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BARROW IN FURNESS RETAIL STUDY

Volume I - Final Report

Prepared by

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for

BARROW-IN-FURNESS BOROUGH COUNCIL

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EXECUTIVE SUMMARY

1. Scope of Study

White Young Green were commissioned by Barrow-in-Furness Borough Council in October 2005 to undertake a retail study for the Borough. At the time WYG were also commissioned by both Lancaster City Council and South Lakeland District Council to undertake a retail study which covered their respective sub-region.

The aim of this report is to provide important baseline information that will inform the preparation of the Local Development Framework especially the emerging core strategy and proposed area action plans. In undertaking this baseline research, regard has been made to the relevant advice contained in Planning Policy Statement (PPS6).

2. Market Research

A key element of the study was to obtain a detailed understanding of Barrow-in-Furness' potential catchment and the shopping patterns that currently exist within it. This was achieved by one strand of original market research as follows:

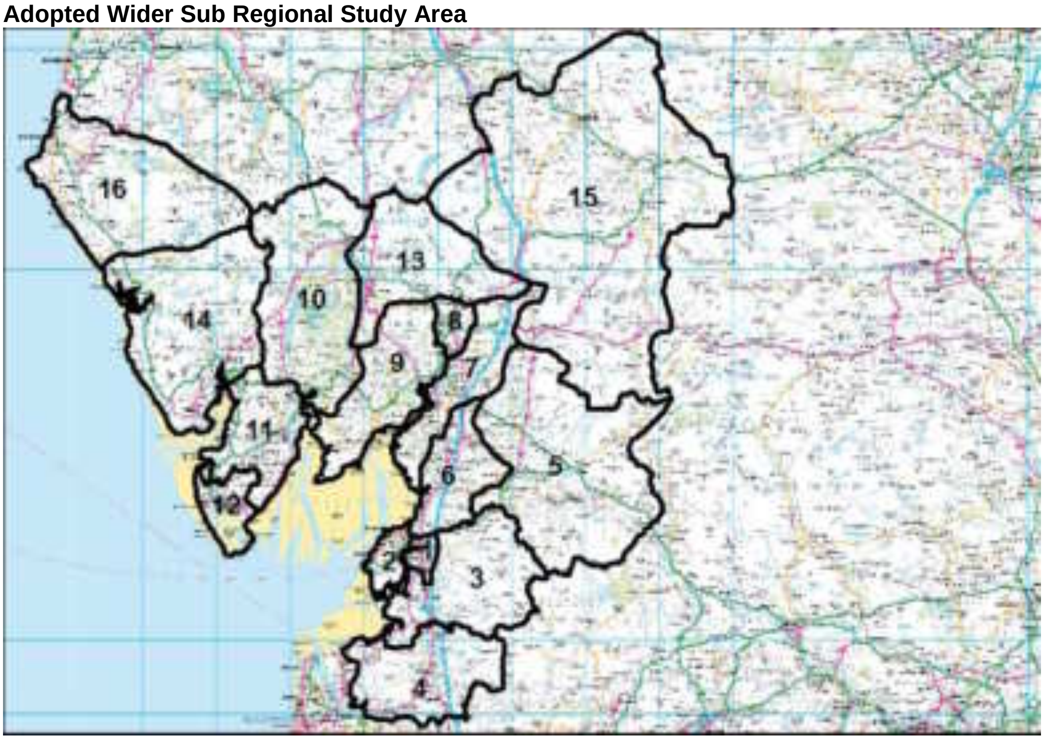
- **A Household Survey Telephone Survey –** which interviewed 1,700 households within the defined study area.

The household survey was commissioned jointly by Barrow-in-Furness Borough Council, Lancaster City Council and South Lakeland District Council. The area covers the North Lancashire and South Cumbria sub-region.

3. Barrow-in-Furness Study Area

Within the wider study area defined, it is evident that Zones 11 and 12 represent the primary catchment for Barrow-in-Furness. However, to summarise the shopping patterns within Barrow's primary catchment and to understand Barrows-in-Furness's wider draw, the commentary set out below focuses on results gathered in Zones 10, 11, 12 and 14. The report, however, analysed the potential need for future floorspace and the market share achieved by Barrow within the other 12 wider Zones has also been accounted for.

Adopted Wider Sub Regional Study Area



The adopted study area contains a resident population of 421,267 (2006 MapInfo estimate), which is set to increase by +3.5% (or 14,541) to 235,808 by 2016. Population change is anticipated separately for each of the 16 survey zones. Zone 12 which covers the main urban area of Barrow-in-Furness will experience an increase of population of 2.3% by 2016 (MapInfo).

Survey Zone	**2006**	**2011**	**2016**	**Change % (2006-2016)**
10	9,589	9,785	9,998	409 (4.3%)
11	38,775	39,368	40,090	1,315 (3.4%)
12	52,713	53,241	53,926	1,213 (2.3%)
14	13,303	13,668	14,056	753 (5.7%)
Total	**116,386**	**118,073**	**120,086**	**3,700 (3.2%)**

Source: MapInfo TargetPro Database 2005 (2001 based)

4. Retail Expenditure Potential within the Study Area.

Unit of Retail Planning (URPI) expenditure growth rates have been applied by White Young Green's population projection model, which has been on MapInfo's population forecasts outlined above.   Using the model White Young Green have produced expenditure estimates for the study area for 2006, 2011 and 2016, which take into account both retail expenditure and population growth.

Future Expenditure Estimates per Capita per Annum (£) 2006-2016

	2006	2011	2016
Convenience	1,942	2,021	2,114
Comparison	3,464	4,176	5,033
Average	**7,412**	**8,208**	**9,163**

Source: MapInfo TargetPro Base Report (2005) & URPI Brief 05/2

It can be seen from the above table that the forecast future growth in expenditure will be dominated by spending on comparison (non-food) goods with only modest increases forecast on convenience (food) spending.

It is estimated that the resident population within wider study areas generates £818.1m (2006 estimate) of convenience goods expenditure (2001 prices), by 2016, this will increase to £921.5m, an increase of £103.4m (or 13%).

In contrast it is estimated the resident population generates £1.5bn of comparison goods expenditure in 2006 (2001 prices), increasing to £2.2bn by 2016, an increase of £734.2m (or 50%).

5. Barrow-in-Furness Current Market Share

By analysing the results from the survey it has been possible to understand the likely levels of expenditure that are attracted to retail facilities within Barrow-in-Furness.
Unsurprisingly, given the retail offer within the Borough, Barrow-in-Furness is a popular destination for both convenience and comparison shopping retailing retaining 21.2% of convenience expenditure and 22.9% of the comparison expenditure within the wider study area.

In addition, WYG has examined Tourism figures from STEAM to estimate the likely levels of expenditure inflow from outside the study area, WYG estimate that 1% of convenience expenditure and 4% of comparison expenditure is derived from outside the study area.

	Market Share	**Expenditure Available to Barrow-in-Furness - £M**		
		2006	**2011**	**2016**
Convenience				
Main	22.3%	137.0	144.7	153.3
Top up	17.9%	36.6	38.7	41.2
Inflow	1%	1.7	1.8	2.0
Total Convenience		**175.5**	**185.2**	**197.5**

Comparison				
Electrical	23.0%	61.7	75.6	92.8
Furniture	24.2%	44.2	54.1	66.5
DIY	23.3%	33.6	41.1	50.5
Small Household items	21.5%	102.0	124.9	153.4
Clothing and Shoes *	19.6%	76.1	93.2	114.5
Total Town Centre	21.8%	317.6	388.6	477.7
Total Bulky Goods	12.2%	139.6	170.8	209.8
Total Non Bulky Goods	9.6%	178.2	218.1	267.8
Inflow	**4%**	**12.7**	**15.5**	**19.1**
Total Comparison		**330.3**	**404.1**	**496.8**

With forecast growth in convenience shopping predicted at 0.8% per annum up to 2011 and then 0.9% thereafter, it is not surprising to discover that Barrow-in-Furness, assuming no change in market share, will only experience an increase of £12.3m in food expenditure between 2006 and 2016. In comparison, the significant increase in expenditure on comparison goods would suggest that Barrow-in-Furness will witness an increase of £166.5m during the same period.

6. Future Need for Convenience Goods Floorspace

White Young Green's analysis of the Borough's market share of convenience goods expenditure within the defined study area indicates that in 2006 approximately £173.6m is available to convenience goods stores throughout the Borough. When this is compared to the total turnover (£159.2m) generated by existing retail facilities (based on published company averages) it is estimated that there is a surplus of convenience expenditure available within the Borough totalling approximately £16.1m.

As part of any capacity exercise, it is important to take into account any planning commitments. After consultation with the Borough Council, there is only one planning permission. This permission involves the extension of the existing Asda superstore on Walney Road. WYG estimate that this commitment will have a convenience turnover of approximately £7.4m. Although this scheme will absorb a significant proportion (nearly 50%) of the projected capacity, the residual convenience expenditure capacity if the Asda is built will be £8.7m. It is therefore estimated that this planning commitment will satisfy the level of convenience capacity up to 2011. Beyond 2011, there may be scope for small scale convenience provision within the Borough.

7. Future Need for Comparison Goods Floorspace

From White Young Green's analysis of the current market share of Barrow-in-Furness Town Centre (including retail parks and local centres), it is estimated that the current level of comparison expenditure captured from within the study area is £317.6m. However, WYG have also included 4% (or £12.7m) inflow. Based on constant market share, White Young Green have forecast that by 2016, an additional £166.5m would be available to support new comparison retail facilities within Barrow-in-Furness Borough. By applying an average sales density (approximately £5,000 per sq. m) to the identified surplus expenditure, White Young Green estimate that by the year 2016 there will be a requirement for approximately 24,400 sq. m gross of additional comparison floorspace within Barrow-in-Furness Borough.

	Surplus Expenditure £m	Average Sales Density + increases in productivity £ per m^2	Net floorspace Requirement m^2	Gross floorspace Requirement m^2
2006	-	5,000	-	-
2011	48.5	5,386	8,996	11,245
2016	113.2	5,803	19,514	24,392

However, it must be noted that this 24,400 sq. m gross is based on the assumption that Barrow-in-Furness will maintain its current market share by 2016. White Young Green has examined current comparison planning commitments in the Borough, and found that there are 4 developments with the benefit of planning permission and these represent approximately 14,592 sq. m gross of new comparison goods floorspace. It is clear that the current level of comparison planning commitments does not exceed the quantitative need identified up to 2016. However, they would appear to meet the identified quantitative need for the period up to 2011. In light of this the Council will need to carefully monitor comparison retail applications in the short term.

GLOSSARY OF TERMS

ASSUMPTION	KEY ISSUES
A1 (Shops)	Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, dry cleaners, pet shops, cats-meat shop, tripe shops, sandwich bars, internet cafes, showrooms, domestic hire shops, funeral directors.
A2 (Financial and Professional Services)	Banks, building societies, estate and employment agencies, professional and financial services, betting offices.
A3 (Restaurants and Cafes)	Restaurants, snack bars, cafes
A4 (Drinking Establishments)	Pubs and bars
A5 (Hot Food Takeaways)	Takeaways
Capacity	Retail capacity in terms of this report refers to the surplus/deficit of expenditure (£m) which represents the difference between the expenditure and turnover of the identified facilities. Clearly, a surplus figure will represent an 'under provision' of retail facilities within the catchment (which, other things being equal, would suggest that additional floorspace is required), whereas a deficit would represent an over provision of retail facilities (and in these circumstances it would prove difficult to justify additional floorspace).
Catchment	This represents an area around retail facilities from which the majority of its trade is generated.
Comparison Goods	Comparison goods relate to items not obtained on a frequent basis, these include clothing, footwear, household and recreational goods. [1]
Convenience Goods	Convenience goods relate to everyday essential items, including confectionary, food, drinks, newspapers and magazines. [1]
District Centre	These usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. [1]
Edge of Centre	For retail purposes, a location that is well connected to and within easy walking distance (i.e. up to 300 metres) of the primary shopping area. [1]

[1] PPS6 – definition taken from Table 1 to 3 in Annex A
[2] PPS6 – definition taken from paragraph 4.4 of PPS6 (Measuring vitality and viability: health checks).

	For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary. [1] In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of the attraction and size of the town. A site will not be well connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed pedestrian route which provides safe and convenient access to the centre.
Expenditure	Expenditure is calculated by taking the population within a defined catchment and then multiplying this figure by average annual expenditure levels for various forms of retail spending per annum.
Expenditure Growth Rates	Over the last two years there has been a debate within the retail planning industry over which growth rates should be applied to capacity and impact exercises. Conventionally, consultants have followed the advice set out in the "Information Brief" series produced by *URPI* (subsequently *The Data Consultancy*, now part of *MapInfo*). This assessment has been undertaken using the 'goods based' approach as prescribed in PPS6, the information on consumer retail expenditure forecasts is derived from URPI Brief 05/02. Actual convenience growth rates have been used of the period 2001 to 2004 (actual growth was 1.9% in 2002 0.6% in 2003 and 1.6% in 2004). Thereafter, long-term growth rates for convenience goods expenditure are estimated at 0.8% up to 2011 and 0.9%. Actual comparison growth rates have been used for the period 2001 to 2004 (actual growth was 9.6% in 2002 8.7% in 2003 and 9.3% in 2004). Thereafter, ultra long-

[1] PPS6 – definition taken from Table 1 to 3 in Annex A
[2] PPS6 – definition taken from paragraph 4.4 of PPS6 (Measuring vitality and viability: health checks).

	term growth rates for comparison goods expenditure are estimated at 3.8% per annum. Ultra growth rates were used in order to represent a conservative estimate on retail capacity.
Gross Floorspace	This entails the level of external floorspace or footprint of a specific development, i.e. the level of area the development covers.
Inflow	This relates to the level of expenditure movement that is predominantly originated from outside of a defined catchment. This could be due to people's travel to work or leisure habits, or due to particularly centres (or facilities) attractiveness as a shopping destination.
Local Centre	These include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub post office and a pharmacy. Other facilities could include hot-food takeaway and laundrette. In rural areas, large villages may perform the role of a local centre. [1]
MapInfo	Given the wider geographic nature of this study (including the administrative boundaries of Lancaster City, South Lakeland District and Barrow-in-Furness), it was appropriate for consistency purposes that WYG draw upon central population information. In light of this information was derived from MapInfo. MapInfo Target-Pro Base Reports (previously referred to as Illumine Reports), provide detailed information on local consumer expenditure which take into account the socio-economic characteristics of the local resident population. It is noted that information is based on a point in time and will obviously change over the time of the future LDF period. WYG recommend that this information is regularly updated.
Market Share	The market shares arrived at in the study were determined from the household survey results. As highlighted above, these results provide broad indications of shopping patterns across a region, sub-

[1] PPS6 – definition taken from Table 1 to 3 in Annex A
[2] PPS6 – definition taken from paragraph 4.4 of PPS6 (Measuring vitality and viability: health checks).

	regions or specific town postcode zone. For the purposes of this assessment market shares were held constant, and applied to the total available spending identified, to generate the turnover estimates for the study town centres. It is acknowledged that the market shares of centres within the established network will change over time as new development is completed. It is therefore important that Barrow-in-Furness Borough Council monitor such development in order to assess the impact on the study areas' town centres.
National Multiple	This is a retail or service operator which is or part of a network of nine or more outlets.
Net Floorspace	This entails the level of internal area devoted to the sale of goods.
Out-of-centre	A location which is not or on the edge of a centre but not necessarily outside of the urban area.
Population Projections	Population projections are produced at Census Output Area (MapInfo) and extend the figures from the 2001 Census through to 2016 utilising 2002 ONS mid-year estimate from the Government Actuary. In using the MapInfo methodology, it is important to note that the projections are based on trend based demographics rather than planning information.
Price Base	The price base for the study is 2001; all prices are or have been adjusted to 2001.
Primary Frontage	Primary frontages are likely to include a high proportion of retail uses. [1]
Primary Shopping Area	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontages). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area,

