## Ryedale District Council RYEDALE RETAIL CAPACITY STUDY UPDATE APPENDICES



Appendices September 2008

E Planners and Development Economists

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# **APPENDIX ONE**

**Retail Capacity Spreadsheets** 

#### Spreadsheet 1 - Population Projections

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	All Zones Total
Population 2008	5,955	6,303	11,895	9,813	11,401	7,954	53,321
Population 2013	6,231	6,595	12,447	10,268	11,930	8,323	55,794
Population 2021	6,740	7,133	13,462	11,106	12,903	9,001	60,345
Population 2026	7,071	7,484	14,124	11,652	13,538	9,444	63,313
Change in population 2008 - 2013							
Numeric change	276	292	552	455	529	369	2,473
Percentage change	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%
Change in population 2013 - 2021							
Numeric change	508	538	1,015	837	973	679	4,551
Percentage change	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%
Change in population 2021 - 2026							
Numeric change	331	351	662	546	635	443	2,968
Percentage change	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%
Change in population 2008 - 2026							
Numeric change	1,116	1,181	2,229	1,839	2,136	1,490	9,992
Percentage change	18.7%	18.7%	18.7%	18.7%	18.7%	18.7%	18.7%

## NOTES:

(1) Population data was sourced from MapInfo and Oxford Economics (mid-year 2005). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2006 Sub-National Population Projections (published 12 June 2008).

(2) The population multiplier used to project forward the population in each zone, relates to the ONS projection for the predominant local authority in that zone (which is Ryedale for all 6 survey zones).

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	£	£	£	£	£	£
2005	2,463	2,509	2,552	2,579	2,550	2,563
2008	2,843	2,896	2,946	2,977	2,944	2,959
2013	3,611	3,679	3,742	3,781	3,739	3,758
2021	5,295	5,394	5,486	5,544	5,482	5,510
2026	6,726	6,852	6,969	7,043	6,963	6,999

Spreadsheet 2 - Comparison Goods Expenditure (per capita)

NOTES:

(1) Expenditure data derived from Mapinfo 2005 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system.

(2) The 2005 MapInfo expenditure data has been projected forward to the base year and forecast years using the MapInfo forecast growth rate of 4.9% per annum (please note that the MapInfo forecast ends at 2017, but we continue this 4.9% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 07/2 (Table 2).

Spreadsheet 3 - Total Comparison Goods Expenditure & Expenditure Growth

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	All Zones Total
Year	£m						
Total 2008 (including SFT)	16.93	18.25	35.04	29.21	33.56	23.53	156.53
Deduction for SFT in 2008 of 6.9%	1.17	1.26	2.42	2.02	2.32	1.62	10.80
Total 2008 (excluding SFT)	15.76	16.99	32.62	27.20	31.24	21.91	145.73
Total 2013 (including SFT)	22.50	24.26	46.57	38.83	44.61	31.28	208.05
Deduction for SFT in 2013 of 9.2%	2.07	2.23	4.28	3.57	4.10	2.88	19.14
Total 2013 (excluding SFT)	20.43	22.03	42.29	35.26	40.50	28.40	188.91
Total 2021 (including SFT)	35.69	38.48	73.86	61.58	70.74	49.60	329.93
Deduction for SFT in 2021 of 9.2%	3.28	3.54	6.79	5.67	6.51	4.56	30.35
Total 2021 (excluding SFT)	32.40	34.94	67.06	55.91	64.23	45.03	299.58
Total 2026 (including SFT)	47.56	51.28	98.43	82.06	94.27	66.10	439.69
Deduction for SFT in 2026 of 9.2%	4.38	4.72	9.06	7.55	8.67	6.08	40.45
Total 2026 (excluding SFT)	43.18	46.56	89.37	74.51	85.60	60.02	399.24
Growth in total expenditure 2008 - 2013	4.67	5.04	9.67	8.06	9.26	6.49	43.18
Growth in total expenditure 2013 - 2021	11.97	12.91	24.77	20.65	23.73	16.64	110.67
Growth in total expenditure 2021 - 2026	10.78	11.62	22.31	18.60	21.37	14.98	99.66
Growth in total expenditure 2008 - 2026	27.42	29.56	56.75	47.31	54.35	38.11	253.51

#### NOTES:

(1) The figures in the above Spreadsheet are the products of multiplying the data presented in Spreadsheet 1 (population) by Spreadsheet 2 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) from the total expenditure in 2008 and the forecast years. Experian estimates that expenditure on SFT will increase year on year from 12.1% in 2008, to 14.4% in 2013 (Retail Planner Briefing Note 5.1, November 2007- Table 5.1). Experian does not estimate SFT market shares beyond 2016, and so we assume spending on SFT will level off, remaining at 14.4% in 2021 and 2026. Since an allowance (or market share) of 5.2% (derived from the 2005 telephone household survey results) has already been made for SFT in Spreadsheets 4 and 5, the deductions outlined above reflect only the incremental increase in expenditure on this type of retail since 2005.

