

PORTSMOUTH SHOPPING STUDY: UPDATE

On behalf of

PORTSMOUTH CITY COUNCIL

APPENDIX 3

**Retail Floorspace and Turnover Data for Town
Centres, Retail Warehouses and Major Food
Superstores**

PORTSMOUTH SHOPPING STUDY: UPDATE

On behalf of

PORTSMOUTH CITY COUNCIL

Appendix 3A

**Benchmark Retail Turnover Estimates for 2004:
Convenience Goods**

Benchmark Retail Turnover Estimates for 2004: Convenience Goods

(1) In Centre

Centre/Store	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (1)	Proportion Selling Convenience Goods (2)	Net Convenience Goods Floorspace (sq m)	Benchmark Sales Density (£ / sq m) (3)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C	E	F = D x E
<u>Portsmouth City Centre</u>						
J Sainsbury	5,280	2,794	95	2,654	9,100	24.2
Tesco	5,573	3,080	90	2,772	10,200	28.3
Iceland	n/a	560	100	560	4,700	2.6
Other	n/a	420	100	420	5,800	2.4
Total	12,486	6,854	-	6,406	-	57.5
<u>Cosham</u>						
Kwik Save	780	576	100	576	3,500	2.0
Iceland	n/a	507	100	507	4,700	2.4
Tesco	3,150	1,389	100	1,389	10,200	14.2
Other	n/a	738	100	738	5,800	4.3
Total	n/a	3,210	-	3,210	-	22.9

Benchmark Retail Turnover Estimates for 2004: Convenience Goods

Centre/Store	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (1)	Proportion Selling Convenience Goods (2)	Net Convenience Goods Floorspace (sq m)	Benchmark Sales Density (£ / sq m) (3)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C	E	F = D x E
<u>Fratton (4)</u>						
Asda	7,293	3,716	75	2,787	10,200	28.4
Iceland	n/a	458	100	458	4,700	2.2
Other	n/a	400	100	400	5,800	2.3
Total	n/a	4,574	-	3,645	-	32.9
<u>Gunwharf Quays</u>						
Total	437	262	100	262	5,800	1.5
<u>North End/London Road (5)</u>						
Safeway	2,327	1,396	100	1,396	7,900	11.0
Iceland	n/a	444	100	444	4,700	2.1
Other	n/a	2,566	100	2,566	5,800	14.9
Total	n/a	4,366	-	4,366	-	28.0

Benchmark Retail Turnover Estimates for 2004: Convenience Goods

Centre/Store	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (1)	Proportion Selling Convenience Goods (2)	Net Convenience Goods Floorspace (sq m)	Benchmark Sales Density (£ / sq m) (3)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C	E	F = D x E
<u>Southsea</u>						
Waitrose	n/a	1,396	100	1,396	10,700	14.9
Iceland	n/a	321	100	321	4,700	1.5
Other	n/a	948	100	948	5,800	5.5
Total	n/a	2,665	-	2,665	-	21.9

Notes:

- (1) Source: IGD Food Stores database and Experian Goad.
- (2) Colliers CRE estimates.
- (3) Source: The UK Retail Rankings, 2004 (Mintel), Verdict on Grocery Retailers, 2004 and Colliers CRE estimates.
- (4) Excludes Farm Foods because this store does not fall within the Council's definition of the suburban centre.
- (5) Excludes Kwik Save and Aldi because these stores do not fall within the Council's definition of the suburban centre.

(2) Major Out of Centre Convenience Goods Stores (Excluding Local Shops/Stores)

Store	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (1)	Proportion Selling Convenience Goods (2)	Net Convenience Goods Floorspace (sq m)	Benchmark Sales Density (£ / sq m) (3)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C	E	F = D x E
Tesco Extra, North Harbour	6,503	4,710	65	3,062	10,200	31.2
J Sainsbury, Farlington	7,609	4,149	75	3,112	9,100	28.3
Safeway, Anchorage Road	3,244	2,113	100	2,113	7,900	16.7
Total	17,356	10,972	-	8,287	-	76.2

Notes:

- (1) Source: IGD Food Stores database and Experian Goad.
- (2) Colliers CRE estimates.
- (3) Source: The UK Retail Rankings, 2004 (Mintel) and Colliers CRE estimates.

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Appendix 3B

**Benchmark Retail Turnover Estimates for 2004:
Non-Bulky Comparison Goods**

Benchmark Retail Turnover Estimates for 2004: Non-Bulky Comparison Goods

Centre	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (2)	Benchmark Sales Density (£ / sq m) (3)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C
Portsmouth City Centre	66,154	43,000	5,500	236.5
Cosham	7,132	4,636	2,750	12.7
Fratton	5,080	3,302	2,750	9.1
Gunwharf Quays	15,032	9,771	6,000	58.6
North End/London Road	12,412	8,068	2,750	22.2
Southsea	26,446	17,190	2,750	47.3

Notes:

- (1) Source: Colliers CRE estimate based on floorspace data published by Experian Goad and the ODPM.
- (2) Assuming a net gross ratio of 65:100.
- (3) Source: The UK Retail Rankings, 2004 (Mintel), Verdict and Colliers CRE estimates.

