
APPENDIX 1

WATFORD RETAILER REQUIREMENTS

RETAILER REQUIREMENTS: WATFORD

Name	Min Req (sqm)	Max Req (sqm)	Type
COMPARISON			
Esprit	600	1,000	Comparison
Magnolia UK	16	25	Comparison
Phase Eight	65	139	Comparison
Leila	121	186	Comparison
Zara	250	300	Comparison
House of Books	65	139	Comparison
Specialized UK Ltd	186	372	Comparison
Butlers	250	350	Comparison
Peacocks	418	511	Comparison
Polarn O Pyret	116	139	Comparison
Soletrader	93	139	Comparison
Travel Zone	93	139	Comparison
Bershka	300	400	Comparison
Priceless	139	186	Comparison
Zara Home	250	300	Comparison
HPJ Retailing	65	111	Comparison
RSPCA	93	139	Comparison
T K Maxx	1,394	3,716	Comparison
Machine Mart Limited	186	1,394	Comparison
Buy The Book	93	186	Comparison
Traid	139	232	Comparison
Pavers Ltd	279	465	Comparison
Pets At Home Ltd	279	1,115	Comparison
Fossil	56	111	Comparison
Muse	51	88	Comparison
Virgin Media PLC	60	111	Comparison
Laura Ashley Ltd	279	465	Comparison
Profile Clothing Ltd	93	557	Comparison
Yours Clothing	232	279	Comparison
British Heart Foundation Furniture & Electrical	279	1,394	Comparison
Lakeland Ltd	279	465	Comparison
YMCA Shops	74	279	Comparison
The Tile Clearing House	511	929	Comparison
Quiz Clothing,	139	232	Comparison
Princesse tam.tam	55	60	Comparison
Fonehouse Group Ltd	46	93	Comparison
Billabong	139	232	Comparison
Chitter Chatter Telecom Ltd	46	93	Comparison
Asda Living	1,858	4,645	Comparison
Joy	232	465	Comparison
Hawkin's Bazaar	93	163	Comparison
Barnardos	74	111	Comparison
Sub Total	10,087	22,455	
CONVENIENCE			
Ditsch	11	46	Convenience
Majestic Wine	232	465	Convenience
Sub Total	243	511	
SERVICE			
Crepeaffaire	46	93	Service
Thomas Cook	5	74	Service
Pret a Manger (UK) Ltd	79	279	Service
Noodle Nation	232	325	Service
Gambado	1,208	1,486	Service
Vets4Pets Ltd	186	223	Service
Explore Learning Ltd	102	139	Service
Insurance	116	465	Service
Formula One Auto Centre	232	929	Service
Lok'nStore	1,394	4,645	Service
Gourmet Burger Kitchen	149	260	Service
Subway	37	139	Service
Safestore Ltd	5,574	7,432	Service
Fitness 4 Less	1,394	1,858	Service
Brioche Doree	46	139	Service
Headmasters	93	186	Service
Hob Salons	130	149	Service
Strada	255	465	Service
Hooters	372	743	Service
Sub Total	11,650	20,029	
TOTAL	21,980	42,995	

APPENDIX 2

CONVENIENCE GOODS CAPACITY PROJECTIONS

WATFORD RETAIL STUDY 2010

Table 1: Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	21,224	19,933	22,033	43,838	17,019	35,984	49,452	58,032	42,528	81,212	116,422	74,499	117,503	70,446	147,842	68,308	986,275
2015	21,438	20,890	22,821	44,706	17,264	36,792	50,335	59,252	43,447	84,625	122,362	76,781	121,571	71,782	154,675	69,716	1,018,457
2020	21,854	21,741	23,592	45,597	17,606	37,722	51,307	60,518	44,535	88,403	128,180	79,213	125,359	73,057	160,095	70,633	1,049,412
2025	22,273	22,445	24,382	46,568	17,985	38,428	52,277	62,187	45,658	92,274	133,594	81,571	128,420	74,253	164,408	70,884	1,077,607
2026	22,374	22,566	24,512	46,777	18,039	38,613	52,472	63,478	45,825	92,864	134,654	82,088	128,962	74,441	164,997	70,933	1,083,595

Source: Experian Business Solutions, April 2010

Table 1A: Population Growth Rates

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010-2015 (%)	1.0	4.8	3.6	2.0	1.4	2.2	1.8	2.1	2.2	4.2	5.1	3.1	3.5	1.9	4.6	2.1	3.3
2010-2020 (%)	3.0	9.1	7.1	4.0	3.4	4.8	3.8	4.3	4.7	8.9	10.1	6.3	6.7	3.7	8.3	3.4	6.4
2010-2025 (%)	4.9	12.6	10.7	6.2	5.7	6.8	5.7	7.2	7.4	13.6	14.7	9.5	9.3	5.4	11.2	3.8	9.3
2010-2026 (%)	5.4	13.2	11.3	6.7	6.0	7.3	6.1	9.4	7.8	14.3	15.7	10.2	9.8	5.7	11.6	3.8	9.9

