



City of York Council
Retail Analysis and
Forecasting

June 2013

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1 Introduction

1.1 This document provides the evidence base and analysis for the Vision document.

1.2 The report is split into the following sections:

- Baseline Audit – This section provides a detailed analysis of the current vitality and viability of the City Centre;
- Comparators – The section provides an overview of the centres initially studied to create a short list of comparable centres;
- Comparators Analysis – The section benchmarks Yorks performance against those of the comparators and provides context to the comparable centres.
- Sector Trends – This section provides an overview of national trends and emerging themes within retail;

- Forecasting Growth – The section provides analysis on the anticipated growth of the City Centre and retailing in general, providing commentary on the sector trends and the needs of the City Centre;
- Role of the Centres – This section gives an overview of the roles of the defined centre within the City.
- Planning Toolkit – This section provides a summary of the planning policy and options which can be used as guided by the National Planning Policy Framework

2 Baseline Audit

Health Checks

2.1 'Health check' is a term commonly referred to in retail and planning policy planning. The role and importance of health checks are referenced in the Government's Practice Guidance: 'Planning for town centres: practice guidance on need, impact and the sequential approach' (PG). Together with the Government's Planning Policy Statement 4 (PPS4), this did set a basic framework for the matters that should be considered when reviewing the health of a particular centre. In particular, healthy town centres are seen as having a 'critical mass' and diversity of retail development; to remain competitive, they are seen to need a good mix of different types of multiple and independent retailers and the core retail offer may be reinforced by a range of tourism, leisure and cultural activities (PG, para. 3.14).

- PPS4 has now been withdrawn and replaced by the National Planning Policy Framework (NPPF). The NPPF does not explicitly comment on the role of health checks but does seek to ensure the vitality of town centres (as set out particularly in para. 23). The NPPF requires that planning policies should be positive, promote

competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities are specifically advised to promote competitive town centres that provide customer choice and a diverse retail offer which reflect the individuality of town centres.

2.2 The following assessment takes into account the general considerations of 'centre health' that are commonly used in retail planning exercises.

2.3 Sources of material and evidence include:

- City of York Council data sources, including footfall, vacancy and planning application data;
- EGi, an on-line information resource from the Estates Gazette;
- CoStar Focus, an on-line information resource;
- GOAD, specialist retail data providers;
- PMA, providers of provides regular forecasts of commercial property market performance through PROMIS Reports¹; and
- Visual inspection.

¹ PROMIS Report of 29 November 2012

York as a Retail Centre

2.4 The City of York as a whole has an extensive and diverse array of retail facilities, comprised of stores within the City Centre, two District Centres, shopping and retail warehouse parks, a factory outlet centre and a collection of smaller local and neighbourhood / village centres together with free-standing food and retail warehouse stores.

2.5 York is considered to be a Regional Centre and geographically, sits centrally to a large rural catchment area. Leeds lies about 25 miles to the west and is the main commercial centre for Yorkshire. Middlesbrough is the main large centre to the north, about 50 miles distant. Hull is some 40 miles to the south east and Sheffield is about 60 miles to the south. There are smaller towns in the catchment area such as Easingwold, Tadcaster, Selby and Thirsk.

2.6 Its geography results in York being a dominant centre for its immediate catchment area, given the distances involved in travelling to and from other main centres. However as a major tourist and visitor destination, due its heritage and cultural offer in particular, York can be expected to draw spend from well beyond its primary catchment area.

A Multi-Layered Offer

2.7 As such, York provides a 'multi-layered' retail offer, fulfilling the following roles:

- A day to day convenience shopping role for the resident and worker population (i.e. the City and its hinterland population, long-stay visitors, students and in-commuters);
- A general comparison shopping role for the resident and worker population, primarily delivered through the national multiples in the

City Centre and out-of-centre stores at Clifton Moor and Monks Cross;

- A specialist retail role which also has a wider regional draw, through the variety of shops on offer in particular in the City Centre and at the York Designer Outlet factory outlet centre; and
- The leisure-orientated role with has a regional, national and international draw, primarily to the City Centre, its attractions and its food and drink offer, with spin-off retail expenditure from day-trippers and short-stay visitors.

2.8 The strengths especially of the City Centre as a visitor draw results in a large number of cafes, restaurants and bars that support the City Centre economy.

2.9 As well as the heritage offer, the City also provides:

- Various cultural attractions, such as the York Theatre Royal, Grand Opera House, York Art Gallery and Barbican Centre; and
- A sporting and recreation offer, through the York Races as well as being home to league football and rugby league teams.

2.10 The City does not have a dedicated shopping mall, the nearest ones being at the White Rose Centre, Leeds (c. 35 miles to the west), Meadowhall, Sheffield (c. 56 miles to the south-west) and the Trafford Centre, Greater Manchester (c. 78 miles to the west). Other major draws in the wider area include the Ikea Store at Batley, Leeds (c. 37 miles away) and the Xscape ski slope and leisure complex at Glasshoughton (c. 30 miles). Leeds City Centre is a major retail destination for the region and a new shopping centre is being created at Trinity Leeds by the developer, Land Securities, which will include stores for Cult, H&M, Hollister, Mango, Topshop, Topman, Next and River Island, and anchored by Marks & Spencer.

York City Centre

Overview

2.11 The 2008 City of York Retail Study (paras. 6.45 to 6.48) provided an overview of the City Centre, which can be summarised as:

- The City Centre is an attractive and vibrant retail destination;
- There is a good range of major mainstream multiple retailers in York, as well as numerous special interests;
- Independent local shops contribute greatly to the distinctive individual character of the area and provides York will a differentiated retail offer;
- There is evidence of a large catchment area;
- The health check indicator assessment indicates that York is performing well;

- It is clear that the City is not capturing the full social grade A / B shoppers;
- The greatest threat to York is growing competition in the wider sub-region and lack of space to offer to higher quality, variety and department store operators to ensure the City Centre can compete effectively;
- It is crucial that new modern retail space is created to attract a broader range and quality of multiple retailers; and
- The historic centre is one of York's strengths; however, it presents barriers to expansion and the introduction of modern units.

2.12 These conclusions albeit dating to 2008 can be seen to largely hold in 2012. Influencing factors since then in particular are:

- Recessionary economic conditions with a significant impact on consumer spending and also a number of corporate failures in the retail sector;
- The growing importance of the internet as a retail channel; and
- The recent approval of additional out-of-centre retailing at Monks Cross, including a major store for John Lewis, which will have a bearing in the City's potential as a whole to capture the full social grade of shoppers.

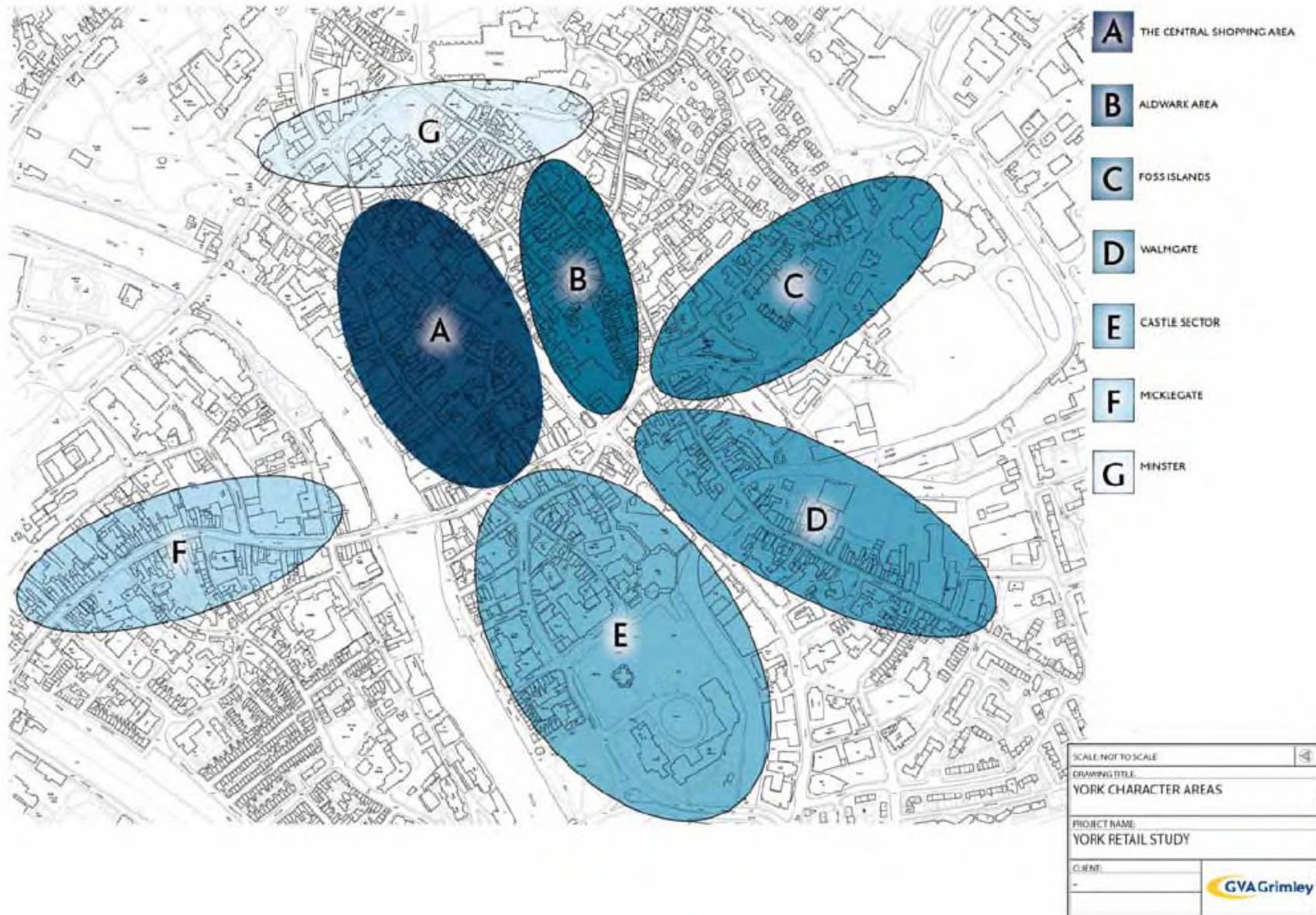
2.13 The historic characteristics of the Centre continue to represent one of York's key strengths but still present a barrier to expansion. A consequence of this is that development schemes, such as on Spurriergate and Davygate, have been relatively small-scale interventions with no significant increase in retail floorspace.

2.14 The 2008 Study provides part of the evidence base for understanding the nature of the City Centre but requires a refresh and update of the key performance indicators in a consideration of the Centre's current health.

Characteristics

2.15 The 2008 Study, based on 2007 data, showed there to be 392 comparison units, 63 convenience and 67 vacant units in the City Centre, out of a total of 924.

Figure 1: Character Areas



2.16 The 2008 Retail Study provided a review of the Centre split into seven areas. We would summarise the characteristics of these areas, with our commentary on diversity, as follows:

- Central Shopping Areas - The prime areas of retail activity are focused around Coney Street and Parliament Street. This area has a strong national multiple retailer and leisure offer, high footfall and an attractive mix of buildings with a good pedestrian environment, though many units are historic and constrained in layout terms. The 'national multiple' stores are concentrated on Coney Street, which is pedestrianised. The other major stores are concentrated on an axis which leads from Davygate in the west, along Parliament Street, and southwards into the Coppergate Centre. The Davygate Centre, in the northern area, was a small arcade and was redeveloped to form space for BhS, Gap and others. Davygate has a strong collection of fashion retailers and two department stores. Parliament Street provides a central public space within what is in effect a wider street and accommodates events and specialist markets including an annual St Nicholas Fayre. The Swinegate / Market / Shambles Area lies to the east of this and is very distinctive, readily recognised as 'York'. The development of the Swinegate area has effectively linked Low Petergate and Grape Lane into the Markets area and includes mainly independent shops, restaurants and bars. The Market is an open air market which operates from the public space between the rear of Parliament Street and the Shambles.
- Aldwark Area – This area lies between the main retail streets and the City Walls to the east and is largely characterised by residential infill developments amongst historic assets. There are examples of good quality infill schemes epitomised by the wording of a local plaque which points to a particular residential scheme as

the 'first major implementation of the recommendation in the Report of Lord Esher (1968) that a return to living within the city walls should be encouraged'.

- Foss Islands – The Stonebow area is dominated by Stonebow House and the Telephone Exchange building, which mark a distinctive 'edge' to the retail core of the City, around the rear entrance to the main Marks & Spencer store. It forms a secondary area which acts as a linking route between the Hungate development area and Foss Islands beyond into the City Centre. The Hungate area has been largely developed for housing including proposed student housing as well as office use including the proposed Hiscox office building. The Foss Islands area beyond includes the large Government building at Kings Pool but is primarily characterised by large retail stores, including superstores and retail warehouses. Being less constrained by heritage assets and existing residential streets, the area has developed incrementally as a location for large-format retailing.
- Castle Sector – This Sector includes the Coppergate Centre and historic assets including the City Museum and Cliffords Tower. The area around the Tower is characterised by car parking and underutilised land. There have been proposals over time for the expansion of the retail core southwards to form a 'Coppergate II' including the expansion over the River Foss southwards, towards Piccadilly. The Coppergate Centre is largely retail focused but includes the Jorvik Viking Centre, together with a multi-storey car park and housing. There is a Hilton Hotel and a variety of restaurants in this area, and further west towards the River Ouse, is the Grand Opera House.

- Walmgate – This street connects into Fossgate which in turn connects into the heart of the City Centre and the primary retail core. Together these streets form a linear secondary retail area characterised by non-retail uses, particularly cafes and restaurants. The street stretches from in effect the rear of the Marks and Spencer store and Stonegate, all the way southwards to the City Walls, with the uses becoming more diverse in that direction. The York Press is a major employer that is based on Walmgate.

- Micklegate – This is a secondary retail area on the western side of the City Centre, across the River Ouse. It is an historic street which is characterised by a range of small retail units but has a particular focus on restaurants, bars and leisure uses within the historic buildings. The new Council Offices are situated to the north of this street, between in effect Micklegate and the City Walls / Railway Station. Micklegate, linking to Bridge Street, is the main focus of retailing to the west of the River.

- Minster – The retail element of this part of the City is characterised by higher end quality retailers and independent shops. It has a strong tourist pull due to the attraction of the York Minster itself. The area connects via Stonegate, one of the City's iconic thoroughfares, which has a variety of smaller national chains and independent stores as well as public house and cafes. A number of operators in the Minster area have formed a 'Minster Quarter' group to promote this part of the City.

Retail Provision

- 2.17 In terms of department stores, the City Centre includes stores for BHS, Browns of York, Debenhams, Fenwick and Marks and Spencer. Notable stores that are not represented are John Lewis, House of Fraser and Selfridges (John Lewis have consent for a store in the Monks Cross area). Browns have a store at the corner of Davygate and St Sampsons Square which includes a range of middle and up-market fashion brands. Fenwick, within the Coppergate Centre, also retails a number of high-end brands. The Debenhams store on Davygate is within a historic building with a relatively constrained floorplate. Marks and Spencer have two stores, the larger Parliament Street Store which includes food and clothing and which was extended in 1996, and the Coppergate Centre Store, with a focus on household goods (the latter store is however due to close due to lease expiry).
- 2.18 Key fashion multiples include Evans, Fat Face, French Connection, H&M, Jack Wills, Monsoon, Next, Reiss, River Island, TM Lewin, Topshop / Topman, Urban Outfitters and Zara. A relatively recent development on 'Coney Street', at its southern end (Spurriergate), has created space which has been occupied by newcomers to the City, notably H&M and Zara. Other multiples in the Centre include Boots, HMV, Waterstone's and WHSmith.
- 2.19 York has a strong reputation for its specialist shopping. These shops are generally concentrated on the streets that link into Davygate and Parliament Street (i.e. the Shambles, Swinegate and Stonegate). These streets also include some national names and national specialist shops, such as Joules, as well as local independent specialist shops, such as Mulberry Hall.