PORTSMOUTH SHOPPING STUDY: UPDATE

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Appendix 3C

**Benchmark Retail Turnover Estimates for 2004:
Bulky Comparison Goods**

Benchmark Retail Turnover Estimates for 2004: Bulky Comparison Goods

(1) In Centre

Centre	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (2)	Benchmark Sales Density (£ / sq m) (3)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C
Portsmouth City Centre	6,153	4,000	4,000	16.0
Cosham	1,460	949	2,000	1.9
Fratton	1,271	826	2,000	1.7
Gunwharf Quays	622	404	2,000	0.8
North End/London Road	6,983	4,539	2,000	9.1
Southsea	6,612	4,298	2,000	8.6

Notes:

- (1) Source: Colliers CRE estimate based on floorspace data published by Experian Goad and the ODPM.
- (2) Assuming a net gross ratio of 65:100.
- (3) Source: The UK Retail Rankings, 2004 (Mintel), Verdict and Colliers CRE estimates.

(2) Major Out of Centre Retail Warehouses (Excluding Local Shops)

Retail Park/Store	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (2)	Benchmark Sales Density (£ / sq m)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C
<u>Ocean Park/Burrfields Road</u>				
Toys R Us	3,764	3,199	1,390	4.4
Carpetright	1,885	1,602	1,190	1.9
Comet	929	790	5,620	4.4
Homebase	4,027	3,423	1,430	4.9
Halfords	1,003	853	1,820	1.6
Currys	933	793	4,470	3.5
PC World	3,359	2,855	7,000	20.0
Pets at Home	929	790	1,980	1.6
Staples	1,394	1,185	1,820	2.2
Total	18,223	15,490	-	44.5
<u>Pompey Centre, Fratton (4)</u>				
B & Q	12,292	10,448	1,960	20.5

Retail Park/Store	Gross Floorspace (sq m) (1)	Net Floorspace (sq m) (2)	Benchmark Sales Density (£ / sq m)	Benchmark Annual Turnover (£ m)
	A	B	C	D = B x C
<u>Victory Retail Park</u>				
Office World	929	790	1,940	1.5
Allied Carpets	929	790	1,130	0.9
Poundstretcher	698	593	1,290	0.8
Harveys	929	790	1,240	1.0
Rosebys	698	593	2,150	1.3
Dreams	418	355	1,240	0.4
Total	4,601	3,911	-	5.9
Homebase, Farlington	3,036	2,581	1,430	3.7
MFI, Hilsea	4,766	4,051	2,220	9.0

Notes:

- (1) Source: Colliers CRE Retail Warehouse database.
- (2) Assuming a net to gross ratio of 85:100.
- (3) Source: The UK Retail Rankings, 2004 (Mintel) and Colliers CRE estimates.
- (4) Excludes units on the Trade Park.

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APPENDIX 4

**Schedule of Retail Planning Commitments and
Turnover Estimates as at May 2004**

PORTSMOUTH SHOPPING STUDY: UPDATE

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PORTSMOUTH CITY COUNCIL

Appendix 4A

**Retail Commitments within Portsmouth District:
Convenience Goods**

Retail Planning Commitments in Portsmouth District as at May 2004
Convenience Goods

(i) In Centre

Centre	Description of Retail Development	Gross Floorspace ¹ (sq m)	Net Floorspace ² (sq m)	Estimated Sales Density in 2004 ³ (£/sq m)	Estimated Annual Turnover in 2004 (£m)
	A	B	C	D	E= C x D
Portsmouth City Centre	-	-	-	-	-
Cosham Suburban Centre	-	-	-	-	-
Fratton Suburban Centre	-	-	-	-	-
Gunwharf Quays	-	-	-	-	-
North End/ London Road Suburban Centre	-	-	-	-	-
Southsea Town Centre	-	-	-	-	-

(ii) Other Locations

Centre	Description of Retail Development	Gross Floorspace ¹ (sq m)	Net Floorspace ² (sq m)	Estimated Sales Density in 2004 ³ (£/sq m)	Estimated Annual Turnover in 2004 (£m)
	A	B	C	D	E= C x D
Major Out of Centre Superstores	Tesco Store, North Harbour	209	125	10,200	1.3
	Tesco Store, Paulsgrove	278	167	10,200	1.7
Other Centres/Locations	135-153 Fratton Road	1,575	945	5,800	3.0

¹ Source: Portsmouth City Council, Planning Department.

