

TABLE 1a: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036) - 190 DWELLING PER ANNUM RATE FOR GOSPORT BOROUGH

	2019	2024	2029	2034	2036	Growth 2019-2029		Growth 2019-2036	
						%		%	
Zone 1 Gosport & Stoke Road	38,318	38,126	38,182	38,213	38,192	-0.4%	-136	-0.3%	-126
Zone 2 Alverstoke	10,856	11,012	11,293	11,530	11,617	4.0%	437	6.6%	761
Zone 3 Lee-on-the-Solent	19,110	19,283	19,342	19,349	19,366	1.2%	232	1.3%	256
Zone 4 Bridgemary	17,208	17,353	17,560	17,667	17,691	2.0%	352	2.7%	483
Zone 5 Stubbington	25,207	25,867	26,486	27,040	27,246	5.1%	1,279	7.5%	2,039
Zone 6 Fareham	34,061	35,053	35,956	36,729	36,978	5.6%	1,895	7.9%	2,917
Study Area	144,760	146,694	148,819	150,528	151,089	2.8%	4,059	4.2%	6,329
Borough Area (Zones 1 to 4)	85,492	85,774	86,377	86,759	86,865	1.0%	885	1.6%	1,373

Source: Gosport Borough Council and Experian Business Strategies - MMG3 Geographic Information Systmes (GIS) 'Retail Area Planner Population & Expenditure Datasets'
Notes: Population projections (2019 to 2036) for Zones 1 to 4 are based on 190 dwellings per annum housing supply for Gosport Borough; Zones 5 & 6 are derived from Experian and based on ONS 2014-based Sub-National Population Projections (released in May 2016)

TABLE 1b: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036) - 238 DWELLING PER ANNUM RATE FOR GOSPORT BOROUGH

	2019	2024	2029	2034	2036	Growth 2019-2029		Growth 2019-2036	
						%		%	
Zone 1 Gosport & Stoke Road	38,082	38,177	38,202	38,191	38,165	0.3%	119	0.2%	83
Zone 2 Alverstoke	10,882	11,177	11,453	11,662	11,724	5.2%	570	7.2%	842
Zone 3 Lee-on-the-Solent	19,231	19,315	19,343	19,371	19,361	0.6%	112	0.7%	130
Zone 4 Bridgemary	17,248	17,505	17,625	17,686	17,714	2.2%	377	2.6%	466
Zone 5 Stubbington	25,207	25,867	26,486	27,040	27,246	5.1%	1,279	7.5%	2,039
Zone 6 Fareham	34,061	35,053	35,956	36,729	36,978	5.6%	1,895	7.9%	2,917
Study Area	144,712	147,095	149,064	150,680	151,189	3.0%	4,353	4.3%	6,477
Borough Area (Zones 1 to 4)	85,444	86,175	86,622	86,911	86,965	1.4%	1,179	1.8%	1,521

Source: Gosport Borough Council and Experian Business Strategies - MMG3 Geographic Information Systmes (GIS) 'Retail Area Planner Population & Expenditure Datasets'
Notes: Population projections (2019 to 2036) for Zones 1 to 4 are based on 238 dwellings per annum housing supply for Gosport Borough; Zones 5 & 6 are derived from Experian and based on ONS 2014-based Sub-National Population Projections (released in May 2016)

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Experian-based SFT Market Shares %:	4.0%	4.9%	5.4%	5.8%	5.8%	5.8%
Survey-based SFT Market Shares (%):	1.1%	1.4%	1.5%	1.6%	1.6%	1.7%
Zone 1 Gosport & Stoke Road	£2,251	£2,226	£2,231	£2,233	£2,233	£2,236
Zone 2 Alverstoke	£2,639	£2,609	£2,615	£2,617	£2,618	£2,621
Zone 3 Lee-on-the-Solent	£2,241	£2,216	£2,221	£2,222	£2,223	£2,226
Zone 4 Bridgemary	£2,441	£2,413	£2,419	£2,421	£2,422	£2,424
Zone 5 Stubbington	£2,397	£2,369	£2,375	£2,376	£2,377	£2,380
Zone 6 Fareham	£2,404	£2,376	£2,382	£2,384	£2,385	£2,387
Study Area Average:	£2,396	£2,368	£2,374	£2,375	£2,376	£2,379

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036	Growth 2019-2029:		Growth 2019-2036:	
	Including SFT	Excluding Special Forms of Trading					%	£m	%	£m
Zone 1 Gosport & Stoke Road	£86.3	£85.3	£85.1	£85.2	£85.3	£85.4	0.0%	£0.0	0.1%	£0.1
Zone 2 Alverstoke	£28.7	£28.3	£28.8	£29.6	£30.2	£30.4	4.3%	£1.2	7.5%	£2.1
Zone 3 Lee-on-the-Solent	£42.8	£42.3	£42.8	£43.0	£43.0	£43.1	1.5%	£0.6	1.8%	£0.8
Zone 4 Bridgemary	£42.0	£41.5	£42.0	£42.5	£42.8	£42.9	2.4%	£1.0	3.3%	£1.4
Zone 5 Stubbington	£60.4	£59.7	£61.4	£62.9	£64.3	£64.8	5.4%	£3.2	8.6%	£5.1
Zone 6 Fareham	£81.9	£80.9	£83.5	£85.7	£87.6	£88.3	5.9%	£4.8	9.1%	£7.3
Study Area	£342.0	£338.1	£343.6	£348.9	£353.2	£354.9	3.2%	£10.8	5.0%	£16.8