Source: Experian Business Solutions, April 2010

Table 1B: Survey Area Postcodes

ZONE	POSTCODES
1	WD17 3, WD17 4, WD24 5, WD24 6
2	WD17 1, WD17 2, WD18 1, WD18 7
3	WD24 2, WD24 7, WD23 2, WD23 3
4	WD25 0, WD25 7, WD25 9, WD5 0, AL 2 3, WD25 8
5	WD 3 4, WD 3 6, WD 4 8, WD 4 9
6	HA 62 , WD18 6, WD18 8, WD18 9, WD 3 1, WD 3 3, HA 6 3
7	HP 8 4, SL 9 0, SL 9 9, UB 9 5, UB 9 6, WD 3 5, WD 3 7, WD 3 8, WD 3 9
8	HP 3 0, HP 5 1, HP 5 3, HP 6 6, HP 7 9, HP10 8, HP15 6, HP15 7
9	HP 1 2, HP 23 5, HP 23 6, HP 4 1, HP 4 2, HP 4 3
10	AL 3 7, HP 1 1, HP 1 3, HP 2 4, HP 2 5, HP 2 6, HP 2 7, HP 3 8, HP 3 9
11	AL 1 1, AL 1 2, AL 1 3, AL 1 4, AL 1 5, AL10 0, AL10 8, AL10 9, AL 3 4, AL 3 5, AL 3 6, AL 4 0, AL 4 9, AL 5 1, AL 5 2
12	AL 2 1, AL 2 2, 1L 9 7, EN 5 4, EN 6 1, EN 6 2, EN 6 3, WD 6 4, WD 6 5, WD 7 7, WD 7 8, WD 7 9
13	EN 5 2, EN 5 3, EN 5 5, HA 7 4, HA 8 7, HA 8 8, HA 8 9, N 12 7, N 20 8, NW 7 1, NW 7 2, NW 7 3, NW 7 4, WD 6 1, WD 6 2, WD 6 3
14	HA 3 6, HA 5 3, HA 5 4, HA 7 3, WD19 4, WD19 5, WD19 6, WD19 7, WD23 1
15	HA 1 1, HA 1 2, HA 3 0, HA 3 5, HA 3 7, HA 3 8, HA 3 9, HA 7 1, HA 7 2, HA 8 0, HA 8 5, HA 8 6, NW 9 0, NW 9 5, NW 9 9
16	HA 1 4, HA 2 6, HA 2 7, HA 4 7, HA 4 8, HA 5 1, HA 5 2, HA 5 5

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Table 2: Convenience Goods Retail Expenditure Forecasts Per Capita (2008 Prices)

	Growth in Per Capita Expenditure: 2008 - 2009 -2.9% pa 2009 - 2010 0.3% pa 2010 - 2015 0.4% pa 2015 - 2026 0.7% pa															
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2008	1,871	1,693	1,846	1,902	2,019	1,994	2,004	2,029	2,044	1,878	1,913	1,935	1,929	1,928	1,692	1,942
2008 (Minus SFT at 3%)	1,815	1,642	1,791	1,845	1,958	1,934	1,944	1,968	1,983	1,822	1,856	1,877	1,871	1,870	1,641	1,884
2009	1,817	1,644	1,792	1,847	1,960	1,936	1,946	1,970	1,985	1,824	1,858	1,879	1,873	1,872	1,643	1,886
2009 (Minus SFT at 3.5%)	1,753	1,586	1,730	1,782	1,892	1,868	1,878	1,901	1,915	1,760	1,793	1,813	1,808	1,807	1,585	1,820
2010	1,822	1,649	1,798	1,852	1,966	1,942	1,952	1,976	1,991	1,829	1,863	1,885	1,879	1,878	1,648	1,891
2010 (Minus SFT at 3.8%)	1,753	1,586	1,730	1,782	1,892	1,868	1,878	1,901	1,915	1,760	1,792	1,813	1,807	1,806	1,585	1,819
2015	1,859	1,682	1,834	1,890	2,006	1,981	1,991	2,016	2,031	1,866	1,901	1,923	1,917	1,916	1,681	1,929
2015 (Minus SFT at 4.8%)	1,770	1,601	1,746	1,799	1,910	1,886	1,895	1,919	1,933	1,776	1,809	1,830	1,825	1,824	1,600	1,837
2020	1,925	1,742	1,899	1,957	2,077	2,051	2,062	2,087	2,103	1,932	1,968	1,991	1,985	1,984	1,741	1,998
2020 (Minus SFT at 5.2%)	1,825	1,651	1,800	1,855	1,969	1,945	1,955	1,979	1,994	1,832	1,866	1,887	1,881	1,880	1,650	1,894
2025	1,993	1,804	1,967	2,026	2,151	2,124	2,135	2,162	2,178	2,001	2,038	2,061	2,055	2,054	1,803	2,069
2025 (Minus SFT at 5.4%)	1,886	1,706	1,860	1,917	2,035	2,010	2,020	2,045	2,060	1,893	1,928	1,950	1,944	1,943	1,705	1,957
2026	2,007	1,816	1,980	2,040	2,166	2,139	2,150	2,177	2,193	2,015	2,052	2,076	2,069	2,068	1,815	2,083
2026 (Minus SFT at 5.5%)	1,897	1,716	1,871	1,928	2,047	2,021	2,032	2,057	2,072	1,904	1,939	1,962	1,956	1,955	1,715	1,969

Source: Experian Business Solutions, April 2010

Table 3: Total Survey Area Convenience Goods Retail Expenditure (£000) 2008 Prices