Spreadsheet 4 - Comparison Goods Spending Patterns (as a % across the study area zones)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	%	%	%	%	%	%
Inside Study Area						
Zone 1						
Helmsley District Centre	7.03%	3.40%	1.27%	0.00%	0.00%	0.45%
Zone 2						
Kirkbymoorside District Centre	2.51%	11.03%	0.82%	0.00%	0.00%	0.00%
Zone 3						
Pickering District Centre	0.00%	2.76%	12.45%	2.29%	0.00%	0.88%
Zone 4						
Stores, Zone 4	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 5						
Norton District Centre	2.19%	1.62%	0.65%	0.00%	0.41%	0.00%
Zone 6						
Malton Town Centre	11.60%	8.93%	6.78%	11.57%	28.80%	32.73%
TOTAL WITHIN STUDY AREA	23.34%	27.75%	21.97%	13.87%	29.21%	34.07%
Outside Study Area						
Clifton Moor Retail Park, York	13.40%	4.40%	4.97%	4.11%	11.19%	6.80%
Monks Cross Shopping Park, York	8.80%	5.32%	9.04%	3.04%	14.12%	7.33%
Scarborough Town Centre	3.98%	13.34%	25.53%	43.88%	5.13%	9.08%
York City Centre	25.86%	34.14%	21.37%	18.90%	28.35%	31.81%
Other outside catchment (inc. e-tail, 'other')	24.63%	15.05%	17.12%	16.21%	11.99%	10.91%
TOTAL OUTSIDE STUDY AREA	76.66%	72.25%	78.03%	86.13%	70.79%	65.93%
OTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

NOTES:

(1) Spending patterns in the comparison goods sector are derived from the telephone survey of households undertaken by NEMS between May and June 2005 (to feed into the Ryedale Retail Capacity Study, 2006). Since there has been little retail development within the study area since 2005, the shopping patterns established by the household survey are unlikely to have materially altered since the survey date.

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Total (1)	All Zones Market Share (2)
	£m	%						
Inside Study Area								
Zone 1								
Helmsley District Centre	1.11	0.58	0.41	0.00	0.00	0.10	2.20	1.5%
Zone 2								
Kirkbymoorside District Centre	0.40	1.87	0.27	0.00	0.00	0.00	2.54	1.7%
Zone 3								
Pickering District Centre	0.00	0.47	4.06	0.62	0.00	0.19	5.35	3.7%
Zone 4								
Stores, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
7								
Zone 5 Norton District Centre	0.34	0.27	0.21	0.00	0.13	0.00	0.96	0.7%
	0.04	0.27	0.21	0.00	0.10	0.00	0.00	0.7 /0
Zone 6								
Malton Town Centre	1.83	1.52	2.21	3.15	9.00	7.17	24.88	17.1%
TOTAL WITHIN STUDY AREA	3.68	4.72	7.17	3.77	9.13	7.46	35.92	24.6%
Outside Study Area								
Clifton Moor Retail Park, York	2.11	0.75	1.62	1.12	3.50	1.49	10.59	7.3%
Monks Cross Shopping Park, York	1.39	0.90	2.95	0.83	4.41	1.61	12.09	8.3%
Scarborough Town Centre	0.63	2.27	8.33	11.93	1.60	1.99	26.75	18.4%
York City Centre	4.08	5.80	6.97	5.14	8.86	6.97	37.82	25.9%
Other outside catchment (inc. e-tail, 'other')	3.88	2.56	5.58	4.41	3.75	2.39	22.57	15.5%
TOTAL OUTSIDE STUDY AREA	12.08	12.28	25.46	23.43	22.12	14.44	109.81	75.4%
TOTAL	15.76	16.99	32.62	27.20	31.24	21.91	145.73	100.0%

#### NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2008 (Spreadsheet 3) by the market share (Spreadsheet 4). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

	2008	2013	2021	2026	2008-13	2013-21	2021-26	2008-2021	2008-2026
					Change	Change	Change	Change	Change
Study area expenditure retention <sup>(1)</sup>									
A. Total study area expenditure (£m)	145.7	188.9	299.6	399.2	43.2	110.7	99.7	153.8	253.5
B. Current retention level of centres within the study area (%)	24.6%	24.6%	24.6%	24.6%					
C. Retained expenditure (£m) (=A*B)	35.8	46.5	73.7	98.2	10.6	27.2	24.5	37.8	62.4
Turnover of stores <sup>(2)</sup>									
D. Centres' turnover derived from study area $(\pounds m)$	35.8	40.0	47.6	53.0					
E. Improvement in sales densities of centres (£m)					4.1	7.6	5.5	11.7	17.2
Commitments <sup>(3)</sup>									
	-	0.0	0.0	0.0					
F. Turnover from commitments (£m)		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
G. Residual expenditure (£m) <sup>(4)</sup> (=C-E-F)					6.5	19.6	19.0	26.1	45.2
Comparison assessment <sup>(5)</sup>									
Assumed sales density (£/sq.m)					3,500	3,902	4,644		
H. Floorspace requirement (net sq.m)					1,858	5,029	4,102	6,886	10,988
I. Floorspace requirement (gross sq.m)					2,654	7,184	5,859	9,837	15,697

Spreadsheet 6a - Summary of Capacity for Comparison Goods: Scenario 1 (Static Retention Rate: 24.6%)

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres (the cumulative share of the centres within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of stores - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase by 2.2% per annum to account for sales density growth (which is also included as a separate row).

(3) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 2.2% per annum to account for sales density growth.

