1,500	4,500	6,000
Total	1,500	14,500	16,000

3.11 RSS Revised Draft Policy PA12B on Non-Strategic Centres states that local authorities should identify and develop policies for centres that meet local needs for convenience shopping, local service provision and day-to-day comparison shopping. The proposed policy does not preclude new development of more than 10,000 sq.m. gross in comparison goods but it requires any proposals for a significant increase in comparison retail floorspace to be accompanied by supporting evidence. In this report we have demonstrated that the scale of development proposed at Burntwood is appropriate in the context of need and physical capacity. Of the total floorspace limit of 16,000 sq.m. gross we suggest that 14,500 sq.m. gross would be in comparison goods. In relation to the criteria in draft RSS Policy PA12B we would advise that:

- there is a clear need for the scale of development proposed
- the proposal would not put at risk the delivery of development within any nearby strategic centre (Lichfield, Cannock or Walsall), and
- there is a satisfactory public transport access to Burntwood town centre.

3.12 In the Examination report the Inspector questioned whether the scale of development suggested for Burntwood could truly be said to meet “local needs”. We are convinced that the scale of development we have proposed in Burntwood, and the corresponding upper floorspace limit, reflect local needs. Burntwood would not change its status in the retail hierarchy. It would not become a strategic centre but it would have an enhanced role as a town centre, better serving the local needs of residents of Burntwood and the surrounding area.

APPENDIX 1: POPULATION

	2006	2011	2016	2021	2026
Burntwood wards					
All Saints	3,739	3,797	3,856	3,916	3,968
Boney Hay	3,396	3,449	3,502	3,556	3,604
Chase Terrace	5,192	5,273	5,355	5,436	5,510
Chasetown	3,706	3,763	3,821	3,881	3,932
Hammerwich	3,551	3,606	3,662	3,719	3,769
Highfield	3,289	3,340	3,391	3,444	3,490
Burntwood Central	3,353	3,406	3,458	3,512	3,559
Summerfield	4,191	4,256	4,322	4,389	4,448
Sub-total	30,416	30,891	31,366	31,854	32,279
Lichfield wards					
Boley Park	5,078	5,409	5,740	6,080	6,376
Chadsmead	3,795	4,043	4,290	4,544	4,766
Curborough	5,395	5,747	6,099	6,461	6,776
Leomansley	4,265	4,543	4,821	5,106	5,355
St Johns	5,311	5,658	6,004	6,359	6,669
Stowe	5,291	5,636	5,981	6,335	6,644
Sub-total	29,136	31,036	32,936	34,886	36,586
Northern Rural wards					
Armitage with Handsacre	5,304	5,855	6,406	6,971	7,464
Colton and Mavesyn Ridware	1,803	1,803	1,803	1,803	1,803
Kings Bromley	1,734	1,734	1,734	1,734	1,734
Longdon	1,892	1,892	1,892	1,892	1,892
Sub Total	10,733	11,284	11,835	12,400	12,893
Eastern Rural wards					
Alrewas and Fradley	4,852	5,308	5,764	6,232	6,640
Mease and Tame	3,503	3,503	3,503	3,503	3,503
Whittington	3,477	3,553	3,629	3,707	3,775
Sub Total	11,832	12,364	12,896	13,442	13,918
Southern Rural wards					
Bourne Vale	2,052	2,052	2,052	2,052	2,052
Fazeley	4,824	5,014	5,204	5,399	5,539
Little Aston	2,894	2,970	3,046	3,124	3,192
Shenstone	3,279	3,355	3,431	3,509	3,577
Stonnall	1,534	1,534	1,534	1,534	1,534
Sub Total	14,583	14,925	15,267	15,618	15,924
Lichfield District Total	**96,700**	**100,500**	**104,300**	**108,200**	**111,600**
Walsall District wards					
Aldridge North and Walsall Wood	12,693	12,853	13,057	13,272	13,466
Brownhills	12,399	12,555	12,755	12,964	13,154
Sub Total	25,092	25,408	25,812	26,236	26,620
Cannock Chase District wards					
Hawks Green	6,454	6,659	6,872	7,077	7,248
Heath Hayes East and Wimblebury	5,941	6,130	6,325	6,514	6,672
Norton Canes	6,536	6,744	6,959	7,167	7,340
Rawnsley	5,054	5,215	5,381	5,542	5,676
Sub Total	23,985	24,748	25,537	26,300	26,935
Study Area Total	**145,777**	**150,656**	**155,649**	**160,736**	**165,155**
Sources:					
2006 - ward figures from GL Hearn Retail Study projected to 2006 using changes at District level					
2006-2026:					
Lichfield District total based on Staffordshire County Council projections for Lichfield District					
Lichfield wards based on LDF Core Strategy distribution of housing growth between zones					
Walsall wards - growth rate based on ONS 2006-based subnational population projections for Walsall District					