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	37,205	31,617	38,107	78,119	32,193	67,225	92,849	110,318	81,442	142,893	208,663	135,060	212,362	127,250	234,365	124,284	1,753,952
2015	37,939	33,452	39,847	80,427	32,969	69,391	95,410	113,713	83,998	150,321	221,405	140,527	221,813	130,903	247,540	128,058	1,827,713
2020	39,879	35,899	42,476	84,585	34,669	73,361	100,281	119,760	88,782	161,922	239,155	149,493	235,848	137,377	264,194	133,783	1,941,464
2025	41,998	38,296	45,360	89,263	36,595	77,223	105,580	127,162	94,053	174,642	257,559	159,071	249,655	144,277	280,348	138,731	2,059,812
2026	42,439	38,731	45,873	90,196	36,923	78,055	106,603	130,572	94,957	176,802	261,143	161,029	252,196	145,500	283,023	139,650	2,083,694

Source: Tables 1 and 2

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Table 4: Sainsbury's, Watford Town Centre: Convenience Goods Allocation - % Market Share

Sainsbury's, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	26%	41%	4%	2%	2%	11%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
2015	26%	41%	4%	2%	2%	11%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
2020	26%	41%	4%	2%	2%	11%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
2025	26%	41%	4%	2%	2%	11%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
2026	26%	41%	4%	2%	2%	11%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Source: Harsham Household Telephone Survey, March 2010

Table 5: Sainsbury's, Watford Town Centre: Convenience Goods Allocation - Spend (£000) 2008 Prices

Sainsbury's, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	9,831	12,979	1,429	1,426	596	7,664	0	0	0	0	0	0	637	1,718	0	0	36,279
2015	10,025	13,732	1,494	1,468	610	7,911	0	0	0	0	0	0	665	1,767	0	0	37,673
2020	10,538	14,736	1,593	1,544	641	8,363	0	0	0	0	0	0	708	1,855	0	0	39,978
2025	11,098	15,720	1,701	1,629	677	8,803	0	0	0	0	0	0	749	1,948	0	0	42,326
2026	11,214	15,899	1,720	1,646	683	8,898	0	0	0	0	0	0	757	1,964	0	0	42,782

Source: Tables 3 and 4

Table 6: M&S Simply Food, Watford Town Centre: Convenience Goods Allocation - % Market Share

M&S, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	2%	2%	2%	2%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%
2015	2%	2%	2%	2%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%
2020	2%	2%	2%	2%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%
2025	2%	2%	2%	2%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%
2026	2%	2%	2%	2%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%

Source: Harsham Household Telephone Survey, March 2010

Table 7: M&S Simply Food, Watford Town Centre: Convenience Goods Allocation - Spend (£000) 2008 Prices

M&S, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	809	680	810	1,426	113	639	1,323	1,655	244	0	0	0	0	1,336	0	0	9,034
2015	825	719	847	1,468	115	659	1,360	1,706	252	0	0	0	0	1,374	0	0	9,325
2020	867	772	903	1,544	121	697	1,429	1,796	266	0	0	0	0	1,442	0	0	9,838
2025	913	823	964	1,629	128	734	1,505	1,907	282	0	0	0	0	1,515	0	0	10,400
2026	923	833	975	1,646	129	742	1,519	1,959	285	0	0	0	0	1,528	0	0	10,538

Source: Tables 3 and 6

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Table 8: Other Shops, Watford Town Centre: Convenience Goods Allocation - % Market Share

Other, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	2%	4%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2015	2%	4%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2020	2%	4%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2025	2%	4%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2026	2%	4%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Source: Harsham Household Telephone Survey, March 2010

Table 9: Other Shops, Watford Town Centre: Convenience Goods Allocation - Spend (£000) 2008 Prices

Other, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	670	1,367	0	488	0	420	0	0	0	0	0	0	0	0	0	0	2,946
2015	683	1,447	0	503	0	434	0	0	0	0	0	0	0	0	0	0	3,066
2020	718	1,553	0	529	0	459	0	0	0	0	0	0	0	0	0	0	3,258
2025	756	1,656	0	558	0	483	0	0	0	0	0	0	0	0	0	0	3,453
2026	764	1,675	0	564	0	488	0	0	0	0	0	0	0	0	0	0	3,491

Source: Tables 3 and 8

Table 10: Tesco Extra, Lower High Street: Convenience Goods Allocation - % Market Share

Tesco Extra, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	13%	22%	32%	6%	3%	16%	1%	0%	0%	0%	0%	1%	0%	22%	2%	5%
2015	13%	22%	32%	6%	3%	16%	1%	0%	0%	0%	0%	1%	0%	22%	2%	5%
2020	13%	22%	32%	6%	3%	16%	1%	0%	0%	0%	0%	1%	0%	22%	2%	5%
2025	13%	22%	32%	6%	3%	16%	1%	0%	0%	0%	0%	1%	0%	22%	2%	5%
2026	13%	22%	32%	6%	3%	16%	1%	0%	0%	0%	0%	1%	0%	22%	2%	5%

Source: Harsham Household Telephone Survey, March 2010

Table 11: Tesco Extra, Lower High Street, Watford: Convenience Goods Allocation - Spend (£000) 2008 Prices