- 2.20 Convenience goods provision includes a Marks & Spencer food hall, two Tesco Express style stores (soon to be three), as well as the Newgate Market and small specialist outlets. Budgens have a city-centre style food store to the south of the main retail area, off Micklegate. Sainsbury's have a Local store on Bootham, close to the City Centre. Further out from the City Centre, Sainsbury's have a superstore at Foss Bank and Morrison's have a large superstore at Foss Islands, as do Waitrose. Also within the Foss Islands area are smaller food stores for ASDA (a converted Netto supermarket) and Aldi.

Leisure Provision

- 2.21 The City Centre includes two cinemas. The CityScreen cinema is located in the heart of the City Centre, off Coney Street, and offers three screens, within an award-winning designed building. The Reel cinema is on the periphery of the Centre, to the west on Blossom Street, and also offers three screens within the former Odeon building. There is a Mecca Bingo Hall and the Barbican entertainment venue to the east of the City Centre, outside of the City Walls, and two theatres within the Centre itself.
- 2.22 The City has a strong array of food and drink outlets, with bars, cafes and restaurants, both national and local operations, together with various hotels such as the Hilton, Hampton Inn, Cedar Court and Dean Court. Wagamamas, Jamie's Italian and Yo Sushi are three new notable recent additions to the City Centre. Bettys is a strong regional brand and who have a main tea room off St Helen's Square and a smaller café on Stonegate.

Service and Employment Provision

- 2.23 The City Centre includes the major banks and building societies, predominantly located around the Parliament Street area. The main City Library (Explore Centre) is also located in the City Centre, off Museum Street.
- 2.24 Major employers include the City of York Council, shortly due to move to new accommodation at Toft Green, and the Department of Environment Food and Rural Affairs, at Kings Pool. Network Rail have offices near the railway station and the rail industry provides support for a number of related companies and consultancy businesses. The York Teaching Hospital at Wigginton Road, Nuffield Health at Haxby Road and the Bootham Park Hospital on Bootham are within reasonable distance from the City Centre, to the north / north west. The University of York, whilst largely out of centre, has accommodation at Kings Manor in the City Centre and the York St John University is based on the eastern edges of the City Centre, just beyond the City Walls.

Edge and Out of Centre Retail and Leisure Provision

- 2.25 Retail warehouse provision is generally located on the periphery of the City but within the outer ring road, particularly around the Clifton Moor and Monks Cross areas. A variety of 'high street' fascia's are represented across both locations and there are food stores for Tesco at Clifton Moor and for Aldi, ASDA, Marks & Spencer and Sainsbury's at Monks Cross. To the east of the City Centre, the Foss Islands area includes a number of retail warehouse units, including a retail park and various food stores (Aldi, ASDA, Morrison's, Sainsbury's and Waitrose).
- 2.26 B&Q, in addition to their Clifton Moor store, have a large free-standing Warehouse format store at Hull Road.

2.27 Large food store provision in York is generally concentrated in out-of-centre locations, with the exception of the Morrison's store at Acomb. All of the main food store operators are represented within the City.

2.28 The York Designer Outlet is to the south of the City and includes around 300,000 sqft (27,871 sqft) of comparison retail floorspace (Promis, 2011) in the form of a covered mall. It provides a modern, purpose-built shopping experience with outlets for a range of national names as well as up-market fashion outlets.

- Leisure facilities that are out-of-centre include a Vue multi-screen cinema and Megabowl bowling alley at Clifton Moor together with various large health clubs.

Potential for Change

Planning Permissions

2.29 Recent planning permissions provide an indicator of potential change. Large-scale applications in relation to retail uses, as provided by the City of York Council, are summarised as following:

- City Centre:
 - Argos, 19 Bridge Street (Ref: 08/02809/FUL) - change of use from retail to 2 no. restaurants (not yet implemented)
 - 77 - 81 Goodramgate (Ref: 11/00009/FUL) - change of use from retail to restaurant (now occupied by Wagamamas)
 - White Swan Hotel (ref: 12/03155/FULM) - change of use of existing ground floor retail units (A1) to flexible

A1,A2,A3 or A4 use with change of use from former White Swan Hotel (C1) to residential (C3) to form 14 apartments. Includes 461 sq m commercial space (Permission granted on 28.09.12)

- Foss Islands:
 - Site adjacent To Frog Hall Public House, Layerthorpe (Ref: 11/02210/FULM) – hotel, pub/restaurant, retail and drive-through restaurant (not yet implemented)
- Monks Cross:
 - Carphone Warehouse, Unit 1 Julia Avenue (Ref 10/01014/FUL) - construction of mezzanine floor and external alterations (not yet implemented)
 - Arabesque House, Monks Cross Drive (Ref: 11/01468/OUTM) - retail warehouse (5574 sqm) (not yet implemented)
 - Land to the West Of Jockey Lane (Ref: 11/02581/OUTM) - community stadium, retail and food and drink uses (including 22,868 sqm retail) (not yet implemented though which reported interest from John Lewis Partnership, Marks & Spencer and Next)

City Centre Proposals

- 2.30 A combination of a tightly grained street pattern with a large array of historic buildings and a major river results in few opportunities for wholesale redevelopment in the City Centre. The main area that has been the focus of development proposals over recent years is Castle Piccadilly, in previous iterations known as Coppergate Phase II.
- 2.31 The last major comprehensive development scheme was the Coppergate Centre, built in 1984. Recent developments have been related to the reconfiguration and redevelopment of existing space. These include the redevelopment of the former Davygate Arcade in 1999 which provided an extension for BhS and stores for Austin Reed and Gap, a redevelopment on Coney Street / Spurriergate which provided stores for H&M Hennes and Zara amongst others, and the redevelopment on Davygate which now includes stores for Cult and Sports Direct. A significant re-development scheme was the Swinegate Quarter, built in 1991, which provided a range of new smaller shops and eating places on the route between Grape Lane / Low Petergate and Church Street.
- 2.32 Retail activity is largely concentrated on the eastern side of the River Ouse (albeit that the Railway Station, the bus interchange on Rougier Street and various car parks are all on the western side, creating a strong flow of pedestrian movement across the two key river bridges). The prime retail areas are on the eastern side of the River. Retail-led opportunities would need to be focused in areas where high values can be extracted. With Coney Street backing on to the River, the Museum Gardens to the north and the historic Shambles area to the immediate east, it is inevitable that the focus of opportunity has been southwards. The former industrial and warehouse buildings in and around the River Foss area are much less constrained in physical terms and as stated have been the focus of re-development proposals over the years, along with the Hungate area moving eastwards out of the City.
- 2.33 The Piccadilly and Hungate areas continue to offer the most opportunity for change, albeit that the Hungate development is well advanced with only certain land parcels left available. The Stonebow House and Telephone Exchange buildings could also offer future development potential and are located in strong edge of centre sites.
- 2.34 Other than these two main areas, development opportunities are expected to continue to be small-scale in nature, limited to the redevelopment of individual properties or groups of properties, such as the White Swan Hotel scheme on the corner of Piccadilly and Coppergate.

Retailer Representation and Requirements

- 2.35 The PROMIS Report indicates that at November 2012 there were 47 reported requirements for York, against a UK average of 13 (which is an improvement on statistics for November 2011) (it should be noted however that not all retailers publish their requirement lists).

- 2.36 In comparison to other centres, notable retailers that are absent from the City Centre include All Saints, Calvin Klein, Diesel, Harvey Nichols, Hollister, House of Fraser, Jack and Jones, John Lewis, Primark, Selfridges and Ted Baker.
- 2.37 A review of the 2005 GOAD Plans illustrates that store closures since 2005 include stores for Borders (books), Virgin (music), Woolworths (variety), Oddbins (off-licence), Alison Holmes (china and glass), Toyworld (toys), Habitat (household goods) and JJB (sports). Some of these store closures have been as a result of corporate failures in the UK (e.g. Borders and Woolworths). New occupiers to the City Centre since then include Cult, Hennes, TK Maxx, Urban Outfitters and Zara. Large floorplate stores that have become available (eg Woolworths, Habitat) have attracted new occupiers within a relatively short period of time. Vacancies on the whole continue to be more limited to small shops in peripheral streets.
- 2.38 A review of existing provision would illustrate that:
- The majority of key multiples are represented in the City Centre and a large number also have an out of centre as well as in centre offer;
 - Many of those multiples could be considered to be in less than ideal accommodation in terms of modern standards although they are clustered around Coney Street and the prime streets;
 - There has been 'development churn' on Coney Street through the Zara redevelopment, BhS, Boots re-fit etc. and this may happen in the future when buildings become particularly tired, rather than a wholesale 'shift of pitch' occurring; and
- The in centre department store offer is compromised by the size and configuration of existing stores but the main change is the proposal by John Lewis for a store in an out of centre location.
- 2.39 In terms of the potential for change, the opportunity to plan for a new 'shopping centre' would largely depend upon attracting national multiples of the right calibre in order to create value as well as footfall.
- 2.40 Typically, in-town shopping centre developments are anchored by a department store (eg John Lewis at Liverpool One, Debenhams at Princesshay in Exeter, John Lewis in Cambridge). We would expect an anchor to occupy 50,000 sqft upwards, with different anchors providing different offers. Reviewing the retailer requirements below, there are no names which we considered suitable and as such there is no immediate opportunity.
- 2.41 However, there are a number of potential anchor operators who are not contained on the list (such as Debenhams, House of Fraser, Next, H and M, Fenwick's, Primark etc) or which are already contained within the Centre and could re-locate to provide an anchor role within a large scale development (such as Castle Piccadilly) should the opportunity and circumstance suit their needs. Whilst this may create churn in the centre, if managed proactively the health of the centre can be maintained in the short term and enhanced in the medium to long term by the new development.
- 2.42 The opportunities for a more mixed scheme (eg Cathedral Street in Manchester, Trinity Leeds) tend to be focused on locations which are in, or connect into, existing prime retail pitches. This approach given the prestige of York and the calibre of some of the retailer requirements provides an alternative to the typical in-centre development.

2.43 The investment and offer (along with the potential impact upon the City Centre) which has occurred at Monks Cross is likely to make potential investors cautious in the short term until the impact of Monks Cross can be assessed.

2.44 A review of requirements at 750 sqft or above (as at 20 November 2012 (source: CoFocus)) would indicate that those requirements are City Centre focused. Some of the requirements are new fascias. York has a key advantage over many provincial towns because it is likely to be on the target lists by new operations given its 'brand', with the potential to attract new operations into the City, particular in the fashion / high-end sectors.

Table 1: Retailer Requirements

Occupier	Space Requirement	Location	Sub-Sector
Aagrah	4000-6000 sqft	Prime in town	Food and drink
Austin Reed	650-6250 sqft	Prime in town	Clothing
Bargain Book Time	800-3000 sqft	Prime in town	Books
Bensons for Beds	3000-5000 sqft	Prime out of town	Household goods
Blue Apple	800-3700 sqft	Prime in town – high street / shopping centre	Clothing
Blue Inc	2500-4000 sqft	Prime in town	Clothing
BrewDog	750-2000 sqft	Prime / secondary in town	Food and drink

Occupier	Space Requirement	Location	Sub-Sector
Brighthouse	2250-3500 sqft	Prime in town – high street / shopping centre	Electricals
Brora	1200-1400 sqft + ancillary	Prime in town	Clothing
Café M	1700-3000 sqft	Prime in town / good secondary – high street / shopping centre	Food and drink
Cosmo Restaurants	8000-20000 sqft	Prime – in town / retail parks / leisure parks etc. (stand alone unit)	Food and drink
Costa	750-2000 sqft	Prime in town	Food and drink
Everything Everywhere	700 sqft +	Prime – high street / shopping centre / fashion park	Electricals
GNC	650-850 sqft	Prime in town	Health
Golfino	1000 sqft	Prime in town - outlet	Clothing / sport
Grainger Games	720-1250 sqft	Prime in town	Entertainment
H&D Fashionista Ltd	800-3000 sqft	Prime in town – high street / shopping centre	Clothing

Occupier	Space Requirement	Location	Sub-Sector
High and Mighty	1000-2500 sqft	Prime in town	Clothing
Jessops ²	1000-1500 sqft	Prime in town	Cameras
JoJo Maman Bebe	800-1000 sqft	Prime in town	Clothing
Liz Earle	1000-4000 sqft	Prime in town	Health
Matalan Retail	20000-35000 sqft	Prime out of town	Clothing
Moo Moo's	350-1000 sqft	Prime in town	?Food and drink?
Moshulu	500-1000 sqft	Prime – high street	Clothing
Neal's Yard Remedies	800-1000 sqft + ancillary	Prime in town	Health
Panasonic	1200-2000 sqft	Prime / secondary – high street / shopping centre	Electricals
Phase Eight	700-2000 sqft	Prime in town	Clothing
Premier Inn	10000-50000 sqft	Prime in town / edge of town / out of town	Food and drink / hotel
Sandinista! Cantina	1200-3000 sqft	Prime in town	Food and drink

Occupier	Space Requirement	Location	Sub-Sector
Bar			
Soletreader	1000-1500 sqft	Prime / edge of prime high street / shopping centre	Clothing / footwear
Sweaty Betty	700-1000 sqft + ancillary	Prime in town	Clothing
Talarius	1000-2000 sqft	Secondary in town	Gaming
The Chinese Buffet	6000-15000 sqft	Prime – town centre / leisure park	Food and drink
Warren James	800-1200 sqft	Prime in town – high street / shopping centre	Jewellery
Wok and Go	800-1500 sqft	Secondary in town	Food and drink
Xercise4less	20000-35000 sqft	Prime in town / large units / close to urban centre	Leisure
Zouk Deli	600-1200 sqft	Prime in town	Food and drink
(Unnamed)	1400-2500 sqft	Prime in town	Clothing
(Unnamed)	800-1500 sqft	Prime (Stonegate only)	A1

² This operator has a new store on Coney St. so requirement may be satisfied.

City Centre Shopping Rents

- 2.45 The 2008 Retail Study indicated that prime retail rents in York stood at £2,153 sqm, York having outperformed all the other competing centres for this indicator (para. 4.10).
- 2.46 Based on agent sources, the estimated prime rents in York at now, in mid 2012, equivalent to £1,938 psm Zone A (PROMIS, 2012) which represents no change on the end 2011 levels, though clearly this represents a fall from the 2008 reported figures.
- 2.47 The data would suggest a circa 10% fall in prime rents from the height of the market; this is comparable to the national average. However there have been regional variances with rental growth / decline in centres with some centres (such as Leeds and Manchester) experiencing double the national average. This would suggest that the trading performance of the City Centre is under pressure and that the demand for space has been weaker relative to supply. This is not an unexpected finding given the macro-economic climate over the last few years though it does seem evident that York has not suffered to the same extent as many other centres have suffered; the tourism market is likely to have provided a buffer to the local retail economy in particular.
- 2.48 Within any Centre, rental levels can vary considerably. The PROMIS report indicates the prime area of Coney Street is followed by strong secondary pitches in Dabygate and Parliament Street. Stonegate Zone A levels are lower at £1,507 psm equivalent but particularly interesting, the indication is that this is significantly above the 2007 levels (which were £1,076 psm) .

- 2.49 Stonegate has seen a number of national multiple lettings to the likes of Cath Kidston, Joules and White Stuff, and has attracted the national higher-end multiples who are assumed to be attracted to the distinctiveness of this street, yet within sticking distance of the prime pitches. PROMIS indicate Zone A levels in the Coppergate Centre to be £979 psm equivalent, only 50% of York's top rent (January 2012).

City Centre Vacancies

- 2.50 The 2008 Retail Study indicated that there were 67 vacant units (based on 2007 data) representing 7.25% of all units. In contrast, the February 2010 Survey of PROMIS indicated vacancy rates at 5.3% of units and, at January 2012, the surveyed rate stood at 4.7%.
- 2.51 The Council have also updated the vacancy rates using the latest GOAD data from August 2010 (released August 2011) which has also involved a check over the consistent use of boundaries. The GOAD network of streets plan has the advantage of providing a consistent base and this is what the Council use and report on.
- 2.52 The Council's data indicates vacancy rates of 9.1% of shop units within the A Classes (2010) which represents an increase from 7.1% in 2009. Whilst the number of vacant units had risen, the overall number of A Class units has risen slightly less. Half (39) of the vacancies are within the Central Shopping Area and 22 are on the primary shopping streets. The biggest increase in vacant units has been on the 'gateway streets'. Vacancies have also started to appear in College Street, Davygate, Kings Square and Parliament Street.

