South Somerset District Council

South Somerset Retail Floorspace Capacity Update June 2012

GVA was instructed in May 2012 by South Somerset District Council ('SSDC') to prepare an updated set of retail floorspace capacity forecasts for the main settlements in South Somerset. This follows the publication of the South Somerset Retail Study Update in July 2010 and a previous set of updated retail floorspace capacity forecasts in November 2010.

The need for a further update of the retail floorspace capacity forecasts (also known as an assessment of quantitative need) stems from two main factors. First, as SSDC continues to prepare its Core Strategy, an updated strategy for residential development across the District has been prepared. This, along with updated population growth forecasts, will have an effect on the quantitative need for additional retail floorspace across the District. Secondly, since the previous assessments in 2010 updated forecasts for retail expenditure growth and spending on online shopping have been released and these will also have an effect on the performance of retail facilities across the South Somerset administrative area and the need for future increases in retail floorspace.

An updated set of retail floorspace capacity tables are attached to this note and adopt the following structure (which is consistent with the format of the capacity analysis within the 2010 Retail Study):

- Table 1 outlines the population within each of the eight constituent zones with the study area.

- Tables 2a-2i outline the retail spending per capita on convenience (food) and comparison (non-food) goods in each study area zone
- In Tables 3a-3i the total available convenience and comparison goods expenditure within each of the eight study area zones is outlined
- Tables 4 & 5 provide the market share and total study area derived turnover for the convenience goods stores in each of the main five settlements across South Somerset (Yeovil, Chard, Crewkerne, Ilminster and Wincanton).
- Within Tables 6-13 the market share and total study area derived turnover for the five main settlements in South Somerset is outlined for the main eight separate types of comparison goods shopping.
- Table 14 provides a summary of the floorspace associated within the main convenience goods stores within the five main settlements, plus an assessment of their average store performance levels.
- Within Tables 15a-15e, our floorspace capacity projections for convenience goods floorspace within each of the five main settlements are outlined, with a similar exercise undertaken for comparison goods floorspace within Table 16a-16e.

As part of this updated assessment, the following data sources have been utilised:

- The capacity assessment retains the study area used within the 2010 Retail Study and which is attached at Appendix A to that document.
- We have obtained new population data for each of the eight study area zones from Experian. This provides base 2012 population data for each zone and, in line with the 2010 Retail Study, we have adopted the latest ONS sub-national population change forecasts and distributed these

across the District in line with SSDC's latest residential development strategy.

- Updated per capita expenditure forecasts have also been obtained from Experian for convenience and comparison goods and have been projected forwards using forecasts derived from Experian Business Strategies research.
- Updated company average performance levels for convenience goods floorspace have been obtained from Verdict research. For the comparison goods capacity assessment, the benchmark levels used in the 2010 study have been rolled forward to a 2012 base.
- We continue to assume that the proposed extension to the Quedam Shopping Centre in Yeovil is a commitment, which has an effect on the amount of available surplus comparison goods expenditure within Yeovil as circa £68m of expenditure is ring-fenced to support this proposal.

Set out below is a summary of the latest capacity assessment which is attached at Appendix A to this note. Our forecasts are shown in both expenditure capacity and a floorspace equivalent. In line with the advice given in the 2010 study the expenditure capacity figures should take precedence as the floorspace equivalent data is based on indicative sales density performance levels which can vary between different styles of food and non-food retailers.

Table A: convenience goods retail expenditure capacity (£m)

Town	Expenditure Capacity (£m)			
	2012	2017	2022	2028
Yeovil	25.3	29.9	37.8	47.7
Chard	nil	nil	0.9	3.2
Crewkerne	nil	nil	nil	nil
Ilminster	nil	nil	nil	nil
Wincanton	11.4	12.3	14.1	16.4

Table B: indicative convenience goods retail floorspace capacity (sq m net sales)

Town	Floorspace Capacity (sq m net)			
	2012	2017	2022	2028
Yeovil	2106	2444	3054	3808
Chard	nil	nil	74	255
Crewkerne	nil	nil	nil	nil
Ilminster	nil	nil	nil	nil
Wincanton	951	1003	1138	1314

Our updated analysis indicates that Yeovil and Wincanton remain the only settlements with a potential surplus in convenience goods expenditure. Within Yeovil, the forecast surplus expenditure is slightly higher than the previous assessments in 2010 although a significant part of this 'surplus' is due the difference between actual spending in stores and company average performance levels, particularly the larger supermarkets in Yeovil (Tesco, ASDA and Morrisons). Therefore, care should be taken when using these quantitative forecasts and the acceptability of providing the levels of convenience goods floorspace outlined above should based on other additional factors, including the impact of providing this scale of floorspace on defined town centres. Similar issues will also apply for the level of surplus expenditure forecast for Wincanton.

Table C: comparison goods retail expenditure capacity (£m)

Town	Expenditure Capacity (£m)			
	2012	2017	2022	2028
Yeovil	nil	nil	25.7	90.9
Chard	0.1	1.9	4.4	8.2
Crewkerne	nil	0.5	1.4	2.7
Ilminster	0.3	1.3	2.6	4.8
Wincanton	nil	0.6	1.7	3.3

Table D: indicative comparison goods retail floorspace capacity (sq m net sales)

Town	Floorspace Capacity (sq m net)			
	2012	2017	2022	2028
Yeovil	nil	nil	3951	12618
Chard	29	469	997	1688
Crewkerne	nil	121	314	567
Ilminster	72	312	603	982
Wincanton	nil	156	386	687

The levels of forecast capacity for comparison goods floorspace are similar to those forecast in the 2010 update assessment, with surplus capacity in Yeovil only returning between 2017 and 2022 due to the effect of the Quedam Shopping Centre extension on short to medium term expenditure capacity. Clearly, if this proposal does not proceed then additional capacity within Yeovil will be available much sooner. In relation to the other settlements, the level of future additional capacity remains much smaller, commensurate with their role, and only arising much later in the plan period.