(4) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover and commitments.

(5) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £3,500/sq.m in 2008, which is forecast to increase at a rate of 2.2% p.a. until 2026. 70% net to gross ratio assumed.

	2008	2013	2021	2026	2008-13	2013-21	2021-26	2008-2021	2008-2026
					Change	Change	Change	Change	Change
Study area expenditure retention <sup>(1)</sup>									
A. Total study area expenditure (£m)	145.7	188.9	299.6	399.2	43.2	110.7	99.7	153.8	253.5
B. Current retention level of centres within the study area (%)	24.6%	30.0%	35.0%	35.0%					
C. Retained expenditure (£m) (=A*B)	35.8	56.7	104.9	139.7	20.8	48.2	34.9	69.0	103.9
Turnover of stores <sup>(2)</sup>									
D. Centres' turnover derived from study area $(\pounds m)$	35.8	40.0	47.6	53.0					
E. Improvement in sales densities of centres (£m)					4.1	7.6	5.5	11.7	17.2
Commitments <sup>(3)</sup>									
	-	0.0	0.0	0.0					
F. Turnover from commitments (£m)		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
G. Residual expenditure (£m) <sup>(4)</sup> (=C-E-F)					16.7	40.6	29.4	57.3	86.7
Comparison assessment <sup>(5)</sup>									
Assumed sales density (£/sq.m)					3,500	3,902	4,644		
H. Floorspace requirement (net sq.m)					4,772	10,398	6,333	15,171	21,504
I. Floorspace requirement (gross sq.m)					6,817	14,855	9,048	21,672	30,720

Spreadsheet 6b - Summary of Capacity for Comparison Goods: Scenario 2 (Rising Retention Rate: from 24.6% to 35.0%)

#### NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres (the cumulative share of the centres within the study area) and the total study area expenditure. The market share increases for each of the forecast years.

(2) Turnover of stores - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase by 2.2% per annum to account for sales density growth (which is also included as a separate row).

(3) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 2.2% per annum to account for sales density growth.

(4) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover and commitments.

(5) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £3,500/sq.m in 2008, which is forecast to increase at a rate of 2.2% p. until 2026. 70% net to gross ratio assumed.

#### Spreadsheet 7 - Population Projections

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	All Zones Total
Population 2008	5,955	6,303	11,895	9,813	11,401	7,954	53,321
Population 2013	6,231	6,595	12,447	10,268	11,930	8,323	55,794
Population 2021	6,740	7,133	13,462	11,106	12,903	9,001	60,345
Population 2026	7,071	7,484	14,124	11,652	13,538	9,444	63,313
Change in population 2008 - 2013							
Numeric change	276	292	552	455	529	369	2,473
Percentage change	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%
Change in population 2013 - 2021							
Numeric change	508	538	1,015	837	973	679	4,551
Percentage change	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%
Change in population 2021 - 2026							
Numeric change	331	351	662	546	635	443	2,968
Percentage change	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%	4.9%
Change in population 2008 - 2026							
Numeric change	1,116	1,181	2,229	1,839	2,136	1,490	9,992
Percentage change	18.7%	18.7%	18.7%	18.7%	18.7%	18.7%	18.7%

## NOTES:

(1) Population data was sourced from MapInfo and Oxford Economics (mid-year 2005). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2006 Sub-National Population Projections (published 12 June 2008).

(2) The population multiplier used to project forward the population in each zone, relates to the ONS projection for the predominant local authority in that zone (which is Ryedale for all 6 survey zones).

Spreadsheet 8	<ul> <li>Convenience</li> </ul>	Goods Expendit	ure (per capita)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	£	£	£	£	£	£
2005	1,313	1,349	1,374	1,379	1,361	1,370
2008	1,361	1,398	1,424	1,429	1,411	1,420
2013	1,444	1,484	1,512	1,517	1,497	1,507
2021	1,589	1,633	1,663	1,669	1,647	1,658
2026	1,687	1,733	1,765	1,772	1,748	1,760

NOTES:

(1) Expenditure data derived from Mapinfo 2005 per capita annual convenience goods expenditure estimates, which we have obtained through our in-house GIS system.

(2) The 2005 MapInfo expenditure data has been projected forward to the base year and forecast years using the MapInfo forecast growth rate of 1.2% per annum (please note that the MapInfo forecast ends at 2017, but we continue this 1.2% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 07/2 (Table 2).