APPENDIX 2: EXPENDITURE PER CAPITA

APPENDIX 2A: CONVENIENCE GOODS EXPENDITURE PER CAPITA

	2001	2001	2006	2011	2016	2021	2026
		(excluding special forms of trading)					
	£	£	£	£	£	£	£
Burntwood wards							
All Saints	1,555	1,532	1,627	1,673	1,713	1,759	1,807
Boney Hay	1,476	1,454	1,544	1,588	1,625	1,669	1,715
Chase Terrace	1,547	1,524	1,619	1,664	1,704	1,750	1,797
Chasetown	1,421	1,400	1,487	1,529	1,565	1,607	1,651
Hammerwich	1,611	1,587	1,686	1,733	1,774	1,822	1,872
Highfield	1,628	1,604	1,704	1,752	1,793	1,842	1,892
Burntwood Central	1,590	1,566	1,663	1,710	1,751	1,798	1,847
Summerfield	1,444	1,422	1,510	1,553	1,590	1,633	1,677
Lichfield wards							
Boley Park	1,615	1,591	1,690	1,737	1,779	1,827	1,876
Chadsmead	1,366	1,346	1,430	1,470	1,505	1,545	1,587
Curborough	1,427	1,406	1,493	1,535	1,572	1,614	1,658
Leomansley	1,581	1,557	1,654	1,700	1,741	1,788	1,836
St Johns	1,545	1,522	1,617	1,662	1,701	1,748	1,795
Stowe	1,511	1,488	1,580	1,625	1,663	1,708	1,755
Northern Rural wards							
Armitage with Handsacre	1,526	1,503	1,596	1,641	1,680	1,726	1,772
Colton and Mavesyn Ridware	1,555	1,532	1,627	1,673	1,713	1,759	1,807
Kings Bromley	1,559	1,536	1,631	1,677	1,717	1,764	1,811
Longdon	1,650	1,625	1,726	1,774	1,817	1,866	1,916
Eastern Rural wards							
Alrewas and Fradley	1,546	1,523	1,618	1,663	1,703	1,749	1,796
Mease and Tame	1,585	1,561	1,658	1,705	1,745	1,792	1,841
Whittington	1,585	1,561	1,658	1,705	1,745	1,792	1,841
Southern Rural wards							
Bourne Vale	1,557	1,534	1,629	1,675	1,715	1,761	1,809
Fazeley	1,486	1,464	1,555	1,599	1,637	1,681	1,726
Little Aston	1,552	1,529	1,624	1,670	1,709	1,756	1,803
Shenstone	1,578	1,554	1,651	1,697	1,737	1,784	1,833
Stonnall	1,616	1,592	1,691	1,738	1,780	1,828	1,877
Walsall District wards							
Aldridge North and Walsall Wood	1,576	1,552	1,648	1,695	1,735	1,782	1,830
Brownhills	1,514	1,491	1,584	1,628	1,667	1,712	1,758
Cannock Chase District wards							
Hawks Green	1,554	1,531	1,626	1,672	1,711	1,758	1,805
Heath Hayes East and Wimblebury	1,536	1,513	1,607	1,652	1,691	1,737	1,784
Norton Canes	1,517	1,494	1,587	1,631	1,670	1,715	1,762
Rawnsley	1,502	1,479	1,571	1,615	1,653	1,698	1,744

Notes

2001 prices

2001 - GL Hearn Retail Study adjusted to exclude special forms of trading @ 1.5%

2006 - actual growth 2001-2006 = 7.3% (MapInfo Retail Expenditure Guide 2009/2010, September 2009)

2011 - forecast growth 2006-2011 = 3.3% overall to 2008; 2008-2011 = 0.5% p.a.

2016 to 2026 - forecast growth 2008-2019 = 0.6% p.a. average, projected to 2026

Special Forms of Trading (Experian Retail Planner Briefing Note 7.1, August 2009) projected to 2026