Tesco Extra, Watford	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	4,688	6,908	12,156	4,316	861	10,622	766	0	0	0	574	1,519	0	27,772	5,449	5,779	81,411
2015	4,780	7,309	12,711	4,444	882	10,964	787	0	0	0	609	1,581	0	28,569	5,755	5,955	84,346
2020	5,025	7,844	13,550	4,673	927	11,591	827	0	0	0	658	1,682	0	29,982	6,143	6,221	89,123
2025	5,292	8,368	14,470	4,932	979	12,201	871	0	0	0	708	1,790	0	31,488	6,518	6,451	94,068
2026	5,347	8,463	14,633	4,983	988	12,333	879	0	0	0	718	1,812	0	31,755	6,580	6,494	94,986

Source: Tables 3 and 10

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Table 12: Asda, Odhams Trading Estate: Convenience Goods Allocation - % Market Share

Asda, Odhams Trading Estate	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	22%	7%	14%	37%	5%	2%	2%	0%	2%	1%	0%	2%	2%	8%	0%	0%
2015	22%	7%	14%	37%	5%	2%	2%	0%	2%	1%	0%	2%	2%	8%	0%	0%
2020	22%	7%	14%	37%	5%	2%	2%	0%	2%	1%	0%	2%	2%	8%	0%	0%
2025	22%	7%	14%	37%	5%	2%	2%	0%	2%	1%	0%	2%	2%	8%	0%	0%
2026	22%	7%	14%	37%	5%	2%	2%	0%	2%	1%	0%	2%	2%	8%	0%	0%

Source: Horsham Household Telephone Survey, March 2010

Table 13: Asda, Odhams Trading Estate: Convenience Goods Allocation - Spend (£000) 2008 Prices

Asda, Odhams Trading Estate	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	8,232	2,253	5,516	29,138	1,706	1,563	1,532	0	1,283	1,179	0	3,241	3,185	9,639	0	0	68,467
2015	8,394	2,383	5,768	29,999	1,747	1,613	1,574	0	1,323	1,240	0	3,373	3,327	9,916	0	0	70,658
2020	8,823	2,558	6,148	31,550	1,837	1,706	1,655	0	1,398	1,336	0	3,588	3,538	10,406	0	0	74,543
2025	9,292	2,729	6,566	33,295	1,940	1,795	1,742	0	1,481	1,441	0	3,818	3,745	10,929	0	0	78,772
2026	9,390	2,760	6,640	33,643	1,957	1,815	1,759	0	1,496	1,459	0	3,865	3,783	11,022	0	0	79,586

Source: Tables 3 and 8

Table 14: Sainsbury's, Dome Roundabout: Convenience Goods Allocation - % Market Share

Sainsbury's, Dome Roundabout	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	16%	4%	28%	27%	3%	0%	3%	1%	0%	1%	2%	0%	1%	3%	1%	0%
2015	16%	4%	28%	27%	3%	0%	3%	1%	0%	1%	2%	0%	1%	3%	1%	0%
2020	16%	4%	28%	27%	3%	0%	3%	1%	0%	1%	2%	0%	1%	3%	1%	0%
2025	16%	4%	28%	27%	3%	0%	3%	1%	0%	1%	2%	0%	1%	3%	1%	0%
2026	16%	4%	28%	27%	3%	0%	3%	1%	0%	1%	2%	0%	1%	3%	1%	0%

Source: Horsham Household Telephone Survey, March 2010

Table 15: Sainsbury's, Dome Roundabout: Convenience Goods Allocation - Spend (£000) 2008 Prices

Sainsbury's, Dome Roundabout	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	5,860	1,407	10,603	21,209	990	0	2,507	827	0	1,179	4,956	0	1,593	3,627	1,758	0	56,515
2015	5,975	1,489	11,087	21,836	1,014	0	2,576	853	0	1,240	5,258	0	1,664	3,731	1,857	0	58,579
2020	6,281	1,598	11,819	22,965	1,066	0	2,708	898	0	1,336	5,680	0	1,769	3,915	1,981	0	62,015
2025	6,615	1,704	12,621	24,235	1,125	0	2,851	954	0	1,441	6,117	0	1,872	4,112	2,103	0	65,750
2026	6,684	1,724	12,764	24,488	1,135	0	2,878	979	0	1,459	6,202	0	1,891	4,147	2,123	0	66,475

Source: Tables 3 and 10

WATFORD RETAIL STUDY 2010

Table 16: Watford Existing Convenience Goods Floorspace 2010

	Net Floorspace (sqm)	Net Convenience Ratio (%)	Net Convenience Floorspace (sqm)	Company Average Sales Density (£ per sqm net)	Total Potential Turnover (£000s)
Watford Town Centre					
Sainsbury's, Albert Road South	2,743	80%	2,194	9,990	21,922
M&S Foodhall, Harlequin Centre	1,556	100%	1,556	11,686	18,183
Other Local Stores	6,789	100%	6,789	5,000	33,945
Sub Total	11,088	-	10,539	7,026	74,050
Edge-of-Centre					
Tesco Extra, Lower High Street	7,821	75%	5,866	12,883	75,568
Out-of-Centre					
Asda, Odham's Trading Estate	8,060	70%	5,642	14,352	80,974
Sainsbury's, Dome Roundabout	3,346	80%	2,677	9,990	26,741
TOTAL	30,315	-	24,724	10,408	257,334