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	therefore the town centre may not extend beyond the primary shopping area. [1]
Rate of Productivity	There is no agreed national source for increases in productivity it is evident that figures of between 1% and 1.5% are commonly used by retail planning consultants. Research undertaken by Experian suggests that increases in productivity are very difficult to assess. Moreover they suggest that future rates for increases in productivity could be between 2% and 3.4%. For the purposes of this study, WYG have assumed an increase in productivity of 1.5% although future monitoring and research may confirm whether this is too conservative or too optimistic.
Retail Warehouse	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods, DIY items and other ranges of goods, catering for mainly car borne customers. [1]
Sales Density	Retail capacity figures are routinely expressed in terms of floorspace, relying on the application of assumed sales density figures to the surplus expenditure identified. Again, variations in the rate used can have a considerable effect on the results, reflecting assumptions as to whether future development will comprise (for example) retail warehouse, standard high street end uses or top-end fashion floorspace. Sales density information has been drawn upon from Verdict Research (2006) and Mintel Research (2005)
Secondary Frontage	Secondary frontages provide greater opportunity for a diversity of uses. [1]
Special Forms of Trading (SFT)	MapInfo estimates already deduct expenditure for ‘special forms of trading’, which relate to expenditure on goods from catalogue, mail order and internet shopping. MapInfo estimate that SFT account for 5.3% of all comparison goods expenditure and 1.6% for convenience goods expenditure. The retail capacity assessment contained in this report

[1] PPS6 – definition taken from Table 1 to 3 in Annex A
[2] PPS6 – definition taken from paragraph 4.4 of PPS6 (Measuring vitality and viability: health checks).

	has excluded SFT.
Sub Regional Centre	Sub regional centres are the first level of centres and include mainly city centres or large town centres.
Sui Generis	Includes shops selling and/or displaying motor vehicles, retail warehouse clubs, laundrettes, taxi or vehicle hire business, amusement centres, and petrol filling stations.
Supermarket	Self service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking. [1]
Superstore	Self service stores selling mainly food, or food and non-food goods, usually with more than 2,500 sq. m trading floorspace, with supporting car parking. [1]
The Base Year (2006)	This is the date at which a particular retail economy is assumed to be “in equilibrium” (which in itself is something of a nominal term), i.e. with zero capacity. There may be very good reasons for choosing an earlier date, perhaps some years in the past, for example at the beginning of a period of steady turnover and rental growth, or consistently low vacancies. However, the earlier the base year used, the longer the period for “latent capacity” to accrue, which may contribute considerably to headroom at a later date.
The Defined Catchment	The catchment split the sub regional area into 16 survey zones, defined by WYG, these also related to previous retail studies that had been undertaken in the area. These zones do not necessarily follow District and administrative boundaries. The purpose of the zoning was to examine shopping patterns within the area to estimate each of the study town centres sphere of influence.
Town Centre	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on the proposals map. [1] Town centres will usually be the second level of centres after city centres and, in many cases, they will be the

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	principal centre or centres in a local authority's area. In rural areas there are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its vitality and viability. [1]
Trade Draw	This refers to the level of trade that is spent in other centres usually outside of a defined catchment area.
Turnover	the turnover figure relates to the annual turnover generated by existing retail facilities, turnovers are listed as £ per square metre for all retailer facilities
Use Class	Town and Country Planning (Use Classes) Order and Permitted Changes as amended by Circular 03/2005
Yield	Is the capital value in relation to the expected market rental. [2]
Zone A Rents	Is the rental value of the first six metres depth of floorspace in retail units from the shop window. [2]

[1] PPS6 – definition taken from Table 1 to 3 in Annex A
[2] PPS6 – definition taken from paragraph 4.4 of PPS6 (Measuring vitality and viability: health checks).

White Young Green

CONTENTS

1 INTRODUCTION

Objectives of the Study

1.01 White Young Green were commissioned by Barrow-in-Furness Borough Council in October 2005 to undertake a retail study for the Borough. At the time WYG were also commissioned by both Lancaster City Council and South Lakeland District Council to undertake a retail study which covered their respective sub-region. As a household survey was being commissioned for Lancaster and South Lakeland it seemed logical to extend the survey area to include the Barrow-in-Furness area as part of this assessment. In addition, certain communities in South Lakeland, particularly Ulverston, travel to Barrow-in-Furness to undertake food and non-food shopping trips. Therefore, it seemed logical to test shopping patterns throughout the three districts so any future analysis could be undertaken on a consistent basis.

1.02 The joint survey will provide a detailed evaluation on how Barrow-in-Furness can evolve through to 2016 and meet future retail requirements. The aim of this report is to provide important baseline information that will inform the preparation of the Local Development Framework especially the emerging core strategy and proposed area action plans. In undertaking this baseline research, regard has been made to the relevant advice contained in Planning Policy Statement (PPS6). PPS6 prescribes that local planning authorities should assess the need for new retail development in 5 year time periods, therefore for the purposes of this study WYG have adopted the years of 2006, 2011 and 2016. However, WYG should note that the Council's Core Strategy covers the period up to 2018 and therefore covers a period beyond the period of this Retail Capacity exercise.

Original Market Research

1.03 In order to obtain information on the extent of Barrow Town Centre's true catchment and existing shopping patterns, a specialist market research agency were commissioned (NEMS Market Research Ltd) to undertake original market research as part of this study. This research included a telephone survey of 1,702 households in the south west Cumbria and Lancaster sub-region. This important baseline evidence was then used to explore current shopping patterns in the wider Barrow area and explore how these may influence the need for further retail facilities in the future.

Report Structure

1.04 The report is set out as follows:

Section 2:	considers recent and future trends in the retail and leisure markets and the implications on land use planning;
Section 3:	provides an overview of the current and emerging planning legislation in respect of retail development;
Section 4:	reviews the findings of the original market research that underpins the study;
Section 5:	undertakes an assessment of expenditure growth in convenience and comparison goods within the defined catchment area; and
Section 6:	Identifies the retail capacity for additional convenience and comparison floorspace development within Barrow-in-Furness.

2 BACKGROUND TO THE RETAIL INDUSTRY AND CONSUMER EXPENDITURE

Introduction

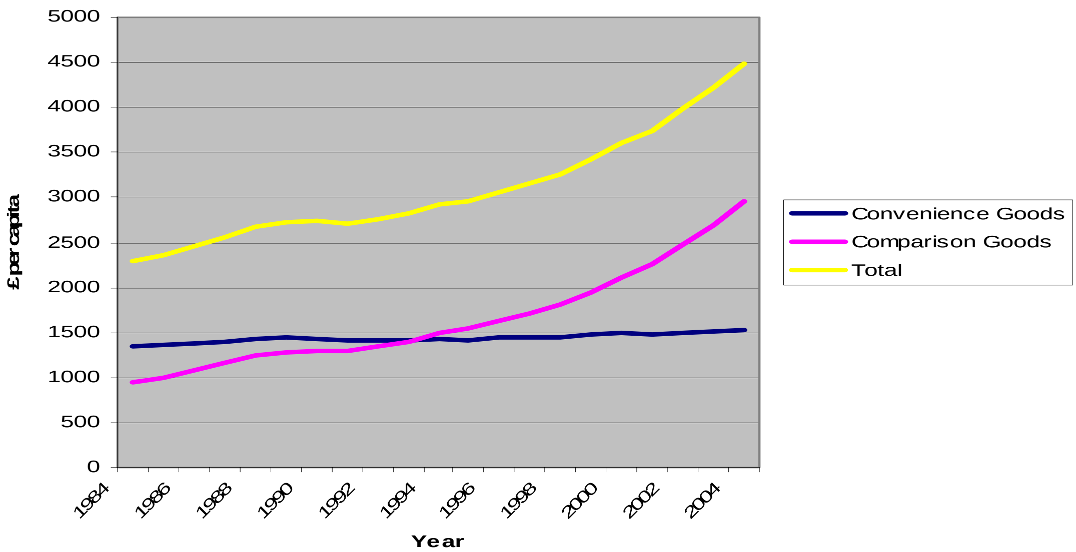
2.01 The latest figures recorded by MapInfo for retail consumer expenditure in 2004 reached an all time high of £4,486 per head per annum (2002 Prices). This represents over 95% growth in expenditure since 1984 when average retail expenditure per head stood at £2,297. The compounded average annual growth rates for all retail goods is consequently 3.4% per annum. A full explanation of MapInfo methodology on population and expenditure is contained in Appendix 2 and Appendix 3 respectively.

2.02 However, when the headline figures are examined in more detail, it is evident that much of the impressive growth recorded in the past twenty years has been achieved in the 'non-food' goods sector.

Convenience Goods

2.03 In 1984, the average spend on convenience (food groceries) goods was £1,350 per head per annum. By 2004 the average spend per head was £1,536, which represents a growth of just 14% or 0.6% per annum compound. As can be seen from Figure 2.1 below, the pattern of growth over the twenty year period has been inconsistent with growth in expenditure accelerating after 1995, mainly as a result of the growth in comparison (non-food) expenditure. It is evident that expenditure per capita on convenience goods has fluctuated within a narrow band with no real trend growth over the past 40 years as a whole. Whilst expenditure steadily declined in the 1970s, the trend since then has been slightly upwards.

Figure 2.1: UK Average Consumer Retail Expenditure by Goods Type (2002 Prices)



2.04 There is a widely held theory that people will only purchase the convenience goods that they need to ensure they eat regularly and therefore the likelihood of witnessing major growth after inflation is limited. In addition, as society in general becomes more affluent and our standard of living increases, people will have a greater tendency to eat out more frequently thereby reducing the need to spend as much on food goods. This is demonstrated by the forecast growth in ‘eating out’.

2.05 More recent evidence on growth has shown that the opposite is actually occurring with convenience goods expenditure per capita increasing at 0.8% per annum between 1998 and 2004. This is significantly greater than the rate of growth recorded over the previous ten years (1988-1998) of 0.2% per annum. Much of this growth could be attributed to the increase in popularity of more expensive organic produce and luxury items. The major supermarket operators have responded to consumers increasing demands for higher quality produce with the release of brands such as Sainsbury’s ‘Taste the Difference’, Tesco’s ‘Finest’ and Asda’s ‘Extra Special’. However, it must be noted that the increases that have been recorded in the short term are likely to reflect the strong economic growth over the past five years and general increases in household disposable income.

2.06 If the economy were to enter into a recessionary period in the future this growth may not be as significant as spending on luxury items would be the first to be hit. In fact between 1980 and 1984 expenditure on convenience products fell by 5%. During 1991 and 1995 convenience goods expenditure also fell, by 1%. This would appear to suggest that recessionary periods may have an influence on the overall level of growth recorded in convenience goods shopping.

2.07 MapInfo recognise that convenience goods retail expenditure growth has been less erratic over the last 40 years, with low trend growth over the period as a whole. In this respect, MapInfo state that the most statistically robust estimate for convenience goods growth in this sector was for the period between 1993 to 2004, where the annual growth rate averaged +0.8% over this period. MapInfo suggest that such growth appears to be sustainable where the spending on convenience goods as a share of all spending appears low..

Comparison Growth

2.08 In 1984 the average spend on comparison (non-food) goods was just £947 per capita per annum. This represented just 41% of total retail expenditure and was well behind average expenditure on convenience goods (£1,350). However, there has been significant growth in comparison goods expenditure since 1984, which now means that comparison goods expenditure represents approximately 66% of retail expenditure.

2.09 In 1994, more was spent on comparison goods than convenience goods for the first time since records began in 1964. By 2004, the average expenditure on comparison goods had reached £2,950 per capita. This represented a growth of over 200% in just 20 years. This equates to an annual average growth of 5.8% compared to the 0.6% growth recorded in convenience goods.

2.10 Similar to convenience goods, the growth recorded over the twenty year period reflects the general economic performance and growth in disposable income. At the height of the economic boom in the mid to late 1980s growth was recorded as high as 8.5% in 1986. By 1991 no growth was recorded reflecting the onset of the recession and increasing interest rates. By the mid to late 1990s growth had recovered significantly with the latest high recorded in 2000 with 8.3% growth. Furthermore, growth of 9.6% was recorded between 2001 and 2002.

2.11 However, despite the peaks and troughs recorded, the most important fact in the last 20 years is that growth on non-food expenditure has trebled. In fact, spending in 2004 on comparison goods per capita at constant prices was over four times larger than spending on the same basis in 1964.

2.12 With this in mind, it is not surprising to discover that major retail development has been driven by non-food retail development including regional shopping centres such as the Trafford Centre. In fact, all of the major supermarket operators now recognise that the future growth in retail expenditure will be primarily focused on non-food goods. Therefore, the UK has witnessed the shift in emphasis within larger supermarkets to provide more space for the sale of comparison goods. For example, this has been most successfully achieved within Asda; where the growth of the Asda George (clothing) brand within traditional superstores has now resulted in the development of stand alone Asda George stores selling only non-food goods.

2.13 MapInfo recognise that the strong growth recorded in the short term appears to be unsustainable, similar to the boom in the 1980s, which was followed by a period of slower growth. Therefore, MapInfo consider that projected sales per capita based on medium and long-term trends look more believable. In this respect, MapInfo identify growth in comparison goods expenditure of between 4.8% and 5.5% per annum in the future.

Implications of Future Growth

2.14 In order to examine the potential implications of future expenditure growth, MapInfo have provided forecasts for UK consumer spending, which are based partly upon past trends but also on expected changes on other economic variables. The forecasts recognise that the short-term growth trends for all goods, especially comparison goods are unsustainable and that some correction is necessary. However, MapInfo expect price falls to continue for products such as electronics and clothing, which will continue to boost sales.

2.15 On this basis, MapInfo have provided forecasts, which are set out below.

Figure 2.2: Average Annual Forecast Growth Rates

	Convenience	Comparison	Total
2004-2006	+0.8%	+3.8%	+2.8%
2004-2011	+0.8%	+4.1%	+3.1%
2004-2016	+0.9%	+4.3%	+3.3%

Source: MapInfo Brief 05/2 (September 2005)

2.16 When applying these forecast growth rates through to 2021 (utilising growth rates of +0.9% and +4.3% between 2016 and 2021), it is evident that growth will still be significantly focused on comparison goods. Figure 3.3 below illustrates that by 2021, total expenditure will have increased by 78% to £7,697 per capita per annum. The anticipated growth recorded for convenience goods will be 16% compared to the 101% growth recorded in comparison goods expenditure.

Figure 2.3: Actual and Forecast Expenditure per Capita per Annum

	2004	2011	2016	2021
Convenience	£1,536	£1,624	£1,699	£1,777
Comparison	£2,950	£3,886	£4,796	£5,920
Total	**£4,486**	**£5,510**	**£6,495**	**£7,697**

2.17 By applying these forecast growth rates through to 2021, it is evident that growth will still be significantly focused on comparison goods. Indeed, in the next seventeen years, expenditure on comparison goods is set to double, based on current forecasts.

2.18 Notwithstanding the above analysis of comparison growth rates predicted by MapInfo Brief 05/2, White Young Green for the purposes of this strategic assessment have adopted a 'goods based' approach as advised in PPS6, taking into account these consumer retail expenditure forecasts derived from MapInfo. However given the extended time horizon of this study WYG has adopted MapInfo's 'ultra long-term' growth rate for both convenience and comparison goods as our basis for our retail capacity exercise as this covers the trend based between 1964 and 2004 and takes into account key growth and recessionary periods during this period. It is White Young Green's view that this represents a more conservative and robust assessment to the figures noted above over such a long time period (2006 and 2016).

The Retail Market

2.19 The retail market has been the subject of some profound changes over the recent past. The mix of social and economic conditions that prevailed in the 1980's triggered the arrival of a much more discerning consumer driven, not just by value for money but also increased selectivity and a demand for higher quality shopping environments. These conditions continue to impinge on the nature of today's retail market where consumer loyalty has become a vital ingredient in the success to retailers. Increasingly, successful shopping facilities have to fulfil the role of a destination location. In large part this means providing a wide range of shopping and leisure facilities able to attract and retain the interest of the entire family. In return, such schemes benefit not only from much wider catchment areas, but also from substantially longer shopping trips.

2.20 Drawing on work from CBRE (2003) it has been found that over the last twenty-year period, the retail property landscape across the UK has changed dramatically. ***Town centres*** (this does not include managed floorspace), which began the 1980's firmly in pole position with just over 28 million sq. m, of floorspace represented three quarters of all retail floorspace in the UK at the time. However, since then this position has been severely challenged. Indeed by the end of 1988, the amount of traditional town centre floorspace is estimated to have dropped to just over 27 million sq. m; where this represented 45% of all retail space in the UK. This was mainly a consequence of the demise of retailing in secondary and tertiary locations and the replacement of older properties with comprehensive redevelopment schemes which have introduced new managed shopping floorspace within many town centres. The movement away from traditional single (private) occupier town centre floorspace is coupled with the rapid rise in retail warehousing located away from town centres.