		2001	2006	2011	2016	2021	2026
convenience goods		1.5%	2.5%	4.4%	5.3%	5.6%	5.9%

APPENDIX 2: EXPENDITURE PER CAPITA

APPENDIX 2B: COMPARISON GOODS EXPENDITURE PER CAPITA

	2001	2001	2006	2011	2016	2021	2026
		(excluding special forms of trading)					
	£	£	£	£	£	£	£
Burntwood wards							
All Saints	2,222	2,066	2,797	3,169	3,748	4,333	5,016
Boney Hay	2,049	1,906	2,581	2,923	3,458	3,998	4,627
Chase Terrace	2,240	2,083	2,820	3,195	3,779	4,369	5,057
Chasetown	1,951	1,814	2,456	2,782	3,291	3,805	4,404
Hammerwich	2,322	2,159	2,923	3,311	3,917	4,528	5,242
Highfield	2,503	2,328	3,152	3,571	4,223	4,883	5,652
Burntwood Central	2,271	2,112	2,859	3,239	3,831	4,430	5,127
Summerfield	1,999	1,859	2,517	2,851	3,372	3,899	4,513
Lichfield wards							
Boley Park	2,494	2,319	3,140	3,557	4,207	4,864	5,630
Chadsmead	1,901	1,768	2,394	2,712	3,207	3,708	4,292
Curborough	1,997	1,857	2,514	2,848	3,369	3,895	4,508
Leomansley	2,326	2,163	2,928	3,317	3,924	4,537	5,251
St Johns	2,339	2,175	2,945	3,336	3,946	4,562	5,280
Stowe	2,159	2,008	2,719	3,080	3,643	4,212	4,875
Northern Rural wards							
Armitage with Handsacre	2,215	2,060	2,789	3,159	3,737	4,321	5,001
Colton and Mavesyn Ridware	2,289	2,129	2,882	3,265	3,862	4,466	5,169
Kings Bromley	2,347	2,183	2,956	3,348	3,960	4,579	5,300
Longdon	2,504	2,329	3,153	3,572	4,225	4,885	5,654
Eastern Rural wards							
Alrewas and Fradley	2,325	2,162	2,927	3,316	3,922	4,535	5,249
Mease and Tame	2,381	2,214	2,998	3,396	4,016	4,644	5,375
Whittington	2,428	2,258	3,057	3,463	4,096	4,736	5,482
Southern Rural wards							
Bourne Vale	2,271	2,112	2,859	3,239	3,831	4,430	5,127
Fazeley	2,084	1,938	2,624	2,972	3,516	4,065	4,705
Little Aston	2,397	2,229	3,018	3,419	4,044	4,675	5,412
Shenstone	2,383	2,216	3,000	3,399	4,020	4,648	5,380
Stonnall	2,442	2,271	3,075	3,483	4,120	4,763	5,514
Walsall District wards							
Aldridge North and Walsall Wood	2,243	2,086	2,824	3,199	3,784	4,375	5,064
Brownhills	2,098	1,951	2,641	2,992	3,539	4,092	4,737
Cannock Chase District wards							
Hawks Green	2,387	2,220	3,006	3,405	4,027	4,656	5,390
Heath Hayes East and Wimblebury	2,219	2,064	2,794	3,166	3,744	4,329	5,011
Norton Canes	2,113	1,965	2,660	3,014	3,565	4,122	4,771
Rawnsley	2,160	2,009	2,720	3,081	3,645	4,214	4,877

Notes

2001 prices

2001 - GL Hearn Retail Study adjusted to exclude special forms of trading @ 7.0%

2006 - actual growth 2001-2006 = 35.1% (MapInfo Retail Expenditure Guide 2009/2010, September 2009)

2011 - forecast growth 2006-2011 = 9.9% overall to 2008; 2008-2011 = 1.6% p.a.

2016 to 2026 - forecast growth 2008-2019 = 2.9% p.a. average, projected to 2026

Special Forms of Trading (Experian Retail Planner Briefing Note 7.1, August 2009) projected to 2026

		2001	2006	2011	2016	2021	2026
comparison goods		7.0%	6.8%	8.4%	9.6%	9.4%	9.1%

APPENDIX 3: TOTAL EXPENDITURE

APPENDIX 3A: TOTAL CONVENIENCE GOODS EXPENDITURE

£ million in 2001 prices (excluding Special Forms of Trading)