2.53 In all centres there is a 'churn' of units and a healthy retail market requires some level of vacancies to function. Research reported in November 2012 by the Local Data Company illustrates a town centre GB vacancy rate of 14.5% and thus York performs particularly well against this indicator.

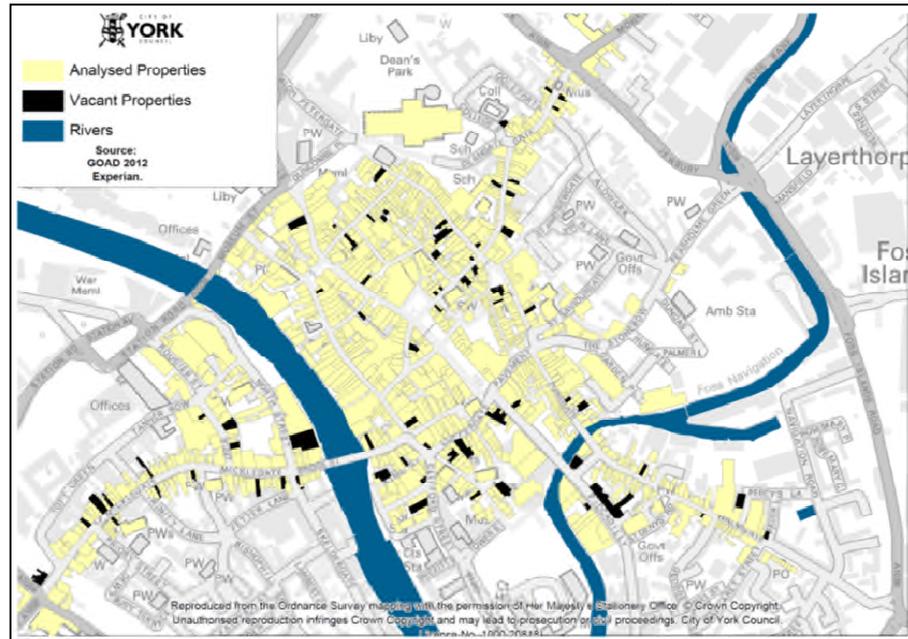


Figure 2: Map showing Vacant properties (2012)

2.54 Vacancy levels as a whole indicate a positive health of the City Centre; the issues are more complex in terms of geography and use type however. Whichever source of data is used, the City does indeed perform well relatively to others as a whole. Specific issues are the change of type of certain units such as Greggs occupation of the former Faith Shoes unit on Coney Street, Miss Selfridges being replaced by Caffe Nero in Coppergate and Wagamama taking the former JJB Unit on Goodramgate, as well as concern over the rates on certain secondary and gateway streets, as indicated by the Council's survey results.

Commercial Yields

2.55 Commercial yields on non-domestic property can provide an indicator of investor confidence. However, the yields achieved on investment sales can reflect a multitude of factors, ranging from the strength of a tenant's covenant, the quality of the property, the general market sentiment, as well as the locational factors associated with the property and the area in general and as such the indicator needs to be used with care.

2.56 Agent sources indicate prime retail yields at 5% in Autumn 2012, showing no change on the level 6 months previous (PROMIS, 2012). The 2008 Retail Study referenced a standard York retail yield at 5.5% as being on a par with Harrogate and second to Leeds at 4.75%. The yields for York have been slightly improving over recent years and a reported transaction (CoFocus) for a unit on Coney Street was based on a 4.85% net yield.

2.57 This indicator would suggest that York continues to be an attractive place for investment and may reflect a general trend, in times of recession, for investment to flow towards attractive, high demand areas.

Land Values and Undeveloped Land

2.58 Although land value information is a referenced indicator of the health of a centre, the information is generally quite limited in relation to development sites and indeed for city centre sites, the site-specific factors means that it is difficult to make any meaningful comparative exercise. The physical factors relating to York also compound the problem. Sites on Piccadilly and on Hungate remain to be redeveloped though the issues relating to that are relatively complex.

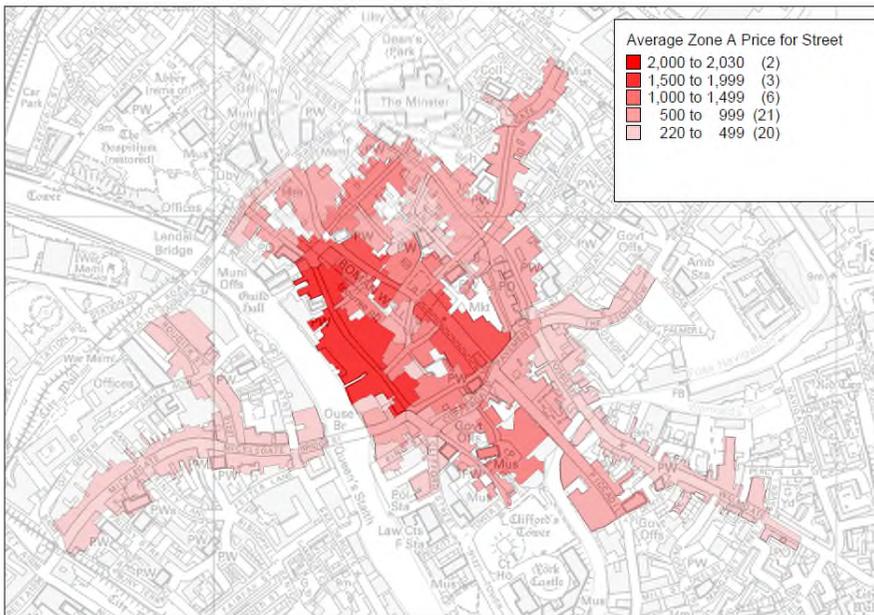


Figure 3: Heat map of Rent in York

Footfall

2.59 Footfall data is collected on behalf of the Council at two key points in the City Centre, namely Coney Street and Parliament Street. Time-series data is available from January 2009 for Coney Street and March 2009 onwards for Parliament Street.

2.60 A full three years can be analysed for Coney Street, with overall footfall levels being at 12.54m in 2009, falling to 12.35m in 2010 and rising back to 12.45m in 2011. Full year data is not yet available for 2012 but the equivalent figures to week 49 show a decline between 2011 and 2012 of 11.32m down to 10.60m.

2.61 Overall, the figures indicate that footfall levels on Parliament Street have fallen. The total figure for 2010 for Parliament Street at 8.59m was higher than the 2011 figure of 8.44m. Equivalent figures to week 49 in 2012 show a decline of 7.4m from 7.8m in 2012.

2.62 The footfall indicators show a concerning trend of reducing footfall in both of the main prime streets.

2.63 The national trend for footfall (as identified by Experian 'Footfall', up to and including the w/c 22/10/2012) shows a fall of 3% from 2011 to 2012 on the year to date cumulative figures.

Accessibility

- 2.64 The City of York Annual Parking Report 2010-11 provides a comprehensive review of car parking. The key areas of the York Transport Plan 2006-11 are referenced which are to ease congestion and improve accessibility, air quality and safety (Section 3). Off-street, there are 14 Council-run car parks with 2,569 spaces plus two coach parks. There is also on-street parking in certain streets and private car parks operated by for instance National Car Parks and Q Parks. Parking costs vary from facility to facility. As an example, parking at Marygate, one of the largest surface car parks, is £1.90 an hour and £9.50 for 5 hours, with discounts for City residents. Certain, more peripheral, car parks are lower priced, such as 90p an hour at Foss Bank. Castle is a popular car park that serves the Coppergate area of the City, with a premium rate of £2.20 per hour for non-residents.
- 2.65 The City benefits from extensive park and ride services and facilities, with five park and ride sites that provide access to the City Centre, from Askham Bar in the west, Designer Outlet in the south, Grimston Bar in the east, Monks Cross to the north-east and Rawcliffe Bar to the north. A replacement facility at Askham Bar is proposed together a new site at Poppleton Bar. More than 4 million trips are expected to be made on Park & Ride services in 2012 (source: itravel.york.com).
- 2.66 The City Centre is served by an extensive range of bus services although there is no dedicated City Centre bus station. There are however planned initiatives to improve bus facilities within the City.
- 2.67 The York Railway Station is to the south-west of the Central Shopping Area, served by East Coast Mainline services and regional services.
- 2.68 The City Centre is also served by an extensive array of cycle routes with cycle parking facilities across various locations.

Customer and Residents' Views and Behaviour

- 2.69 The Big York Survey (BYS) is a Council-led initiative to gather views. Some of the key indicators are (percentages are based on respondents):
- 92% are 'satisfied' with York as a place to live;
 - Low crime levels, health services, good schools, good public transport links and clean streets represent the 'top five' of things that are most important in making somewhere a good place to live. 53% consider that a 'wide range of shopping facilities' is one such thing;
 - Good traffic flow (54%), well maintained roads / pavements (46%) and affordable decent housing (46%) stand out as the things that need improving, followed by job prospects (37%) and good public transport links (30%). Only 11% referenced a 'wide range of shopping facilities' as needing to be improved most;
 - 66% mainly shop in the City Centre for non-food items, with 48% out of town / retail outlets, 20% locally (within a mile) and 18% online; and
 - 49% mainly shop in the City Centre for food, with 61% shopping locally and 23% in the City Centre.

Retailer Survey

- 2.70 A Survey prepared for the City Centre Manager in November 2012 provides information on shopper behaviour and shopping patterns, trading parameters and trends and perceived City Centre strengths and weaknesses. Key findings include:

- Working people and retired groups are key consumer groups;
- Shoppers are considered to be 'affluent' and 'comfortable' with the Centre less attractive to 'value seekers' and those 'on a budget';
- Over half of respondents are trading in line with or better than last year - just over a quarter are more than 10% down;
- The City is successfully appealing to local residents and workers, albeit not at levels seen in other city centres;
- The City Centre is considered to be a good place to meet friends and has a nice environment but 'choice of shops' and 'specific stores' were rated relatively poorly;
- The 'markets' rate almost as highly as specific stores;
- Underperforming areas are the facilities, leisure, convenience, car parking and ease of access;
- Core strengths are seen as the history, character and atmosphere in the City, which is considered to have a good choice of shops, with speciality stores / independents being specifically named as a strength;
- More than two-thirds of respondents cited parking provision / cost as weaknesses, with just less than a quarter citing access / transport links;
- Weak product categories are seen as menswear and white goods as well as catering provision; and

- When asked about different aspects of the City Centre, parking provision, promotional activity and destination stores are considered to be poor relative to the 'scores' for customer experience, retail mix and shopper facilities.
- The survey identifies a series of areas for further investigation or potential improvement initiatives. These relate to growing customer numbers including local workers, car park pricing / promotions, improving variety of the offer and the appeal to teenagers, retirees and students, events / promotions and marketing activity.

Safety and Crime

- 2.71 An extensive amount of data is available from Police indicators including information on the level of crime in the City Centre. However the level of crime will need to be considered on a relative basis (City Centre crime rates are likely to be higher than suburban locations).
- 2.72 The Big York Survey posed a series of questions in relation to crime. Circa 74% considered York (as a whole) to be a safe city to live in with circa 11% disagreeing. 23% considered the level of 'rubbish or litter lying around' to be a problem, which was the highest problem issue identified through a series of questions. Nearly 91% are satisfied with their local area as a place to live with only just over 4% being dissatisfied.

City Centre Environmental Quality

2.73 The 2008 Retail Study considered the quality and character of the built environment to be of a high standard and the age, design and arrangement of the buildings gives York a distinctive character that underpins its tourist and leisure economy (para. 6.26). Investment in public realms in places could benefit from additional investment although streets are well maintained, litter levels are negligible and graffiti is minimal, with the built environment forming a vibrant and pleasant shopping experience (paras. 6.25-6.27).

2.74 Our own assessment would support the 2008 Retail Study findings; the City Centre offers a unique and distinctive shopping environment through its vast array of historic buildings and spaces. There are certain buildings and spaces within the Centre which detract from the overall environment but these relate to specific parts of the Centre and do not in our view detract from the overall experience of the place.

2.75 The BYS posed some questions over the quality of certain areas in the City. In terms of 'good' areas, the following performed particularly well:

- Duncombe Place / Minster area;
- The route from the station to the city centre; and
- The Shamblers and Whip-ma-whop-ma Gate.
- The following areas performed 'poor':
- Piccadilly / Pavement;
- King's Square; and

- Castlegate.

2.76 Particular suggested improvements relate to litter, free and clean pavements and more seating. Only 2% suggested that 'some decent shops – not just tourist ones' were needed.

Findings

2.77 The health check indicator reviews can be summarised as follows:

Diversity

- There is a strong mix of City Centre retail provision and diversity;
- The department store offer is good but certain stores are constrained by their building form and there are notable absentees;
- Representation by multiples is good and newcomers such as H&M Hennes, Urban Outfitters and Zara have been attracted into the Centre;
- Market provision and festival / street activity is very good, the latter being a major strength;
- The specialist shopping provision is very strong;
- The convenience goods offer has significantly improved with a number of smaller format stores;
- Cinema and entertainment provision is good, although there is no major in-centre 'multiplex' cinema;

- The provision of cafes, restaurants and public houses is strong and continues to grow;
- The main deficiency is the lack of a wide variety of large floorplate stores; and
- Menswear and white goods sectors are particular areas for improvement.

Floorspace in edge-of-centre and out-of-centre locations

- There is an extensive amount of retail, leisure and office floorspace outside of the City Centre and this is planned to grow;
- There are no specific sectors which are currently deficient, with the possible exception of furniture / homeware stores;
- All of the main foodstore operators are represented in the City;
- The Foss Island area has been a focus for large floorplate operators within a reasonable distance of the Central Shopping Area;
- The main out-of-centre shopping parks also include Open A1 / fashion goods retailers; and
- The Designer Outlet provides the City with a modern factory outlet centre.

Potential for Change

- The Coppergate Centre was the last major development, built over 25 years ago. More recent development activity has involved the re-development of existing space and older properties;
- The main recent changes in the City Centre have been the introduction of new small format convenience stores plus new restaurants, including changes of use from previous retail units;
- There are opportunities for small scale interventions, through redevelopment of tired and 1960s/1970s buildings; and
- Castle Piccadilly has been a focus of development proposals and is the main, and arguably only, potential development area that could enable the centre to expand significantly in retail terms.

Retail and Leisure Requirements

- There is a reasonable list of potential requirements although a number would be relocations;
- There are requirements from new and growing retailers that offer the potential to add to the diversity of the City Centre offer;
- There continues to be further interest from food and drink operators wanting representation primarily in the City Centre; and
- The relative demand for space, to other centres, is reasonably strong.

Rents

- Prime rents have fallen in recent years though relative decline is less pronounced;
- There has been particular growth in some of the off-prime streets, due to an increasingly national multiple presence, indicating a 'spread' of prime; and
- A lack of larger floorplate buildings may have placed a constraint on declining rents.

Vacancies

- Vacancy rates are below the national averages as a whole;
- Many of the larger stores that have been made available (some through company failures) have now been re-occupied; and
- The main concern is on the 'gateway' streets as well as the specialist shopping streets.

Yields

- There is some indication that York is maintaining its attraction as a place to invest.

Pedestrian Flows

- Footfall statistics indicate a concerning trend of reduced footfall in 2012.

Accessibility

- Public Transport and park-and-ride accessibility to the City Centre is strong; and
- Car parking availability and pricing is a focus of negative commentary.

Residents Views

- There are concerns in relation to the City Centre relate to environmental quality, particular in certain parts of the City.

Retailers Views

- The history, character and atmosphere in the City are core strengths but there are concerns over parking provision / cost.

Environmental Quality

- The City Centre is an attractive place to shop and visit;
- Any weakness relates to specific buildings and spaces, as opposed to any generalised concern;
- The distinctiveness of different catchment areas is a significant asset; and
- There are parts of the City, particular the Piccadilly and Castlegate area, which are poorly perceived.