2.21 The decline of the traditional town centre floorspace, however, should not be assumed to mean the decline of overall town centre trading. New shopping schemes in centres or on the edge of town centres have brought not only more efficient space into the retail hierarchy, but have introduced a quality of ***managed shopping floorspace***, which could not be created within the context of the single occupation high street premises. UK Managed shopping floorspace in town centres totalled 6.5 million sq. m at the beginning of the 1980's. In 2000 they comprised over 10.5 million sq. m, a 60% rise. As a result 18% of all retail floorspace in the UK is now found in managed shopping floorspace located within town centres.

2.22 As a whole therefore, the amount of retail floorspace in town centres including both traditional and new managed floorspace has not declined. On the contrary, it has risen from around 35 million sq. m in 1980 to nearly 39 million sq. m by 2000, a rise of 11% over that period. Moreover, as much of this town centre development has comprised new shopping floorspace providing more efficient space, the decline of the town centre needs some careful interpretation. Whilst the UK has seen the reduction in the amount of older retail premises, the UK has seen the marked increase in new replacement managed floorspace. Town centres have also received a further boost in response to the tightening of planning controls on out-of-centre developments on the latter in the last two to three years, and new developments are under construction or planned in many major centres in the North West and indeed Cumbria.

2.23 In 1980 the out of town revolution was yet to emerge as a potent force. At the time, only a small number of ***retail parks*** (development that comprises an agglomeration of at least 3 retail warehouses) had become established and the major food retailers were beginning to recognise the advantages of superstore trading. Consumers also began to welcome the convenience of these new forms of shopping. However, only around 10,000 sq. m (CBRE, 2003) of non-food out-of-centre retail warehouse floorspace existed at the beginning of the 1980s.

2.24 Notwithstanding the above, the rise of out of town retailing has been unparalleled, and by 2000, the amount of ‘retail park’ floorspace had grown to 4.6 million sq. m, representing 7.5% of all the UK retail stock. Superstores, mainly comprising stand alone food superstores, accounted for another 8.9 million sq. m or 15% of the total retail stock.

2.25 Other shopping malls in off centre locations provided about 0.8 million sq m in 2000 compared with only 0.1 million sq. m in 1980. Out of town regional malls such as The Trafford Centre introduced over 118,000 sq. m in 1998. Furthermore, with the high rate of residential construction during the 1980’s, local district centres expanded to an estimated 6.6 million sq. m in 1998.

2.26 There is increasing evidence that polarisation of centres is occurring across the UK, whereby large, more dominant retail markets (both in terms of town centres and out of town malls) have continued to outperform the average in retail growth terms. The reduction in the amount of new floorspace coming through the out of town development pipeline is likely to further inflate rents in the best retail parks and prime locations, adding further to the divide between prime and secondary retail property. Similarly, the more attractive and accessible town centres are likely to perform better than the less attractive centres.

2.27 In the next twenty years the retail landscape will continue to evolve. Taking the anticipated rise in the volume of retail sales, the expected trend in sales productivity, as well as the retail schemes already in the development pipeline, it is reasonable to expect a demand for new retail floorspace in major retail locations in the future.

2.28 Certainly, future policy needs to be based on creating a balance between accommodating the dynamism of the market place, its increasing competitiveness, and the widening gulf between differing shopping locations.

Trends in Non-food Retailing

2.29 Overall, expenditure on non-food goods is increasing year on year, providing a stable platform for the domestic industry to grow. Within this context, however, there are significant variations. Perhaps most significantly for town centres, spending on clothing and footwear (£34.2bn in 2000) has declined from 6.3% of the market in 1996 to 5.8% in 1999. Within this sector, ladies wear has seen the greatest sales reductions (16% since 1995). This is attributable largely to price reductions. In contrast, continuing innovation has created significant growth in the electrical goods market (at about 8% per annum).

2.30 International market conditions and price deflation in some key sectors mean that many high street names are becoming increasingly vulnerable to takeovers. The merger and consolidation of companies is likely to lead to fewer national multiple outlets competing in the market place during the course of the Regional Spatial Strategy (RSS). For example recently the following mergers have occurred; JJB recently acquired JD Sports, Wm Morrisons bought Safeway and HMV and Ottakers. This will have two principal effects for town centres:

- It will drive down demand in the longer term. As demand is the engine for reinvestment, this will reduce the attractiveness of investing in speculative redevelopment opportunities; and

- It will make those retailers still in the market increasingly location-sensitive. This will increase demand from multiples for prime and ‘super-prime’ pitches, but reduce the attractiveness of other areas. The net result may be an increased occupation of core town centre shopping units by non-retail uses.

2.31 Key retailers, such as Marks & Spencer and the Arcadia Group, are reducing the distribution of their operations and others, such as C&A, have left the domestic marketplace altogether. This is a result not only of price deflation, but also of changing shopping patterns. Many consumers are now prepared to shop in an increasing number of outlets for specialist or niche goods, rather than rely on household names, as was the case previously. The decision by Asda and Tesco to stock clothing has also had a major impact on this core area of high street trade. In fact in recent months there is a growing willingness by these traditional supermarket operators to open up new high street type units selling their clothing ranges. As demand from these major anchor retailers decreases for representation in smaller town centres, more lower-order retailers and food/drink uses will occupy prime frontages.

2.32 Increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers and developers. With planning policy now seeking development in marginal locations within centres, and prime locations within smaller town centres, these are increasingly rejected by retailers as capital costs increase. Many investment decisions will be influenced by the scale of commitment from other retailers; developers will increasingly need to promote large town centre redevelopment schemes if they are to attract high quality retailers.

2.33 One area where significant growth is anticipated is the discount retail sector, which at the moment accounts for only 1% of sales in the UK. Growth in sales has been strong in recent years and this is set to continue, possibly with the aid of foreign (and particularly US) investment.

2.34 In addition, the DIY market has grown in strength considerably, in line with the expanding DIY and home improvement culture. The market grew by 55.2% between 1996 and 2000 and in 2000 alone consumer spending in the market sector increased by 2.2%. However, the Keynote Market Review (August 2001) anticipates that growth in the DIY market is slowing and more gradual growth was predicted for the period 2001 to 2005. Despite this, spending was forecast to reach £11 billion, at current prices, by 2005.

Retail Warehousing

2.35 In terms of retail warehousing, the market is becoming increasingly sensitive to quality and location. Many retail warehouse operators will now only accept units on major mixed-use retail parks, leading to a decline in the popularity of free-standing units and older retail parks that are located away from the regional road network. The market is now dominated by the likes of Homebase, Ikea and B&Q, seeking units of 10,000-12,000 sq m; and Matalan, Comet, Currys, Decathlon and Focus seeking flagship stores of between 2,500 and 5,000 sq m. Demand is weakest in the size range where supply is greatest (of about 1,000 sq m).

2.36 Many retail parks are unable to accommodate this new demand owing to the configuration of the existing units. In the context of low demand for the smaller 'bulky goods' units, many investors are seeking to create greater flexibility by incorporating mezzanine levels into existing outlets, and to remove restrictive conditions in order to increase the number of 'non-bulky' goods operators able to utilize the space. More fashion wear retailers (including Next, George and TK Maxx) are experimenting with lower cost warehouse formats and many developers are seeking to provide fashion-led out-of-centre retail parks ('shopping parks'). However, the Government is currently seeking to extend the planning controls over mezzanine floors which will effectively require operators to obtain planning permission.

2.37 In this respect, over the past few years there has been significant activity recorded in the implementation of mezzanine floors within retail developments. Whilst many of these developments were implemented through obtaining Certificates of Lawfulness, the main driver was the proposed second amendment to the 2005 GDPO, which will require all mezzanine developments in the future to obtain planning permission regardless as to whether or not a Certificate of Lawfulness has been obtained in the past. Given the anticipated deadline at the end of 2005 for the issuing of the second amendment, there has been significant activity in the retail development industry whereby mezzanines have been implemented or material starts on such developments have been made. Although the second amendment was not issued by the Office of the Deputy Prime Minister in early December as anticipated, it is likely that this will be forth coming in early 2006. Clearly, once this is in place it is anticipated that the development of mezzanine floors within retail units will slow significantly given the need to obtain planning permission and apply the sequential approach for those mezzanine floors over 200 sq m (as outlined in PPS6). Therefore whilst there has been a recent flurry of activity in providing additional floorspace through the introduction of mezzanine floors it is anticipated that through the second amendment the planning system will have much greater control over these developments in the future.

2.38 The demand for new Factory Outlet Centres has subsided considerably, suppressed by increasing planning restrictions. However, these and other successful regional shopping centres, such as the Trafford Centre or to some extent the K Village at Kendal, are under pressure to extend and to increase their overall attractiveness by introducing complementary non-retail uses.

The Growth in Electronic Commerce

2.39 Many consumers who previously shopped in town centres and retail parks are now using the Internet for some of their purchases. Indeed, research undertaken by market analysts Verdict Research (2005) found the internet was the fastest growing retail sector in 2004, attracting one in four shoppers. With growth rates of more than 27%, this growth figure for buying online is six times better than for the traditional retail market over the last year. Verdict Research identify that part of this success is because of the trebling of shoppers using broadband connections. Furthermore, research suggested that people were not only shopping in greater numbers but were also spending more as companies improved the quality of their online offerings.

2.40 Similarly, more people are also shopping through their televisions and channels like QVC, which grew by nearly 15% during 2004. However, the amount of goods ordered in-store for home delivery dropped by 16%, in spite of the overall increase in the home delivery market. Indeed, the Verdict report calculated that £1 in every £7 spent in the British retail sector in 2004 was on goods delivered to the doorstep.

2.41 Verdict also identify that the most popular goods for home delivery were books, music and videos. The next most popular purchase was electrical goods (19%) followed by clothing.

2.42 This trend is set to continue, although the exact impact that e-commerce will have on the high street has yet to be established accurately.

2.43 MapInfo estimates used for the purposes of this retail study have already excluded ‘special forms of trading’ (SFT) which relates to expenditure on goods from catalogues, mail order and internet shopping. As highlighted in the glossary, the proportion of non food expenditure that is spent on SFT is 5.4% and 1.6% for convenience goods expenditure. To place a monetary value on this WYG estimate that within Survey Zone 12, which covers the administrative area of Barrow-in-Furness (See Section 4) WYG found that on average £1,874 per capita is spent of convenience goods per annum, however, WYG estimate that just £30.5 per capita is spent of convenience goods per annum. In terms of total convenience expenditure within the Survey Zone (£100.3m), WYG estimate that £1.6m is spent on SFT.

2.44 In terms of comparison goods expenditure WYG estimate that within Survey Zone 12, the average person spends £3,269 per person (this exclude SFT). When this is applied to the population the zone generates £172.3m of comparison goods expenditure. Therefore WYG estimate that £9.8m of comparison goods expenditure is spent on SFT within the Zone.

2.45 As access to the Internet increases through digital televisions and mobile telephones, and improved security, proportionally less money will be spent in retail units than before, as more is directed to e-commerce. The effect of this will be to potentially reduce spending growth and expenditure capacity on the high street. In turn, this will:

- Affect the investment decisions of existing retailers, and over time, further reduce the demand for retail premises; and

- Lead to the creation of new 'sui-generis' retail collection centres on the edges of major conurbations. Experiments with 10,000 – 20,000 sq m units are already underway by operators such as Amazon.co.uk and other internet based retailers.

3 PLANNING POLICY FRAMEWORK

Introduction

3.01 Given that this study seeks to provide important background evidence that will assist in the future development of the LDF process, it is important at this stage to reflect upon key national, regional and local advice and how the approach advocated by Central Government may impact upon the development of policies locally. The key texts, which have been considered as part of our study, include:

- Planning Policy Statement 6: Planning for Town Centres (March 2005)
- Submitted Draft Regional Spatial Strategy fro the North West of England (January 2006)
- The Cumbria and Lake District Joint Structure Plan Proposed Modifications (Sept 2005)
- Barrow in Furness Borough Council Local Plan Review (1996- 2006)

Planning Policy Statement 6: Planning for Town Centres (March 2005)

3.02 The Government's key objective for town centres is to promote their vitality and viability by:

- **planning for the growth and development of existing centres; and**
- **promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.'** (paragraph 1.3)

3.03 In assessing proposed retail developments, paragraph 3.4 requires applicants to demonstrate:

a) **the need for the development;**
b) **that the development is of an appropriate scale;**
c) **that there are no more central sites for the development;**
d) **that there are no unacceptable impacts on existing centres; and**
e) **that locations are accessible.**

3.04 In demonstrating need, paragraph 3.8 notes that '**it is not necessary to demonstrate the need for retail proposals within the primary shopping area or for other main town centre uses located within the town centre**'. However, paragraph 3.9 goes on to note that: **'need must be assessed for any application for a main town centre use which would be in an edge-of-centre or out-of-centre location and which is not in accordance with an up-to-date development plan document strategy.'**

3.05 In demonstrating quantitative need, paragraph 3.9 of PPS6 states:

'A needs assessment prepared in support of a planning application should wherever possible be based on the assessment carried out for the development plan document, updated as required, and in the case of retail development should relate directly to the class of goods to be sold from the development ('business-based' cases will not be appropriate). The need for additional floorspace should normally be assessed no more than five years ahead, as sites in the town centre may become available within that period. Assessing need beyond this time period may pre-empt future options for investment in centres, except where large town centre schemes are proposed and where a longer time period may be appropriate to allow for site assembly. The catchment area that is used to assess future need should be realistic and well related to the size and function of the proposed development and take into account of competing centres.'

3.06 In addition to considering the quantitative need for additional retail or leisure floorspace, local planning authorities should also consider whether there are qualitative issues that may provide additional justification for the development. These may include the need to ensure that an appropriate distribution of locations is achieved to improve accessibility for the whole community and the need to ensure that provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly the needs of those living in deprived areas.

3.07 In terms of the scale of the proposed development, PPS6 states that this must be directly related to the role and function of a particular centre and its catchment. In defining this further, paragraph 2.42 notes that **'local centres will generally be inappropriate locations for large-scale new development, even when a flexible approach is adopted'**. Local authorities are expected to set an **'indicative upper limits for the scale of developments likely to be permissible in different types of centres, and developments above these limits should be directed to centres higher up in the town centre hierarchy'**.

3.08 In terms of adopting a sequential approach to site selection, PPS6 notes that requires that developers and operators, when considering alternative sites, demonstrate that in seeking to find a site in or on the edge of existing centres they have been flexible about the following: the scale of their development; the format of their development; car parking provision; and the scope for disaggregation.

3.09 Furthermore, Paragraph 3.17 highlights that where retail and leisure proposals in edge or out-of-centre locations which combine a number of separate uses the applicant should **'consider the degree to which the constituent units within the proposal could be accommodated on more centrally-located sites in accordance with the objectives and policies in this policy statement. The existence of more central sites which could accommodate one or more of the individual elements should be taken in account when**

considering whether to grant planning permission.' Paragraph 3.18 goes on to state, however, that **'a single retailer or leisure operator should not be expected to split their proposed development into separate sites where flexibility in terms of scale, format, car parking provision and the scope for disaggregation has been demonstrated'**. It goes on to state that **'it is not the intention of this policy to seek the arbitrary sub-division of proposals. Rather it is to ensure that consideration is given as to whether there are elements which could reasonably and successfully be located on a separate sequentially preferable site or sites'**.

3.10 However, PPS6 highlights that local planning authorities should be realistic in considering whether sites are suitable, viable and available. Indeed, Paragraph 3.16 states that:

'Local Planning authorities should take into account any genuine difficulties, which the applicant can demonstrate are likely to occur in operating the applicant's business model from the sequentially preferable site, in terms of scale, format, car parking provision and the scope for disaggregation, such as where a retail would be required to provide a significantly reduced range of products.'

3.11 In terms of assessing impact, PPS6 advises that local planning authorities should consider the impact of the proposal on the vitality and viability of existing centres within the catchment area of the proposed development, including the cumulative effect of recent permissions, developments under construction and completed developments. Indeed, the guidance states that **'…the identification of need does not necessarily indicate that there will be no negative impact.'**

Submitted Revised Regional Spatial Strategy fro the North West of England (January 2006)

3.12 On the 30th of January 2006, the Revised North West Plan was submitted to the Government. Public consultation on the Revised Strategy is scheduled to begin in March 2006. The Regional Spatial Strategy (RSS) for North West England provides a framework for the physical development of the region over the next fifteen to twenty years. RSS is part of the statutory development plan for every local authority in the North West. Planning applications will be considered against the provisions of RSS and subsequent local development documents.