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	All Zones Total
Year	£m						
Total 2008 (including SFT)	8.10	8.81	16.94	14.03	16.08	11.29	75.26
Deduction for SFT in 2008 of 1.3%	0.11	0.11	0.22	0.18	0.21	0.15	0.98
Total 2008 (excluding SFT)	8.00	8.70	16.72	13.84	15.87	11.15	74.28
Total 2013 (including SFT)	9.00	9.79	18.81	15.58	17.86	12.54	83.59
Deduction for SFT in 2013 of 2.15%	0.19	0.21	0.40	0.33	0.38	0.27	1.80
Total 2013 (excluding SFT)	8.81	9.58	18.41	15.24	17.48	12.27	81.79
Total 2021 (including SFT)	10.71	11.65	22.39	18.54	21.25	14.93	99.46
Deduction for SFT in 2021 of 2.15%	0.23	0.25	0.48	0.40	0.46	0.32	2.14
Total 2021 (excluding SFT)	10.48	11.40	21.90	18.14	20.80	14.60	97.32
Total 2026 (including SFT)	11.93	12.97	24.93	20.64	23.67	16.62	110.76
Deduction for SFT in 2026 of 2.15%	0.26	0.28	0.54	0.44	0.51	0.36	2.38
Total 2026 (excluding SFT)	11.67	12.69	24.39	20.20	23.16	16.26	108.38
Growth in total expenditure 2008 - 2013	0.81	0.88	1.69	1.40	1.61	1.13	7.51
Growth in total expenditure 2013 - 2021	1.67	1.82	3.50	2.89	3.32	2.33	15.53
Growth in total expenditure 2021 - 2026	1.19	1.30	2.49	2.06	2.36	1.66	11.06
Growth in total expenditure 2008 - 2026	3.67	3.99	7.68	6.36	7.29	5.12	34.10

#### NOTES:

(1) The figures in the above Spreadsheet are the products of multiplying the data presented in Spreadsheet 7 (population) by Spreadsheet 8 (per capita convenience goods expenditure), and are in millions of pounds (£m).

(2) We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. internet shopping) from the total expenditure in 2008 and the forecast years. We estimate that expenditure on SFT will increase year on year from 2.8% in 2008, increasing to 3.65% in 2013, and remaining at 3.65% in 2021 and 2026. Since an allowance (or market share) of 1.5% (derived from the 2005 telephone household survey results) has already been made for SFT in Spreadsheets 10 and 11, the deductions outlined above reflect only the incremental increase in expenditure on this type of retail since 2005.

Spreadsheet 10 - Convenience Goods Spending Patterns (as a % across the study area zones)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	%	%	%	%	%	%
Inside Study Area						
Zone 1						
Co-Op - Late Shop, Market Place, Helmsley, York, YO62 5BH	7.39%	1.68%	0.00%	0.00%	0.00%	0.00%
Costcutter, Bridge Street, Helmsley, York, YO62 5DX	11.57%	0.60%	0.00%	0.00%	0.33%	0.00%
Other stores, Helmsley	8.70%	0.00%	0.00%	0.00%	0.00%	0.00%
Other stores, Zone 1	3.19%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2						
Co-Op - Late Shop, Piercy End, Kirkbymoorside, York, YO62 6DG	0.00%	13.57%	0.32%	0.00%	0.00%	0.00%
Tates Spar, Market Place, Kirkbymoorside, York, YO62 6DA	0.00%	6.50%	0.32%	0.00%	0.00%	0.00%
Other stores, Kirkbymoorside	0.00%	9.53%	0.00%	0.00%	0.00%	0.39%
Zone 3						
Safeway Supermarket, Market Place, Pickering, YO18 7AE	0.00%	8.00%	25.10%	0.00%	0.59%	0.00%
Other stores, Pickering	0.00%	0.60%	24.45%	0.35%	0.00%	0.00%
Other Zone 3	0.00%	0.00%	0.65%	0.00%	0.00%	0.00%
Zone 4						
Stores, Zone 4	0.00%	0.00%	0.32%	7.90%	0.00%	0.39%
Zone 5						
Costcutter, Commercial Street, Norton, Malton, YO17 9HX	0.00%	0.00%	0.32%	0.35%	6.27%	0.39%
Other stores, Norton	0.00%	0.00%	0.00%	0.70%	1.66%	0.73%
Zone 6						
Kwik Save, Norton Road, Malton, YO17 7PD	4.23%	4.49%	1.67%	5.94%	9.91%	10.74%
Morrisons, Castlegate, Malton, YO17 7DT	22.99%	16.38%	11.56%	17.62%	51.61%	54.69%
Other stores, Malton	0.00%	0.00%	1.55%	0.35%	4.86%	13.10%
Total Within Study Area	58.06%	61.35%	66.28%	33.21%	75.22%	80.42%
Outside Study Area						
Asda Walmart, Jockey Lane, Huntington, York, YO32 9LF	2.58%	7.82%	6.49%	2.42%	10.59%	8.33%
Sainsburys, Jockey Lane, Huntington, York, YO32 9LG	3.89%	5.09%	1.67%	0.00%	5.85%	4.30%
Tesco Extra, Clifton Moor Centre, York, YO30 4XZ	16.55%	7.82%	3.34%	0.63%	5.33%	2.57%
Morrisons, Dunslow Road, Eastfield, Scarborough	0.00%	4.49%	10.01%	33.25%	0.00%	0.73%
Sainsburys, Falsgrave Road, Scarborough	1.01%	0.00%	0.58%	5.55%	0.00%	0.73%
Tesco, Westwood, Scarborough	0.00%	1.08%	3.34%	11.22%	0.00%	0.00%
Tesco, Station Road, Thirsk	10.72%	6.74%	0.58%	0.00%	0.00%	0.00%
Other outside catchment (inc. e-tail, 'other')	7.18%	5.61%	7.72%	13.72%	3.02%	2.92%
Total Outside Study Area	41.94%	38.65%	33.72%	66.79%	24.78%	19.58%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

NOTES:

(1) Spending patterns in the convenience goods sector are derived from the telephone survey of households undertaken by NEMS between May and June 2005 (to feed into the Ryedale Retail Capacity Study, 2006). Since there has been little retail development within the study area since 2005, the shopping patterns established by the household survey are unlikely to have materially altered since the survey date.