	2006	2011	2016	2021	2026
Burntwood wards					
All Saints	6.08	6.35	6.60	6.89	7.17
Boney Hay	5.24	5.48	5.69	5.94	6.18
Chase Terrace	8.40	8.78	9.12	9.51	9.90
Chasetown	5.51	5.75	5.98	6.24	6.49
Hammerwich	5.99	6.25	6.50	6.78	7.05
Highfield	5.60	5.85	6.08	6.34	6.60
Burntwood Central	5.58	5.82	6.05	6.31	6.57
Summerfield	6.33	6.61	6.87	7.17	7.46
Sub Total	48.74	50.89	52.90	55.18	57.43
Lichfield wards					
Boley Park	8.58	9.40	10.21	11.11	11.96
Chadsmead	5.43	5.94	6.46	7.02	7.56
Curborough	8.06	8.82	9.59	10.43	11.24
Leomansley	7.05	7.72	8.39	9.13	9.83
St Johns	8.59	9.40	10.22	11.11	11.97
Stowe	8.36	9.16	9.95	10.82	11.66
Sub Total	46.06	50.45	54.81	59.63	64.22
Northern Rural wards					
Armitage with Handsacre	8.47	9.61	10.76	12.03	13.23
Colton and Mavesyn Ridware	2.93	3.02	3.09	3.17	3.26
Kings Bromley	2.83	2.91	2.98	3.06	3.14
Longdon	3.26	3.36	3.44	3.53	3.63
Sub Total	17.49	18.89	20.27	21.79	23.25
Eastern Rural wards					
Alrewas and Fradley	7.85	8.83	9.81	10.90	11.93
Mease and Tame	5.81	5.97	6.11	6.28	6.45
Whittington	5.77	6.06	6.33	6.64	6.95
Sub Total	19.42	20.86	22.26	23.82	25.32
Southern Rural wards					
Bourne Vale	3.34	3.44	3.52	3.61	3.71
Fazeley	7.50	8.02	8.52	9.08	9.56
Little Aston	4.70	4.96	5.21	5.48	5.76
Shenstone	5.41	5.69	5.96	6.26	6.56
Stonnall	2.59	2.67	2.73	2.80	2.88
Sub Total	23.55	24.77	25.93	27.24	28.47
Walsall District wards					
Aldridge North and Walsall Wood	20.92	21.78	22.65	23.65	24.65
Brownhills	19.64	20.44	21.26	22.19	23.13
Sub Total	40.56	42.22	43.91	45.84	47.78
Cannock Chase District wards					
Hawks Green	10.49	11.13	11.76	12.44	13.09
Heath Hayes East and Wimblebury	9.55	10.13	10.70	11.32	11.90
Norton Canes	10.37	11.00	11.62	12.29	12.93
Rawnsley	7.94	8.42	8.90	9.41	9.90
Sub Total	38.35	40.69	42.98	45.46	47.82
Study Area Total	**234.18**	**248.77**	**263.05**	**278.96**	**294.29**

APPENDIX 3: TOTAL EXPENDITURE

APPENDIX 3B: TOTAL COMPARISON GOODS EXPENDITURE

£ million in 2001 prices (excluding Special Forms of Trading)

	2006	2011	2016	2021	2026
Burntwood wards					
All Saints	10.46	12.03	14.45	16.97	19.90
Boney Hay	8.76	10.08	12.11	14.22	16.68
Chase Terrace	14.64	16.85	20.23	23.75	27.86
Chasetown	9.10	10.47	12.57	14.77	17.32
Hammerwich	10.38	11.94	14.34	16.84	19.75
Highfield	10.37	11.93	14.32	16.82	19.73
Burntwood Central	9.59	11.03	13.25	15.56	18.25
Summerfield	10.55	12.14	14.58	17.12	20.07
Sub Total	83.85	96.46	115.86	136.04	159.56
Lichfield wards					
Boley Park	15.94	19.24	24.15	29.57	35.90
Chadsmead	9.08	10.96	13.76	16.85	20.46
Curborough	13.56	16.37	20.55	25.17	30.55
Leomansley	12.49	15.07	18.92	23.17	28.12
St Johns	15.64	18.87	23.69	29.01	35.22
Stowe	14.39	17.36	21.79	26.68	32.39
Sub Total	81.11	97.87	122.85	150.45	182.63
Northern Rural wards					
Armitage with Handsacre	14.79	18.50	23.94	30.12	37.33
Colton and Mavesyn Ridware	5.20	5.89	6.96	8.05	9.32
Kings Bromley	5.13	5.81	6.87	7.94	9.19
Longdon	5.96	6.76	7.99	9.24	10.70
Sub Total	31.08	36.95	45.77	55.36	66.54
Eastern Rural wards					
Alrewas and Fradley	14.20	17.60	22.61	28.26	34.85
Mease and Tame	10.50	11.89	14.07	16.27	18.83
Whittington	10.63	12.30	14.87	17.56	20.69
Sub Total	35.33	41.80	51.54	62.08	74.38
Southern Rural wards					
Bourne Vale	5.87	6.65	7.86	9.09	10.52
Fazeley	12.66	14.90	18.30	21.95	26.06
Little Aston	8.73	10.15	12.32	14.61	17.27
Shenstone	9.84	11.40	13.79	16.31	19.24
Stonnall	4.72	5.34	6.32	7.31	8.46
Sub Total	41.81	48.45	58.59	69.26	81.56
Walsall District wards					
Aldridge North and Walsall Wood	35.85	41.12	49.41	58.07	68.20
Brownhills	32.75	37.57	45.14	53.05	62.31
Sub Total	68.60	78.69	94.55	111.12	130.50
Cannock Chase District wards					
Hawks Green	19.40	22.67	27.67	32.95	39.06
Heath Hayes East and Wimblebury	16.60	19.40	23.68	28.20	33.43
Norton Canes	17.39	20.32	24.81	29.54	35.02
Rawnsley	13.75	16.07	19.61	23.35	27.68
Sub Total	67.14	78.47	95.78	114.04	135.19
Study Area Total	**408.92**	**478.70**	**584.93**	**698.35**	**830.36**