3.12 In terms of retail development, Policy W5 of Revised RSS states that comparison retailing facilities should be enhanced and encouraged in 24 key centres beyond the regional centres of Manchester and Liverpool. Barrow-in-Furness is identified as one of the 24 key centres where future provision should be focused to ensure that there is a broad spread of facilities throughout the region.

3.13 Further support to the growth and development of Barrow Town Centre is identified in Policy CNL1 which states that major development in Cumbria should be focused within Barrow, Carlisle and West Cumbria.

The Structure Plans

The Cumbria and Lake District Joint Structure Plan (2005)

3.14 In terms of retail development, the Structure Plan Modifications reiterate Policy SD3 of the Regional Planning Guidance (RPG13) which identifies Barrow in Furness, together with Carlisle, as key towns and cities of regional importance where economic development should be concentrated. In terms of the overall strategy for the District, Policy ST5 identifies Barrow in Furness as a key service centre, and therefore it is designated as a major development area. This policy presents a matrix dividing the County into four distinct areas, indicating where new development should go and what the development priorities are for each area. Barrow in Furness is shown as the principle settlement within the Furness and West Cumbria area, in which the development emphasis will be on securing regeneration. The supporting text justifies this by stating that the Furness and West Cumbria area as a whole has faced long-term economic difficulties as a result of a decline in its traditional manufacturing base, and due to its relative remoteness for regional and national markets. As a result there is a requirement to focus on securing regeneration for the area.

3.15 Policy L52 highlights the need to secure and promote the long-term vitality and viability of town centres. It aims to enable town centres to meet the need of the local community, to provide an appropriate scale of development, to foster a mixture of uses and where appropriate advocates the consolidation or regeneration of centres. Development which acts contrary to the vitality and viability of other town centres will not be permitted, and development which supports the roles of town centres will be encouraged.

3.16 Accessibility will place emphasis on means of transport other than the private car to achieve sustainability, by improving public transport, pedestrian and cycling links. The management of car parks will also be an important factor.

3.17 The sequential approach will be used against new retail and leisure development. This will place preference on development occurring within town centres to aid their vitality and viability. Following the town centre, priority will be assigned to sites on edge of centre locations, and finally out-of-centre sites.

3.18 Policy L55 relates to local and neighbourhood services and facilities, stating that proposals for new or extensions to existing facilities will be supported within towns and villages, providing there is no adverse affect on traffic. Proposals for change of use or redevelopment of existing facilities will not be permitted unless it can be shown that the current use is no longer economically viable and that there is no longer a requirement for the site or building by the community for a business or community use.

Barrow in Furness Borough Council Local Plan Review 1996- 2006

3.19 The Barrow in Furness Borough Council Local Plan Review is prepared by the Council in order to guide the development of the area for the period to 2006. It was adopted in August 2001.

3.20 The Local Plan key strategy comprises four guiding principles relating to future development in the Borough. Two of these principles are of particular relevance to this study. One seeks to ensure the regeneration of the local economy by way of sustainable development, and one aims to develop the Borough's role as a sub-regional centre for leisure and shopping.

3.21 These key principles are subsequently developed into nine objectives. Objective OBJ 6 relates specifically to retailing. This objective is:

'To sustain and enhance the viability, vitality and environment of Barrow town centre and other local population centres within the Borough'.

3.22 As such, the vision for this Plan is consistent with that contained in the Authority's Strategic Plan. In particular the Local Plan supports Priority SP2 of the Authority's Strategic Plan, which aims to, amongst other things, reinforce Barrow Town Centre as the focus of civic and commercial life.

3.23 The Plan recognises the importance of Barrow in Furness in the sub-regional economy of South Cumbria, acknowledging the pivotal role it plays in the regeneration of the area. Resultantly, the plan pursues a policy approach that will compliment this role. In general the Plan wishes to reinforce the town centre as a sub-regional centre and focus, and proposes a series of measures to make it more attractive, viable and accessible.

3.24 Chapter 2 of the Local Plan details the Council's policy with regard to employment. It highlights the aim of the Council to secure the regeneration of Central Barrow in order to gain the maximum benefits from the new Town Centre Shopping Redevelopment (Portland Walk). This scheme, called the 'Heart of Barrow Scheme', used Single Regeneration Bid monies provided by Central Government in order to arrest the decline and dereliction in the Towns' central area, helping to restore it as a vibrant commercial centre. Initiatives included the creation of new or improved commercial and retail floorspace.

3.25 In respect of retail, Chapter 4: Retail contains specific policies concerning this topic. The chapter outlines a series of aims in relation to the retail sector. These are:

'(A) To strengthen the role of Barrow town centre as the principle shopping centre serving South West Cumbria.

(B) To strengthen the vitality and viability of Barrow town centre by encouraging a wide range of attractions and amenities for both residents and visitors.

(C) To continue to upgrade the environment of Barrow town centre so as to provide an attractive, well designed, safe and vibrant shopping centre.

(D) To ensure that good access to attractions and amenities in the town centre of Barrow is maintained and improved for all persons who depend on it by whatever mode of transport they use.

(E) To maintain and enhance the provision of local shopping facilities throughout the Borough.

(F) To continue to increase the provision of modern retail floorspace, to accommodate a wide range of types of shop in appropriate accessible locations.

(G) To provide a compact shopping core which is sustainable for the future.

(H) To continue to support investments in the development or refurbishment of existing buildings.

(I) To maximise the opportunity to use means of transport other than the car'.

3.26 In order to achieve these stated aims, a total of 20 policies are set out, although not all of these are relevant to this study. Policy C1 imposes guidelines on new and redeveloped retail facilities in order to ensure that such facilities do not have a negative impact on their locality. As such guidelines include ensuring high standards of design, access for all, protection of the environment, open space and landmarks of local importance, and adequate provision of car parking.

3.27 Policy C2 dictates that priority will be given to town centres for new retail developments. A hierarchical approach will be adopted towards new developments which will mean that town centre sites should be considered first, followed by edge of centre sites, and finally out of town locations. Permission for development on out of town locations will only be granted in exceptional circumstances. In the case of Barrow an edge of centre area has been defined under Policy C4, although other edge of centre sites will be permitted if they comply with Policy C3.

3.28 Policy C3 relates to out of town centre applications which do not serve a local or special need, and states that they will only be allowed subject to a number of criteria. Policy C3 stipulates that these applications should be submitted with a Retail Impact Assessment, should not prejudice the exiting vitality or viability of the town centre, and should be accessible via a range of means of transport.

3.29 Chapter 4 acknowledges that Barrow Town Centre comprises a mixture of different uses. As a result certain retail developments will not fit in and thus be required to locate on an edge of centre site. To this end an appropriate area has been identified in Policy C4 for edge of centre development. This designated area is characterised by industrial and warehousing units and will be along the Western side of Walney Road, Hindpool Road and The Strand, to the north and south of Cornerhouse Retail Park and Hindpool Retail Park. Developments which are incapable of being physically fitted into the town centre will be directed to these aforementioned locations. As discussed above this does not preclude development in other edge of centre sites, provided that they comply with Policy C3.

3.30 Barrow's Core Shopping area is identified by Policy C5 in order to ensure that the dominate land use remain A1. The Core area comprises of Portland Walk and the pedestrianised sections of Dalton Road. Within this area certain types of uses will be restricted so as to avoid a proliferation of non-retail uses which would break up shopping frontages and provide a less attractive environment for shoppers. Within this area, proposals for uses other than A1 will require evidence from the developer that they will not be detrimental to the vitality and viability of the centre as a whole.

3.31 In addition to the Shopping Core, two other areas are proposed: 'other Barrow Town Centre Shopping Areas' and 'Mixed Areas around Barrow Town Centre'. These areas have especially tailored policies which permit only certain uses. Policy C6 in relation to other Barrow Town Centre Shopping Areas states that:

'On the ground floors of premises within the other Barrow Town Centre Shopping Areas only retail uses in Class A1, A2 and A3 will be permitted. Conversion of upper floors to residential use will be allowed where this will assist the regeneration of the area and will bring back into use a vacant property, subject to the application of the criteria contained in Policy B5 and the site being capable of providing an acceptable residential environment for future occupiers'.

3.32 In addition, Policy C7 in respect of Mixed Areas around Barrow Town Centre declares:

'Within the Mixed Areas around Barrow Town Centre the Authority will allow shopping or commercial uses where this does not adversely affect immediate residential neighbours and meets normal planning standards. The Authority will also allow conversions to residential schemes, particularly on upper floors, where this will assist the regeneration of the area and will bring back into use a vacant property, subject to the application of the criteria contained in Policy B6 and the site being capable of providing an acceptable residential environment for future occupiers'.

3.33 Finally, with regard to take-aways and restaurants these will be discouraged from the Barrow Shopping Core and other Barrow Town Centre Shopping Areas in favour of Mixed Areas around Barrow Town Centre through Policies C13 and C14.

Planning Our Future – A Community Plan for Barrow Borough (2005)

3.34 The Community Plan sets out the Council vision for the Borough which will help to co-ordinate the work of public, private, community and voluntary sectors to improve the social, economic and environmental well being of its residents.

3.35 The vision as set out in the Barrow Community Plan is built around a long term vision, this vision is :

"In 2024, Barrow Borough will be a prosperous, pleasant, healthy and safe environment for our children and for us"

3.36 As part of this vision there are four key guiding principles that underpin the main vision of the Community Plan. These are :

- A prosperous environment;
- A pleasant environment;
- A healthy environment; and
- A safe environment.

3.37 In terms of retailing, there are no specific aims and objectives set out in the Community Plan. However, in terms of the economy, the Plan seeks to increase levels of employment through strategies to create new jobs and to improve employability of local people. Furthermore the plan seeks to encourage inwards business investment,

3.38 In terms of the environment, the Plan seeks to create a pleasant environment for people who live and work in the Borough by promoting Barrow as an attractive and interesting place to visit and stay. The Plan seeks to increase visitor numbers which will have potential to generate significant commercial and employment opportunities, thus developing and promoting tourism in the Borough.

Summary

3.35 It is evident from the documents outlined above that Barrow Town centre is recognised as a key retail and leisure destination both within the Cumbria sub-region and the wider North West. Its future growth and development is highlighted in the emerging revised RSS which supports the general approach adopted previously in the structure plan.

3.36 With regard to existing policies in the Adopted Local Plan, it is evident that the approach adopted predates PPS6 and therefore any future development of core policies must seek to address inconsistencies within the adopted plan and more recent guidance. This particularly relates to the definition of the primary and secondary retail areas and how these relate to Cornerhouse, Hindpool and Hollywood Retail Parks.

4 ORIGINAL MARKET RESEARCH

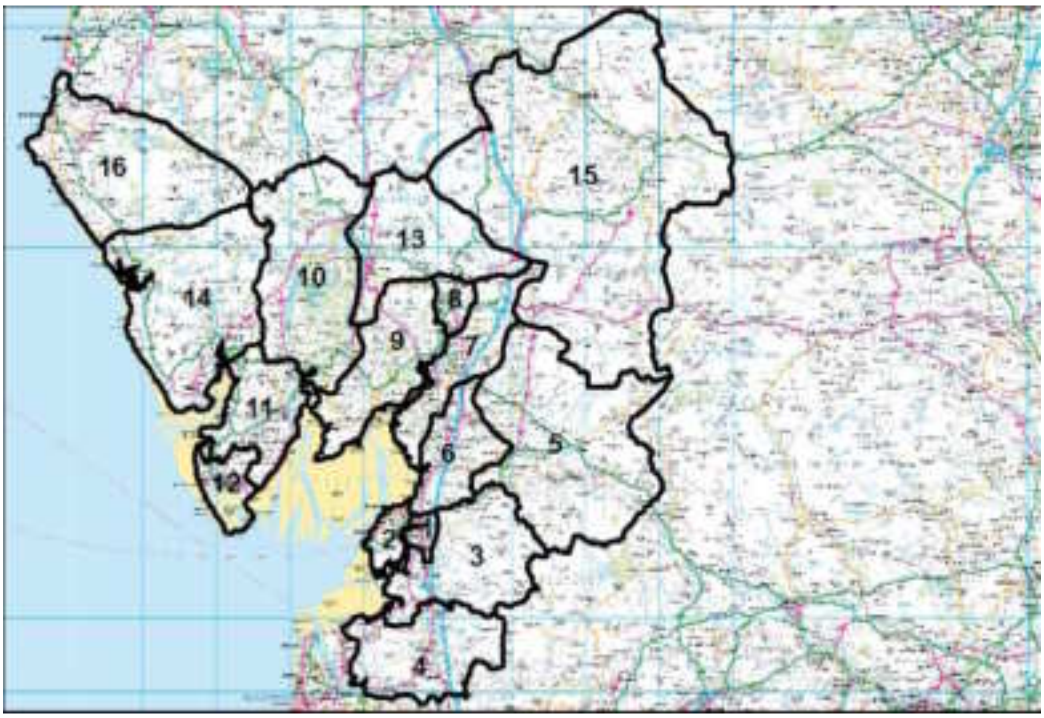
Introduction

4.01 A key element of our study was to obtain a detailed understanding of Barrow's potential catchment and the shopping patterns that exist within the wider sub-region. One of the most accurate ways of understanding where people shop and why they visit particular centres/retail facilities is through original market research. As highlighted within our overall methodology in Section 1, the original market research undertaken as part of this study involved the completion of a household telephone survey.

Household Telephone Survey

4.02 In October 2005 a survey of 1,702 households was undertaken within the defined sub regional catchment. The household survey was commissioned jointly by Barrow-in-Furness Borough Council, Lancaster City Council and South Lakeland District Council. The area covers the North Lancashire and South Cumbria sub-region. The extent of the sub-regional area examined can be seen in Figure 4.1. Given the size of the catchment adopted, it was necessary to sub-divide it into 16 zones. A list of the post code areas included in each zone is set out in Table 4.2 below.

Figure 4.1: Adopted Wider Sub Regional Catchment



Catchment Definition

4.03 In defining the catchment area for this study, it is important to consider the nature of convenience and comparison shopping trips. Trips made to food stores are generally undertaken within a limited distance whereas comparison goods may involve longer trips to access a broad range of products and to compare prices. Often the extent of a centre's catchment is determined by a combination of its current retail 'offer' and the proximity of other large centres.

4.04 The sixteen zones were also defined to take account of sample zones used within previous retail studies undertaken in the sub-regional area. They included the following:

- Lancaster and Morecambe Retail Study (Donaldson's, 1997)
- Kendal Retail Study (Planning Perspectives, 2000) and
- Grange-Over-Sands Retail Study (Roger Tym and Partners, 2003)

4.05 It should be noted that no previous survey work has been identified in Barrow-in-Furness to use as comparable analysis with this study.

4.06 The defined catchment has been broken down in to 16 survey zones, which has enabled us to identify shopping patterns from different areas of the catchment and further a field. Table 4.1 illustrates the postal codes adopted in defining each of the 16 survey zones used for the joint household survey.

Table 4.2: Post Codes by Survey Zone

Survey zone	Post Code Sectors
1	LA1 1, LA1 2, LA1 3, LA1 4, LA1 5
2	LA3 1, LA3 2, LA4 4, LA4 5, LA4 6, LA3 3
3	LA2 0, LA2 9
4	PR3 0, PR3, PR3 6
5	LA2 7, LA2 8, LA6 2, LA6 3
6	LA2 7, LA2 8, LA6 2, LA6 3
7	LA7 7, LA8 0, LA5 0
8	LA9 4, LA9 5, LA9 6, LA9 7
9	LA11 6, LA11 7, LA8 8
10	LA21 8, LA12 8, LA22 9, LA22 0
11	LA12 7, LA12 0, LA12 9, LA17 7, LA16 7, LA15 8, LA14 4
12	LA13 0, LA13 9, LA14 5, LA14 2, LA14 1, LA14 3
13	LA23 1, LA23 2, LA23 3, LA8 9
14	LA18 4, LA18 5. LA19 5, CA18 1, CA19 1, LA20 6
15	CA10 3, LA10 5, CA16 6, CA17 4
16	CA20 1, CA21 2, CA22 2, CA23 3, CA27 0, CA28 9, CA24 3 CA25 5, CA26 3, CA28 8, CA28 7, CA28 6

4.07 The defined catchment area has been based on postal codes at a three digit level (e.g. WA4). These zones form the basis of the household survey undertaken. Population and expenditure data is provided on a zone by zone basis, in addition to the catchment area as a whole.

4.08 Table 4.3 below details the description of each of the 16 household survey zones and how these relate to other previous studies undertaken in the area.