3 Comparators

3.1 In order to establish which Cities and Towns which represented appropriate retail benchmarks we undertook a sieving exercise, initially the Cities / Towns identified were as follows:

- Aberdeen;
- Aldershot;
- Bath;
- Brighton;

- Cambridge;
- Durham;
- Edinburgh;
- Exeter;
- Guildford;
- Leeds; and
- Norwich.

3.2 Retail indicators (including Demographic) were used to assess the relevance of each of these centres against that of York, the full set of indicators are provided in Appendix 1. A summary of these are provided below:

Table 2: Retail Indicators

	Aberdeen	Aldershot	Bath	Brighton	Cambridge	Chester	Durham	Edinburgh	Exeter	Guildford	Leeds	Norwich	York
Demographic Information													
CB Richard Ellis Shopping Population (000s)	331	32	207	307	324	333	69	464	327	244	665	510	297
Total in-store comparison retail expenditure 2011 (Rank out of 200, 1=Best)	29	n/a	43	41	24	15	176	9	36	32	2	12	35
Per capita in-store comparison retail expenditure £2011	2,597	2,489	2,523	2,416	2,582	2,300	2,332	2,611	2,392	2,600	2,419	2,387	2,533
Forecast growth in comparison retail expenditure 2011-16 (%pa real)	1.1	1.3	1.3	0.9	1.6	0.7	1.0	1.1	1.2	1.3	1.3	1.3	1.4
Town Centre Floorspace (000s sq ft)	2,214	661			1,494	1,466	526	2,092	1,389	1,433	1,583	2,223	1,495
Town Centre Floorspace (Rank out of 200, 1=Best)	10	n/a	39	25	33	37	195	15	43	92	11	8	32
Number of TC Multiples	165	43	172	207	202	162	74	216	137	169	208	190	155
PMA Retail Provision Score	335	63	405	440	430	345	118	508	282	362	433	367	318
PMA Retail Provision Score (Rank out of 200, 1=Best)	20	n/a	12	7	9	18	132	4	28	16	8	14	25
Change in PMA Retail Provision Score (2005 - 2010)	72	-32	130	15	117	-55	-1	10	62	-30	12	14	24

3.3 From the comparison of the centres, from the data available (including the economic data) and our knowledge of these centres, it was established that the following centres would be researched in further detail:

- Bath – a strong City of heritage, with a similar retail expenditure profile to York, providing a high end offer, which has shown significant enhancement since 2005;
- Cambridge – a leading academic centre, with a historic core expected to experience both population and expenditure growth in the coming years;
- Chester – a City which is facing similar threats to York, competition from out of centre developments, and the constraints of providing for retailer requirements through new development within an historic City;
- Edinburgh – an aspirational target for York, Edinburgh representing an historic powerful city;
- Exeter – a historic City, which has overcome the historic constraints to enable development within the City Core; and
- Leeds – has been used in part to assess the position of Leeds relative to York.

Table 3: GOAD Data used and survey dates

GOAD Data for the Centres
GB Average – as of September 2012
Bath – survey date 30 Jul 2012
Cambridge Central – survey date 20 Jun 2012
Chester – survey date 23 Jul 2012
Edinburgh – Princes Street³ – survey date 11 March 2012
Exeter – survey date 20 June 2012
York – survey date 03 Jul 2012

³ Edinburgh City Centre retail offer also includes outlets within Old Town, Tollcross and other locations which are recorded separately by GOAD.

Table 4: Comparison of Floorspace Comparator's and GB Average

	GB Average	Bath	Cambridge	Chester	Edinburgh	Exeter	York
Convenience	17.22	11.12	3.83	11.09	3.42	7.96	5.30
Comparison	45.91	53.14	60.89	53.26	55.92	56.84	53.95
Service	25.63	22.72	24.41	19.84	29.18	24.30	30.46
Restaurants, cafés, fast food (part of Service)	11.26	12.75	14.32	10.13	14.97	13.58	19.59
Vacant	12.21	12.21	10.07	15.11	10.26	8.35	8.70

3.4 All the centres which have been assessed are higher order centres, which feature less convenience retail than district and local centres, and with the exception of Exeter, have a lower than GB average in respect of vacancies.

3.5 York has the highest percentage of restaurants, cafes and fast food outlets of the centres identified.

3.6 The below charts represent the sector percentage comparisons:

Figure 4: Sectors comparisons

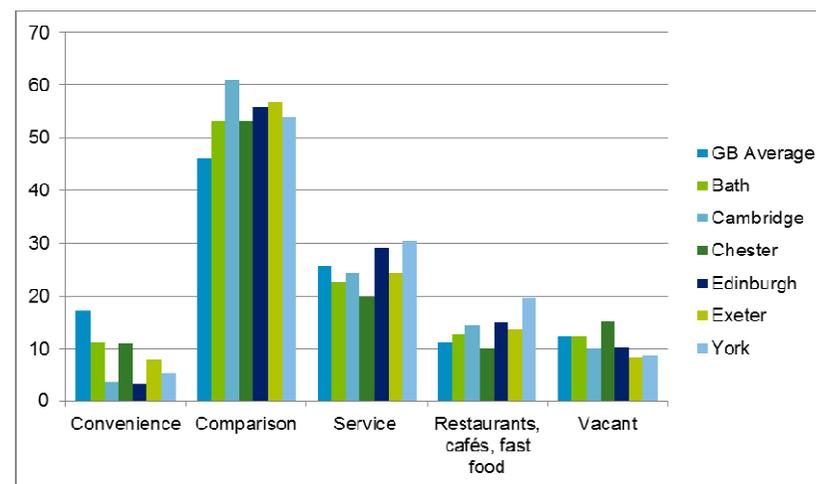
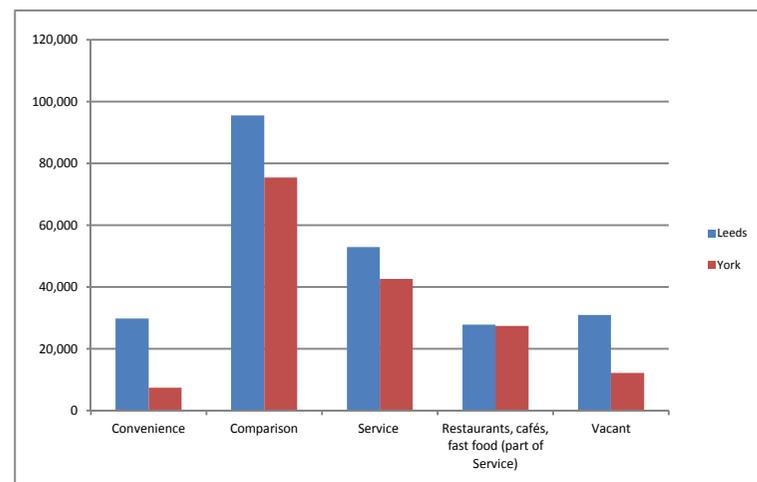


Table 5: Comparison of Floorspace Leeds v York

	Leeds		York	
	Sq m	%	Sq m	%
Convenience	29,766	13.89	7,404	5.30
Comparison	95,526	45.05	75,381	53.95
Service	52,890	24.68	42,568	30.46
Restaurants, cafés, fast food (part of Service)	27,834	12.99	27,379	19.59
Vacant	30,900	14.42	12,152	8.70

3.7 The floorspace within the centres given over to restaurants, cafes and fast food is nearly identical to that in Leeds retail core. However it is important to consider that the surveyed area for Leeds does not include congregations of bars / restaurants (i.e. Call Lane and Greek Street) which lie just outside the core shopping area.

Figure 5: Floorspace per sector Leeds v's York



4 Comparitor Analysis

- 4.1 In order to understand the Centre's further, we provide an overview of the Centre along with details of recent projects and development which have influenced the expansion / provision within the centre.

Figure 6: Comparitor Locations



Bath

- 4.2 Bath is an attractive historic city, famed for its Roman spa and Georgian architecture. Conservation restrictions limit the scope for development in and around Bath: The City itself is a designated UNESCO “World Heritage Site”, while most of the surrounding rural area is within either the Bath/Bristol Green Belt or the Cotswolds Area of Outstanding Natural Beauty.
- 4.3 Bath has a linear central retail area. The principal shopping streets of Milsom Street, Union Street, Stall Street and Southgate form a north-south axis running parallel to the River Avon. The key tourist attractions are the Pump Rooms, Roman Baths and Bath Abbey, all located within the main shopping area.
- 4.4 There is no additional city centre floorspace currently under construction within Bath City Centre and no additional floorspace with full or outline planning consent (net additional), despite the City Centre having 30 requirements (above average for a centre of its size).
- 4.5 Bath's special retail offer, with its high quality/upmarket shopping in a historic setting, means that it provides an attractive alternative to provision in the neighbouring centres of Bristol and Swindon. However, Bath does face strong and growing competition for comparison shopping trips from these centres, particularly given their superior department and variety store provision.

Southgate

4.6 Southgate is the first major city centre development in Bath since the 1970's. It was over 15 years in the pipeline and was delivered by a joint venture partnership between AVIVA Investors and Multi Investment. The development consisted of:

- 440,000 sq ft of retail and leisure;
- Department Store, 7 Mid Size Units's, 49 Shops and 2 Office units;
- 13 Cafes and restaurants;
- 860 space underground car park;
- New Bus Interchange (£14m build cost);
- Investment in Bath Spa Railway Station (£12m build cost); and
- 99 Apartments.

Figure 7: Apple Store, Bath Southgate



Cambridge

- 4.7 Cambridge is an historic centre with considerable character, and is a major university city and is also a major research and development centre. In addition the City acts as the administrative centre for Cambridgeshire.
- 4.8 The University colleges, churches and other historic buildings / structures influence the type of retailing available within the City, and modern shop units do not fit easily. The historic core is centred around Petty Cury, Market Hill and Market Street; along with Trinity Street to the west and St Andrews Street and Sidney Street to the east. Lion Yard and Grand Arcade to the south provide provision for new retailer and further provision for modern retail units are located approximately 10 minutes walk to the south east of the core area in the form of the Grafton Centre.

Recent Developments

- 4.9 The Grand Arcade is Cambridge's most recent addition to shopping provision in the historic part of the City. This comprises a two-level arcade and a functional covered thoroughfare between St Andrew's Street and Lion Yard. The centre opened on 27th March 2008 comprising a total retail floorspace of approximately 41,805 sqm gross across 52 units; largely dedicated to a higher quality retail offer which includes designer retailers All Saints and Gerry Weber. Other retailers represented in the centre include Links of London, Laura Ashley, Castle Galleries, Topshop, Warehouse, Coast, River Island, Apple, Vision Express and Clinton Cards.

Figure 8: Grand Arcade – Cambridge



- 4.10 The centre is anchored by a 19,509 sqm net John Lewis which opened in advance of the rest of the centre in November 2007. At the time of our site visit, approximately twenty units in the centre were vacant however there was a clear indication that some were being prepared for occupation or had been let to retailers 'coming soon' including Ted Baker, L.K Bennett, Crew Clothing Co., The White Company and Quicksilver.
- 4.11 Grafton Centre – Prudential Property Investment Managers, the owners of the centre, have submitted an application to refurbish the centre, provide additional A3 units, and improve retail frontages on the nearby streets.

Chester

- 4.12 Chester's primary retail area is concentrated along the streets radiating outwards from The Cross, namely Eastgate Street, Northgate Street, Bridge Street and Watergate Street. Along these main streets are the distinctive two-level timber-framed units known as The Rows, which create a shopping environment of considerable character. Traffic is excluded from much of the core area; Watergate Street is fully pedestrianised, parts of Northgate Street and Eastgate Street are also fully pedestrianised, whilst access to Bridge Street is restricted.
- 4.13 Chester, like many historic cities, suffers from traffic congestion and parking problems. Similar to York, Chester operates four Park and Ride facilities.

Out of centre competition

- 4.14 Located at Little Stanney, to the north of Chester, is Cheshire Oaks Designer Outlet. This 360,000 sq ft scheme has a good tenant line-up with retailers including All Saints, Lacoste, Burberry, Marks & Spencer Outlet, Karen Millen, Kurt Muller, Diesel, Jaeger and Coast. Marks & Spencer opened a flagship store at Cheshire Oaks in August 2012, at 148,000 sq ft it's their second largest store.
- 4.15 Adjacent to Cheshire Oaks is The Coliseum Leisure Park, a 170,000 sq ft leisure park which opened in 1999; occupiers include a Vue multiplex, Tenpin, a nightclub and restaurants including Bella Italia, Frankie & Benny's and Nando's. A further phase of development including a hotel and restaurants is underway.
- 4.16 In addition to Cheshire Oaks and The Coliseum, to the west of the City Centre are three retail parks which have some 520,00 sq ft of retail warehousing:

- **Greyhound Retail Park** is the largest park within the Chester catchment area and was developed in two phases in 1987 and 1991, both under separate ownership. The park is located approximately one mile to the west of Chester city centre on the site of a former greyhound stadium, off Sealand Road (A548); the park is easily accessed and is highly visible. The park benefits from open A1 consent, although most of its occupiers are traditional bulky goods operators with the notable exceptions of Argos and Next. Other occupiers at the park include Comet, Wren, PC World, John Lewis at Home, Pets At Home and Halfords, as well as several furnishing retailers. In addition to the retail warehousing on the park, there is also a free-standing Frankie & Benny's restaurant, a Cineworld multiplex and Tenpin bowling at the rear.
- Adjacent to Greyhound Retail Park is **Chester Retail Park**, which also benefits from open A1 consent and has reasonably good parking provision. The park is anchored by Tesco Homeplus, trading alongside The Outfit, Peacocks, TK Maxx, Hobbycraft, Maplin, Mothercare, Toys R Us and Sports Direct.
- **Deva Retail Centre** opened in 2002 and is also situated close to Greyhound Retail Park - just off Sealand Road and opposite Chester Retail Park. Occupiers at this bulky goods park include Currys/PC World, Kutchenhaus, Harveys, Furniture Village and Magnet.

4.17 The Council have emphasised their support to the proposed Northgate scheme stating in the Report to the Executive (November 2012):

Northgate is considered critical to the future economic success of Chester in which the City is competing in an increasingly competitive and polarised retail environment.

4.18 The proposed scheme comprises:

- 580,000 sq ft of retail and leisure space on two main levels;
- A new department store and 10 MSUs – large retail stores to satisfy unfulfilled retailer demand;
- 80 retail units and 13 restaurants;
- A 40,000 sq ft multiplex cinema on the upper level ;
- A relocated market hall;
- 1,100 high quality car spaces – 200 underground and the majority in a multi-storey car park at the north of the site; and
- Underground servicing.

Figure 9: Northgate scheme indicative

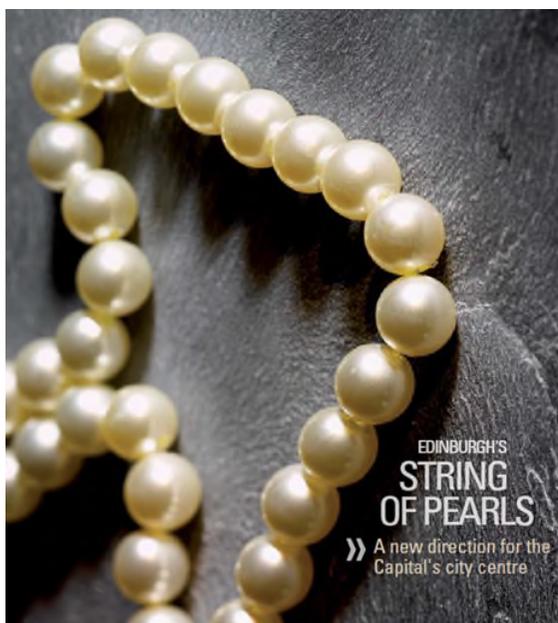


Edinburgh

- 4.19 Edinburgh is the historic, administrative and financial capital of Scotland. This position was reinforced by devolution, with the establishment of the Scottish Parliament in 2000.
- 4.20 In addition to a large catchment area, the available expenditure is supplemented by both UK and overseas visitors to the city. Visitors are attracted throughout the year but particularly during the late summer International and Fringe Festivals and for the New Year celebrations. According to the Scottish Tourist Board there were 1.9 million trips

(excluding day trips) to Edinburgh by UK visitors and 1.3 million trips by overseas tourists in 2010. Total expenditure by tourists (excluding day visitors) was just over £1 billion.