Source: IGD Database / Experian Goad / Mintel

WATFORD RETAIL STUDY 2010

Table 17: Watford Urban Area Convenience Goods Capacity Projections

Growth in sales per sqm (Sales Efficiency)		2010 - 2015 - 0.1% per annum 2015 - 2026 - 0.3% per annum			
	2010	2015	2020	2025	2026
Total Available Convenience Goods Expenditure (£000)	1,753,952	1,827,713	1,941,464	2,059,812	2,083,694
Market Share from Survey Area	15	14	14	14	14
Total Convenience Goods Turnover in Watford Urban Area (£000)	254,652	263,648	278,755	294,768	297,857
Total Existing Convenience Goods Floorspace (sqm net)	24,724	24,724	24,724	24,724	24,724
Sales per sqm net (£)	10,300	10,408	10,565	10,725	10,757
Sales from Existing Floorspace (£000)	254,652	257,334	261,217	265,159	265,955
Residual Spending to Support New Shops (£000)	-	6,314	17,537	29,609	31,902
Sales per sqm net in new shops (£) Based on Large Store Format	10,000	10,050	10,202	10,356	10,387
Capacity for new Convenience Floorspace (sqm net)	0	628	1,719	2,859	3,071

Source: Tables 5, 7, 9, 11, 13 and 15

APPENDIX 3

COMPARISON GOODS CAPACITY PROJECTIONS

WATFORD RETAIL STUDY 2010

Table 1: Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	21,224	19,933	22,033	43,838	17,019	35,984	49,452	58,032	42,528	81,212	116,422	74,499	117,503	70,446	147,842	68,308	986,275
2015	21,438	20,890	22,821	44,706	17,264	36,792	50,335	59,252	43,447	84,625	122,362	76,781	121,571	71,782	154,675	69,716	1,018,457
2020	21,854	21,741	23,592	45,597	17,606	37,722	51,307	60,518	44,535	88,403	128,180	79,213	125,359	73,057	160,095	70,633	1,049,412
2025	22,273	22,445	24,382	46,568	17,985	38,428	52,277	62,187	45,658	92,274	133,594	81,571	128,420	74,253	164,408	70,884	1,077,607
2026	22,374	22,566	24,512	46,777	18,039	38,613	52,472	63,478	45,825	92,864	134,654	82,088	128,962	74,441	164,997	70,933	1,083,595

Source: Experian Business Solutions, April 2010

Table 1A: Population Growth Rates

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010-2015 (%)	1.0	4.8	3.6	2.0	1.4	2.2	1.8	2.1	2.2	4.2	5.1	3.1	3.5	1.9	4.6	2.1	3.3
2010-2020 (%)	3.0	9.1	7.1	4.0	3.4	4.8	3.8	4.3	4.7	8.9	10.1	6.3	6.7	3.7	8.3	3.4	6.4
2010-2025 (%)	4.9	12.6	10.7	6.2	5.7	6.8	5.7	7.2	7.4	13.6	14.7	9.5	9.3	5.4	11.2	3.8	9.3
2010-2026 (%)	5.4	13.2	11.3	6.7	6.0	7.3	6.1	9.4	7.8	14.3	15.7	10.2	9.8	5.7	11.6	3.8	9.9

Source: Experian Business Solutions, April 2010

Table 1B: Survey Area Postcodes

ZONE	POSTCODES
1	WD17 3, WD17 4, WD24 5, WD24 6
2	WD17 1, WD17 2, WD18 1, WD18 7
3	WD24 2, WD24 7, WD23 2, WD23 3
4	WD25 0, WD25 7, WD25 9, WD5 0, AL 2 3, WD25 8
5	WD 3 4, WD 3 6, WD 4 8, WD 4 9
6	HA 62, WD18 6, WD18 8, WD18 9, WD 3 1, WD 3 3, HA 6 3
7	HP 8 4, SL 9 0, SL 9 9, UB 9 5, UB 9 6, WD 3 5, WD 3 7, WD 3 8, WD 3 9
8	HP 3 0, HP 5 1, HP 5 3, HP 6 6, HP 7 9, HP10 8, HP15 6, HP15 7
9	HP 1 2, HP 23 5, HP 23 6, HP 4 1, HP 4 2, HP 4 3
10	AL 3 7, HP 1 1, HP 1 3, HP 2 4, HP 2 5, HP 2 6, HP 2 7, HP 3 8, HP 3 9
11	AL 1 1, AL 1 2, AL 1 3, AL 1 4, AL 1 5, AL10 0, AL10 8, AL10 9, AL 3 4, AL 3 5, AL 3 6, AL 4 0, AL 4 9, AL 5 1, AL 5 2
12	AL 2 1, AL 2 2, 1L 9 7, EN 5 4, EN 6 1, EN 6 2, EN 6 3, WD 6 4, WD 6 5, WD 7 7, WD 7 8, WD 7 9
13	EN 5 2, EN 5 3, EN 5 5, HA 7 4, HA 8 7, HA 8 8, HA 8 9, N 12 7, N 20 8, NW 7 1, NW 7 2, NW 7 3, NW 7 4, WD 6 1, WD 6 2, WD 6 3
14	HA 3 6, HA 5 3, HA 5 4, HA 7 3, WD19 4, WD19 5, WD19 6, WD19 7, WD23 1
15	HA 1 1, HA 1 2, HA 3 0, HA 3 5, HA 3 7, HA 3 8, HA 3 9, HA 7 1, HA 7 2, HA 8 0, HA 8 5, HA 8 6, NW 9 0, NW 9 5, NW 9 6
16	HA 1 4, HA 2 6, HA 2 7, HA 4 7, HA 4 8, HA 5 1, HA 5 2, HA 5 5