Table 4.3: The Defined Wider Catchment

Zone	Geographic Area	Settlements Covered	Previous Sample Zones
1	This survey zone covers the urban area of Lancaster City and its suburbs.	Lancaster, Scotforth	This survey zone represents Zone 1 from the previous Lancaster Retail Study 1997
2	This survey zone area covers the Heysham and Morecambe peninsula	Morecambe, Heyshaw, Middleton, Sunderland, Heaton, White Lund, West End, Sandylands	This survey zone represents Zone 2 and 3 from the previous Lancaster Retail Study 1997
3	This survey zone area covers the rural geographic area to the south and east of Lancaster City.	Galgate, Glasson, Ellel, Dolphinholme, Cockerham, Caton, Brookhouse and Claughton	This survey zone represents Zones 4 and 5 from the previous Lancaster Retail Study 1997.
4	This area covers northern part of the neighbouring Wyre District	Garstang, Pilling, Churchtown, Catterall and Great Eccleston	This survey zone represents Zone 6 from previous Lancaster Retail Study.
5	This survey zones covers the predominantly rural hinterland	Kirkby Lonsdale, High Bentham, Ingleton	This survey zone represents Zone 8 from previous Lancaster Retail Study, plus the LA6 3.
6	This survey zone covers the eastern coastal stretch running along the M6 motorway corridor (Junction 36 to 34), from Holme in the north to Hest Bank in the south.	Carnforth, Bolton-le-Sands, Holme, Warton, Halton and Burton-in-Kendal	This survey zone represents Zone 7 from previous Lancaster Retail Study.
7	This survey zones covers the geographic area to the east and south of Kendal, following the M6 from junction 37 to 36 extending to the Warton Sands peninsula.	Silverdale, Arnside, Milnthorpe,	This survey zone represents Zones 3 and 5 from the Kendal Retail Study (2000).
8	This survey zone covers the urban area of Kendal and suburbs	Kendal, Oxenholme, Natland, Burneside	This survey zone represents Zones 1 and 2 from the Kendal Retail Study (2000)
9	This survey zones covers the rural area spanning to the southern easternly of Kendal through to Humphrey Head Point/Cartmel Sands	Grange-Over-Sands, Cartmel, Levens	This survey zone represents Zones 4 and 8 from the Kendal Retail Study (2000) and includes the two postcode areas in the Grange-Over-Sands Retail Study (2003).
10	This survey zone covers the area covered by the Grizedale Forest Park, and is the area to the west of Lake Windermere and includes Coniston Water.	Coniston, Hawkshead, Newby Bridge, Ambleside and Haverthwaite	This survey zone represents Zone 9 of the Kendal Retail Study (2000).
11	This survey zone covers the majority of the inner Barrow-in-Furness peninsula, bound by the A595 to the north.	Ulverston, Kirkby-in-Furness, Dalton-in-Furness, Askam-in-Furness	This survey zone has not been previous assessed.
12	This survey area covers the tip of the Barrow-in-Furness peninsula and is covers the majority of the Barrow urban area. The area also includes Walney Island	Barrow-in-Furness, Rampside, Newton and Newbarns	This survey zone has not been previous assessed.
13	This survey zones covers the area to the north of Kendal and includes the majority of the Eastern Area of the Lake National Park. The zone is bound to the west by Lake Windermere and the Long Sleddale range.	Windermere, Bowness-on-Windermere, Staveley, Kentmere and Grayrigg	This survey zone represents Zone 6 and 7 of the Kendal Retail Study (2000).
14	This survey zone covers the western coastal area of the catchment from Haverigg Point up	Millom, Broughton-in-Furness, Ravengrass,	This survey zone has not been previous assessed.

	to Sellafield then covering the geographic area to Dow Crag.	Eskdale Green	
15	This survey zone covers the extensive rural area to the north west of Kendal.	Sedbergh, Kirkby Stephen, Shap, Tebay and Appleby Westmorland	This survey zone has not been previous assessed.
16	This survey zone covers the western coastal area from Seascale in the south to Whitehaven in the north also covering Copeland Forest.	Whitehaven, Egremont and Heaton Moor	This survey zone has not been previous assessed.

4.09 Within the wider catchment defined, it is evident that Zones 11 and 12 represent the primary catchment for Barrow-in-Furness. However, to summarise the shopping patterns within Barrow's primary catchment and to understand Barrows-in-Furness's wider draw, the commentary set out below focuses on results gathered in Zones 10, 11, 12 and 14. However, when analysing the potential need for future floorspace the market share achieved by Barrow within the other 12 Zones has also been accounted for.

4.10 It must be noted that the results from the NEMS household survey have been adjusted to exclude 'don't know', 'internet/home delivery', 'varies' and 'don't undertake' responses from the household surveys.

4.11 The key findings of the survey are as follows:

Main Food Shopping Patterns

4.12 As can be seen from Table 4.4 below, the market share within Zones 11 and 12 demonstrates that main food shopping facilities in Barrow retain high levels of local expenditure, with limited leakage outside the Borough. In addition, the results clearly show the dominance of current out-of-centre food provision within Barrow as a whole. Within the town's principle zone (Zone 12) the town centre (as defined by the Local Plan) retains just 1.4% of the main food shopping patterns, compared to out-of-centre facilities (including Asda, Tesco and Morrisons) which capture a significant 97.1% of the available expenditure. In addition, the result show that Barrow also has a significant draw on residents from Zones 10 and 14.

Table 4.4: Main Food Shopping Market Share (Barrow-in-Furness) 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zones 1 to 16)
Barrow-in-Furness Town Centre	0.0%	1.2%	1.4%	0.0%	0.3%
Out-of-Centre	26.8%	83.3%	97.1%	54.7%	22.0%
Total	**26.8%**	**84.6%**	**98.6%**	**54.7%**	**22.3%**

May not add up due to rounding

4.13 In Zone 11 the most popular main food shopping destination is the Asda at Walney Road, Barrow-in-Furness. The results found that 35.8% of respondents visited the store. The second most popular destination was the Tesco Extra at Corner House Park, Barrow-in-Furness with 32.1%. The third most popular destination was the Wm Morrison's at Hindpool Road. In terms of South Lakeland, WYG found that 8.6% of the population used the E.H Booth in Ulverston. In addition 3.1% of respondents visited facilities in Ulverston Town Centre.

4.14 In Zone 12, the most popular out-of-centre food shopping destination was the Tesco Extra at Corner House Park, Barrow-in-Furness, with 44.3%. Next was the Asda in Walney Road with 26.2% of the market share from this zone, with the WM Morrison at Hindpool Road attracting 18.6%.

4.15 In Zone 10 the results of the household survey found that 26.8% of the population used facilities in Barrow-in-Furness. The Asda on Walney Road was the third most popular main food destination for residents of the survey zone. The results found that the Asda in Kendal was the most popular destination of residents in the survey zone, attracting 24.4%, with 17.1% of residents visiting the Wm Morrisons also in Kendal. In terms of facilities in Barrow-in-Furness the results found that the Wm Morrisons was the fourth most popular destination attracting 9.8% of the survey zones population.

4.16 In Zone 14 the results show that facilities in Barrow-in-Furness has a strong draw from survey zone 14, we found that the Asda at Walney Road drew 30.4% of the population, and was the second most popular main food shopping destination. The most popular destination of Zone 14's residents was the Somerfield in Millom retaining 35.8%. The third most popular destination in Zone 14 is the Tesco Extra at Hindpool Road with 15.1%.

Table 4.5: Main Food (out-of-Centre) Shopping (Barrow-in-Furness) 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Aldi, Hindpool Road	0.0%	3.7%	0.5%	0.0%	0.6%
Asda, Walney Road	12.2%	35.8%	26.2%	30.4%	8.1%
WM Morrison, Hindpool Road	9.8%	9.3%	18.6%	9.4%	3.4%
Lidl, Walney Road	0.0%	1.2%	0.0%	0.0%	0.1%
Tesco Extra, Corner House Park	4.9%	32.1%	44.3%	15.1%	8.8%
Other	0.0%	1.2%	7.5	0.0%	1.0%
Total	**26.8%**	**83.3%**	**97.1%**	**54.7%**	**22.0%**

Source : Table 12, Appendix 5
May not add up due to rounding

Top Up Food Shopping

4.17 In terms of top-up shopping trips, it would appear that the overall market share is similar (17.9%) to that achieved with main food shopping (22.3%) which would reflect the more localised nature of such shopping patterns.

4.18 As can be seen from the Table 4.6 below, the market share achieved in Zone 12 demonstrates that facilities in Barrow also attract significant numbers of people using top-up facilities. Given the strong provision of facilities locally and the significant distances involved in travelling to other centres it is not surprising to discover that 97% of spending in Zone 12 is captured within Barrow. 57.5% of top-up food shopping in Zone 11 is retained in the Borough. This recognises that Zone 11 includes Ulverston Town Centre which is a strong destination for top-up shopping facilities and is outside the Borough boundary. Unlike main food shopping, Barrow-in-Furness food facilities have limited top-up food shopping draw from Survey Zones 10 and 14, with just 3% and 6% respectively, this is not surprising as people are likely to travel very short journeys to satisfy these top-up food needs.

Table 4.6: Top-Up Market Share (Barrow-in-Furness) –2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Barrow-in-Furness Town Centre	0.0%	3.9%	18.2%	4.3%	2.6%
Out-of-Centre Facilities	3.0%	53.5%	78.8%	2.1%	15.3%
Total	**3.0%**	**57.5%**	**97.0%**	**6.4%**	**17.9%**

Table 13 Appendix 5
May not add up due to rounding

4.19 Within Zone 11 the Co-op supermarket on Market Street in Dalton in Furness is the most popular destination outside of Barrow for top-up shopping, with 22.8% of people visiting the store for their top-up food shopping. The second most popular top-up shopping location in Zone 11 was the Asda on Walney Road in Barrow, which retained 11% of trade. Tesco Extra on Corner House Park attracts 5.5%.

4.20 Responses from the telephone survey for Zone 12 showed that Tesco Extra on Corner House Park was the most popular top-up facility, being visited by 20.2% of people from this zone for their top-up food shopping. Next in terms of popularity came the Asda on Walney Road which attracted 12.6% with ‘other’ facilities come attracting 11.2%. Retailers included in the ‘other’ category were mainly small convenience stores scattered throughout the Borough. The Co-op Foodstore in Duke Street, Askam was the next most popular shopping destination with 10.6% of Zone 12 visiting this out-of-centre facility for their top-up food shopping.

Table 4.7: Top-up Food (out-of-Centre) Shopping (Barrow) 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Aldi, Hindpool Road	0.0%	0.0%	2.5%	0.0%	0.2%
Asda, Walney Road	3.0%	11.0%	12.6%	0.0%	2.7%
WM Morrison, Hindpool Road	0.0%	0.8%	9.6%	0.0%	1.0%
Lidl, Walney Road	0.0%	0.8%	0.5%	2.1%	0.2%
Co-op Foodstore, Duke St, Askam	0.0%	4.7%	0.0%	0.0%	0.6%
Co-op Supermarket, Market St, Dalton in Furness	0.0%	22.8%	1.5%	0.0%	3.0%
Co-op Foodstore, Ainslie Street, Barrow-in-Furness	0.0%	0.8%	10.6%	0.0%	1.1%
Tesco Extra, Corner House Park	0.0%	5.5%	20.2%	0.0%	2.6%
Kwik Save, Flass Lane, Roose	0.0%	0.8%	4.5%	0.0%	0.5%
Kwik Save, Holker Street	0.0%	0.8%	5.6%	0.0%	0.6%
Other	0.0%	5.5%	11.2%	0.0%	2.8%
Total	3.0%	**53.5%**	**78.8%**	**2.1%**	**15.3%**

Source : Table 12, Appendix 5
May not add up due to rounding

Non-food (Clothes and Footwear) Shopping

4.21 When asked where people last went to undertake their last shopping trip for clothes and footwear, it was evident that facilities within Barrow provide an important role to the local population with 69.7%, 70.8% and 90% respectively of people from Zone 11, 12 and 14 visiting the facilities in the Borough. On closer inspection of the results the vast majority of these were visiting facilities in Barrow-in-Furness Town Centre. Despite the high levels of retention in these three zones it is notable that the second and third most popular destinations in Zone 11 were Ulverston Town Centre (7.1%) and Kendal Town Centre (5.8%). Interestingly, in Zone 12 Manchester City Centre was the second most popular destination attracting 6.9% of people within this zone for clothes and footwear shopping. Kendal was the joint third most popular destination with Preston City Centre, both with a market share of 3.5%. In terms of Zone 10 the results found that Barrow-in-Furness was the second most (30.8%) popular clothing and footwear destination for residents, with Kendal as the most popular (33.3%).

4.22 Overall in the wider catchment area, the results found that facilities in Barrow attracted 19.6% of the total catchment's clothing and footwear expenditure. On closer inspection of the results it is apparent that 95% market share was as a direct result of the facilities available in Barrow in Furness Town Centre and the centre's isolation from other competing centres. Overall, Barrow in Furness Town Centre attracted 18.6% of the whole catchment for clothes and footwear shopping, and it main catchment is centred on Survey Zones 11, 12 and 14.

Table 4.8: Barrow-in-Furness - Clothes and Footwear Goods Market Share Analysis - 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Barrow-in-Furness Town Centre	30.8%	65.2%	66.8%	88.0%	18.6%
Dalton-in-Furness Town Centre	0.0%	1.3%	0.5%	0.0%	0.2%
Out-of-Centre					
Barrow-in-Furness Retail Parks	0.0%	3.2%	3.0%	2.0%	0.7%
Asda, Walney Road, Barrow	0.0%	0.0%	0.5%	0.0%	0.1%
Total	**30.8%**	**69.7%**	**70.8%**	**90.0%**	**19.6%**

NEMS Market Research 2005, Table 51 Appendix 6
May not add up due to rounding

Non-Food (Small Household) (SHG) Shopping

4.23 When asked where people went to undertake their last shopping trip for small household items (i.e. CD's, DVD's, books, toys, jewellery etc), it was again evident that facilities within Barrow provide an important role to the local population. 87.6% of people shopping from Zone 12 visit the facilities within the town. The vast majority of these were visiting facilities in Barrow-in-Furness Town Centre.

4.24 In Zone 11 (much of which falls outside the Borough boundary), the strength of Barrow-in-Furness Town Centre was again reflected with a significant 74.1% of people visiting the town for small household items. As would be expected more leakage did occur in Zone 11, the second most popular destination being Ulverston Town Centre with 11.5%. The third most popular destination was Kendal Town Centre with 4.3%.

4.25 In terms of Zone 10, the result found that one quarter of the respondents visited facilities in Barrow-in-Furness for their small household goods and was the second most popular destination. Similar to clothing and footwear, Kendal Town Centre was the most population destination with one third of the population visiting Kendal last.

4.26 The results found that Barrow-in-Furness Town Centre was the most popular destination for small household shopping trips in Survey Zone 14, with 82.9% of the respondents visiting Barrow-in-Furness. The second most popular destination was

Kendal Town Centre with just 7.3%, clearly demonstrating the importance of Barrow-in-Furness as a shopping destination for the local population.

Table 4.9: Barrow-in-Furness - Small Household Comparison Goods Market Share Analysis - 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Barrow-in-Furness Town Centre	22.2%	74.1%	82.2%	82.9%	20.7%
Out of Centre					
Hollywood Park	0.0%	0.7%	1.8%	0.0%	0.3%
Asda, Walney Road	2.8%	0.0%	1.2%	0.0%	0.2%
Tesco Extra, Corner House Park	0.0%	0.0%	2.4%	0.0%	0.3%
Total	**25.0%**	**74.8%**	**87.6%**	**82.9%**	**21.5%**

NEMS Market Research 2005, Table 52 Appendix 6

May not add up due to rounding

4.27 In the whole catchment area, the results identified that facilities in Barrow attracted 21.5%, which is significant when compared with Lancaster City Centre which achieved 28.9%. On more detailed inspection of the results it was found that over 96% of this was derived from the strength of existing non-food facilities within Barrow Town Centre.

Bulky Goods Shopping

4.28 Bulky goods shopping can be split into three distinct categorises, namely electrical, DIY and furniture/carpets. Set out below is an analysis of each category in turn.

Electrical Shopping

4.29 When asked where people went to undertake their last shopping trips for electrical items, it was evident that facilities within Barrow-in-Furness provide an important role attracting 85.1% and 94.4% of shoppers in Zone 11 and 12 respectively. The majority of these were visiting electrical facilities in Barrow-in-Furness Town Centre, which was the most popular destination for electrical items in both zones. The second most popular last shopping destination for electrical goods in both Zone 11 and Zone 12 was Hollywood Park in Barrow-in-Furness which is anchored by the existing Currys electrical store.