APPENDIX 4: CAPACITY ANALYSIS

APPENDIX 4A: CAPACITY ANALYSIS, CONVENIENCE GOODS

Lichfield Catchment Area (2001 prices)

	2006	2011	2016	2021	2026
Residents' expenditure in catchment area (£m)					
Primary catchment					
Lichfield wards	46.06	50.45	54.81	59.63	64.22
Secondary catchment					
Burntwood wards	48.74	50.89	52.90	55.18	57.43
Northern Rural wards	17.49	18.91	20.30	21.84	23.32
Eastern Rural wards	19.42	20.86	22.26	23.82	25.32
Southern Rural wards	23.55	24.77	25.93	27.24	28.47
Secondary catchment total	109.20	115.43	121.39	128.08	134.54
Total expenditure from catchment (£m)	155.26	165.88	176.20	187.71	198.76
Turnover in Lichfield (£m) [1]					
from primary catchment	42.07				
from secondary catchment	31.40				
total turnover from catchment area	73.47				
inflow (additional 5% of turnover)	3.67				
total turnover in Lichfield	77.14				
Retention levels [2]	existing		forecasts		
primary catchment	91%	95%	95%	95%	95%
secondary catchment	29%	31%	31%	31%	31%
overall retention	47%	50%	51%	51%	52%
Expenditure available to be spent in Lichfield (£m)					
from primary catchment		47.93	52.07	56.65	61.01
from secondary catchment		35.78	37.63	39.70	41.71
total expenditure available		83.71	89.70	96.35	102.72
Future turnover in Lichfield from catchment (£m) [3]		73.47	74.58	75.70	76.84
Surplus expenditure capacity (£m)		10.24	15.12	20.65	25.87
Turnover of commitments (£m) [4] [3]		10.14	19.74	20.04	20.34
Residual capacity (£m)		0.10	-4.62	0.61	5.53

[1] Survey-based turnover 2004 from Retail Study increased to 2006
allowing for the development of the new Waitrose supermarket at Walsall Road, Lichfield

Waitrose convenience goods turnover	£17.81m			
turnover additional to the catchment (50%)	£8.91m			

trade draw from primary and secondary catchments the same as in 2004
[2] assuming an increase in retention based on potential for clawback of leakage
[3] assuming growth in sales densities in convenience goods of 0.3% p.a. after 2011

[4] Commitments:	sq.m. net	sales	turnover	
(convenience goods only)		per sq.m.	£m	
Morrisons extension, Burntwood	267	£9,360	2.50	
replacement Tesco store, Lichfield	1,289	-	4.61	(additional turnover)
Lidl, Eastern Avenue, Lichfield	630	£2,830	1.78	
Friarsgate, Lichfield	1,000	£9,600	9.60	(after 2011)
Local centre, Fradley	250	£5,000	1.25	
total			19.74	

APPENDIX 4B: CAPACITY ANALYSIS, CONVENIENCE GOODS

Burntwood Catchment Area (2001 prices)

	2006	2011	2016	2021	2026
Residents' expenditure in catchment area (£m)					
Primary catchment					
Burntwood wards	48.74	50.89	52.90	55.18	57.43
Secondary catchment					
Walsall District wards	40.56	42.22	43.91	45.84	47.78
Cannock Chase District wards	38.35	40.69	42.98	45.46	47.82
Secondary catchment total	78.91	82.91	86.89	91.30	95.60
Total expenditure from catchment (£m)	127.65	133.80	139.79	146.48	153.03
Turnover in Burntwood (£m) [1]					
from primary catchment	25.49				
from secondary catchment	3.61				
total turnover from catchment area	29.10				
inflow (additional 5% of turnover)	1.46				
total turnover in Burntwood	30.56				
Retention levels [2]	existing		forecasts		
primary catchment	52%	57%	57%	57%	57%
secondary catchment	5%	5%	5%	5%	5%
overall retention	23%	25%	25%	25%	25%
Expenditure available to be spent in Burntwood (£m)					
from primary catchment		29.01	30.15	31.45	32.74
from secondary catchment		4.15	4.34	4.57	4.78
total expenditure available		33.15	34.50	36.02	37.52
Future turnover in Burntwood from catchment (£m) [3]		29.10	29.54	29.99	30.44
Surplus expenditure capacity (£m)		4.05	4.96	6.03	7.08
Turnover of commitments (£m) [4] [3]		2.50	2.54	2.58	2.61
Residual capacity (£m)		1.55	2.42	3.46	4.46