#### Spreadsheet 11 - Convenience Goods Spending Patterns in 2008 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Total (1)	All Zones Market Share (2)
	£m	%						
Inside Study Area								
Zone 1								
Co-Op - Late Shop, Market Place, Helmsley, York, YO62 5BH	0.59	0.15	0.00	0.00	0.00	0.00	0.74	1.0%
Costcutter, Bridge Street, Helmsley, York, YO62 5DX	0.93	0.05	0.00	0.00	0.05	0.00	1.03	1.4%
Other stores, Helmsley	0.70	0.00	0.00	0.00	0.00	0.00	0.70	0.9%
Other stores, Zone 1	0.26	0.00	0.00	0.00	0.00	0.00	0.26	0.3%
Zone 2								
Co-Op - Late Shop, Piercy End, Kirkbymoorside, York, YO62 6DG	0.00	1.18	0.05	0.00	0.00	0.00	1.23	1.7%
Tates Spar, Market Place, Kirkbymoorside, York, YO62 6DA	0.00	0.57	0.05	0.00	0.00	0.00	0.62	0.8%
Other stores, Kirkbymoorside	0.00	0.83	0.00	0.00	0.00	0.04	0.87	1.2%
Zone 3								
Safeway / Co-op, Market Place, Pickering, YO18 7AE	0.00	0.70	4.20	0.00	0.09	0.00	4.99	6.7%
Other stores, Pickering	0.00	0.05	4.09	0.05	0.00	0.00	4.19	5.6%
Other stores, Zone 3	0.00	0.00	0.11	0.00	0.00	0.00	0.11	0.1%
Zone 4								
Other stores, Zone 4	0.00	0.00	0.05	1.09	0.00	0.04	1.19	1.6%
Zone 5								
Costcutter, Commercial Street, Norton, Malton, YO17 9HX	0.00	0.00	0.05	0.05	0.99	0.04	1.14	1.5%
Other stores, Norton	0.00	0.00	0.00	0.10	0.26	0.08	0.44	0.6%
Zone 6								
Kwik Save, Norton Road, Malton, YO17 7PD	0.34	0.39	0.28	0.82	1.57	1.20	4.60	6.2%
Morrisons, Castlegate, Malton, YO17 7DT	1.84	1.42	1.93	2.44	8.19	6.10	21.93	29.5%
Other stores, Malton	0.00	0.00	0.26	0.05	0.77	1.46	2.54	3.4%
Total Within Study Area	4.64	5.34	11.08	4.60	11.94	8.96	46.56	62.7%
Outside Study Area								
Asda Walmart, Jockey Lane, Huntington, York, YO32 9LF	0.21	0.68	1.09	0.34	1.68	0.93	4.92	6.6%
Sainsburys, Jockey Lane, Huntington, York, YO32 9LG	0.31	0.44	0.28	0.00	0.93	0.48	2.44	3.3%
Tesco Extra, Clifton Moor Centre, York, YO30 4XZ	1.32	0.68	0.56	0.09	0.85	0.29	3.78	5.1%
Morrisons, Dunslow Road, Eastfield, Scarborough	0.00	0.39	1.67	4.60	0.00	0.08	6.75	9.1%
Sainsburys, Falsgrave Road, Scarborough	0.08	0.00	0.10	0.77	0.00	0.08	1.03	1.4%
Tesco, Westwood, Scarborough	0.00	0.09	0.56	1.55	0.00	0.00	2.20	3.0%
Tesco, Station Road, Thirsk	0.86	0.59	0.10	0.00	0.00	0.00	1.54	2.1%
Other outside catchment (inc. e-tail, 'other')	0.57	0.49	1.29	1.90	0.48	0.32	5.05	6.8%
Total Outside Study Area	3.35	3.36	5.64	9.25	3.93	2.18	27.71	37.3%
TOTAL	8.00	8.70	16.72	13.84	15.87	11.15	74.28	100.0%

NOTES:

The spending patterns are calculated by multiplying the total convenience goods expenditure in 2008 (Spreadsheet 9) by the market share (Spreadsheet 10). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.
 The 'All zones market share' is calculated through dividing the total expenditure retained by each centre/store, by the total expenditure available within the study area.

#### Spreadsheet 12a - Summary of Capacity for Convenience Goods: Scenario 1 (Static Retention Rate: 62.7%)

	2008	2013	2021	2026	2008-13	2013-21	2021-26	2008-2021	2008-2026
					Change	Change	Change	Change	Change
Study area expenditure retention <sup>(1)</sup>									
A. Total study area expenditure (£m)	74.3	81.8	97.3	108.4	7.5	15.5	11.1	23.0	34.1
B. Current retention level of centres within the study area (%)	62.7%	62.7%	62.7%	62.7%					
C. Retained expenditure (£m) (=A*B)	46.6	51.3	61.0	68.0	4.7	9.7	6.9	14.4	21.4
Turnover of stores <sup>(2)</sup>									
D. Turnover of stores/centres, derived from study area $(\ensuremath{\pounds} m)$	46.6	48.0	50.3	51.9					
E. Improvement in sales densities of stores/centres (£m)					1.4	2.4	1.5	3.8	5.3
Commitments <sup>(3)</sup>									
	-	0.0	0.0	0.0					
F. Turnover from commitments (£m)	-	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
G. Residual expenditure (£m) <sup>(4)</sup> (=C-E-F)					3.3	7.4	5.4	10.7	16.1
Comparison assessment (5)									
Assumed sales density (£/sq.m)					10,000	10,304	10,809		
H. Floorspace requirement (net sq.m)					330	717	500	1,046	1,546
I. Floorspace requirement (gross sq.m)					507	1,103	770	1,610	2,379

