

Retail Study Update November 2010

Based upon the draft Core Strategy district-wide population growth and housing development distribution data the retail capacity model has been updated. The updated findings are set out below and are shown in expenditure capacity and floorspace equivalent terms. As noted in the published retail study, the expenditure capacity figures should take preference, as the floorspace equivalent data is based on indicative retail sales density performance levels (which can vary between different styles of food and non-food retail operators).

Convenience (food) retail expenditure capacity (£m)

	2009	2014	2021	2026
Yeovil	9.2	18	31.9	42.5
Chard				2
Crewkerne				
Ilminster				
Wincanton	8.3	10.5	14.2	17.1

Convenience (food) retail floorspace capacity (sq m net sales area)

	2009	2014	2021	2026
Yeovil	924	1791	3087	4017
Chard				189
Crewkerne				
Ilminster				
Wincanton	825	1043	1373	1613

Comparison (non-food) retail expenditure capacity (£m)

	2009	2014	2021	2026
Yeovil			20.9	69.5
Chard		1	4.1	6.9
Crewkerne		0.3	1.4	2.4
Ilminster		0.4	1.9	3.3
Wincanton		0.5	2	3.3

Comparison (non-food) floorspace expenditure capacity (sq m net sales area)

	2009	2014	2021	2026
Yeovil			3461	10412
Chard		281	972	1475
Crewkerne		93	336	512
Ilminster		120	456	696
Wincanton		138	468	710