[1] Survey-based turnover 2004 from Retail Study increased to 2006
in line with expenditure growth in catchment area
[2] assuming an increase in retention based on potential for clawback of leakage
[3] assuming growth in sales densities in convenience goods of 0.3% p.a. after 2011

[4] Commitments:	sq.m. net	sales	turnover
(convenience goods only)		per sq.m.	£m
Morrisons extension, Burntwood	267	£9,360	2.50

APPENDIX 4C: CAPACITY ANALYSIS, COMPARISON GOODS					
Lichfield Catchment Area (2001 prices)					
	2006	2011	2016	2021	2026
Residents' expenditure in catchment area (£m)					
Primary catchment					
Lichfield wards	81.11	97.87	122.85	150.45	182.63
Secondary catchment					
Burntwood wards	83.85	96.46	115.86	136.04	159.56
Northern Rural wards	31.08	37.00	45.88	55.56	66.85
Eastern Rural wards	35.33	41.80	51.54	62.08	74.38
Southern Rural wards	41.81	48.45	58.59	69.26	81.56
Secondary catchment total	192.07	223.71	271.87	322.94	382.35
Total expenditure from catchment (£m)	273.18	321.58	394.72	473.39	564.98
Turnover in Lichfield (£m) [1]					
from primary catchment	36.54				
from secondary catchment	43.61				
total turnover from catchment area	80.14				
inflow (additional 15% of turnover)	12.02				
total turnover in Lichfield	92.16				
Retention levels [2]	existing		forecasts		
primary catchment	45%	60%	65%	65%	65%
secondary catchment	23%	25%	35%	35%	35%
overall retention	29%	36%	44%	45%	45%
Expenditure available to be spent in Lichfield (£m)					
from primary catchment		58.72	79.85	97.79	118.71
from secondary catchment		55.93	95.15	113.03	133.82
total expenditure available		114.65	175.01	210.82	252.53
Future turnover in Lichfield from catchment (£m) [3]		80.14	86.34	93.01	100.20
Surplus expenditure capacity (£m)		34.51	88.67	117.81	152.34
Turnover of commitments (£m) [4] [3]		26.14	114.58	123.44	132.98
Residual capacity (£m)		8.37	-25.91	-5.62	19.36
[1] Survey-based turnover 2004 from Retail Study increased to 2006					
in line with expenditure growth in catchment area					
[2] assuming an increase in retention based on potential for clawback of leakage					
[3] assuming growth in sales densities in comparison goods of 1.5% p.a. after 2011					
[4] Commitments:	sq.m. net	sales	turnover		
(comparison goods only)		per sq.m.	£m		
Friarsgate, Lichfield	14,586	£4,108	59.92	(after 2011)	
replacement Tesco store, Lichfield	2,460	-	13.08	(additional turnover)	
Vulcan Road, Lichfield	3,013	£2,627	7.92		
Morrisons extension, Burntwood	534	£5,879	3.14		
Local centre, Fradley	500	£4,000	2.00		
LCP scheme, Burntwood	6,584	£4,025	26.50	(after 2011)	
Total	27,677	-	112.55		

APPENDIX 4D: CAPACITY ANALYSIS, COMPARISON GOODS

Burntwood Catchment Area (2001 prices)

	2006	2011	2016	2021	2026
Residents' expenditure in catchment area (£m)					
Primary catchment					
Burntwood wards	83.85	96.46	115.86	136.04	159.56
Secondary catchment					
Walsall District wards	68.60	78.69	94.55	111.12	130.50
Cannock Chase District wards	67.14	78.47	95.78	114.04	135.19
Secondary catchment total	135.74	157.16	190.33	225.16	265.69
Total expenditure from catchment (£m)	219.59	253.62	306.19	361.20	425.25
Turnover in Burntwood (£m) [1]					
from primary catchment	3.98				
from secondary catchment	2.33				
total turnover from catchment area	6.31				
inflow (additional 5% of turnover)	0.32				
total turnover in Burntwood	6.63				
Retention levels [2]			forecasts		
primary catchment	5%	8%	30%	30%	30%
secondary catchment	2%	2%	4%	4%	4%
overall retention	3%	4%	14%	14%	14%
Expenditure available to be spent in Burntwood (£m)					
from primary catchment		7.72	34.76	40.81	47.87
from secondary catchment		3.14	7.61	9.01	10.63
total expenditure available		10.86	42.37	49.82	58.50
Future turnover in Burntwood from catchment (£m) [3]		6.31	6.80	7.32	7.89
Surplus expenditure capacity (£m)		4.55	35.58	42.50	50.61
Turnover of commitments (£m) [4] [3]		3.14	29.88	32.19	34.68
Residual capacity (£m)		1.41	5.69	10.31	15.93

[1] Survey-based turnover 2004 from Retail Study increased to 2006
in line with expenditure growth in catchment area
[2] assuming an increase in retention based on potential for clawback of leakage
[3] assuming growth in sales densities in comparison goods of 1.5% p.a. after 2011