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area stores/centres (the cumulative share of the stores/centres within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of stores - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.6% per annum to account for sales density growth (which is also included as a separate row).

(3) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.6% per annum to account for sales density growth.

(4) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover and commitments.

(5) Convenience assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £10,000/sq.m in 2008, which is forecast to increase at a rate of 0.6% p.a. until 2026. 65% net to gross ratio assumed.

	2008	2013	2021	2026	2008-13	2013-21	2021-26	2008-2021	2008-2026
					Change	Change	Change	Change	Change
Study area expenditure retention <sup>(1)</sup>						•			
A. Total study area expenditure (£m)	74.3	81.8	97.3	108.4	7.5	15.5	11.1	23.0	34.1
B. Current retention level of centres within the study area (%)	62.7%	70.0%	80.0%	80.0%					
C. Retained expenditure (£m) (=A*B)	46.6	57.3	77.9	86.7	10.7	20.6	8.8	31.3	40.1
Turnover of stores <sup>(2)</sup>									
D. Turnover of stores/centres, derived from study area ( $\pounds m$ )	46.6	48.0	50.3	51.9					
E. Improvement in sales densities of stores/centres (£m)					1.4	2.4	1.5	3.8	5.3
Commitments <sup>(3)</sup>									
	-	0.0	0.0	0.0					
F. Turnover from commitments (£m)	-	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
G. Residual expenditure (£m) <sup>(4)</sup> (=C-E-F)					9.3	18.2	7.3	27.5	34.8
Comparison assessment <sup>(5)</sup>									
Assumed sales density (£/sq.m)					10,000	10,304	10,809		
H. Floorspace requirement (net sq.m)					927	1,771	677	2,698	3,375
I. Floorspace requirement (gross sq.m)					1,426	2,725	1,042	4,150	5,192

Spreadsheet 12b - Summary of Capacity for Convenience Goods: Scenario 2 (Rising Retention Rate: from 62.7% to 80.0%)

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area stores/centres (the cumulative share of the stores/centres within the study area) and the total study area expenditure. The market share increases for each of the forecast years.

(2) Turnover of stores - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.6% per annum to account for sales density growth (which is also included as a separate row).

(3) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.6% per annum to account for sales density growth.

(4) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover and commitments.

(5) Convenience assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £10,000/sq.m in 2008, which is forecast to increase at a rate of 0.6% p.a. until 2026. 65% net to gross ratio assumed.

**APPENDIX TWO** 

Malton Town Centre Healthcheck Data

### Figure 1 Experian Goad Definition of Malton Town Centre



## Figure 2 Location of Vacant Units in Malton Town Centre

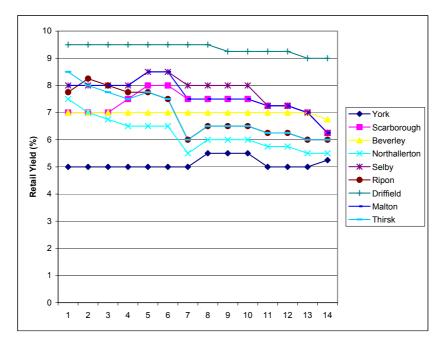


## Figure 3 Movement in Retail Yields in Malton Town Centre and the Comparator Centres, 2001-08



SOURCE: Property Market Report, Valuation Office (January 2008)

Centre	01/04/2001	01/10/2001	01/04/2002	01/10/2002	01/04/2003	01/01/2004	01/07/2004	01/01/2005	01/07/2005	01/01/2006	01/07/2006	01/01/2007	01/07/2007	01/01/2008
York	5	5	5	5	5	5	5	5.5	5.5	5.5	5	5	5	5.25
Scarborough	7	7	7	7.5	8	8	7.5	7.5	7.5	7.5	7.25	7.25	7	6.25
Beverley	7	7	7	7	7	7	7	7	7	7	7	7	7	6.75
Northallerton	7.5	7	6.75	6.5	6.5	6.5	5.5	6	6	6	5.75	5.75	5.5	5.5
Selby	8	8	8	8	8.5	8.5	8	8	8	8	7.25	7.25	7	6.25
Ripon	7.75	8.25	8	7.75	7.75	7.5	6	6.5	6.5	6.5	6.25	6.25	6	6
Driffield	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.25	9.25	9.25	9.25	9	9
Malton	8	8	8	8	8.5	8.5	7.5	7.5	7.5	7.5	7.25	7.25	7	6.25
Thirsk	8.5	8	7.75	7.5	7.75	7.5	6	6.5	6.5	6.5	6.25	6.25	6	6
Pickering	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Norton	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirkbymoorside	-	-	-	-	-	-	-	-	-	-	-	-	-	-