WATFORD RETAIL STUDY 2010

Table 2: Comparison Goods Retail Expenditure Forecasts Per Capita (2008 Prices) (Scenario 1)

	Growth in Per Capita Expenditure: 2008 - 2009 -0.6% pa 2009 - 2010 0.4% pa 2010 - 2015 2.5% pa 2015 - 2020 3.6% pa 2020 - 2026 3.7% pa															
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2008	3,039	2,834	3,006	3,062	3,354	3,234	3,260	3,370	3,307	2,960	3,078	3,115	3,115	3,071	2,710	3,248
2008 (Minus SFT at 6.0%)	2,857	2,664	2,826	2,878	3,153	3,040	3,064	3,168	3,109	2,782	2,893	2,928	2,928	2,887	2,547	3,053
2009	3,021	2,817	2,988	3,044	3,334	3,215	3,240	3,350	3,287	2,942	3,060	3,096	3,096	3,053	2,694	3,229
2009 (Minus SFT at 7.5%)	2,794	2,606	2,764	2,815	3,084	2,974	2,997	3,099	3,041	2,722	2,830	2,864	2,864	2,824	2,492	2,986
2010	3,033	2,828	3,000	3,056	3,347	3,227	3,253	3,363	3,300	2,954	3,072	3,109	3,109	3,065	2,705	3,241
2010 (Minus SFT at 8.1%)	2,787	2,599	2,757	2,808	3,076	2,966	2,990	3,091	3,033	2,715	2,823	2,857	2,857	2,817	2,485	2,979
2015	3,431	3,200	3,394	3,457	3,787	3,652	3,681	3,805	3,734	3,342	3,475	3,517	3,517	3,468	3,060	3,667
2015 (Minus SFT at 10.4%)	3,075	2,867	3,041	3,098	3,393	3,272	3,298	3,409	3,346	2,995	3,114	3,151	3,151	3,107	2,742	3,286
2020	4,095	3,819	4,051	4,126	4,520	4,358	4,393	4,541	4,456	3,989	4,148	4,198	4,198	4,138	3,652	4,377
2020 (Minus SFT at 10.5%)	3,665	3,418	3,625	3,693	4,045	3,900	3,932	4,064	3,988	3,570	3,712	3,757	3,757	3,704	3,268	3,917
2025	4,911	4,580	4,858	4,948	5,420	5,226	5,268	5,446	5,344	4,783	4,974	5,034	5,034	4,963	4,379	5,249
2025 (Minus SFT at 10.5%)	4,395	4,099	4,348	4,429	4,851	4,677	4,715	4,874	4,783	4,281	4,452	4,505	4,505	4,442	3,919	4,698
2026	5,093	4,749	5,037	5,131	5,620	5,419	5,463	5,647	5,542	4,960	5,158	5,220	5,220	5,146	4,541	5,443
2026 (Minus SFT at 10.5%)	4,558	4,250	4,508	4,592	5,030	4,850	4,889	5,054	4,960	4,439	4,616	4,672	4,672	4,606	4,064	4,871

Source: Experian Business Solutions, April 2010

Table 3: Total Survey Area Comparison Goods Retail Expenditure (2008 Prices) (Scenario 1)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	59,155	51,809	60,743	123,109	52,352	106,730	147,855	179,363	128,987	220,469	328,654	212,836	335,693	198,414	367,454	203,481	2,777,104
2015	65,912	59,894	69,402	138,490	58,580	120,376	166,010	202,013	145,359	253,418	381,033	241,969	383,121	223,019	424,069	229,085	3,161,751
2020	80,098	74,309	85,529	168,385	71,217	147,128	201,723	245,966	177,622	315,588	475,828	297,588	470,950	270,584	523,249	276,685	3,882,450
2025	97,896	91,997	106,002	206,228	87,243	179,739	246,481	303,099	218,377	395,026	594,717	367,493	578,556	329,799	644,388	332,981	4,780,021
2026	101,978	95,915	110,510	214,818	90,742	187,287	256,554	320,839	227,285	412,262	621,615	383,505	602,495	342,867	670,624	345,540	4,984,837

Source: Tables 1 and 2

WATFORD RETAIL STUDY 2010

Table 4: Watford Town Centre: Comparison Goods Allocation - % Market Share

Watford Town Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	71%	70%	68%	60%	47%	65%	42%	17%	26%	20%	10%	23%	25%	58%	18%	24%
2015	71%	70%	68%	60%	47%	65%	42%	17%	26%	20%	10%	23%	25%	58%	18%	24%
2020	71%	70%	68%	60%	47%	65%	42%	17%	26%	20%	10%	23%	25%	58%	18%	24%
2025	71%	70%	68%	60%	47%	65%	42%	17%	26%	20%	10%	23%	25%	58%	18%	24%
2026	71%	70%	68%	60%	47%	65%	42%	17%	26%	20%	10%	23%	25%	58%	18%	24%