- 4.21 Like many cities it suffers from congestion and has planned the re-introduction of the tram. However due to funding issues and political disputes the scale of the tram network has been significantly reduced. With the current proposal providing a line from the City Centre to the Airport, which is due for completion by 2014 (three years later than the larger original scheme was due to be operational).
- 4.22 City Centre retail provision has historically been dominated by Princes Street, which is characterised by its unusual single sided retail frontage on the north side, with Princes Street Gardens to the south. However, in recent years the parallel running George Street has become an increasingly important destination for upmarket retailers and has undoubtedly become a strong complimentary pitch to Princes Street. The centre is linear in form and constrained by the heritage of the City and its World Heritage Status.
- 4.23 There are several large modern retail parks within and around the City of Edinburgh and by far the largest is Fort Kinnaird, which is owned by a joint venture between British Land's Hercules Unit Trust and The Crown Estate. The shopping park comprises around 490,000 sq ft of retail floorspace and is situated to the south-east of the city centre, adjacent to the A1. Operators include Marks and Spencer's, Trespass, Monsoon, Next and Boots.



4.24 **Princes Street** is the 'front line' between Edinburgh's Old and New Towns. Despite its location, the retail sector has been under performing in recent years. It was identified that there was simply not enough space for the number of retailers who want to trade in the City Centre. Those which do take units within the City Centre are often compromised trading from stores that are too small for their needs or are poorly configured for modern retailing.

- 4.25 In other cities, the solution to these problems would be large-scale demolitions and construction of shopping malls. However this is difficult in a **World Heritage Site**. The String of Pearls project aims to generate greater architectural quality and better shopping provision by developing the unique character of each block, rationalising the retail floor plates and providing tenable occupation in the vacant upper stories.
- 4.26 Under the project, Princes Street has been divided into ten sections, each representing a 'pearl', with a number of planned and live interconnected developments stretching from Calton Hill to Haymarket.

Recent Developments⁴

- 4.27 121-123 Princes Street (West) are to be redeveloped into a £40 million hotel and retail scheme by Deramore Properties. New Look has pre-let the 30,000 sq ft retail unit while Premier Inn; 103-room hotel will be incorporated into the upper floors. This heralds the first hotel development on Princes Street since the completion of the Mount Royal in 1955. Due for completion in 2012 the new development will create around 200 jobs.
- 4.28 Global fashion retailer Primark is redeveloping a retail unit at 91-93 Princes Street. The 6,500 sq m store - Primark's first in the capital - will feature frontages on both Princes Street and Rose Street, encouraging the circulation of shoppers between the two retail destinations.

⁴ Source: Edinburgh Council Website

- 4.29 The NHS and Creative Scotland have taken space at the Waverley Gate office development at 2-4 Waterloo Place, joining Microsoft UK and Amazon whilst Travelodge is to re-enforce its position as the largest accommodation provider in Edinburgh with the opening of a 93 bedroom hotel in an existing 'A' listed building.
- 4.30 Recently, within the development brief, the City of Edinburgh Council announced plans to bring the former Royal High School building on Calton Hill back into public use for the first time in almost 40 years. The iconic building is to undergo a £35 million redevelopment into an "arts hotel" which will have public gallery space. Following a European wide tendering process, the Council awarded the project to Duddingston House Properties, who will now submit designs.

Exeter

- 4.31 Exeter is another historic university city which form the administrative centre for the county in which it lies (in this case Devon).
- 4.32 Exeter has a large retail core, which is formed in a broadly linear fashion from the junction of South Street, North Street and Fore Street in the west, to the intersection of Sidwell Street and York Road in the east. The opening of Princesshay centre in 2007 (as detailed below), replaced a 1960's development and extended the core retail area southwards, improving one of the less attractive parts of the city centre.
- 4.33 Outside the prime pitch, side streets such as Gandy Street (an attractive, cobbled, pedestrian street) provide smaller units which have become occupied by upmarket fashion retailers, jewellers and bars.
- 4.34 Exeter also has a representation of being a 'clone town' with reputedly only one independent retailer in the city.

City Centre Development – Princesshay

- 4.35 Princesshay, which contains more than 60 shops and cafés, 122 flats and several new public art pieces; replaced a post-war development which had been Britain's first pedestrian shopping mall but had become dated and unattractive for modern retailers.
- 4.36 The scheme replaced a post-war development which had been Britain's first pedestrian shopping mall but had become dated and unattractive for modern retailers.
- 4.37 Land Securities (the developers of the scheme) were able to attract a number of fashion retailers previously not represented in the City, including Zara, Reiss, Crew and All Saints.

Summary

- 4.38 The analysis of the comparable centres demonstrates that the majority gained significant investment into developments within their centres, namely through the provision of covered shopping centres / arcade.
- 4.39 These developments provided the ability for the centres, many of which face similar heritage constraints as York to provide modern (often large scale) retail units which could accommodate new entrants to the centre. In addition the developments increased the overall floorspace available within the centres and although created churn within the centres showed no visible negative effects or increased long term vacancy.

Table 6: Vacancy rates

	2006	2007	2008	2009	2010	2011	2012
Bath	9.0%		7.1%	5.9%		8.4%	
Cambridge	2.2%		15.8%		10.9%	3.8%	
Chester	7.0%		6.9%	12.7%		10.2%	
Edinburgh	8.9%	7.2%	6.8%	7.4%	7.6%		9.0%
Exeter		1.5%	6.6%		9.0%		8.7%
Leeds		12.4%	8.0%	8.5%	12.2%		10.7%
York	3.9%		5.8%		5.3%		4.7%

Source: PMA

- 4.40 However, these developments were proposed and built during a period of economic prosperity with strong retailer requirements.
- 4.41 Edinburgh is a good example of where even with the potential for major scheme within the City Centre (St James Quarter and St Andrew's Square – both of which are currently on hold) they have been proactive to promote sustainable change of on of their prime retail streets, through plan lead change which has been successful in securing high profile occupiers such as Apple, New Look and Primark.
- 4.42 Chester has suffered similar problems to that which is currently facing York and whilst the impact of the new flag ship Marks and Spencer's to the already strong out of town offer can not be fully understood until trading patterns normalise, the approach of Chester has been to fully support the redevelopment of Northgate area describing the scheme as a critical redevelopment which will bring vibrancy back to the City.

Lesson Learnt

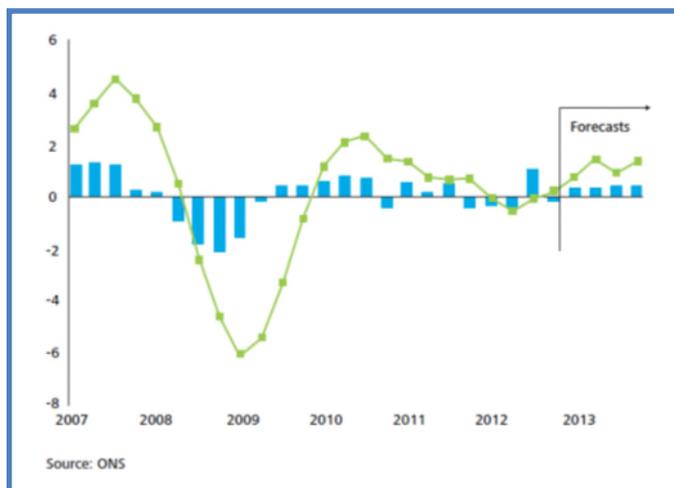
New development and new retail footprints results in new entrants to the market	Historic City Centre large scale retail developments take time
Architectural betterment and redevelopment can have a significant positive impact upon the centre. Schemes for which can be achieved / implemented in shorter timescales compared to large scale redevelopment.	Others City Centre who are under pressure from out of centre developments are emphasising the need for new development in the City Centre to counteract the draw / offer of out of centre developments.

5 Sector Trends

National Trends

- 5.1 Most economists believe, at least for now, that the worst is over for the UK economy. All 37 independent forecasting groups that provide GDP forecasts to the Treasury expect UK growth to recover only in 2013.
- 5.2 Consensus forecasts for UK GDP growth for 2013 have dropped from 1.8 per cent to 1.3 per cent in the past four months – a weak rate for an economy accustomed to growing at 2.5 per cent a year.
- 5.3 Consumer spending has been turbulent since Q4 of 2007, but has stabilised recently showing very weak growth in the last two quarters.

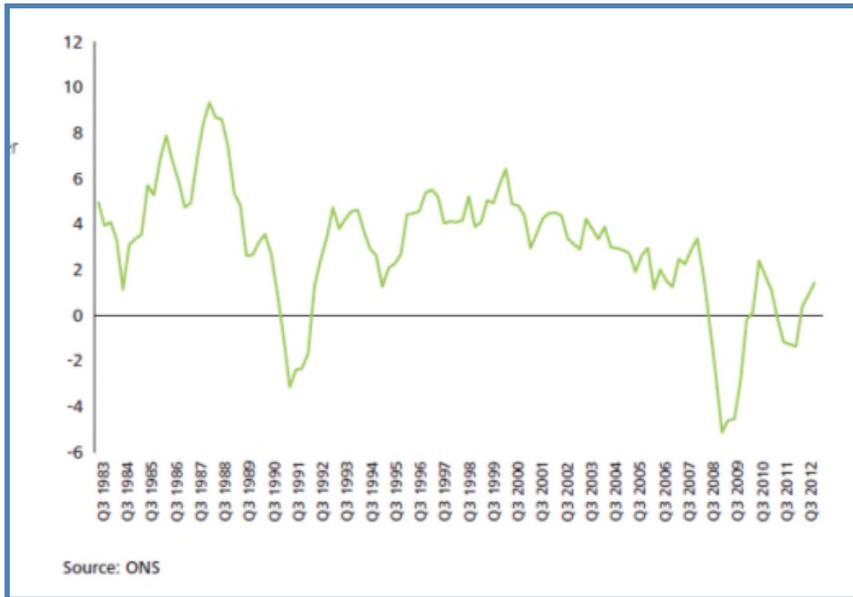
Figure 10: UK GDP Growth



Retail Expenditure

- 5.4 The Experian Retail Planner Briefing Note 10 of September 2012 provides data on trends and forecasts in expenditure on retail goods.
- 5.5 The Note identifies that the economy has severely constrained household spending in recent years. Inflation has run ahead of earnings growth which has resulted in the decline of real household income; in 2011 it declined by 1.2%.
- 5.6 Expenditure on retail goods has remained more resilient than consumer spending. 'Big ticket' items (such as expensive holidays and expenditure on recreation and culture) have been the main casualties. However, other sectors of the markets have been affected with consumers shopping more carefully; opting for cheaper lines and buying less.

Figure 11: UK Consumer Spending growth year on year



- 5.7 The consumer sediment (shown right) was taken from the latest Deloitte Consumer Review (released in January 2013) which illustrates consumer attitudes towards spending.
- 5.8 Pressure on retailers from weak sales has resulted in a further rise over the past year in the number of vacant shops. However, the increase from a vacancy rate of 14% in July 2011 to 14.4% in July 2012 according to

Experian data was much less sharp than the surge from a vacancy rate of 7% to 12% in the year to mid-2009 when the deep recession took its toll.

- 5.9 Experian provide forecasts of future retail sales density (the amount of sales derived from retail floorspace). On an increasing floorspace basis, (allowing for additions to floorspace, which would naturally temper future efficiency growth) the quoted comparison goods density growth rates are 1.8% for 2012, 1.5% for 2013, 1.7% per annum for 2014-18 and 1.7% per annum for 2019-28. For convenience goods they are -1.7% for 2012, 0.4% for 2013, 0.4% per annum for 2014-18 and 0.2% per annum for 2019-28.
- 5.10 Long-term sales growth forecasts from Experian for 2012-21 are at 2.8% for comparison goods and 0.5% for convenience goods.

Figure 12: Category spending in the last three months (as of November 2012)

Figure 17. Category spending in the last three months

Net % of UK consumers spending more by category over the last three months

Question: Thinking about all the expenses in your household, for each of the following, would you say you have spent more, less or the same in the last three months?

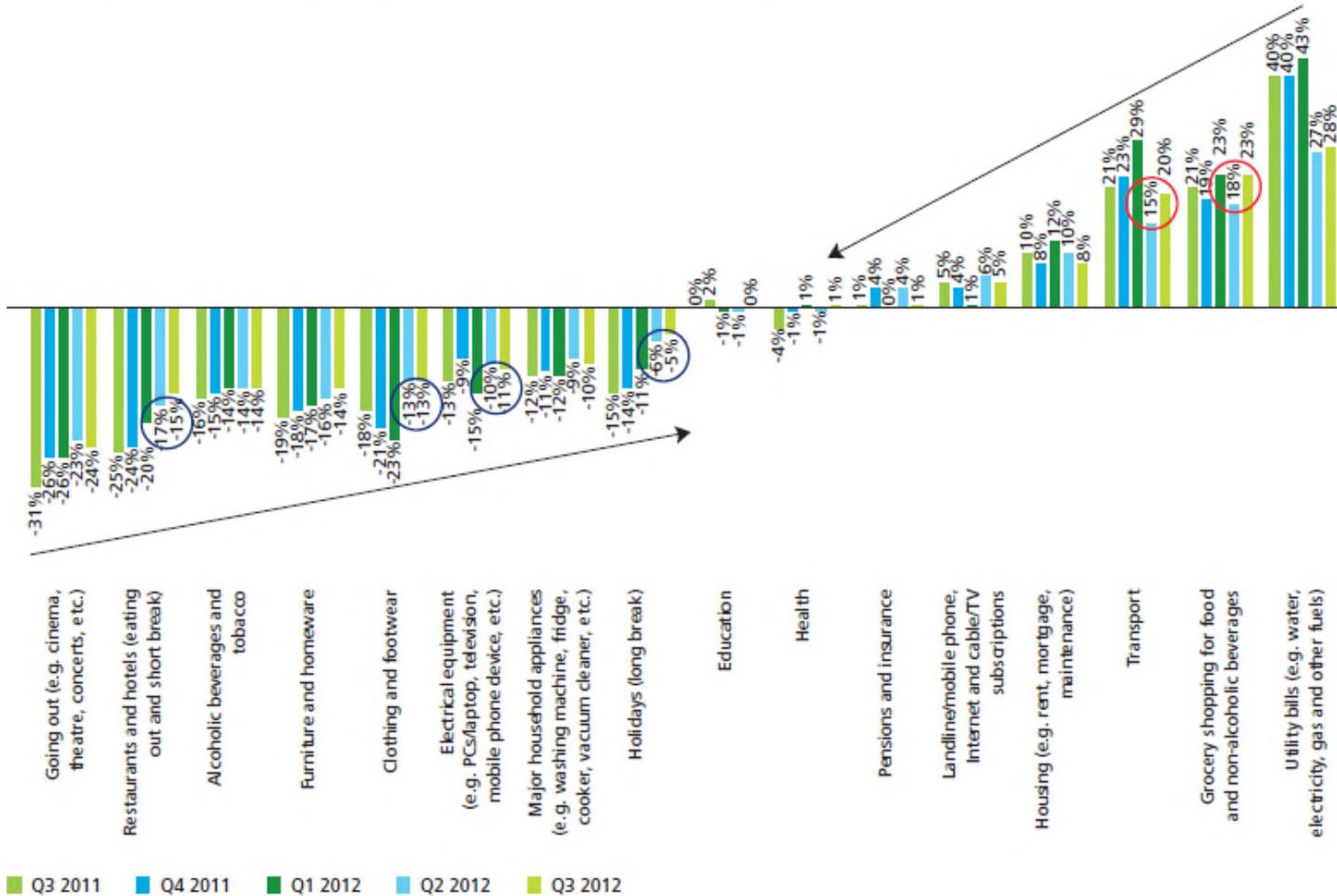
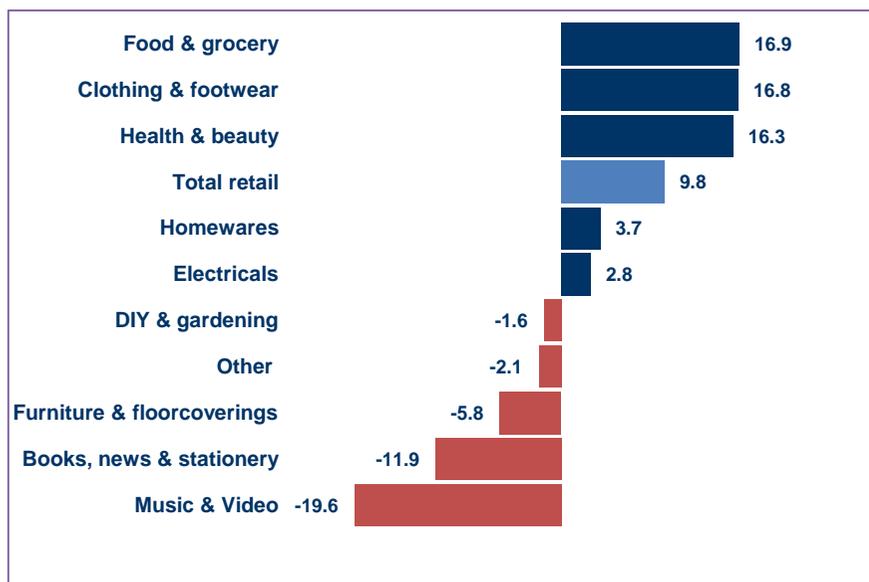


Figure 13: Sector Growth 2010 – 2015 (source: Verdict)



Multi-Channel Retailing

5.11 An increasing amount of sales are now being derived from non-store means. Experian (2012) report that the Internet sales share of total retail sales stood at near 9% in 2012 against 4.7% in June 2008 and just 2.9% as recently as March 2007, its value being estimated at £29.6bn.