#### Table 1 Change in the National Retail Rankings, 2000-2008

# MHE / Venuescore Retail Rankings

	Management H	orizons Euro 2000-200		ankings	Javelin Venue	escore Rankin	g 2006	Management Horizons Europe Centre Rankings 2008			
Centre	MHE Location Grade	MHE 'Glam Glum Index' <sup>A</sup>	MHE 2000/01 Rank <sup>B</sup>	MHE 2003/04 Rank <sup>B</sup>	Javelin Location Grade	Fashion Position Classif'n <sup>c</sup>	Javelin Centre Ranking 2006 <sup>p</sup>	MHE 2008 Location Grade	Fashion Market Position <sup>E</sup>	MHE 2008 Rank	
York	Major Regional	Glam	15	21	Major Regional	Mainstream	26	Major Regional	Middle	23	
Scarborough	Sub-Regional	Mister Average	159	143	Regional	Mainstream	133	Sub-Regional	Middle	156	
Beverley	Major District	_	292	249	Major District	Traditional	237	Major District	Lower	237	
Northallerton	Major District	_	438	351	District	_	401	District	Lower	381	
Selby	Major District	_	398	336	District	_	377	District	Lower	393	
Ripon	Minor District	_	572	624	Minor District	_	633	Minor District	Lower	669	
Driffield	Minor District	-	775	800	Minor District	-	633	Minor District	Lower	797	
Malton	Local	_	880	912	Minor District	_	947	Minor District	Lower	1095	
Thirsk	Local	_	-	1008	Local	-	1076	Local	Upper	1247	
Pickering	_	_	_	_	_	_	_	Minor Local	_	2988	
Norton	_	_	-	-	_	-	_	Minor Local	_	3120	
Kirkbymoorside	_	_	_	_	_	_	_	Minor Local	_	4226	

#### NOTES

We have analysed shopping indexes produced by both MHE and Venuescore, in order to assess change in retail rankings over time (1995 - 2008). MHE published a Shopping Index between 1995/06 and 2003/04, but provides no rankings data for the period between 2003/04 and 2008. This gap was filled by Javelin's Venuescore index, which was published in 2006. Javelin uses an almost identical method to MHE for ranking centres, although it ranks the UK's top 2,226 shopping venues and so caution should be exercised when directly comparing Javelin's 2006 rankings with the previous rankings produced by MHE, which ranked the UK's top 1,672 retail centres. More recently, MHE's 2008 Shopping Index now ranks the UK's top 6720 centres.

<sup>A</sup> MHE's Glam-Glum index illustrates the relative attractive of a venue in terms of the quality of its fashion offer. Each retailer present in the fashion sector is given one of six ratings, from 'lower' to 'luxury'; the overall Glam-Glum rating of the centre then represents the average market position of that location's fashion offer.

<sup>B</sup> Glasgow (highest ranking Major City) ranked 1; Reading (highest Major Regional) 11; Derby (highest Regional) 39; Kirkcaldy (highest Sub-Regional) 140; Rhyl (highest Major District) 223; Abergavenny (highest District) 360; Beckenham (highest Minor District) 575; Aberdeen, Bridge of Dee (highest Local) 912.

<sup>c</sup> Javelin's 'Fashion Position Classification' illustrates the relative attractiveness of a venue in terms of the quality of its fashion offer, using a similar method used for MHE's Glam-Glum index and for Javelin's Market Position Index. Fashion retailers are assessed across a spectrum running from 'progressive' to 'traditional'. This gives an a 'Fashion Position Index' score for each centre (100 being the average across all centres). With Index scores of 135 Camden Town and Covent Garden are the UK's 'trendiest' shopping centres; Beverley (Index score 68) is the most 'traditional' centre in terms of fashion.

<sup>D</sup> Glasgow (highest ranking Major City) ranks 1; Reading (highest Major Regional) 13; Coventry (highest Regional) 43; Chesterfield (highest Sub-Regional) 141; Hartlepool (highest Major District) 229; Corby (highest District) 364; Abingdon (highest Minor District) 618; Oban (highest Local) 988.

<sup>E</sup> MHE's 2008 'Fashion Market Position' is similar to Javelin's 'Fashion Position Classification' and MHE's former Glam-Glum index. Fashion retailers are assessed across a spectrum running from 'luxury' to 'value'.

