

TABLE 1: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2019	2024	2029	2034	2036
Gosport Town Centre	10%	£64.9	£73.3	£85.3	£100.1	£106.7
Stoke Road District Centre	2%	£2.5	£2.8	£3.3	£3.9	£4.1
Lee-on-the-Solent District Centre	8%	£9.4	£10.6	£12.3	£14.4	£15.3
Neighbourhood Centres	1%	£6.2	£7.0	£8.2	£9.6	£10.2
Brockhurst Gate	8%	£1.8	£2.1	£2.4	£2.8	£3.0
Other Out of Centre	5%	£16.1	£18.2	£21.3	£25.0	£26.7
TOTAL TURNOVER		£100.9	£114.1	£132.7	£155.8	£166.0

Notes: Assume constant market shares over forecast period.

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE (i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Locality (Name of TC, Retail Park, etc)	Planning Ref	Gross Floorpace (sqm)	Net Convenience Sales Floorpace (sqm)	Sales Density 2019 (£ per sqm)	Turnover (£m)				
					2019	2024	2029	2034	2036
Local centre, Land at Former HMS Daedalus - Outline planning for 1,075sqm for Use Classes A1, A2, A3, and/or A4	11/00282/OUT	200	140	£5,500	£0.8	£0.9	£1.1	£1.3	£1.3
TOTAL					£0.8	£0.9	£1.1	£1.3	£1.3

Source: Gosport Borough Council, planning application portal.

Note: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

TABLE 3: GOSPORT BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£100.9	£114.1	£132.7	£155.8	£166.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£100.9	£117.2	£138.8	£164.9	£176.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.1	-£6.1	-£9.1	-£10.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£3.1	-£6.1	-£9.1	-£10.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorpace (£ per sq m):	£5,500	£5,998	£7,062	£8,388	£9,625
(ii) Net Floorpace Capacity (sq m):	-	-519	-864	-1,083	-1,108
(iii) Assumed Net / Gross Floorpace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorpace Capacity (sq m):		-741	-1,234	-1,548	-1,583

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 16* (December 2018) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorpace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and limited assortment discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 4: GOSPORT TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£64.9	£73.3	£85.3	£100.1	£106.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£64.9	£75.4	£89.3	£106.0	£113.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.1	-£4.0	-£5.9	-£6.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£2.1	-£4.0	-£5.9	-£6.9
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorpace (£ per sq m):	£5,500	£5,998	£7,062	£8,388	£9,625
(ii) Net Floorpace Capacity (sq m):	-	-346	-567	-703	-719
(iii) Assumed Net / Gross Floorpace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorpace Capacity (sq m):		-494	-809	-1,005	-1,027

TABLE 5: LEE-ON-THE-SOLENT DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.4	£10.6	£12.3	£14.4	£15.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£9.4	£10.9	£12.9	£15.3	£16.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.6	-£0.9	-£1.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.3	-£0.6	-£0.9	-£1.1
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,998	£7,062	£8,388	£9,625
(ii) Net Floorspace Capacity (sq m):	-	-42	-83	-111	-114
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-60	-118	-159	-163

TABLE 6: STOKE ROAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.5	£2.8	£3.3	£3.9	£4.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£2.5	£2.9	£3.5	£4.1	£4.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.2	-£0.2	-£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.2	-£0.3
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,998	£7,062	£8,388	£9,625
(ii) Net Floorspace Capacity (sq m):	-	-15	-24	-29	-30
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-21	-34	-42	-43

TABLE 7: OTHER NEIGHBOURHOOD CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.2	£7.0	£8.2	£9.6	£10.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£6.2	£7.2	£8.6	£10.2	£10.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.4	-£0.6	-£0.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.4	-£0.6	-£0.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,998	£7,062	£8,388	£9,625
(ii) Net Floorspace Capacity (sq m):	-	-31	-53	-68	-70
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-44	-76	-98	-100

TABLE 8: REST OF BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.9	£20.3	£23.7	£27.8	£29.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) :	£17.9	£20.8	£24.7	£29.3	£31.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.5	-£1.0	-£1.4	-£1.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.5	-£1.0	-£1.4	-£1.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,998	£7,062	£8,388	£9,625
(ii) Net Floorspace Capacity (sq m):	-	-85	-138	-171	-175
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-121	-197	-244	-250

TABLE 9: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)
Assume Equilibrium at 2018 and Constant Market Shares

	2024	2029	2034	2036
GOSPORT TOWN CENTRE	-346	-567	-703	-719
LEE-ON-THE-SOLENT DISTRICT CENTRE	-42	-83	-111	-114
STOKE ROAD DISTRICT CENTRE	-15	-24	-29	-30
ALL OTHER NEIGHBOURHOOD CENTRES	-31	-53	-68	-70
OUT OF CENTRE	-85	-138	-171	-175
TOTAL COMPARISON GOODS CAPACITY	-519	-864	-1,083	-1,108