5.12 Experian forecasts for non-store comparison goods retailing market shares as a whole range from 10.9% in 2012, to 21% in 2028, predicted to peak in 2023.

5.13 Some stores, particularly the main food store operators, sell online but the sales are sourced from actual stores, as opposed to warehouses; as such, a rising trend for on-line sales will also impact upon the demand for retail floorspace. This also affects the sale of non-food items from food stores, for instance being able to order John Lewis items for collection from Waitrose.

5.14 Research from Deloitte (2011) indicates that about a fifth of all internet transactions involve some research in-store and that a multi-channel strategy will also impact on the demand for retail space. House of Fraser are an example of a retailer which has embraced the multi-channel environment through a new store offer; two concept stores have been opened, in Aberdeen and in Liverpool, which are circa 139 sqm in size and where customers order for home delivery or alternatively order at home for in-store collection.

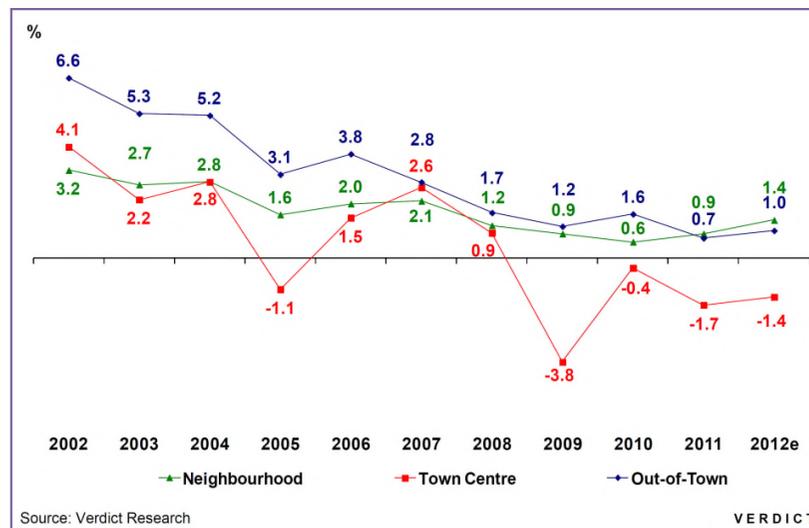
5.15 Other online and catalogue retailers are investing in bricks and mortar stores to provide a multi-channel offer, using the stores as showrooms for products, a service location and a collection point for online orders.

5.16 Deloitte Digital undertook a survey to assess smartphone (excluding tablets) usage among customers, the survey found that 46% of smartphone owners have used it for store related shopping. The analysis

found that smartphones influence 5.8% of all retail store sales, an estimated value of £15.2 billion.

- 5.17 The research found that once smartphones have been used for shopping they tend to increase their use – estimating typically 30-40% of consumers store shopping trips. With the increasing functionality and developments such as mobile payment and customer service portals the use of smartphones in retail is set to increase further. Add to this increased availability of wi-fi, the development of 4G technology, and ownership set to rise to 95% by 2020 (ownership currently stands at 58%). The smartphone is and will be an important and significant influence on store sales.
- 5.18 The increasingly demanding consumer will require retailers to have presences on all channels and media in order to allow them to engage and create ownership with stores, brands and locations.

Figure 14: Sales growth by location (excludes online sales)



Aging Population

- 5.19 Experian (September 2012) anticipate that between 2012 and 2020, 79% of town centres in Great Britain will experience 10% or more growth in their over 50 population.
- 5.20 Town and City Centres need to ensure that this growing market is catered for with regard to the retail provision and offer which will attract this growing demographic group.
- 5.21 In addition Town and City Centres need to ensure that there are no barriers to the aging population from accessing the City and its facilities.

Implications for York City Centre

- 5.22 The continued increase in out of town floorspace is a concern for all centres but particularly York given its constrained nature and ability to provide large footplate units for modern retailers. This combined with the forecasts anticipated a slow road back to growth it is now vital to the health of York maintain / increase its market share through improvements / developments in the Centre.

- 5.23 It is clear that for retailers to survive they will have to increase their competitiveness against the competition from online, adapting their business models and store portfolios to incorporate multi-channel retailing or to enhance their offer / service in the face of competition.
- 5.24 The constrained nature of the centre may mean that the retailers which wish to make changes to units may be resisted due to heritage or design concerns. A policy presumption in favour of changes required to retail units to enhance trade offerings should be considered.
- 5.25 In addition and in line with the improvements proposed by the Reinvigorate York scheme, further assessments of York's accessibility for all sections of society (with particular focus on the mobility impaired) should be planned to ensure that any barriers to accessibility within the centre are addressed.

6 Forecasting Growth

Introduction

- 6.1 This section identifies the work which has been carried out to date in respect of the forecast for growth of the City Centre and seeks to inform the economic vision on potential scale and form of retail growth.
- 6.2 The analysis (which does not replace the need to keep updated district wide retail analysis) provides, using national trends and identification of impacts the likely sector growths and trends which York may experience over the next 18 years. Although the analysis will need to be revisited at regular intervals.
- 6.3 The Council have committed to updating the District Wide Retail Study, in the time between the Preferred Option being released (April 2013) and the Submission consultation (expected to be at the end of 2013).

City Wide Growth

- 6.4 Previous district wide assessments have been undertaken and updated for analysis of scenarios and developments, these have also been used to inform floorspace requirements.
- 6.5 **Floorspace requirements** - The 2008 GVA Study found that based on the current market shares, there would be theoretical capacity to support an additional 9,245 sq m net of comparison goods floorspace by 2012, increasing to 31,361 sq m net by 2017, 56,254 sq m net by 2022 and 95,742 sq m net by 2029. This was based on baseline scenario (of 15% population growth).
- 6.6 The June 2009 update produced for City of York Council by GVA and published in the Core Strategy Retail Topic Paper (released in October 2010) updated the quantitative model to look at the impact of the recession and revised the growth rates to 3.8% (2005-08); 0.3% (2008-11); 2.5% (2011-16) and 4.6% 2016 onwards (based on the ultra long term trend 1967-2007).
- 6.7 The revised capacity figures for comparison goods were 5,491 sq m net of comparison goods floorspace to 2012 (-3,754 from previous); increasing to 23,731 sq m net by 2017 (-7,624 from previous); 56,348 sq m net by 2022 (+94 from previous) and 106,664 sq m net to 2029 (+10,922 from previous).

6.8 Since the above assessment was undertaken **Impacts** upon City Centre retail growth include:

- Monks Cross expansion (Oakgate / Stadium proposal, received planning permission and is due for completion in 2014, the promotion of increased floorspace in existing parks, including Monks Cross II proposal and enhanced offer of extended facilities);
- Expansion of Sub-regional centres:
 - Leeds – Trinity (opening March 2013, providing circa 74,880 sqm of new floorspace and uplift of 13,935 sqm); and
 - Hull – St Stephens (opened in September 2007, creating 160,000 sqm of new retail floorspace)

6.9 **Potential impacts** upon the retail growth of the City Centre include:

- Further developments in the pipeline:
 - Expansion of the White Rose Centre which would create circa 12,000 sqm of new retail floorspace and improve the offer of the centre to include a cinema and other leisure uses);
 - Proposals at Thorpe Park in Leeds (determination expected in early 2013, which could create 21,360 sqm of new retail floorspace of which circa 10,000 sqm is a foodstore);

- Eastgate Quarter in Leeds – received planning permission, development timescale unknown;
- Princes Quay Centre extension (57,000 sq m gross) and North Point Shopping Centre (15,700 sq m gross) in Hull – both with planning permission, development timescales unknown; and
- Harrogate Town Centre and transport interchange – development brief has been adopted, development timescales unknown.

6.10 There are also several **opportunities** for growth in City Centre retail, these include:

- Castle Piccadilly scheme;
- Increased student population;
- Increasing tourism spend within the City on retail (currently is £32.95 – as defined by Visit York);
- Increased employment in the City; and
- Housing growth in the City region, creating higher population and greater availability of spend.

6.11 Further discussion on the ways in which the City Centre can adapt and strengthen the offer within the City Centre are contained within the vision

document and economic forecasting. Further detailed work is needed in order to determine the likely impacts of these developments on the trade within York.

Quantitative Assessment

Method

6.12 We have derived the floorspace of the City Centre by assigning the 18 GOAD centre categories to the relevant goods questions asked by the Household Survey (HHS), assumptions regarding the split of the floorspace within certain categories have been made. This allows an amount of floorspace to be assigned to the expenditure identified by the HHS.

6.13 The sector expenditure has been taken from the HHS which was undertaken in September 2010, on behalf of HOW Planning LLP (the planning and retail consultants on behalf of Oakgate). The HHS results represent the most up to date data in respect of shopping patterns within the Catchment, whilst this data was obtained and produced for the purpose of assessing the impact of a particular Development and although the raw data is not available. The survey was undertaken by an independent survey company (NEMs) and based on the previous 2007

survey (undertaken by GVA Grimley) for the 2008 York Retail Study, furthermore HOW agreed the methodology with the Council prior to undertaking the survey.

6.14 The Expenditure derived from the catchment area of each sector (taking account of inflows where applicable) has then been grown per annum by the rates identified in the Verdict UK Retail Forecasts (produced in 2012) for 2010 to 2015, this sector growth has been applied from 2011 to 2030.

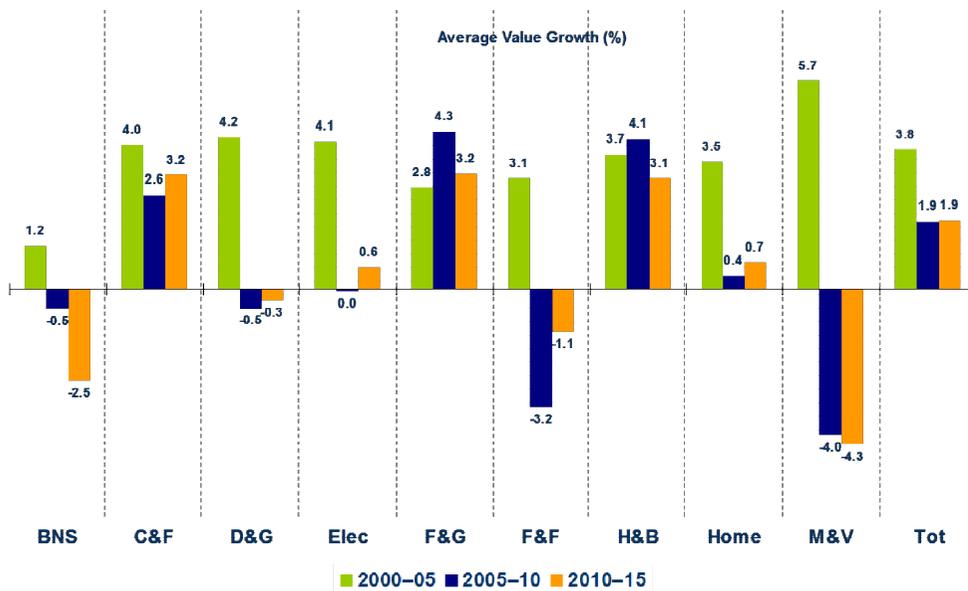


Figure 15: Verdict Forecasts for each sector

6.15 The overall expenditure in the years 2017 and 2020 has been rebased to reflect adjustments made for commitments (including the Monks Cross development) which effect the City Centre market share changes. In doing so it has neutralised some of the negative growth within sectors.

6.16 Sector benchmarks growth has also been grown by 2% for comparison and 0.15% for convenience per annum, as identified by in Figure 4a and 4b of the Experian Retail Planner Brief. Comparison density growth is not broken down into sectors.

Limitations of the Model

6.17 The following provides a summary of the limitation of the forecasting model, the source data is stated in the notes of the tables and the assumptions are listed:

- The sector growth was identified for the period up to 2015, the model assumes the same growth for the plan period;
- GOAD Centre surveys are not available for all centres; and
- The Market share adjustments to account for commitments and recently completed development outside the catchment are have not been taken into account.

6.18 In addition to the limitations of the data used we would highlight the following changes which we consider could significantly influence the outcome of the model:

- Updated population data for the catchment area, taking into account the 2011 census; and
- Expenditure per capita based upon data generated in October 2010.

Results

6.19 The results represent the base figure for the resultant floorspace and should be considered the lowest floorspace requirements for the City Centre. The floorspace requirements have not been assessed against the City Centre's physical capacity, nor have they accounted for potential floorspace changes (i.e. increase in A3 uses).