Source: Watford Household Telephone Survey, March 2010

Table 5: Watford Town Centre: Comparison Goods Allocation - Spend (£000) 2008 Prices

Watford Town Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	42,037	36,403	41,138	74,100	24,597	69,621	61,635	30,288	33,948	44,994	31,887	48,894	82,956	115,747	66,545	49,599	854,390
2015	46,838	42,084	47,002	83,357	27,524	78,523	69,203	34,113	38,257	51,718	36,969	55,586	94,676	130,101	76,798	55,841	968,591
2020	56,920	52,213	57,924	101,351	33,461	95,974	84,090	41,536	46,748	64,406	46,167	68,363	116,380	157,849	94,759	67,443	1,185,583
2025	69,567	64,641	71,788	124,129	40,990	117,246	102,748	51,183	57,474	80,618	57,702	84,422	142,972	192,393	116,697	81,166	1,455,737
2026	72,468	67,394	74,842	129,299	42,635	122,170	106,947	54,179	59,819	84,135	60,311	88,101	148,887	200,016	121,448	84,227	1,516,879

Source: Tables 3 and 4

WATFORD RETAIL STUDY 2010

Table 6: Watford Retail Warehousing: Comparison Goods Allocation - % Market Share

Watford Retail Parks	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16
2010	13%	15%	13%	13%	6%	11%	5%	1%	1%	1%	2%	2%	3%	15%	2%	4%
2015	13%	15%	13%	13%	6%	11%	5%	1%	1%	1%	2%	2%	3%	15%	2%	4%
2020	13%	15%	13%	13%	6%	11%	5%	1%	1%	1%	2%	2%	3%	15%	2%	4%
2025	13%	15%	13%	13%	6%	11%	5%	1%	1%	1%	2%	2%	3%	15%	2%	4%
2026	13%	15%	13%	13%	6%	11%	5%	1%	1%	1%	2%	2%	3%	15%	2%	4%

Source: Watford Household Telephone Survey, March 2010

Table 7: Watford Retail Warehousing: Comparison Goods Allocation - Spend (£000) 2008 Prices

Watford Retail Parks	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	TOTAL
2010	7,701	7,755	7,769	15,477	2,985	11,917	7,868	1,663	1,298	2,349	8,142	3,246	8,788	29,176	7,126	8,577	131,838
2015	8,580	8,965	8,876	17,410	3,340	13,441	8,835	1,873	1,463	2,701	9,439	3,690	10,030	32,795	8,224	9,656	149,319
2020	10,427	11,123	10,939	21,169	4,061	16,428	10,735	2,280	1,788	3,363	11,788	4,539	12,329	39,789	10,147	11,663	182,567
2025	12,744	13,770	13,557	25,926	4,975	20,069	13,117	2,810	2,198	4,210	14,733	5,605	15,146	48,496	12,496	14,036	223,889
2026	13,275	14,357	14,134	27,006	5,174	20,912	13,653	2,975	2,288	4,393	15,399	5,849	15,773	50,418	13,005	14,565	233,177

Source: Tables 3 and 6

WATFORD RETAIL STUDY 2010

Table 8: Watford Existing Comparison Goods Floorspace 2010

	Net Floorspace (sqm)
Watford Town Centre	52,983
Foodstores (Comparison Floor Space)	
Sainsbury's, Albert Road South	549
Tesco Extra, Lower High Street	1,955
Asda, Odham's Trading Estate	2,418
Sainsbury's, Dome Roundabout	669
Sub Total	5,591
Century Park	
Furniture Village	1,123
Comet	1,465
Currys	1,544
Hobbycraft	745
Halfords	740
Toys R Us	1,480
PC World	1,264
Sub Total	8,363
Colne Valley Retail Park	
Allied Carpets	482
DFS	1,491
Carpentryright	872
Paul Simon	966
Harveys / Bensons	809
ScS	669
Vacant	1,263
Sub Total	6,551
St Albans Road	
Homebase	3,236
Staples	796
TK Maxx	1,398
Sub Total	5,430
Waterfields Retail Park	
Next	1,632
Mamas & Papas	591
Sports Direct	741
Boots	595
Argos Extra	893
Vacant	1,109
Sub Total	5,561
Watford Arches Retail Park	
B&Q Warehouse	7,629
Mothercare World / Early Learning Centre	1,117
Sub Total	8,745
TOTAL	101,587

Source: Experian Goad, Trevor Woods Database

WATFORD RETAIL STUDY 2010

Table 9: Global Comparison Goods Capacity Projections - Forecast

Growth in sales per sqm (Sales Efficiency)					
2010 - 2015 - 1% per annum 2015 - 2026 - 2% per annum					
	2010	2015	2020	2025	2026
Total Available Expenditure (£000)	2,777,104	3,161,751	3,882,450	4,780,021	4,984,837
Market Share from Survey Area	36	35	35	35	35
Survey Area Residents Spending (£000)	986,228	1,117,910	1,368,150	1,679,626	1,750,056
Existing Retail Floorspace (sqm net)	101,587	101,587	101,587	101,587	101,587
Sales (£ per sqm net)	9,708	10,203	11,265	12,438	12,687
Sales from Existing Floorspace (£000)	986,228	1,036,536	1,144,419	1,263,532	1,288,802
Residual Expenditure to support new floorspace (£000)	-	81,374	223,731	416,094	461,254
Sales per sqm net in new shops (£)	5,500	5,781	6,382	7,046	7,187
Capacity for new floorspace (sqm net)	-	14,077	35,055	59,050	64,175