[4] Commitments:	sq.m. net	sales	turnover	
(comparison goods only)		per sq.m.	£m	
Morrisons extension, Burntwood	534	£5,879	3.14	
LCP scheme, Burntwood	6,584	£4,025	26.50	(after 2011)
	7,118	-	29.64	

APPENDIX 4E: CAPACITY ANALYSIS, BULKY GOODS

Lichfield Catchment Area (2001 prices)

	2006	2011	2016	2021	2026
Residents' expenditure in catchment area (£m) [1]					
Primary catchment					
Lichfield wards	26.77	32.30	40.54	49.65	60.27
Secondary catchment					
Burntwood wards	27.67	31.83	38.23	44.89	52.65
Northern Rural wards	10.26	12.21	15.14	18.33	22.06
Eastern Rural wards	11.66	13.79	17.01	20.49	24.55
Southern Rural wards	13.80	15.99	19.33	22.86	26.91
Secondary catchment total	63.38	73.82	89.72	106.57	126.18
Total expenditure from catchment (£m)	90.15	106.12	130.26	156.22	186.44
Turnover in Lichfield (£m) [2]					
total bulky goods turnover	14.48				
Retention level [3]			forecasts		
overall retention level in catchment	16%	20%	20%	20%	20%
Expenditure available to be spent in Lichfield (£m)					
expenditure retained in overall catchment		21.22	26.05	31.24	37.29
Future turnover in Lichfield from catchment (£m) [4]		14.48	15.60	16.80	18.10
Surplus expenditure capacity (£m)		6.75	10.45	14.44	19.19
Turnover of commitments (£m) [5] [4]		5.28	5.69	6.13	6.60
Residual capacity (£m)		1.47	4.77	8.31	12.59

[1] Bulky goods expenditure = 33% of all comparison goods expenditure

[2] Existing bulky goods turnover 2004:	sq.m. net	sales per sq.m.	turnover £m
Lichfield city centre	3,063	£2,500	7.66
Focus DIY	3,634	£1,088	3.95
Magnet	1,114	£1,404	1.56
	7,811	-	13.18

2006 estimate based on expenditure growth 2004-2006

[3] assuming an increase in retention based on potential for clawback of leakage

[4] excluding former Focus DIY and assuming growth in sales densities in bulky goods of 1.5% p.a. after 2011

[5] Commitments: (bulky goods only)	sq.m. net	sales per sq.m.	turnover £m
Vulcan Road, Lichfield	3,515	£2,627	9.23
less former Focus DIY			3.95
			5.28

APPENDIX 5: FLOORSPACE CAPACITY

APPENDIX 5A: FLOORSPACE CAPACITY, CONVENIENCE GOODS

(2001 prices)

	2011	2016	2021	2026
Lichfield				
residual capacity (£m) [1]	0.10	-4.62	0.61	5.53
turnover/floorspace ratio (£ per sq.m. net) [2]				
upper	11,000	11,166	11,334	11,506
lower	4,000	4,060	4,122	4,184
net floorspace (sq.m.)				
minimum	9	nil	54	481
maximum	25	nil	148	1,322
gross floorspace (sq.m.) [3]				
minimum	13	nil	77	687
maximum	36	nil	211	1,888
Burntwood				
residual capacity (£m) [1]	1.55	2.42	3.46	4.46
turnover/floorspace ratio (£ per sq.m. net) [2]				
upper	11,000	11,166	11,334	11,506
lower	4,000	4,060	4,122	4,184
net floorspace (sq.m.)				
minimum	141	217	305	388
maximum	388	596	839	1,066
gross floorspace (sq.m.) [3]				
minimum	201	310	436	554
maximum	554	851	1,199	1,523

[1] after allowing for commitments
[2] assuming increase in sales productivity of 0.3% p.a. from 2011
[3] assuming a net/gross floorspace ratio of 70%

APPENDIX 5B: FLOORSPACE CAPACITY, COMPARISON GOODS

(2001 prices)

	2011	2016	2021	2026
Lichfield				
residual capacity (£m) [1]	8.37	-25.91	-5.62	19.36
turnover/floorspace ratio (£ per sq.m. net) [2]				
upper	5,700	6,141	6,615	7,126
lower	4,000	4,309	4,642	5,001
net floorspace (sq.m.)				
minimum	1,468	nil	nil	2,717
maximum	2,093	nil	nil	3,871
gross floorspace (sq.m.) [3]				
minimum	2,098	nil	nil	3,881
maximum	2,989	nil	nil	5,530
Burntwood				
residual capacity (£m) [1]	1.41	5.69	10.31	15.93
turnover/floorspace ratio (£ per sq.m. net) [2]				
upper	5,700	6,141	6,615	7,126
lower	4,000	4,309	4,642	5,001
net floorspace (sq.m.)				
minimum	247	927	1,559	2,235
maximum	353	1,320	2,221	3,185
gross floorspace (sq.m.) [3]				
minimum	353	1,324	2,227	3,193
maximum	504	1,886	3,173	4,551