4.30 In terms of Survey Zones 10 and 14, the result found that facilities within Barrow-in-Furness were considered as important destinations attracting 37.8% and 65.9% of shoppers respectively. In Zone 10 the result found that Barrow-in-Furness Town Centre was the joint most popular destination with Kendal Town Centre. However, in

Zone 14, the majority of respondents (59%) stated Barrow-in-Furness Town Centre as their last electrical destination. The second most (20.5%) popular destination was Millom Town Centre.

Table 4.10: Barrow-in-Furness - Electrical Goods Market Share Analysis – 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Barrow-in-Furness Town Centre	35.1%	70.2%	71.5%	59.1%	18.3%
Dalton-in-Furness Town Centre	0.0%	0.7%	0.0%	-	0.1%
Out of Centre					
Hollywood Retail Park, Barrow-in-Furness	0.0%	12.1%	18.4%	6.8%	3.8%
B&Q, Duke Street	0.0%	0.0%	0.6%	0.0%	0.1%
Asda, Walney Road	0.0%	0.7%	0.6%	0.0%	0.%
WM Morrisons, Hindpool Rd	0.0%	1.4%	1.1%	0.0%	0.1%
Tesco Extra, Corner House Park	2.7%	1.4%	2.2%	0.0%	0.5%
Total	**37.8%**	**85.1%**	**94.4%**	**65.9%**	**23.0%**

NEMS Market Research 2005, Tables 48, Appendix 6
May not add up due to rounding

4.31 In the wider catchment area, the results found that facilities in Barrow-in-Furness cumulatively attracted 23.0% of electrical shopping trips.

DIY Shopping

4.32 When asked where people went to undertake their last shopping trip for DIY items, it was evident that facilities within Barrow-in-Furness managed to capture 85.3% of people in Zone 12. On closer examination of the results, the majority of people in Zone 12 (64.8%) visited facilities in Barrow Town Centre.

4.33 In Zone 11, 85.3% of people visited facilities within the Borough of Barrow-in-Furness for their last DIY shopping trip. The overwhelming majority of these people (73.3%) visited Barrow-in-Furness Town Centre, underlining the strength which the town centre has in terms of DIY retailing. Although limited leakage occurred in Zone 11, the second most popular destination for this type of shopping was Ulverston Town Centre with 7.3%.

4.34 In terms of Zone 10, the results found that Barrow-in-Furness Town Centre was the most popular destination for DIY shopping with 29.3%, closely followed by Kendal Town Centre with 24.4%.

4.35 In Zone 14 the results found that Barrow-in-Furness Town Centre attracted the majority of respondents for DIY shopping. With 61.7% of the catchment using the town centre for DIY purposes. Millom Town Centre was the second most popular destination with 15% of the population visiting the town centre.

Table 4.11: Barrow-in Furness- DIY Goods Market Share Analysis – 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Barrow-in-Furness Town Centre	29.3%	73.3%	64.8%	61.7%	17.7%
Dalton-in-Furness Town Centre	0.0%	2.7%	0.0%	0.0%	0.3%
Out-of-Centre					
B&Q Duke Street	0.0%	2.7%	14.5%	6.4%	2.2%
Hollywood Retail Park	2.4%	4.7%	15.1%	4.3%	2.4%
Other	2.4%	2.0%	1.7%	0.0%	0.8%
Total	**34.1%**	**85.3%**	**96.1%**	**72.3%**	**23.3%**

NEMS Market Research 2005, Table 49 Appendix 6

May not add up due to rounding

4.36 Overall, in the wider catchment area, the results found that DIY facilities in Barrow-in-Furness cumulatively attracted a DIY market share of 23.3%. On closer inspection of the results it was found that 76% of this was derived from the strength of Barrow-in-Furness Town Centre, with 1% being spent at Dalton-in-Furness Town Centre, and an additional 23% being spent at out-of-centre facilities within the Borough.

Furniture & Carpet (F&C) Shopping

4.37 When asked where people went to undertake their last shopping trips for F&C items, it was evident that facilities within Barrow-in-Furness attracted 80.3%, 89.5% and 73.8% of people from Zones 11, 12 and 14 respectively visiting the facilities in the Borough.

4.38 Less people expressed their preference for furniture and carpet facilities in Barrow-in-Furness in Survey Zone 10 when compared to the other three zones, with just 29.4% visiting Barrow-in-Furness Town Centre. However, Barrow-in-Furness Town Centre was still the most popular destination of the zone's respondents, closely followed by Kendal Town Centre with 25.7%.

Table 4.12: Barrow-in-Furness- Furniture & Carpet Goods Market Share Analysis – 2005

Facility	Zone 10	Zone 11	Zone 12	Zone 14	Total (Zone 1 to 16)
Barrow-in-Furness Town Centre	31.4%	75.4%	79.0%	59.5%	21.8%
Out-of-Centre					
B&Q, Duke St	0.0%	0.7%	1.1%	0.0%	0.2%
Hollywood Retail Park	0.0%	2.8%	8.3%	11.9%	1.8%
Stollers, Walney Road	0.0%	1.4%	1.1%	2.4%	0.4%
Total	**31.4%**	**80.3%**	**89.5%**	**73.8%**	**24.2%**

NEMS Market Research 2005, Table 50 Appendix 6

May not add up due to rounding

4.39 In the wider catchment area, the results found that facilities in the Borough of Barrow-in-Furness cumulatively attracted an F&C market share of 24.2%. A total of 90% of this share was captured by Barrow Town Centre.

Internet Shopping

4.40 When asked if people used the internet or TV Shopping, 37.7% within the wider catchment said 'Yes' with the remaining 62.3% stating 'No'.

4.41 Respondents were specifically asked about their electronic shopping habits for specific goods. In terms of food, 78.2% of respondents stated that they don't buy such goods over the internet, with 9.8% stating they currently buy food over the internet, and 12.0% stating that they might consider it in the future.

4.42 In terms of other goods and services the table below shows the participation rates of those who currently undertake electronic shopping. The results clearly show that the most popular items for internet shopping are small items such as books, CD's, music and videos. It is also noteworthy that nearly one third of respondents bought holidays over the internet.

Table 4.13: Internet Purchases by Goods Type

Types of Goods	Percentage Respondents
Food	9.8%
Clothes and Footwear	37.6%
Furniture / Carpets	7.8%
Major Electronic Items	29.0%
Small Household Goods	23.9%
DIY	10.8%
Garden Items	7.2%
Books	41.2%

CD's, music, videos	49.3%
Toys	18.7%.
Sports Goods	12.2%
Banking	25.3%
Holidays / Travel Agents	32.8%
Jewellery	12.2%
Small Electronic Items	26.7%

Summary

4.43 Overall it is evident that existing retail facilities within Barrow-in-Furness capture high levels of trade for both food and non-food goods within the primary catchment which comprises Zones 11 and 12 of the wider defined catchment, however, it is also clear that it also draws significant levels of people from Zone 14, but less levels from Zone 10. There is clear evidence of a strong loyal local catchment which is further supplemented by significant inflows of expenditure for non-food goods from surrounding settlements such as Ulverston and the west coast area. The market shares achieved within Barrow is not surprising given the strength of existing retail facilities and its isolation from other towns, as it is significant distance from competing centres such as Kendal, Carlisle, Lancaster, etc.

5 POPULATION AND EXPENDITURE

Introduction

5.01 In assessing the future ‘needs’ of a particular centre, it is possible to use a ‘desk top approach’ based on experience of similar market conditions and professional assumptions. However, for such an approach, the definition of a centre’s true catchment or sphere of influence is very difficult to accurately assess even when relying on local knowledge. Therefore, any future modelling of ‘need’ undertaken on this basis will rely on quite a ‘leap of faith’ and the robustness of the results is always uncertain. It should be noted that capacity forecasts become less robust over time and forecasts for 2011 are considered more reliable than those for 2016. However, WYG would advise that these figures should be regularly monitored and reviewed over the period of any development plan document. Indeed, for example the Community Strategy and future Core Strategy time periods will not necessarily relate to time time horizon adopted as part of this assessment.

5.02 It is acknowledged that there are limitations to survey research, particularly in relation to the samples that can be achieved in a larger catchment. However, the results provide important broad indicators as to consumer preferences in relation to where people live and shop. This enables analysis of a particular area, which helps to evaluate the actual draw of major centres and how they impact upon the market share of smaller centres. Therefore, the threat of competing centres (and out-of-centre development) can be highlighted more easily.

5.03 Therefore, the use of specifically commissioned survey research is fundamental in informing a study that will effectively identify the likely capacity for future floorspace within the Borough.

Achieved Sample

5.04 In undertaking the household survey as part of this updated study, an equal proportion of surveys to population were achieved in each of the survey zones. This enabled the total sample of 1,702 households, to be spread across a broad area within each survey zone, thereby avoiding any inadvertent weighting in favour of one particular zone. The sample achieved within each zone is illustrated in Table 5.1 below.

Table 5.1: Sample achieved by Zone

Zone	Achieved Sample	Population *	Sample
1	197	46,909	0.42
2	207	50,276	0.41
3	50	11,984	0.42
4	74	18,558	0.40
5	55	13,313	0.41
6	89	22,446	0.40
7	49	11,278	0.43
8	132	29,777	0.44
9	42	11,946	0.35
10	44	9,380	0.47
11	167	38,149	0.44
12	214	51,736	0.41
13	42	11,820	0.36
14	53	12,813	0.41
15	82	18,844	0.44
16	205	54,431	0.38
TOTAL	**1,702**	**413,660**	**0.41**

*Source: NEMS, 2005, * 2001 estimates taken from MapInfo (2005)*

5.05 A copy of the questionnaire and the full tabulations of the Shopping Survey are provided at **Appendix 4**.

Catchment Population

5.06 The population within each postal code zone has been calculated using MapInfo Target-Pro Base data. This was information was used in order to ensure that a consistent methodology was undertaken across the sub regional study area. MapInfo provide estimates for each year up to 2016. These population projections are produced at Census Output area and extend the figures from the 2001 Census through to 2016 utilising 2002 ONS mid-year estimates, which at the time of the study were the most up to date population available. In using the MapInfo methodology, it is important to note that the projections are based on demographics trends rather than local planning strategy.

5.07 The adopted catchment area contains a resident population of 421,267 (2006 MapInfo estimate), which is set to increase by +3.5% (or 14,541) to 235,808 by 2016. Population change is anticipated separately for each of the 16 survey zones. From Table 5.2 below, Zone 12 which covers the main urban area of Barrow-in-Furness will experience an increase of population of 2.3% by 2016 (MapInfo).

Table 5.2: Resident Population of the adopted Catchment Area, 2006-2016

	2006	2011	2016	Change (%) (2006-2016)
Catchment Area	421,267	427,723	435,808	14,541 (3.5%)

Source: MapInfo TargetPro Database 2005 (2001 based)

5.08 Population figures, derived from MapInfo Target-Pro database, are provided for each of the 16 survey zones. Guidance set out in PPS6 states that Local Planning Authorities should assess need for new retail development for 5 year periods. Therefore, for the purpose of this study WYG has adopted the years 2006, 2011 and 2016. Table 5.3 provides a detailed breakdown estimated/forecast population growth within each zone through to 2016.

Table 5.3: Population by Survey Zones (2006-2016)

Survey Zone	2006	2011	2016	Change % (2006-2016)
1	47,050	47,032	47,195	145 (0.3%)
2	50,390	50,643	51,411	1,021 (2.0%)
3	12,080	12,098	12,107	27 (0.2%)
4	19,366	20,046	20,790	1,424 (7.4%)
5	13,674	14,002	14,354	680 (5.0%)
6	22,542	22,711	23,071	529 (2.4%)
7	11,444	11,702	12,019	575 (5.0%)
8	30,311	30,810	31,388	1,077 (3.6%)
9	12,211	12,580	13,001	790 (6.5%)
10	9,589	9,785	9,998	409 (4.3%)
11	38,775	39,368	40,090	1,315 (3.4%)
12	52,713	53,241	53,926	1,213 (2.3%)
13	12,062	12,319	12,609	547 (4.5%)
14	13,303	13,668	14,056	753 (5.7%)
15	19,472	19,987	20,546	1,074 (5.5%)
16	56,285	57,731	59,247	2,962 (5.3%)
Total	**421,267**	**427,723**	**435,808**	**14,541 (3.5%)**

Source: MapInfo TargetPro Database 2005 (2001 based)

Retail Expenditure

5.09 In order to calculate convenience and comparison goods expenditure per head, this study has utilised MapInfo Target-Pro Base Reports (previously referred to as Illumine Reports), which provide detailed information on local consumer expenditure. They take into account the socio-economic characteristics of the local resident population. For the forecasting of this expenditure through to 2016, WYG has used URPI's 'goods based' forecasts at 2001 prices.

5.10 In respect of the 'goods based' approach adopted for this study, the consumer retail expenditure forecasts are derived from URPI Brief 05/02 for both convenience and comparison goods expenditure. Taking into account the time horizon of this study WYG has adopted URPI's ultra long-term figures as our basis. These growth rates have been applied to the population projection model outlined above for each survey zone. Actual convenience goods expenditure growth rates have been used for the period 2001 to 2004 which are 1.9%, 0.6% and 1.6% respectively. Thereafter, ultra long-term growth rates for convenience goods expenditure are 0.8% per annum up until 2011 and then 0.9% onwards. In terms of forecast growth rates for comparison goods expenditure, WYG has applied actual growth for the period 2001 to 2004 (9.6%, 8.7% and 9.3% respectively) and then applied the forecast growth rate of 3.8% per annum thereafter.

5.11 Using this model WYG has produced expenditure estimates for each survey zone in 2006, 2011, 2016 in line with the guidance prescribed in PPS6. The evidence takes into account both retail expenditure growth and population growth. Tables 5.4 and 5.5 provide a summary of the estimated growth in retail expenditure per capita within the catchment survey areas.

Table 5.4: Convenience Goods Expenditure Estimates per Capita per Annum (£), 2006-2016

	2006	2011	2016
1	1,869	1,945	2,034
2	1,857	1,933	2,021
3	1,827	1,901	1,988
4	2,024	2,107	2,203
5	1,731	1,802	1,884
6	2,010	2,091	2,187
7	2,042	2,125	2,223
8	2,045	2,128	2,225
9	2,038	2,121	2,218
10	2,101	2,186	2,286
11	1,970	2,051	2,144
12	1,874	1,950	2,040
13	2,071	2,155	2,254
14	1,963	2,043	2,136
15	2,060	2,144	2,242
16	1,946	2,025	2,118
Average	**1,942**	**2,021**	**2,114**

Source: MapInfo TargetPro Base Report (2005) & URPI Brief 05/2

Table 5.5: Comparison Goods Expenditure Estimates per Capita per Annum (£), 2006-2016

	2006	2011	2016
1	3,300	3,976	4,791
2	3,223	3,883	4,679
3	3,158	3,806	4,586
4	3,718	4,480	5,399
5	3,376	4,068	4,901
6	3,670	4,423	5,329
7	3,735	4,500	5,423
8	3,691	4,448	5,360
9	3,681	4,436	5,346
10	3,848	4,637	5,588
11	3,559	4,289	5,168
12	3,269	3,939	4,747
13	3,795	4,573	5,511
14	3,457	4,166	5,020
15	3,694	4,451	5,364
16	3,412	4,112	4,954
Average	**3,464**	**4,176**	**5,033**

Source: MapInfo TargetPro Base Report (2005) & URPI Brief 05/2

5.12 As can be seen from the figures outlined in Table 5.4, it is anticipated that expenditure per capita on convenience goods will increase only marginally between 2006 and 2016 compared to a considerable growth in comparison goods expenditure highlighted in Table 5.5.

Convenience Goods Expenditure

5.13 It is estimated that the resident population within the wider catchment the population will generate £818.1m (2006 estimate) of convenience goods expenditure (2001 prices). By 2016, this expenditure is estimated to increase to £921.5m, an increase of £103.4m (or 13%) from 2006. Table 5 in Appendix 5 shows the level of expenditure within each of the 16 survey zones between 2002 and 2016.

Main Food Shopping and 'Top-up' Shopping

5.14 As part of the overall survey, respondents were specifically asked questions in relation to the proportion of money they spend on their main food shopping and 'top-up' shopping. Analysis of these results indicates that some 73.8% of the total convenience goods expenditure is being spent on a main food shop, with the remaining 26.2% spent on 'top-up' shopping. These closely reflect the commonly held assumption that 75% of total convenience goods expenditure is spent on main food shopping, with the remaining 25% being spent on 'top up' food shopping. Therefore, for the purposes of the retail model WYG has subdivided the total convenience goods expenditure for each of the 16 survey zones using this 75/25 split.