Sector Changes

6.20 The varying sector growths for comparison identified within the Verdict report has been applied to the existing floorspace within the City Centre, thus taking account of sectors potential to grow or decline. This creates a percentage shift in sectors, demonstrated below:

Figure 16: Expenditure share per sector - 2012

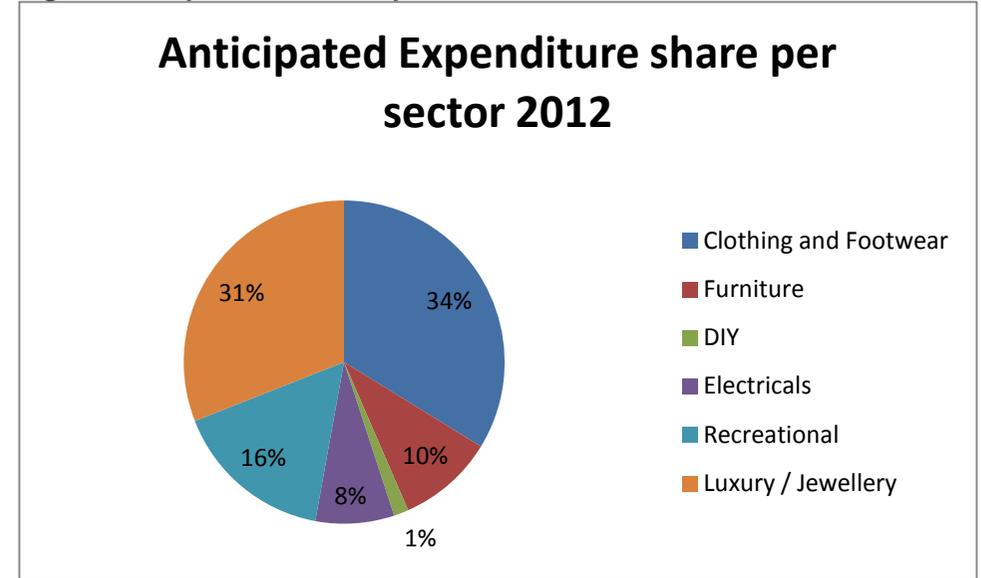
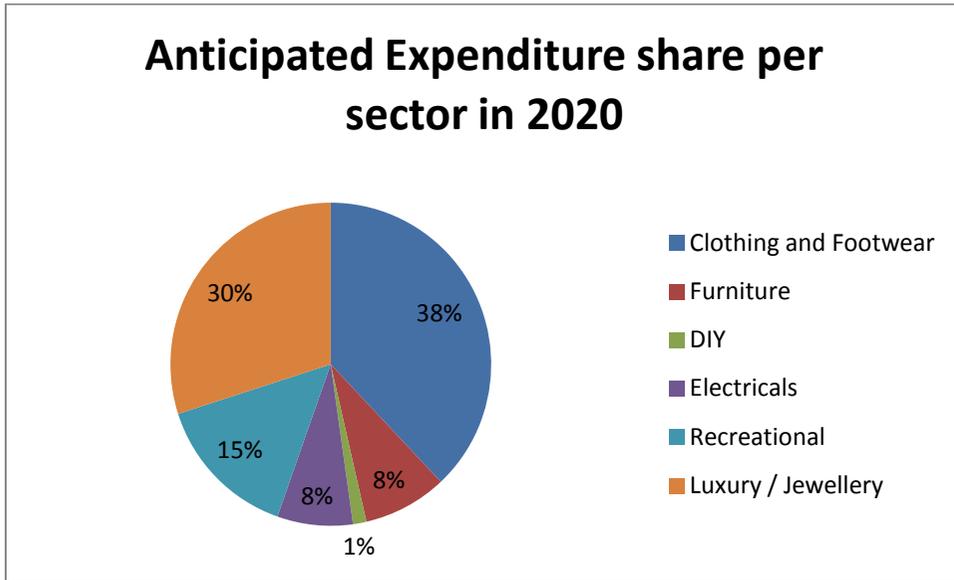


Figure 17: Expenditure share per sector – 2020



Summary

- 6.21 The current City Centre offer which comprises approximately a third of clothing and footwear will allow this offer to grow in line with the sector forecasting.
- 6.22 The sectors which are due to decline or reduce in floorspace are those which do not have a particular dominance within the Centre. These sector

forecastings are based on the national average and do not take account of specific impacts (such as the influence on sectors caused by Monks Cross and how retailers respond to the introduction of the offer).

Floorspace Requirement

- 6.23 With regard to the City Centres floorspace requirements the summary table outline below (the full version can be found within Appendix 2) the anticipated floorspace requirements for the City Centre, based on the above methodology and limitations.

Table 7: City Centre - Total Floorspace requirements (need)

	2017	2020	2030 Based on long term trend (2012 to 2020)	2030. Based on short term trend (2017 to 2020)
	sqm	sqm	sqm	sqm
Convenience	1,198	2,008	4,519	4,709
Clothing and Footwear	5,407	11,790	26,529	33,069
Furniture	-455	-160	-362	820
DIY	-10	44	100	228
Electricals	132	484	1,089	1,657
Recreational	-956	-539	-1,214	848
Luxury / Jewellery	501	1,784	4,014	6,060
Total	5,817	15,412	34,158	52,102

Notes

- 1) The table adjusts the benchmarks for each year tested (in this case 2030);
- 2) Trends are derived by calculating the increase per annum and extrapolating them forward to the relevant test year;
- 3) Long term trend (2012 to 2020) includes the impact of the Monks Cross Development;
- 4) Short term trend (2017 to 2020) presumes that there are no other impacts upon the market share / trade of the City Centre.

6.24 We have detailed the potential impacts on the City Centre in the introduction to the forecasting work. We would recommend that once the Monk Cross Development has established trading patterns (normally considered to be 2 year post opening) that a further HHS and District wide retail assessment is undertaken. This will establish the impact of the development and the influence on the market share and health of the City and other centres within York.

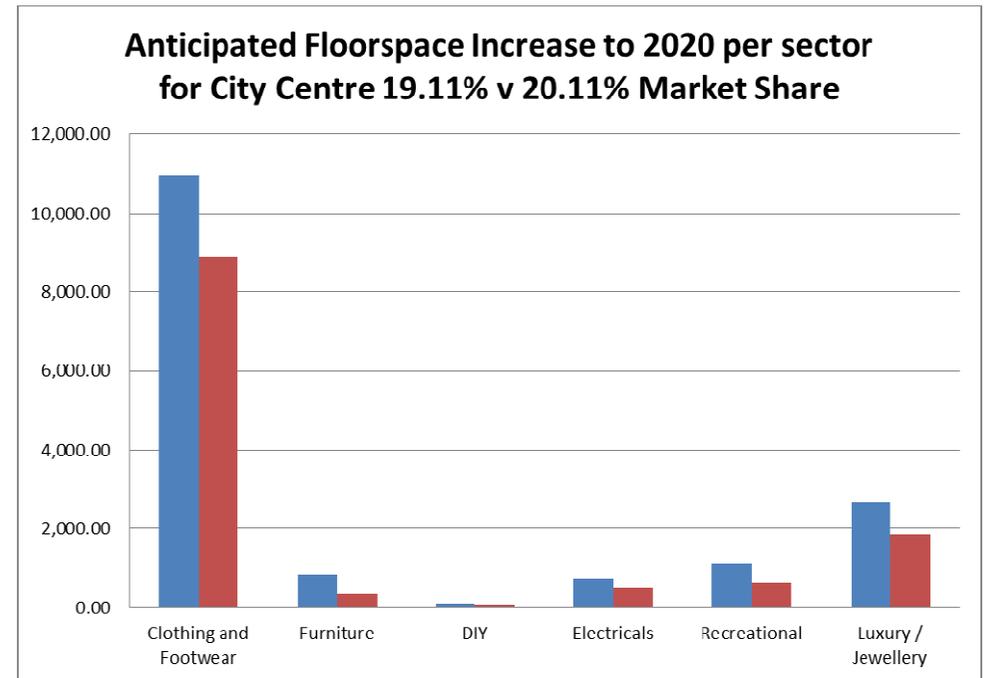
6.25 In respect of the retail model influences to increasing the growth in the City Centre include:

- Increasing the Market Share;
- Increase population within Core Catchment;
- Economic recovery greater than predicted (increasingly important post 2020);

- Increased inflow from outside the Catchment Area (Model assumes 10% inflow to the City Centre), for example this could be derived from increased business activity in the Catchment core, increased number of visitor, increased visitor spend;
- Demographic changes within the Catchment;
- Restriction of out of centre floorspace growth and diversion of this expenditure growth to the City centre; and
- Depression of surrounding centres.

6.26 To demonstrate the impact of the small gains within the Catchment, the below chart details the floorspace requirements should the Market share of the City Centre be 1% more in 2020. Resulting in an increased to the floorspace requirement of over 4,000 sqm.

Figure 18: Indicative Market Share increase



Commentary

6.27 However based on the work undertaken by the 2008 GVA retail study and knowledge of the trends and market shares which were identified by the Oakgate submission and assessed by ourselves, we can assume the following:

- The **Monks Cross expansion** will have a detrimental impact upon the City Centre in the long term and will also have a ‘wow factor’ impact in the first 6 / 12 months of trading. It has been previously anticipated that the market share of the City Centre would reduce to 19%, this will have a further effect on the anticipated additional floorspace the City Centre could support (as demonstrated by the quantitative exercise), without an increase in market share;
- The enhanced offer in Leeds (created by **Trinity**) will increase the catchment area of the City and infringe on York’s market share of the wider catchment area especially in populations between Leeds and York;
- Further expansion of the out of town offerings of **White Rose and Meadowhall** both of which are currently being promoted would also impact upon the trade within York City Centre and also the current out of centre destinations in York, particularly in respect of the Designer Outlet;
- The decision of where people spend within the wider catchment will also be influenced by the increased offer at Wakefield and other centres which are on the periphery of the York Catchment; and
- **Thorpe Park** - Whilst the mix of retailers is not known for the Thorpe Park proposal in detail this proposal could create a new sub-regional out of centre destination on the eastern edge of Leeds, the site

which is highly accessible (adjacent to the M1) and may attract trade from south western portion of the Catchment Area.

Sector Forecasting

- 6.28 The sector mix identified by the most recent GOAD, demonstrates that York has a higher than national representation (both in terms of units and floorspace) of clothing retailers (in all categories). This would indicate that inline with the anticipated growth in clothing and footwear (over the period 2010 to 2015) that this sector should remain strong in York City Centre and has the potential for expansion. However, the additional competition from the recent approval of John Lewis, Marks and Spencer’s and Next at Monks Cross will divert some of this trade growth to this development.
- 6.29 A growing number of high street clothing and footwear retailers have established an online presence, and are likely to continue to benefit from broadening their offers to rival both the depth and breadth of those in store. The manner in which these retailers utilise and use their existing floorspace and also adapt their new store models to accommodate the growth of multi channel retailing and provide for facilities, such as click and collect, may create conflict with their existing portfolio.
- 6.30 The health and beauty sector is also anticipated to grow over the coming years and this may influence the make up of the department stores (of which York has a higher than national average) within York. Department Stores are now entering the market with smaller format stores, either by utilising technology available to reduce the physical floorspace needed or

by providing separate elements of their stores, such as John Lewis and Next 'at home' stores.

- 6.31 The food and grocery sector is also expected to grow through to 2015, much of the food and grocery sector which is catered for in the City Centre are occasional offers such as bakeries and others which cater for the tourism / visitor trade. An indication of this is the percentage of floorspace taken by grocers and frozen foods which accounts for 1.24% compared to the national average of 12.54%.
- 6.32 This sector is expected to rise with the introduction of two Tesco stores and a Sainsbury into the City Centre. This increased provision will bring York in line with other centres which have increased their convenience offering in recent years.
- 6.33 Contraction in the other sectors such as DIY, furniture, books and music and videos will create pressure on existing retailers within the centre and it may influence the mix within the department stores in York. The City Centre has a lower than national representation within the City Centre of DIY and furniture retailers (0.67% compared to the national average of 4.8%), which is indicative of the floor plates available and the constraints of the City Centre.
- 6.34 The reduction in these sectors will have a greater impact upon the operators located in the out of centre parks, such as Clifton Moor and Monks Cross.

7 Role of the Centres

York City Centre

- 7.1 A comprehensive health check has been undertaken in section 1. The focus for the City Centre should be to support and enhance its role as a shopping destination, along with supporting the tourism and evening economies. As identified, there are barriers to the provision of modern retail units within the City Centre and focus should be on innovative ways in which the City Centre can adapt to support both the existing retailers, new entrants, and also the evolving retail model of existing and new stores.
- 7.2 Utilising the existing assets, including the heritage of the City will be key in order to provide the right environment to ensure that the Cities retailers can continue to thrive in the face of competition from other Centres (such as Leeds and Hull) and out of centre destinations (such as Monks Cross, Clifton Moor, the Designer Outlet, White Rose, Junction 32 and others).

District Centres

Haxby

- 7.3 Haxby is situated to the north of the City and provides a range of shops and services for the local community. It is under pressure from the expansion and increased offer at Monks Cross and Clifton Moor (located to the South) and will need to concentrate on retaining the market share and enhancing the offer in line with the character of the centre. The lack of a main foodstore offer within the town centre and the competition from large foodstores in Monks Cross and Clifton Moor would indicate that the location is likely to remain as a top-up shopping destination.

Acomb

- 7.4 Acomb is situated to the west of the City Centre and is the larger of the two district centres, offering both a main food shopping destination (in the form of Morrisons) and a good range of comparison shops. The main shop units are situated around Front Street (part of which is pedestraised).
- 7.5 In line with national policy these centres should be promoted to accommodate additional retail facilities where it is physically possible to do so. Expansion of existing out of centre facilities, above those already committed should be resisted in support of these centres. Incentives to drive existing custom and footfall, to these centres, should be encouraged.

8 Planning Toolkit

8.1 The following table provides a summary of the planning interventions available, to address either positively or restrictively the trends and impacts identified within the existing national framework and local policy.

Table 8: Planning Policy Options

Positive Planning Policy Options		Restrictive Planning Policy Options	
Include a general presumption in favour of sustainable development	Model local plan policy as advocated by the Planning Inspectorate	Define a network of Centres and their respective roles	NPPF para. 23
Set criteria and identify strategic sites for local and inward investment across the City	NPPF para. 21	Define a town centre and primary shopping area (based on a clear definition of primary and secondary frontages) and set policies that make clear which uses will be permitted in such locations	NPPF para. 23

Positive Planning Policy Options		Restrictive Planning Policy Options	
Identify and plan for economic development land across the City, particularly for new or emerging sectors (including clusters or networks of knowledge driven, creative or high technology industries)	NPPF paras. 21 & 161	Include a policy on how to consider proposals for main town centre uses which cannot be accommodated in or adjacent to centres	NPPF para. 23
Identify priority areas for economic regeneration, infrastructure provision and environmental enhancement	NPPF para. 21	Include a sequential test policy to be applied for main town centre uses that are in an existing centre and are not in accordance with the Local Plan	NPPF para. 23
Promote the City and District Centres and support their viability and vitality	NPPF para. 23	Include an impact test policy to be applied for retail, leisure and office development outside of town centres which are not in accordance with the Local Plan, based on an appropriate floorspace threshold (the default is 2,500 sqm)	NPPF para. 23
Provide for customer choice and a diverse retail offer which reflects the individuality of each Centre	NPPF para. 23	Include a policy to support a pattern of development which facilitates the use of sustainable modes of transport	NPPF para. 30
Retain and enhance the City Centre Market and promote new ones	NPPF para. 23	Set local parking standards that take into account local circumstances	NPPF para. 39

Positive Planning Policy Options	Restrictive Planning Policy Options
<p>Allocate suitable sites in the City and District Centres to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres (meeting needs in full, not compromised by site availability)</p>	<p>Have robust and comprehensive policies that set out the quality of development that will be expected including the promotion of local distinctiveness</p> <p>NPPF paras. 23 & 161</p> <p>NPPF paras. 58-66</p>
<p>Allocate appropriate well connected edge of City and District Centre sites for main town centres where suitable and viable town centre sites are not available (or if insufficient sites, set policies for meeting identified needs in other accessible locations, well connected to centres)</p>	<p>Include a policy to guard against the unnecessary loss of valued facilities and services</p> <p>NPPF para. 23</p> <p>NPPF para. 70</p>
<p>Promote residential development on sites within the Centres</p>	<p>NPPF para. 23</p>

Positive Planning Policy Options	Restrictive Planning Policy Options
<p>Promote the retention and development of local services and community facilities in identified local centres (encouraging appropriate new small scale retail facilities)</p>	<p>NPPF para. 28</p>
<p>Improve the quality of parking in the Centres with charges that do not undermine their vitality</p>	<p>NPPF para. 40</p>
<p>Promote mixed use developments, strong neighbourhood centres and active street frontages generally</p>	<p>NPPF para. 69</p>
<p>Promote safe and accessible environments and developments generally</p>	<p>NPPF paras. 69-70</p>
<p>Plan for the provision and use of shared space and community facilities</p>	<p>NPPF para. 70</p>
<p>Ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable and retained for the benefit of the community</p>	<p>NPPF para. 70</p>

Positive Planning Policy Options	Restrictive Planning Policy Options
Ensure an integrated approach to considering the location of housing, economic uses and community facilities and services NPPF para. 70	
Use of Neighbourhood Plans	
Use of Supplementary Planning Documents	
Compulsory Purchase Powers	
Repairs Notices	

Note:

Main town centre uses include retail development, leisure, entertainment facilities, the more intensive sport and recreation uses, offices, and arts, culture and tourism development. The needs for these uses should be objectively assessed and planned for in full. This may require allocations of land within in, edge and out of centre locations. Out of centre developments, including office developments should not then be required to satisfy the sequential and impact tests if allocated within an up-to-date Plan. A general policy can then be used to control the development of non-allocated sites outside of centres.