[1] after allowing for commitments

[2] assuming increase in sales productivity of 1.5% p.a. from 2011

[3] assuming a net/gross floorspace ratio of 70%

APPENDIX 5C: FLOORSPACE CAPACITY, BULKY GOODS				
(2001 prices)				
	2011	**2016**	**2021**	**2026**
Lichfield				
residual capacity (£m) [1]	1.47	4.77	8.31	12.59
turnover/floorspace ratio (£ per sq.m. net) [2]	2,500	2,693	2,901	3,126
net floorspace (sq.m.)	588	1,771	2,864	4,028
gross floorspace (sq.m.) [3]	735	2,214	3,580	5,035
[1] after allowing for commitments				
[2] assuming increase in sales productivity of 1.5% p.a. from 2011				
[3] assuming a net/gross floorspace ratio of 80%				

APPENDIX 6: SENSITIVITY OF FLOORSPACE CAPACITY

APPENDIX 6A: SENSITIVITY OF FLOORSPACE CAPACITY, CONVENIENCE GOODS				
LICHFIELD	**2011**	**2016**	**2021**	**2026**
capacity - main scenario	0.10	-4.62	0.61	5.53
capacity - upper scenario	0.10	-1.43	7.06	15.73
turnover/floorspace ratio (£ per sq.m. net):				
lower	£4,000	£4,060	£4,122	£4,184
upper	£11,000	£11,166	£11,334	£11,506
net floorspace - main scenario	9	nil	54	481
max	25	nil	148	1,322
net floorspace - upper scenario	9	nil	623	1,367
max	25	nil	1,713	3,760
gross floorspace - main scenario	13	nil	77	687
max	36	nil	211	1,888
gross floorspace - upper scenario	13	nil	890	1,953
max	36	nil	2,447	5,371
BURNTWOOD	**2011**	**2016**	**2021**	**2026**
capacity - main scenario	1.55	2.42	3.46	4.46
capacity - upper scenario	1.55	3.64	5.87	8.19
turnover/floorspace ratio (£ per sq.m. net):				
lower	£4,000	£4,060	£4,122	£4,184
upper	£11,000	£11,166	£11,334	£11,506
net floorspace - main scenario	141	217	305	388
max	388	596	839	1,066
net floorspace - upper scenario	141	326	518	712
max	388	897	1,424	1,957
gross floorspace - main scenario	201	310	436	554
max	554	852	1,199	1,523
gross floorspace - upper scenario	201	466	740	1,017
max	554	1,281	2,034	2,796
[1] after allowing for commitments				
[2] assuming a net/gross floorspace ratio of 70%				

APPENDIX 6B: SENSITIVITY OF FLOORSPACE CAPACITY, COMPARISON GOODS				
LICHFIELD	**2011**	**2016**	**2021**	**2026**
capacity - main scenario	8.37	-25.91	-5.62	19.36
capacity - upper scenario	8.37	-16.98	16.43	60.01
turnover/floorspace ratio (£ per sq.m. net):				
lower	£4,000	£4,309	£4,642	£5,001
upper	£5,700	£6,141	£6,615	£7,126
net floorspace - main scenario	1,468	nil	nil	2,717
max	2,093	nil	nil	3,871
net floorspace - upper scenario	1,468	nil	2,484	8,421
max	2,093	nil	3,539	12,000
gross floorspace - main scenario	2,098	nil	nil	3,881
max	2,989	nil	nil	5,530
gross floorspace - upper scenario	2,098	nil	3,548	12,030
max	2,989	nil	5,056	17,142
BURNTWOOD	**2011**	**2016**	**2021**	**2026**
capacity - main scenario	1.41	5.69	10.31	15.93
capacity - upper scenario	1.41	7.85	15.52	25.34
turnover/floorspace ratio (£ per sq.m. net):				
lower	£4,000	£4,309	£4,642	£5,001
upper	£5,700	£6,141	£6,615	£7,126
net floorspace - main scenario	247	927	1,559	2,235
max	353	1,320	2,221	3,185
net floorspace - upper scenario	247	1,278	2,346	3,556
max	353	1,822	3,343	5,067
gross floorspace - main scenario	353	1,324	2,227	3,194
max	504	1,886	3,173	4,551
gross floorspace - upper scenario	353	1,826	3,352	5,080
max	504	2,603	4,776	7,239
[1] after allowing for commitments				
[2] assuming a net/gross floorspace ratio of 70%				