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Experian-based SFT Market Shares %:		17.9%	20.4%	21.4%	21.6%	21.7%
Survey-based SFT Market Shares (%):		20.1%	22.9%	24.0%	24.3%	24.4%
Zone 1 Gosport & Stoke Road	£3,703	£2,958	£3,331	£3,843	£4,485	£4,769
Zone 2 Alverstoke	£5,090	£4,066	£4,579	£5,282	£6,165	£6,556
Zone 3 Lee-on-the-Solent	£4,191	£3,348	£3,771	£4,349	£5,076	£5,398
Zone 4 Bridgemyary	£3,880	£3,100	£3,491	£4,027	£4,699	£4,998
Zone 5 Stubbington	£4,649	£3,714	£4,182	£4,824	£5,631	£5,988
Zone 6 Fareham	£4,512	£3,605	£4,059	£4,682	£5,465	£5,811
Study Area Average:	£4,338	£3,465	£3,902	£4,501	£5,253	£5,587

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Zone 1 Gosport & Stoke Road	£141.9	£113.4	£127.0	£146.7	£171.4	£182.2
Zone 2 Alverstoke	£55.3	£44.1	£50.4	£59.6	£71.1	£76.2
Zone 3 Lee-on-the-Solent	£80.1	£64.0	£72.7	£84.1	£98.2	£104.5
Zone 4 Bridgemyary	£66.8	£53.3	£60.6	£70.7	£83.0	£88.4
Zone 5 Stubbington	£117.2	£93.6	£108.2	£127.8	£152.3	£163.1
Zone 6 Fareham	£153.7	£122.8	£142.3	£168.4	£200.7	£214.9
Study Area Total	£614.9	£491.2	£561.2	£657.3	£776.7	£829.3

Growth 2019-2029:	
%	£m
29.4%	£33.4
35.1%	£15.5
31.5%	£20.1
32.6%	£17.4
36.5%	£34.2
37.1%	£45.6
33.8%	£166.1

Growth 2019-2036:	
%	£m
60.7%	£68.8
72.5%	£32.0
63.4%	£40.6
65.7%	£35.1
74.3%	£69.5
75.0%	£92.1
68.8%	£338.1

TABLE 6: BULKY COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Survey-based SFT Market Shares (%):		19.0%	21.7%	22.8%	23.0%	23.1%
Zone 1 Gosport & Stoke Road	£1,354	£1,112	£1,258	£1,454	£1,698	£1,806
Zone 2 Alverstoke	£1,862	£1,528	£1,730	£1,999	£2,334	£2,483
Zone 3 Lee-on-the-Solent	£1,492	£1,225	£1,387	£1,603	£1,871	£1,990
Zone 4 Bridgemyary	£1,427	£1,172	£1,326	£1,532	£1,789	£1,903
Zone 5 Stubbington	£1,690	£1,387	£1,570	£1,814	£2,119	£2,253
Zone 6 Fareham	£1,630	£1,338	£1,514	£1,750	£2,043	£2,173
Study Area Average:	£1,576	£1,294	£1,464	£1,692	£1,976	£2,102

Source: Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

Notes: At the Base Year (2019) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

TABLE 7: TOTAL AVAILABLE BULKY COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Zone 1 Gosport & Stoke Road	£51.9	£42.6	£48.2	£55.4	£64.8	£69.0
Zone 2 Alverstoke	£20.2	£16.6	£18.8	£22.0	£26.4	£28.6
Zone 3 Lee-on-the-Solent	£28.5	£23.4	£26.5	£30.9	£36.2	£38.5
Zone 4 Bridgemyary	£24.6	£20.2	£22.8	£26.6	£31.4	£33.6
Zone 5 Stubbington	£42.6	£35.0	£39.6	£46.9	£56.1	£60.9
Zone 6 Fareham	£55.5	£45.6	£51.6	£61.3	£73.5	£79.8
Study Area Total	£223.3	£183.3	£207.4	£243.2	£288.4	£310.5

Growth 2019-2029:	
%	£m
30.1%	£12.8
32.7%	£5.4
32.0%	£7.5
31.9%	£6.4
34.2%	£12.0
34.6%	£15.8
32.7%	£59.9

Growth 2019-2036:	
%	£m
62.0%	£26.4
72.5%	£12.0
64.5%	£15.1
66.8%	£13.5
74.3%	£26.0
75.2%	£34.3
69.4%	£127.2

TABLE 8: TOTAL AVAILABLE NON-BULKY COMPARISON GOODS EXPENDITURE (£million)

	2019	2019	2024	2029	2034	2036
	Including SFT	Excluding Special Forms of Trading				
Zone 1 Gosport & Stoke Road	£90.0	£70.8	£78.8	£91.3	£106.5	£113.1
Zone 2 Alverstoke	£35.0	£27.6	£31.6	£37.6	£44.7	£47.5
Zone 3 Lee-on-the-Solent	£51.6	£40.6	£46.2	£53.2	£62.0	£66.0
Zone 4 Bridgemyary	£42.2	£33.2	£37.8	£44.1	£51.6	£54.8
Zone 5 Stubbington	£74.6	£58.7	£68.6	£80.8	£96.1	£102.2
Zone 6 Fareham	£98.2	£77.2	£90.7	£107.0	£127.2	£135.1
Study Area	£391.6	£307.9	£353.8	£414.1	£488.3	£518.8

Growth 2019-2029:	
%	£m
29.0%	£20.5
36.6%	£10.1
31.2%	£12.7
32.9%	£10.9
37.8%	£22.2
38.6%	£29.8
34.5%	£106.2

Growth 2019-2036:	
%	£m
59.9%	£42.4
72.5%	£20.0
62.7%	£25.5
65.1%	£21.6
74.3%	£43.6
74.9%	£57.9
68.5%	£210.9