5.15 Tables 6.9 and 6.10 below provide a summary of the 'main' and 'top up' expenditure on convenience goods per capita per annum within the 16 survey zones.

Table 5.6: Main Convenience Goods Expenditure (£) in the wider catchment – Growth per Capita per Annum, 2006-2016

Zone	2006	2011	2016
1	1,402	1,459	1,526
2	1,393	1,450	1,516
3	1,370	1,426	1,491
4	1,518	1,580	1,652
5	1,298	1,352	1,413
6	1,508	1,568	1,640
7	1,532	1,594	1,667
8	1,534	1,596	1,669
9	1,529	1,591	1,664
10	1,576	1,640	1,715
11	1,478	1,538	1,608
12	1,406	1,463	1,530
13	1,553	1,616	1,691
14	1,472	1,532	1,602
15	1,545	1,608	1,682
16	1,460	1,519	1,589
Total	**1,457**	**1,516**	**1,586**

Source: URPI Brief 05/02 & MapInfo TargetPro Base (2005)

Table 5.7: Top Up Convenience Goods Expenditure (£) in the wider catchment - Growth per Capita per Annum, 2006-2016

Zone	2006	2011	2016
1	467	486	509
2	464	483	505
3	457	475	497
4	506	527	551
5	433	451	471
6	503	523	547
7	511	531	556
8	511	532	556
9	510	530	555
10	525	547	572
11	493	513	536
12	469	488	510
13	518	539	564
14	491	511	534
15	515	536	561
16	487	506	530
Total	**486**	**505**	**529**

Source: URPI Brief 05/2 & MapInfo TargetPro Base (2005)

5.16 By applying these expenditure estimates per capita to the identified population of the wider catchment, total convenience goods expenditure on main food shopping is estimated to be some £613.6m in 2006. This expenditure is set to increase by 13% (or £77.5m) between 2006 and 2016 to £691.1m. With regard to ‘top-up’ shopping, in 2006 the whole catchment population is estimated to generate £204.5m, increasing to £230.4m by 2016 an increase of £25.9m. This anticipated growth is estimated to occur relatively equally throughout each of the survey zones.

5.17 Table 5.8 below provides a breakdown of expenditure on main and top up convenience goods within the defined catchment area.

Table 5.8: Convenience Goods Expenditure (£) within the Catchment Area, 2006-2016

Year	Main Food Shop (£m)	‘Top-up’ Shop (£m)	Total (£m)
2006	613.6	204.5	818.1
2011	641.1	216.1	857.2
2016	691.1	230.4	921.5
Growth (2006-2016)	**77.5**	**25.9**	**103.4**

WYG, 2006

Comparison Goods Expenditure

5.18 By 2016 the population within the wider catchment is estimated to generate around (or £2,193.5 (or £2.2bn) of comparison goods expenditure, increasing from £1,459.3m (or £1.5bn) in 2006. This is an increase (or £734.2m) of more than 50% from 2006. WYG estimate that the catchment area has a capita per person of £3,464 at 2006 rising to £5,033 per capita by 2016.

5.19 For the purposes of this study, comparison goods expenditure have been divided into five categories: Electrical; Furniture; DIY; which are considered as bulky goods and then what is referred to as non-bulky goods (clothing and footwear and small household items). However, the new URPI Brief 05/2 (2005) does not distinguish between comparison good types, unlike the previous URPI Brief 98/3, which identified specific trends in Furniture, Clothing, Electrical and DIY Goods expenditure. The approach adopted by URPI in 05/02 is the same approach advocated in PPS6, which stipulates that when assessing quantitative need for additional development expenditure levels should relate to the class of goods to be sold, within the broad categories of ‘convenience’ and ‘comparison’ goods. Notwithstanding the approach advocated in PPS6, WYG have also examined more specific types of comparison good types (i.e. DIY, Electrical, furniture, clothing etc) to establish whether there are any qualitative issues relating to specific retailing not being well supported within the Borough.

Electrical Goods

5.20 By utilising expenditure information derived from MapInfo Target-Pro base and the growth rates for comparison goods from URPI Brief 05/2, it is estimated that within the wider catchment currently £637 per capita per annum will be spent on electrical products (2006 estimate). This represents 18.4% of all comparison goods expenditure within the identified catchment area.

5.21 Furthermore, it is estimated that by 2011 this expenditure on electrical items per capita will increase to £768 per capita per annum and to £926 by 2016, representing growth of 45% between 2006 and 2016.

5.22 By applying these per capita expenditure figures to the whole catchment population, it is estimated that the total expenditure on electrical goods will be some £268.4m in 2006, increasing to £403.5m by 2016 an increase of £135.1m or 50%.

DIY Goods

5.23 By utilising the 2001 price estimates for DIY Goods identified in MapInfo Target-Pro database and the comparison goods growth rates stated in URPI Brief 05/2, it is estimated that within the defined wider catchment, approximately £342 per capita per annum will be spent on DIY Goods in 2006 - representing 9.9% of all comparison goods expenditure within the area. By 2016 it is estimated that the average spend on DIY Goods within the catchment area will be £497 per capita per annum, representing a growth of 45%. By applying this per capita expenditure figure to the catchments population, it is estimated that the total expenditure on DIY goods in the whole catchment will be some £144.0m in 2006, rising steadily to £216.4m by 2016 an increase of £72.4m (or 50%).

Furniture Goods

5.24 It is estimated that within the defined catchment, approximately £346 per capita per annum will be spent on Furniture Goods (2006), which represents 10% of all comparison goods expenditure within the defined catchment area. This expenditure is anticipated to increase to £503 per capita per annum by 2016, again representing a growth of 45%.

5.25 By applying these per capita expenditure figures to the defined population, it is estimated that the catchment will generate expenditure on Furniture & Carpet Goods totalling £182.7m in 2006. Using the forecasts in URPI 05/02, the level of expenditure for furniture is anticipated to increase to £99.6m by 2011 and £274.7m by 2016 (an increase of £92.0m or 50% between 2006 and 2016).

Clothes & Footwear Goods

5.26 It is estimated that within the defined catchment, approximately £922 per capita will be spent on clothes and footwear goods (2006), which represents 26.6% of all comparison goods expenditure within the defined catchment. This expenditure is anticipated to increase to £1,340 per capita per annum by 2016, again representing growth of 45% in 10 years.

5.27 When applying the per capita expenditure figures to the defined population, it is estimated that the catchment will generate expenditure on clothing and footwear totalling £388.5m in 2006. Using the forecasts in URPI 05/02, the level of expenditure for clothes and footwear is anticipated to increase £475.5m by 2011 and £584m by 2016 (an increase of £195.5m or 50% between 2006 and 2016).

Small Household Comparison Goods

5.28 In order to estimate the level of expenditure on small household goods, such as books, CD's, jewellery, watches etc WYG has subtracted the above four goods categories (Clothes and Footwear, DIY, Furniture and Electrical) highlighted above from the MapInfo TargetPro base estimates of from the total available comparison goods expenditure.

5.29 Therefore, in respect of these goods, it is estimated that in 2006 approximately £1,230 per capita per annum will be spent on small household goods within the defined catchment which represents 35.5% of all comparison goods expenditure available (£3,464 per capita). Furthermore, the per capita (small household) expenditure per annum is anticipated to increase to £1,787 by 2016.

5.30 In 2006 the defined population is estimated to generate about £475.5m in spending on small household goods. This is anticipated to increase to £582m by 2011 and to £714.9m by 2016 an increase of £106.5m and £239.4m respectively.

Summary

5.31 With uniform rates of growth forecast now prescribed in URPI 05/02, in each of the above 'bulky' and non-bulky goods categories it is estimated that by 2016, the total proportion of spend on 'bulky' type goods will remain relatively unchanged up to 2016.

Table 5.9 provides a breakdown of different comparison goods expenditure per capita per annum within the defined catchment by type of goods.

Table 5.9: Breakdown of Comparison Goods Expenditure Per Capita within the Defined Whole Catchment

Year	Furniture & Carpets		DIY & Garden Goods		Electrical Goods		Clothes & Footwear Goods		Small Household Goods		Total Comparison Goods	
	£	%	£	%	£	%	£	%	£	%	£	%
2006	346	10	342	10	637	18	922	27	1,230	35	**3,464**	**100**
2011	418	10	412	10	768	18	1,112	27	1,483	35	**4,176**	**100**
2016	503	10	497	10	926	18	1,787	27	1,787	35	**5,033**	**100**

May not add up due to rounding

5.32 Table 5.10 below indicates that collectively 'Bulky' Goods expenditure within the defined catchment is estimated to increase by 50% (or £299.5m) from 2006 to 2016. In addition, expenditure on non-bulky (clothing and footwear and small household) goods within the catchment will increase by over 50% by 2016 (from £863.9m to £1,298.9m), the actual proportion of total non bulky goods expenditure within the catchment is estimated remain constant at 59% of the total spend on total comparison goods through to 2016.

Table 5.10: Comparison of Retail Expenditure in 'Bulky' and Non-Bulky Goods (2006-2016) in the Whole Catchment

Year	Bulky Goods (£m)			Non Bulky Goods (£m)		Total Comparison Goods (£m)
	Furniture	*DIY*	*Electrical*	**C&F**	**Sml**	
2006	*182.7*	*144.0*	*268.4*	388.4	475.5	
	595.1 (41%)			863.9 (59%)		**1,459.3**
2011	*223.6*	*176.2*	*328.6*	475.5	582.0	
	728.4 (41%)			1,057.5 (59%)		**1,786.0**
2016	*274.7*	*216.4*	*403.5*	584.0	714.9	
	894.6 (41%)			1,298.9 (59%)		**2,193.5**

Source: White Young Green Planning (2005) Tables 18, 20, 26, 32, 37, 42 Appendix 6
May not add up due to rounding

5.33 The total amount of comparison goods expenditure within the defined catchment is estimated to increase by 50% (or £734.2m) from 2006 to 2016. From £1,459.3m in 2006 to £2,193.5.3m by 2016.

6 MARKETS SHARES AND FORECAST EXPENDITURE GROWTH

Market Share

6.01 Having calculated the likely levels of expenditure that are generated by the population living within the defined catchment area it is also important to understand what proportion of this expenditure is currently attracted to retail facilities within Barrow-in-Furness Town Centre.

6.02 The amount of trade that is captured by a particular area or centre within a defined catchment is often referred to as its 'market share'. Market shares can be estimated by calculating the likely turnover of existing retail properties and then applying this to the expenditure within the catchment. However, this method relies on a number of assumptions including the likely trading performance of local stores.

6.03 Therefore, the most accurate way to estimate the potential market share of a particular centre within a defined catchment is to undertake market research to understand where people within that catchment actually shop. A critical element of this overall study has involved the completion of 1,702 household interviews within the defined catchment mentioned in section 5. By analysing the results from the survey it has been possible to understand the likely levels of expenditure that flow into the key centres from the defined catchment. The estimated market shares for particular goods are highlighted below:

<u>Convenience</u>

6.04 The survey results demonstrate that Barrow-in-Furness's primary convenience catchment is concentrated within Zone 12, where 98.6% of the population use facilities within the Borough to satisfy their main food shopping needs. In addition strong retention was evident in Zones 11 and 14 with 84.6% and 54.7% respectively. As would be expected with food shopping patterns, there was limited inflow from the other 13 zones within the wider area which look to their local facilities when satisfying main food shopping needs. Within the whole sub-regional catchment facilities within Barrow-in-Furness retained 22.3% of the main food shopping expenditure and 17.9% of the top up food shopping expenditure. However, these results hide the limited draw of in-centre facilities. Barrow-in-Furness Town Centre has a main food shopping market share of just 1.4% in Zone 12 and just 18.2% for top-up food shopping. This is primarily due to there being no key anchor convenience provision within the Town Centre as defined by the Adopted Local Plan. The majority of key convenience facilities in the Borough are located out-of-centre as defined by PPS6. For the purposes of this capacity exercise, WYG can confirm, that despite being allocated as 'edge of centre' in the adopted local plan, the Hindpool Retail Area is out-of-centre in line with PPS6.

Table 6.1: Convenience Goods –Existing Provision's Market Share (all 16 zones)

Destination	Main Food Shopping Trip Market Share %	Top-Up Food Shopping Trip Market Share %
BARROW-IN-FURNESS BOROUGH		
Barrow-in-Furness Town Centre	0.3%	2.6%
Out of Centre	22.0%	15.6%
Total	**22.3%**	**17.9%**

Source: Household Survey 2005

6.05 It is not surprising to discover that the out-of centre foodstore facilities are the most popular destinations in the Barrow-in-Furness area. For example the Tesco Extra at Corner House Retail Park attracts 44.3% of main food shopping trips in the in Zone 12 (which covers the urban area of Barrow) and 8.8% of the whole wider catchment. WYG note that the store is the second most popular main food destination in the whole sub region. Indeed the store draws significant expenditure from Zone 11 and 14 (32.1% and 15.1% respectively).

6.06 The second most popular out-of-centre main food destination is the Asda at Walney Road. The store lies to the north of the town centre where it attracts 26.2% of the main food expenditure in Zone 12. The store, however, draws from a wide area, and attracts 35.8% of Zone 11's main food expenditure, 30.2% from Zone 14 and 12.0% from Zone 10.

Table 6.2: Convenience Goods –Market Share of Competing Centres

Destination	Main Food Shopping Trip Market Share %	Top-Up Food Shopping Trip Market Share %
Barrow Facilities	**22.3%**	**17.9%**
South Lakeland Facilities	22.5%	21.8%
Lancaster Facilities	31.5%	30.0%
Whitehaven Facilities	11.5%	7.0%
Penrith Facilities	1.2%	0.7%
Carlisle Facilities	0.2%	0.1%
Preston Facilities	0.4%	0.3%
Blackpool Facilities	0.8%	0.1%
Garstang	1.6%	1.0%
Other	8.0%	27.0%
Total	**100. 0%**	**100.0%**

Comparison

6.07 Questions relating to where people shop for specific non-food goods were included within the household telephone questionnaire. From these questions, it was possible to ascertain the percentage of people that shop within the key study centres and other out-of-centre facilities as their last destination. It should be noted that not all respondents will be able to provide an exact destination and therefore in coding responses, it would appear that answers may often weighted in favour of established town centres. Therefore, when analysing the market share of particular areas in the region it is likely that the market share attributed to a particular centre will include other edge-of-centre and out-of-centre facilities

Table 6.3: Comparison Goods - Market Share in the catchment

Goods	**% of people within the Defined Catchment using facilities in Barrow-in-Furness Borough as:**		
	Last Destination		
	Barrow-in-Furness Town Centre	Local Centres	Out-of-Centre
Electrical	18.3%	0.1%	4.7%
Furniture	21.8%	0.4%	2.0%
DIY	17.7%	1.1%	4.8%
Clothing and Shoes	18.6%	0.2%	1.0%
Small Household Items	20.7%	0.0%	0.8%
Total Comparison	**19.6%**	**0.2%**	**2.1%**

Source: NEMS Market Research - Household Survey 2005, Table 53, Appendix 6

6.08 Despite the influence of competing centres including Lancaster and Kendal it is not surprising to discover that Barrow-in-Furness is a popular destination for non-food shopping. However, it is important to note that the town centre is significantly more popular for non-food than it is for convenience goods shopping. This would underline the role of Barrow Town Centre as a key non-food destination within the Cumbrian retail hierarchy and indicates that it serves a wider catchment than just its primary urban area. This would also reflect its designation within the emerging RSS as a key non-food centre that contributes to the regional network of 24 centres throughout the North West.

6.09 However, the survey evidence indicates that the out-of-centre retail facilities in and around Barrow-in-Furness including Hollywood Park and facilities along Hindpool Road also manage to attract shoppers for a wide range of non-food goods. Furthermore WYG note that traditional food destinations are also becoming important non-food destinations, with Tesco at Hindpool Retail Park attracting £2.6m of comparison goods expenditure.

6.10 From the retail model (set out in Appendix 6) WYG has estimated the likely market shares for specific goods and the proportion of expenditure spent in relation to the respondents ‘last’ destination for Barrow-in-Furness Borough. This is summarised in the Table 6.4 below.