9 Summary

- 9.1 The majority of the summary and outcomes of this document are reported within the Vision document for which this document provides an evidence base.
- 9.2 It is clear that the general economic conditions will dictate future consumer spending patterns, retailers will continue to find trading conditions difficult with those competing with growing e-retailing markets continuing to suffer most. The recent administrations of HMV and Blockbusters demonstrate this.
- 9.3 The future health of the City Centre will depend on the ability to protect and enhance the market share and make the most from opportunities which arise. Maximising the potential for growth in the City as a whole will continue to support the growth and success of the City Centre.
- 9.4 Whilst public policy and strategy cannot direct consumer spending it can influence and maximise the potential to retain and attract consumers, by removing barriers and creating the right environment.
- 9.5 Policy and Strategies in York should focus on emphasising the already strong competitive advantages and playing to the strengths of York as a City, but also as a retail destination.
- 9.6 Given the historic constraints of York, the delivery of strategies are most likely to be in small steps and through support to existing retailers and those wishing to invest.
- 9.7 The following tables outline some of the key thoughts in these areas.

A Growing City = more spend

Response	Housing Growth	Implications on housing policies –new housing, intrinsically connected into the 'Centre' City centre living
Issues	Market Share Capture	Ability of the City Centre to attract growth – combination of 'pull' (positive planning) and 'push' (restrictive planning) policies
Impact	Consumer Spending Growth	A 'growing' York = bigger market place
Factor	Population	In-migration and retaining graduate talent as future drivers of change. An ageing population with different needs

A Customer-centric City = repeat visits

Response	Skills Academy	Centres of Excellence in retailing and catering
Issues	Collaboration	Multi-agency response to enhancing skills, working collaboratively. City Charters.
Impact	Attracting More Visits and More Spend	Putting the customer first. A programme of continuous improvement
Factor	Service	Service excellence as a competitive strength

An Attractive City = stay longer

Response	Quality Indicators	Using standards without stifling creativity. Showcasing best practice.
Issues	Delivery	Working with the private sector to deliver public benefit change Innovative approaches to urban improvement projects Creative use of public sector land and assets
Impact	Improved city centre ambience	A 'world-class public realm' York
Factor	Environment	Attention to detail in public spaces – pavements, spaces, cleansing, art

A Distinctive City = stronger draw

Response	Experience	World-class programme of events and festivals Pop-up shops Independent operator support Role of Markets City Centre Apps Nurturing innovation
Issues	Fusing the online / on-street offer	The City Centre as the 'stage' Maximising the benefits of 'offline' retail
Change	A different role for the high street	Commodities available cheaper and quicker on-line. A need to differentiate the high street offer but embrace multi-channel retailing and the technology

Factor	Technology	Rapid access to pricing and availability
A Connected City = easier to get to		
Response	Infrastructure	Bus infrastructure investment Cycle routes and parking Footpath investment Routes to and from the station 'Smart' car parking strategies
Issues	Funding	Improved train, bus, coach, cycle and foot offer. The role of the Community Infrastructure Levy
Change	Sustainable travel patterns	York as the 'connected city'
Factor	Accessibility	The competitive advantage of out of town / the long-term trend of rising travel costs
A Diverse City = resilience		
Response	Infrastructure	Business support
Issues	Ensuring choice	Protecting retail assets in core streets. Ensuring competitiveness in key sectors (eg clothing. Footwear). Use of planning policies.
Change	Accommodating Change	The City Centre as a place to get what you want / get what you need

Factor

Multi-dimensional

Delivering to a wide audience

Appendix 1–Retail Indicators

	Aberdeen	Aldershot	Bath	Brighton	Cambridge	Chester	Durham	Edinburgh	Exeter	Guildford	Leeds	Norwich	York	Retail PROMIS 200 centres average
Demographic Information														
Primary Catchment Population 2011 (000s)	487	110	447	476	537	792	121	903	503	475	1,481	882	476	345
Primary Catchment Population 2011 (Rank out of 200, 1=Best)	37	n/a	48	41	31	15	174	11	34	42	3	12	40	
Projected Population Growth 2011-16 (% pa)	0.6	0.5	0.7	0.5	1.0	0.3	0.6	0.7	0.7	0.6	1.0	1.0	0.9	0.6
Projected Population Growth 2011-16 (Rank out of 200, 1=Best)	122	n/a	95	130	26	181	126	94	76	117	16	18	34	
Social Structure AB 2001 (%)	24	30	28	28	33	26	25	27	23	38	23	22	26	25
Social Structure C1 2001 (%)	28	31	31	35	30	28	28	31	32	32	29	29	29	29
Social Structure C2 2001 (%)	20	20	19	16	17	19	18	15	21	14	18	23	21	19
Social Structure DE 2001 (%)	27	19	22	21	20	27	30	28	25	16	29	27	23	27
Average House Prices Q4 2011 (£)	186,800	311,000	277,700	268,900	329,900	182,700	122,700	226,000	198,500	390,100	164,400	161,000	200,300	196,700
Unemployment Rate September 2012 (Claimants as % population aged 16-64)	2.1	1.4	2.0	3.4	1.8	2.6	3.0	3.2	2.4	1.7	4.5	4.3	2.2	3.8
Retail Information														
CB Richard Ellis Shopping Population (000s)	331	32	207	307	324	333	69	464	327	244	665	510	297	182
CB Richard Ellis Shopping Population (Rank out of 200, 1=Best)	25	n/a	57	30	27	24	165	12	26	45	4	9	32	
Total in-store comparison retail expenditure 2011 (£m)	1,265	275	1,128	1,149	1,387	1,821	282	2,357	1,203	1,234	3,582	2,106	1,205	821
Total in-store comparison retail expenditure 2011 (Rank out of 200, 1=Best)	29	n/a	43	41	24	15	176	9	36	32	2	12	35	
Per capita in-store comparison retail expenditure £2011	2,597	2,489	2,523	2,416	2,582	2,300	2,332	2,611	2,392	2,600	2,419	2,387	2,533	2,392
Per capita RW retail expenditure £2011	506	504	508	484	538	442	470	502	485	527	491	504	518	476
Forecast growth in comparison retail expenditure 2011-16 (%pa real)	1.1	1.3	1.3	0.9	1.6	0.7	1.0	1.1	1.2	1.3	1.3	1.3	1.4	1.0
Forecast growth in comparison retail expenditure 2011-16 (%pa real) (Rank out of 200, 1=Best)	81	n/a	41	134	10	156	112	92	68	45	47	52	27	
Town Centre Floorspace (000s sq ft)	2,214	661	1,433	1,583	1,494	1,466	526	2,092	1,389	1,028	2,208	2,223	1,495	1,110
Town Centre Floorspace (Rank out of 200, 1=Best)	10	n/a	39	25	33	37	195	15	43	92	11	8	32	
Town Centre Floorspace Under Construction (000s sq ft)	0	61	0	0	0	0	0	0	0	0	82	0	0	4
Town Centre Floorspace with Planning Permission (000s sq ft)	0	0	0	0	0	0	0	353	0	202	900	0	0	58
Number of TC Multiples	165	43	172	207	202	162	74	216	137	169	208	190	155	97
PMA Retail Provision Score	335	63	405	440	430	345	118	508	282	362	433	367	318	177
PMA Retail Provision Score (Rank out of 200, 1=Best)	20	n/a	12	7	9	18	132	4	28	16	8	14	25	
PMA Fashion Score	226	35	299	310	293	234	61	354	171	243	290	224	210	97
PMA Anchor Stores Score	40	0	30	28	42	30	10	74	34	32	46	58	34	23
PMA Retail Provision Score 2005	288	94	295	418	310	394	121	472	235	378	450	357	286	181
PMA Retail Provision Score 2007	280	91	291	428	294	389	123	483	231	378	468	400	302	184
PMA Retail Provision Score 2010	360	62	425	433	427	339	120	482	297	348	462	371	310	181
Change in PMA Retail Provision Score (2005 - 2010)	72	-32	130	15	117	-55	-1	10	62	-30	12	14	24	
Town Centre Vacant Units (%)	10.1	n/a	8.4	7.4	3.8	10.2	n/a	9.0	8.7	8.0	10.7	7.6	4.7	
Town Centre Prime Vacant Units (%)	0.0	n/a	11.8	3.7	0.0	3.7	n/a	3.0	4.7	0.0	0.0	0.0	1.8	
Town Centre Retailer Requirements October 2012	18	n/a	36	47	42	29	14	38	33	50	49	17	47	13
Town Centre Retailer Requirements October 2012 (Rank out of 200, 1=Best)	45	n/a	15	4	6	24	57	11	19	2	3	47	4	
Prime Town Centre Rents mid 2012 (Epsf Zone A)	140	n/a	200	215	250	205	100	200	175	330	210	180	180	111
Prime Town Centre Yields Spring 2012 (%)	6.75	n/a	5.50	5.25	4.75	5.25	5.75	5.25	5.75	4.75	5.50	5.50	5.00	6.96
Total RW Floorspace (000s sqft)	1,291	114	841	933	731	2,613	464	3,035	1,097	912	3,892	2,511	1,504	917
Total RW Floorspace (Rank out of 200, 1=Best)	40	n/a	75	63	89	11	141	8	52	66	5	12	29	
Retail Warehouse Floorspace Space Under Construction (000s sq ft)	0	0	0	0	0	125	0	14	0	0	0	0	10	5
Retail Warehouse Floorspace Space with Planning Permission (000s sq ft)	269	0	111	26	128	249	258	405	113	68	177	198	36	113
Total Foodstore Floorspace (000s sqft)	1,798	236	1,251	1,221	1,447	2,470	302	3,153	1,271	1,085	3,349	2,643	1,279	960
Total Foodstore Floorspace (Rank out of 200, 1=Best)	20	n/a	47	50	33	12	180	8	45	59	7	11	42	
Total Leisure Floorspace (000s sqft)	147	0	90	250	153	250	148	734	25	5	1,125	202	95	149
Total Leisure Park Floorspace (000s sqft)	125	0	90	248	140	170	130	626	0	0	1,035	190	75	119
Number of Cinemas	4	0	4	5	6	4	1	11	9	2	9	10	4	3
Top Achieved Retail Park Rent (Epsf)	30.00	n/a	24.50	37.50	35.00	47.00	n/a	55.00	35.00	50.00	55.00	35.00	48.50	
RW Retailer Demand by Total Floorspace (Index 200 reported centres=100)	122	n/a	214	192	119	71	170	59	120	253	190	22	141	100
PMA Classified Parks Vacancy Rate (% of units)	14.3	n/a	9.5	0.0	8.8	3.9	n/a	7.5	8.1	0.0	8.5	7.6	2.9	
PMA Competition Indicator (Rank out of 200, 1=Best)	17	n/a	51	22	12	90	140	52	10	67	92	19	74	
Venuescore														
Venuescore 2011	378	86	324	446	268	274	143	504	289	282	500	440	304	
Venuescore 2011 Rank	14	309	22	8	36	33	158	5	27	31	6	9	23	
Tourist Orientation (Avg = 100)	148	26	215	176	225	204	183	185	173	226	175	158	229	

Notes

- Colours are indicative and provided as a visual aid only, comparisons should be made between the actual figures
- VENUESCORE = Weighted count of multiple retailer presence by venue
- Tourist Orientation Index = Indexed measure of the degree to which the venue's offer is biased towards retailers with a Tourist focus (High=Bias towards Tourist-focused retailers; Low=Bias away from Tourist-focused retailers)

Appendix 2- Forecast Table



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Table 1 - Sector Forecasts for York City Centre

	Growth per annum - 2010 to 2015	Expenditure - 2012	Floorspace - 2012	Benchmark - 2012	Anticipated Expenditure based on sector forecasts - 2017	As percentage of total in 2017	2017 Expenditure Rebased (accounting for Growth and commitments including Monks Cross)	Revised 2017 benchmarks	Floorspace Increase (need) based on revised 2017 benchmarks	Anticipated Expenditure based on sector forecasts - 2020	As percentage of expenditure total in 2020	2020 Expenditure Rebased (accounting for Growth)	Revised 2020 benchmarks	FS Increase (need) from 2012 based on revised 2020 benchmarks	Per annum Floorspace (need) period 2012 to 2020	Floorspace Increase (need) to 2030 based on long term trend 2012 to 2020	Per annum Floorspace (need) period - 2017 to 2020	FS Increase (need) to 2030 based on short term trend - 2017 to 2020	Floorspace Total in 2030 (based on short term trend)
		£m		£ per sqm	£m	%	£m	£ per sqm	sqm	£m	%	£m	£ per sqm	sqm	sqm per year	sqm	sqm per year		
Convenience	3.20%	39.17	7404.00	5,291.02	45.86			5,330.82	1,198.21	50.40			5,354.85	2,008.31	251.04	4,518.70	270.03	4,708.65	12,112.65
Clothing and Footwear	3.20%	163.31	30,908.50	5,283.60	191.16	38.56%	211.85	5,833.53	5,407.09	232.84	40.73%	264.33	6,190.58	11,790.73	1,473.84	26,529.14	2,127.88	33,069.53	63,978.03
Furniture	-1.10%	45.16	9,056.10	4,987.17	42.73	8.62%	47.36	5,506.24	-455.29	45.78	8.01%	51.98	5,843.27	-160.96	-20.12	-362.17	98.11	820.12	9,876.22
DIY	-0.30%	6.95	938.00	7,404.87	6.84	1.38%	7.58	8,175.57	-10.54	7.51	1.31%	8.53	8,675.98	44.67	5.58	100.51	18.40	228.70	1,166.70
Electricals	0.60%	37.42	3,874.00	9,660.09	38.56	7.78%	42.73	10,665.52	132.51	43.45	7.60%	49.33	11,318.34	484.43	60.55	1,089.96	117.31	1,657.49	5,531.49
Recreational	-2.40%	74.00	8,608.45	8,596.49	65.54	13.22%	72.63	9,491.22	-956.17	71.59	12.52%	81.27	10,072.16	-539.64	-67.45	-1,214.18	138.85	848.82	9,457.27
Luxury / Jewellery	0.65%	146.11	13,634.20	10,716.45	150.92	30.44%	167.25	11,831.83	501.43	170.53	29.83%	193.60	12,556.03	1,784.38	223.05	4,014.86	427.65	6,060.88	19,695.08
Total Comparison		472.95	67,019.25		495.76		549.40		4,619.03	571.71		649.03		13,403.61	30,158.12			47,394.18	121,817.43
Total		512.13	74,423.25		541.62				5,817.25	622.11				15,411.92	34,676.83			52,102.83	133,930.08

Notes

- 1) 2012 Expenditure derived from 2011 Expenditure captured by York City Centre (as identified by HOW HHS 2010)
- 2) Sector Growth taken from Verdict 2010 to 2015 forecasts, which takes account of inflation / deflation and volume growth and has been extended to 2030
- 3) Sector Growth Assumptions a) Recreational a combination of Total Retail and Music and Video b) Luxury / Jewellery a combination of Total Retail, Health and Beauty, Homewares and Books, News and Stationary
- 4) Tables assumes a constant Market Share (19.11%) post 2017
- 5) Commitments identified in 2011 taken into account, these include:
 - Debenhams - MCSP
 - Next at Home - Clifton Moor
 - Waitrose, Foss Island
 - Lidl, Former Edmund Wilson Pool
 - Go Outdoors, York
 - Tesco, Portholme Road - On Site Replacement
 - Lidl, Welham Road, Malton
 - Lidl Coal Depot Sorthgate Pickering
 - Tesco Portholme Road Extension
 - Aldi, Robertson Close, Pocklington
- 6) Growth in E retailing per sector not factored in
- 7) Floorspace derived from GOAD survey undertaken in 03.07.12, DJD assumptions used in order to allocate floorspace to sector
- 8) Rebased expenditure figures (2017 and 2020 figures) for City Centre comparison goods are based on catchment area expenditure (as identified by HOW HHS 2012), anticipated market share (and inflow of 10%)
- 9) New census data should be used in order to determine up to date catchment area population and expenditure
- 10) Revised Floorspace Benchmarks obtained applying 2% density growth for comparison and 0.15% for convenience (per annum)
- 11) This table has been provided to inform the development of the Local Plan and further evidence base reports will be required
- 12) Two scenario's for growth from 2020 onwards have been presented, a long term trend 2012 to 2020 (accounting for the impact of Monks Cross) and a short term trend 2017 to 2020. Retail forecasts should be reviewed regularly.

Fig 1: Original Verdict Forecast Table



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