APPENDIX 4

COMPETING CENTRES COMPARISON GOODS ALLOCATION

WATFORD RETAIL STUDY 2010

Table 1: Competing Centres Comparison Goods Allocation - % Market Share

	RETAIL LOCATION	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	ZONE 12	ZONE 13	ZONE 14	ZONE 15	ZONE 16
1	WATFORD	71%	70%	68%	60%	47%	65%	42%	17%	26%	20%	10%	23%	25%	58%	18%	24%
2	WATFORD RETAIL PARKS	13%	15%	13%	13%	6%	11%	5%	1%	1%	1%	2%	2%	3%	15%	2%	4%
3	HEMEL HEMPSTEAD	1%	0%	0%	1%	8%	0%	0%	8%	20%	44%	0%	0%	0%	0%	0%	0%
4	HARROW	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	1%	7%	28%	24%
5	ST ALBANS	0%	0%	0%	2%	1%	0%	0%	1%	0%	3%	33%	10%	0%	0%	0%	0%
6	BRENT CROSS	1%	0%	0%	0%	2%	1%	0%	0%	0%	1%	2%	4%	25%	1%	14%	1%
7	CENTRAL LONDON	1%	1%	1%	0%	3%	2%	2%	2%	3%	3%	2%	4%	4%	1%	3%	6%
8	HIGH WYCOMBE	0%	0%	0%	0%	1%	0%	7%	40%	0%	0%	0%	0%	0%	0%	0%	1%
9	UXBRIDGE	0%	0%	0%	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	1%	3%
10	WELWYN GARDEN CITY	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	5%	2%	0%	0%	0%
11	MILTON KEYNES	0%	0%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%	0%	0%
12	LUTON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
13	WESTFIELD SHOPPING CENTRE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	SUB-TOTAL	87%	88%	83%	77%	66%	82%	68%	70%	54%	72%	65%	49%	59%	83%	66%	64%
	Other	13%	12%	17%	23%	34%	18%	32%	30%	46%	28%	35%	51%	41%	17%	34%	36%
	TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Watford Household Survey, March 2010

Table 2: Competing Centres Comparison Goods Allocation - Spend (£)

	RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	ZONE 13 (£000)	ZONE 14 (£000)	ZONE 15 (£000)	ZONE 16 (£000)	TOTAL (£000)
1	WATFORD	42,037	36,403	41,138	74,100	24,597	69,621	61,635	30,288	33,948	44,994	31,887	48,894	82,956	115,747	66,545	49,599	854,390
2	WATFORD RETAIL PARKS	7,701	7,755	7,769	15,477	2,985	11,917	7,868	1,663	1,298	2,349	8,142	3,246	8,788	29,176	7,126	8,577	131,838
3	HEMEL HEMPSTEAD	820	143	257	1,695	4,066	151	0	14,548	25,383	96,346	1,514	934	0	0	0	0	145,858
4	HARROW	0	0	0	0	0	1,447	0	957	0	0	0	1,347	3,342	13,991	103,139	49,825	174,047
5	ST ALBANS	43	202	110	2,738	267	0	0	1,179	0	5,599	107,866	21,638	345	0	0	0	139,988
6	BRENT CROSS	399	110	0	0	831	1,154	413	0	578	2,097	4,953	8,359	83,012	2,509	52,540	2,172	159,126
7	CENTRAL LONDON	341	726	571	328	1,316	1,944	2,633	4,151	4,151	7,052	6,633	7,623	13,008	1,888	9,796	11,817	73,978
8	HIGH WYCOMBE	0	0	0	0	397	210	10,689	71,105	182	0	0	0	0	274	0	1,087	83,944
9	UXBRIDGE	0	0	0	0	140	259	16,383	478	0	0	0	0	0	720	2,223	6,915	27,118
10	WELWYN GARDEN CITY	0	0	220	0	0	361	0	0	0	0	47,701	11,020	5,405	0	0	400	65,106
11	MILTON KEYNES	0	0	220	0	0	0	209	1,179	3,606	0	1,043	418	0	0	0	0	6,675
12	LUTON	0	0	0	0	0	0	0	0	0	0	3,310	0	0	0	0	0	3,310
13	WESTFIELD SHOPPING CENTRE	0	0	0	0	0	0	0	478	0	0	0	0	0	0	891	543	1,912
	SUB-TOTAL	51,342	45,339	50,285	94,339	34,598	87,063	99,831	126,027	69,147	158,438	213,049	103,478	196,856	164,305	242,259	130,934	1,867,290
	Other	7,813	6,470	10,458	28,771	17,754	19,667	48,024	53,336	59,840	62,031	115,605	109,358	138,837	34,108	125,195	72,547	909,814
	TOTAL	59,155	51,809	60,743	123,109	52,352	106,730	147,855	179,363	128,987	220,469	328,654	212,836	335,693	198,414	367,454	203,481	2,777,104

Source: Tables 3 and X