## Table 2 Malton Town Centre: Goad Diversity of Uses

### MALTON - DIVERSITY OF USES

EXPERIAN GOAD SURVEY DATE - JUNE 2006 (UPDATED BY RTP - JULY 2008)

			No.	of Units			Floors	pace	
Goad Code	Operator Type	No. of units	% of Total	UK Average %	Index (UK=100)	Floorspace (sq.m)	% of Total	UK Average %	Index (UK=100)
	Number (and %) of Convenience Goods Outlets	-				-			
G1A	Bakers	5	2.30%	1.91%	121	450	1.19%	0.99%	120
G1B	Butchers	2	0.92%	0.74%	125	210	0.56%	0.41%	136
G1C	Greengrocers & fishmongers	4	1.84%	0.65%	284	2770	7.33%	1.46%	502
G1D	Grocery and frozen foods*	7	3.23%	2.80%	115	6330	16.75%	11.82%	142
G1E	Off-licences and home brew	1	0.46%	0.68%	68	140	0.37%	0.45%	82
G1F	Confectioners, tobacconists, newsagents	2	0.92%	2.28%	40	200	0.53%	1.52%	35
	TOTAL	21	9.68%	9.06%	107	10100	26.72%	16.65%	160
	Number (and %) of Comparison Goods Outlets								
G2A	Footwear & repair	7	3.23%	2.33%	138	800	2.12%	1.64%	129
G2B	Men's & boys' wear	1	0.46%	1.20%	38	40	0.11%	0.97%	11
G2C	Women's, girls, children's clothing	8	3.69%	5.52%	67	840	2.22%	4.72%	47
G2D	Mixed and general clothing	4	1.84%	3.38%	55	780	2.06%	5.60%	37
G2E	Furniture, carpets & textiles	13	5.99%	3.97%	151	1970	5.21%	4.47%	117
G2F	Booksellers, arts/crafts, stationers/copy bureaux	6	2.76%	4.19%	66	1050	2.78%	3.38%	82
G2G	Electrical, home entertainment, telephones & video	7	3.23%	4.56%	71	670	1.77%	3.50%	51
G2H	DIY, hardware & household goods	8	3.69%	2.85%	129	3290	8.70%	4.97%	175
G2I	Gifts, china, glass and leather goods	8	3.69%	1.69%	218	390	1.03%	0.89%	116
G2J	Cars, motorcycles & motor accessories	2	0.92%	1.31%	70	730	1.93%	2.01%	96
G2K	Chemists, toiletries & opticians	9	4.15%	3.95%	105	1430	3.78%	4.08%	93
G2L	Variety, department & catalogue showrooms	2	0.92%	0.93%	99	910	2.41%	8.52%	28
G2M	Florists and gardens	5	2.30%	1.00%	230	750	1.98%	0.44%	451
G2N	Sports, toys, cycles and hobbies	7	3.23%	2.39%	135	670	1.77%	2.44%	73
G20	Jewellers, clocks & repair	5	2.30%	2.33%	99	380	1.01%	1.04%	97
G2P	Charity shops, pets and other comparison	8	3.69%	3.73%	99	1660	4.39%	2.48%	177
	TOTAL	100	46.08%	45.32%	102	16360	43.28%	51.14%	85
	Number (and %) of Service Uses Restaurants, cafes, coffee bars, fast food & take-						0.000/		
G3A	aways	22	10.14%	14.34%	71	3550	9.39%	9.16%	103
G3B	Hairdressers, beauty parlours & health centres	23	10.60%	7.33%	145	1580	4.18%	3.52%	119
G3C	Laundries & drycleaners	2	0.92%	0.96%	96	280	0.74%	0.45%	165
G3D	Travel agents	2	0.92%	1.62%	57	190	0.50%	0.94%	53
G3E	Banks & financial services (incl. accountants)	12	5.53%	4.41%	125	2360	6.24%	4.92%	127
	Building societies	1	0.46%	0.67%	69	140	0.37%	0.56%	66
G3G	Estate agents & auctioneers	12	5.53%	3.90%	142	1270	3.36%	2.20%	153
	TOTAL	74	34.10%	33.23%	103	9370	24.79%	21.75%	114
	Number (and %) of Miscellaneous Uses	1							
G4A	Employment, careers, Post Offices and information	2	0.92%	1.32%	70	170	0.45%	1.12%	40
G4B	Vacant units (all categories)	20	9.22%	11.07%	83	1800	4.76%	9.34%	51
	TOTAL	22	10.14%	12.39%	82	1970	5.21%	10.46%	50
	GRAND TOTAL	217	100.00%	100.00%		37800	100.00%	100.00%	

\* Includes the Morrisons, Netto and Jacksons supermarkets

 Table 3 Change in the Number of Retailer Requirements for Malton and the Comparator Centres, 2000-07



Source: FOCUS Town Reports, February 2008

Centre	Apr 00	Oct 00	Apr 01	Oct 01	Apr 02	Oct 02	Apr 03	Oct 03	Apr 04	Oct 04	Apr 05	Oct 05	Apr 06	Oct 06	Apr 07	Oct 07
	104	97	98	108	125	125	119	130	122	120	129	142	132	132	125	124
York	-	-				-	-				-			-	-	
Scarborough	36	34	34	30	39	40	40	42	39	39	42	47	41	44	45	44
Beverley	12	15	20	16	25	25	27	38	38	43	46	46	49	54	50	52
Northallerton	14	14	19	17	21	22	21	25	25	22	24	24	34	34	35	33
Selby	6	7	13	13	15	12	9	8	8	8	7	6	13	11	12	12
Ripon	10	11	11	11	18	19	19	23	22	25	26	25	28	31	32	39
Driffield	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malton	2	3	3	3	4	4	5	9	11	11	9	8	5	4	5	5
Thirsk	8	5	10	6	8	10	7	10	11	10	10	8	8	8	10	13
Pickering	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Norton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirkbymoorside	-	-	-	-	—	-	-	-	-	-	-	—	-	-	-	-