² Assuming a net to gross ratio of 60:100.

³ Source: Based on The UK Retail Rankings, 2004 (Mintel).

PORTSMOUTH SHOPPING STUDY: UPDATE

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Appendix 4B

**Retail Commitments within Portsmouth District:
Non-Bulky Comparison Goods**

Retail Planning Commitments in Portsmouth District as at May 2004
Non-Bulky Comparison Goods

(i) In Centre

Centre	Description of Retail Development	Gross Floorspace ¹ (sq m)	Net Floorspace ² (sq m)	Estimated Sales Density in 2004 ³ (£/sq m)	Estimated Annual Turnover in 2004 (£m)
	A	B	C	D	E= C x D
Portsmouth City Centre	-	-	-	-	-
Cosham Suburban Centre	-	-	-	-	-
Fratton Suburban Centre	106-118 Fratton Road	285	185	2,750	0.5
Gunwharf Quays	North Building	222	144	6,000	0.9
	Canalside Site	1,032	671	6,000	4.0
	Part of Canalside	302	196	6,000	1.2
	Railway Arches (Numbers 8-16)	325	211	6,000	1.3
	Railway Arches adjacent to entrance	215	140	6,000	0.8
	Ariadne Site	1,422	924	6,000	5.5
	Promenade Buildings	1,584	1030	6,000	6.2
	North Promenade Building	1,038	675	6,000	4.1
	North Promenade Building	519	337	6,000	2.0
North End/ London Road Suburban Centre	-	-	-	-	-
Southsea Town Centre	9-17 Palmerston Road	222	144	2,750	0.4
	139-141 Goldsmith Avenue	300	195	2,750	0.5

¹ Source: Portsmouth City Council, Planning Department.

² Assuming a net to gross ratio of 65:100.

³ Source: 2004 “benchmark” sales densities for each centre (Volume 2, Table 6A)

(ii) Other Locations

Centre	Description of Retail Development	Gross Floorspace ¹ (sq m)	Net Floorspace ² (sq m)	Estimated Sales Density in 2004 ³ (£/sq m)	Estimated Annual Turnover in 2004 (£m)
	A	B	C	D	E= C x D
Out of Centre Retail Parks	-	-	-	-	-
Other Centres/Locations	Rodney Road	758	493	2,750	1.4
	133-139 Goldsmith Avenue	552	359	2,750	1.0
	244-248d Commercial Road, Landport	2,289	1488	2,750	4.1
	43 The Hard, Portsea	308	200	2,750	0.6
	Brunel House The Victory PH and 34 The Hard, Portsea	449	292	2,750	0.8
	White Swan Road, Landport	848	551	2,750	1.5
	146 Commercial Road, Landport	375	244	2,750	0.7
	Site adjacent to UCI Cinema and The Broadwalk, Port Solent	244	159	2,750	0.4
	Tesco Store, Paulsgrove	1,858	1,208	2,750	3.3
	Port Solent Marina	543	353	2,750	1.0
	Activity Centre, Port Solent	291	189	2,750	0.5

¹ Source: Portsmouth City Council, Planning Department.

² Assuming a net to gross ratio of 65:100.

³ Source: 2004 “benchmark” sales densities for each centre (Volume 2, Table 6A)

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Appendix 4C

**Retail Commitments within Portsmouth District:
Bulky Comparison Goods**

Retail Planning Commitments in Portsmouth District as at May 2004
Bulky Comparison Goods

(i) In Centre

Centre	Description of Retail Development	Gross Floorspace ¹ (sq m)	Net Floorspace ² (sq m)	Estimated Sales Density in 2004 ³ (£/sq m)	Estimated Annual Turnover in 2006 (£m)
	A	B	C	D	E= C x D
Portsmouth City Centre	-	-	-	-	-
Cosham Suburban Centre	-	-	-	-	-
Fratton Suburban Centre	-	-	-	-	-
Gunwharf Quays	-	-	-	-	-
North End/ London Road Suburban Centre	-	-	-	-	-
Southsea Town Centre	-	-	-	-	-

(ii) Other Locations

Centre	Description of Retail Development	Gross Floorspace ¹ (sq m)	Net Floorspace ² (sq m)	Estimated Sales Density in 2004 ³ (£/sq m)	Estimated Annual Turnover in 2006 (£m)
	A	B	C	D	E= C x D
Out of Centre Retail Parks	Land at Fratton Goods Yard and Fratton Park	13,936	11,846	2,292	27.2
	Unit TP4 Trade Centre, The Pompey Centre	279	237	2,292	0.5
Other Centres/Locations	-	-	-	-	-

¹ Source: Portsmouth City Council, Planning Department.

² Assuming a net to gross ratio of 85:100.

³ Source: 2004 “benchmark” sales densities for each centre / retail category (Volume 2, Table 6B)