Table 6.4: Comparison Goods Expenditure – Estimated Market Shares for all Barrow-in-Furness's facilities in the catchment

Goods	Estimated Market Shares	Expenditure
	%	£m
Electrical	23.0%	61.7
Furniture	24.2%	44.2
DIY	23.3%	33.6
Small Household items	21.5%	102.0
Clothing and Shoes *	19.6%	76.1
Total	**21.8%**	**317.8**

** Includes out-of-centre retailing (except other out-of-centre)*

6.11 From the results of the household survey WYG found that all comparison goods facilities in Barrow (including out-of-centre developments) are attracting a total of £317.8m of comparison goods expenditure from the defined catchment. On closer inspection of the findings, £285.4m is being spent in the Barrow-in-Furness Town Centre. This represents 90% of the comparison goods expenditure spent at facilities in the area.

6.12 From our analysis of other key town centres elsewhere in the whole study area (derived from the results of 'In Street' surveys), WYG found that on average centres in South Lakeland and Lancaster attract 20% of their visits from outside the study area. WYG believe that this is reasonable for these specific centres which are key tourist destinations in their own right. However, it is WYG's view that Barrow-in-Furness is not necessarily a key tourism destination and this level of inflow is not appropriate. In order to quantify potential inflow from outside the whole study area, WYG have drawn upon STEAM information from Cumbria Tourist Board (January 2004) to understand the level of shopping expenditure spent in Barrow-in-Furness. STEAM provides a breakdown of the revenue created by tourism activity at district level.

Table 6.5: Tourism Revenue to Barrow Borough (STEAM)

Year	Total Tourism Revenue (£m)	Proportion (11.7%) to Shopping (£m)
2000	55.2	6.5
2001	53.8	6.2
2002	67.4	7.7
2003	67.9	7.7
2004	67.7	7.7

Source: STEAM, CTB

Adjusted to 2001 price index

6.13 Table 6.4 above shows the level of shopping turnover that is spent within Barrow Borough between 2000 and 2004. STEAM estimate that approximately 11.7% of the overall tourism revenue is spent on shopping; however they estimate that this decreased over time to 11.4% by 2004. In total STEAM estimate that £7.7m of shopping expenditure is drawn in by tourism in 2004. Compared to the level of total expenditure available within Barrow-in-Furness (Survey Zones 12), WYG estimate to be £256.1m in 2004, it would suggest that tourism brings in an additional 3% of all retail expenditure (convenience and comparison). Although WYG do not have visitor survey evidence for Barrow, WYG estimate based on the STEAM information that the town has an inflow of 1% (or £1.4m) for convenience goods expenditure and approximately 4% (or £6.3m) for comparison goods expenditure.

Forecast Growth in Expenditure Attracted to facilities in Barrow-in-Furness.

6.14 With forecast growth in convenience shopping predicted at 0.8% per annum up to 2011 and then 0.9% thereafter, convenience facilities in Barrow will experience an increase of £9.7m in convenience goods expenditure between 2006 and 2011. This growth would also mean that a further £12.3m of convenience goods expenditure will be available between 2011 and 2016.

Table 6.5: Convenience Goods Expenditure Available to Retail Facilities in Barrow Borough

	Market Share	Expenditure Available to Barrow-in-Furness - £M		
		2006	2011	2016
Convenience				
Main	22.3%	137.0	144.7	153.3
Top up	17.9%	36.6	38.7	41.2
Sub Total	**21.2%**	**173.8**	**183.4**	**195.5**
Inflow	1%	1.7	1.8	2.0
Total Convenience		**175.5**	**185.2**	**197.5**

May not add up due to rounding

6.15 The significant increase in expenditure on comparison goods would suggest that Barrow-in-Furness (including Retail Parks) based on current market share would experience an increase of approximately £166.5 between 2006 and 2016, which would be available for all new comparison retail facilities in the future (includes 4% inflow). In terms of PPS6, WYG believe that between 2006 and 2011 the level of expenditure available for new comparison floorspace is approximately £73.8m.

Table 6.6: Comparison Goods Expenditure Available to Retail Facilities in Barrow-in-Furness Borough

	Market Share	Expenditure Available to Barrow-in-Furness - £M		
		2006	2011	2016
Comparison				
Electrical	23.0%	61.7	75.6	92.8
Furniture	24.2%	44.2	54.1	66.5
DIY	23.3%	33.6	41.1	50.5
Small Household items	21.5%	102.0	124.9	153.4
Clothing and Shoes *	19.6%	76.1	93.2	114.5
Total Town Centre	***21.8%***	***317.6***	***388.6***	***477.7***
Total Bulky Goods	***12.2%***	***139.6***	***170.8***	***209.8***
Total Non Bulky Goods	***9.6%***	***178.2***	***218.1***	***267.8***
Inflow	***4%***	***12.7***	***15.5***	***19.1***
Total Comparison		**330.3**	**404.1**	**496.8**

** Includes all non-food retail facilities within Barrow-in-Furness administrative area*
*** Inflow has only been applied to small household goods*

6.16 In order for Barrow-in-Furness to capture this significant growth in comparison goods expenditure it is likely that there will be a need to enhance future retail provision, thereby ensuring that this growth is not lost to competing centres and the Borough's future market share does not decline.

6.17 However, if an excess of comparison goods expenditure manifests itself within the defined catchment area, this does not translate directly into a requirement for additional floorspace. It will also be necessary to take account of:

- existing development proposals;
- expected changes in shopping patterns (including E-commerce);
- the current capacity and efficiency of retail floorspace within established Centres; and
- future changes in business productivity and current development commitments.

7 BARROW-IN-FURNESS RETAIL CAPACITY ASSESSMENT

Capacity Methodology

7.01 Retail capacity assessments are an important pre-requisite to any proposed retail development strategy as they provide invaluable information on the levels of demand for additional retail facilities and the likely impact this development will have on established stores within the catchment of the centre under consideration. Capacity assessments are also now an accepted method for guiding future allocations for retail development within Local Development Frameworks and Development Briefs.

7.02 However, it must be stressed that, although capacity assessments are based on factual data, the conclusions must only be treated as a guide/indicator rather than providing unchallengeable evidence. This caveat reflects the complexity of the modelling exercise and the dependence upon a high number of assumptions, which consequently can be interpreted in a number of different ways.

7.03 To provide added insights, the modelling of capacity assessments is undertaken for different categories of expenditure. Typically, these categories reflect the differences in patterns for food shopping (often referred to as 'convenience' shopping) and non-food shopping (often referred to as 'comparison' shopping). This approach is advocated in PPS6 which clearly states in para 2.28:

'In assessing quantitative need for additional development in its development plan, a local planning authority should assess the likely future demand for additional retail and leisure floorspace, based on existing and forecast population levels and expenditure in relation to the classes of goods to be sold, with the broad categories of 'convenience' and 'comparison' goods.'

7.04 Therefore for the purpose of this capacity exercise WYG has solely examined the need for new convenience and comparison goods floorspace.

Capacity Formula

7.05 For all types of capacity assessment, the conceptual approach is identical, although the data sources and assumptions may differ. The key relationship is: Expenditure (£m) *less* Turnover (£m) *equals* Surplus/Deficit (£m)

Expenditure (£m) - the expenditure element of the above equation is calculated by taking the population within the defined catchment and then multiplying this figure by average annual expenditure levels for various forms of retail spending per annum. The formula is subject to a number of factors, which need to be considered to help provide the most accurate figure for that particular local catchment. These include:

- growth in population;
- growth in expenditure per head per annum, and;
- special forms of trading (e.g. catalogue shopping).

Turnover (£m) **-** the turnover figure relates to the annual turnover generated by existing retail facilities within the catchment that has been adopted to calculate the population figure. The turnover of existing facilities is calculated using Verdict and Retail Rankings, both independent researches which lists turnovers per square metre for all major retail multiples.

Surplus/Deficit (£m) **-** this represents the difference between the expenditure and turnover figures outlined above. Clearly, a surplus figure will represent an 'under provision' of retail facilities within the catchment (which, other things being equal, would suggest that additional floorspace is required), whereas a deficit would represent an over provision of retail facilities (and in these circumstances it would prove difficult to justify additional floorspace).

7.06 Although a surplus figure is generated in £m, it is possible to convert this figure into an indication of aggregate floorspace, using the turnover per square metre figures used to calculate the turnover part of the equation.

Capacity for Future Convenience Goods

7.07 In order to ascertain the likely need for additional convenience goods floorspace within both Barrow-in-Furness, it is important to understand the true nature of the existing supply.

7.08 It is evident that the supply of convenience facilities within Barrow-in-Furness is mainly centred on three superstores, namely the out-of-centre Tesco at Hindpool Road, Asda at Walney Road and Morrisons at Hindpool Road. There are also a number of smaller foodstores within the Borough, which range from small convenience stores to discount European foodstores. It must be noted that there are just two foodstores located within the town centre boundary as defined by the Adopted Local Plan. They are the Kwik Save at Dalton Road and the foodhall in Marks and Spencer.

7.09 Barrow-in-Furness clearly benefits from three large scale supermarkets within the Borough which cater for the population's main food shopping needs. Although most people (44.3%) in Zone 12 visit the Tesco Extra store for their main food shopping, WYG note that a significant level of people (26.2%) visit the Asda at Walney and the WM Morrisons (18.6%). These results indicate that these 3 superstores attract 90% of all main food shopping trips, demonstrating the considerable influence of these stores on the primary and secondary shopping catchments.

7.10 When these market shares are translated into expenditure, it is evident that Tesco Extra has the highest turnover of £59.0m per annum. This is only slightly ahead of the Asda at Walney Road which generates £55.2m per annum. The Wm Morrisons store at Hindpool Road which is still establishing its trading patterns after opening in 2005 generates £22.9m per annum.

7.11 The provision of medium sized foodstores within the Barrow-in-Furness also appears to be strong with key stores such as the Co-op Supermarket in Dalton-in Furness generating £6.1m, Aldi on Hindpool Road (£4.5m), Kwik Save on Holker Street and the Netto at Risedale Road (£3.3m). The Marks & Spencer foodhall in the town centre store has a derived turnover of £1.7m, in addition the other town centre store, Kwik Save on Dalton Road also has a turnover of £1.7m.

7.12 Based on the number and range of convenience outlets available within the defined Borough, WYG would argue that the qualitative provision appears to be strong in terms of choice and availability. However, the choice is currently dominated by three ‘large’ format type stores in out-of-centre locations. Clearly future links between the town centre and these key convenience locations will need to be carefully considered in the future if additional linked trips are to be encouraged.

Current Provision

7.13 Having carefully reviewed the current levels of retail floorspace within Barrow-in-Furness’s established centre network as part of the overall capacity assessment, WYG have a good understanding of the total level of convenience and comparison goods floorspace that currently exists within the centres. However, it has been more difficult to qualify the extent of the local convenience provision for which there is no consistent database to rely upon. Therefore, assumptions with regard to the provision of local shops have been based on the both Council’s own GIS system and from national data sets.

7.14 As this study uses a ‘goods based’ approach, it is important to recognise that certain major foodstore operators sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, WYG has taken the approximate net retail floorspace figures for the identified foodstores (Tesco Extra, Asda, WM Morrisons, Netto, Aldi and Kwik Save) based on a number of sources including the Council data, Goad and IGD. WYG have then applied the ratio for convenience/comparison goods sales area from Verdict (2006) (where known) to estimate the sales area devoted solely to the sale of convenience items.

7.15 When benchmark company 'sales density' figures are applied to the net floorspace figures for the existing retail facilities within Barrow-in-Furness, this provides a benchmark estimate of the current convenience goods turnover generated for each store. WYG has calculated the expected turnover of these facilities by applying figures relating to company benchmark floorspace to turnover ratios as shown in table 7.1 again taken from Verdict Research (where known).

Table 7.1: Trading Performance of Current Foodstores in Barrow-in-Furness

Store	Net Convenience Floorspace – SQM (1)	Turnover per SQM (2)	Benchmark Turnover - £M (2001) (1 x 2)	Survey Estimate - £M (4)
Town Centre				
Barrow-in-Furness (Local Shops)	n/a	3,500	n/a	3.9
Kwik Save, Dalton Road	426	4,509	1.9	1.7
Marks & Spencer, Dalton Road	504	8,552	4.3	1.7
Sub Total			**6.2**	**7.4**
Out-of-Centre				
Aldi, Hindpool Road	743	4,167	3.1	4.5
Asda, Walney Road	2,972	13,953	41.5	55.2
Co-op Foodstore, Ainslie Road	98	4,861	0.5	2.5
Co-op Foodstore, Duke Street	n/a	4,861	n/a	1.2
Co-op Foodstore, Oxford Street	164	4,861	0.8	0.8
Co-op Foodstore, Plymouth Street	323	4,861	1.6	1.5
Co-op Foodstore, Roose Road	389	4,861	1.9	0.4
Co-op Supermarket, Market St, Dalton	645	4,861	3.1	6.1
Kwik Save, Flass Lane, Roose	805	4,509	3.6	1.3
Kwik Save, Holker Street	877	4,509	4.0	3.4
Lidl, Walney Road	1,005	3,900	3.9	1.3
WM Morrisons, Hindpool Road	3,818	9,687	37.0	22.9
Netto, Risedale Road	830	3,021	2.5	3.3
Tesco Extra, Corner House Pk, Hindpool Rd	3,575	13,278	47.5	59.0
Spar, Mill Lane	201	5,476	1.1	0.4
Sub Total			**173.3**	**166.5**
Total			**159.2**	**173.8**

May not add up due to rounding
Table 15, Appendix 5

7.16 Accurate figures as to the 'benchmark' turnover (2) of the national multiple convenience retailers have been taken from Verdict Grocers Retailers (2006). However Aldi, Lidl, Spar and Netto, turnover figures were taken from Mintel Retail Rankings (2005). The turnover figures have then been adjusted to reflect VAT, petrol sales and the 2001 Price Base used throughout our modelling.

7.17 As benchmark figures are not available for independent retailers, WYG has applied a broad estimate (£3,500 per sq. m for town and local centres/shops) of likely turnover. This is a professional judgement, based on previous experience and the quality of the facilities available, as there is no acknowledged source of information for smaller independent retailers.

Future Convenience Floorspace Requirements

7.18 Our analysis of Barrow-in-Furness's market share of convenience goods expenditure within the defined catchment (identified in the previous section) indicates that in 2006 approximately £173.8m will be available to convenience goods stores within the defined catchment. After taking in to account the 1% inflow from outside the catchment, derived from tourism (STEAM), WYG estimate that this would increase to £175.3m.

7.19 When WYG compare this estimate (£175.3m) with the total turnover generated by existing retail facilities based on company averages (£159.2m), there would appear to be a potential surplus of convenience retail facilities of approximately £16.1m when compared to 'benchmark' anticipated turnovers. However, this does not mean that all stores within the Barrow area slightly over performing.

7.20 It is evident from the results of the household survey evidence that the two most popular superstores are significantly over-trading. The Asda at Walney Road is trading at 33% above its benchmark and the Tesco Extra at Hindpool Road is overtrading by 24%. Other stores that appear to be over-trading are the Co-op Supermarket in Dalton-in-Furness (96%); Aldi at Hindpool (26%); Netto at Risedale Road (30%) and the Co-op Village Store. However, the evidence also found that a number of stores within defined town centres are under-trading as are a number of small out-of-centre convenience and neighbourhood facilities.

7.21 As indicated earlier, there are a number of assumptions involved in estimating the likely turnover of existing retail premises. Clearly, it is more difficult to understand the true trading performance of independent retailers for which there are no benchmark figures available. However, from our own observations of the current supply within Barrow-in-Furness, it is WYG view that there is likely to be an element of over-trading within some of the major foodstores (particularly the Tesco and Asda) and under trading of smaller stores (both independent and multiple).

7.22 For example, if WYG were to use the survey evidence for the Tesco Extra store at Corner House Park, then its current market share would suggest that the store is generating approximately £59.0m per annum. This compares to the company benchmark figure of only £47.5m. This would appear to demonstrate that the store is over-trading by 24% (or £11.6).

7.23 However, WYG should note that the Wm Morrisons store at Hindpool Road, is significantly under performing. Based on its current market share the results would suggest that the store is generating approximately £22.9m per annum. This compares to the company benchmark figure of £37.0m, this would suggest that the store is under performing by -38%.

7.24 It must be noted, however; that the results of household surveys should be used with caution when estimating the aggregate turnovers of individual stores (rather than their comparative market shares). Nevertheless, the results appear to confirm our impressions of over-trading gained on our visits to Tesco Extra and Asda, Aldi and Netto which appears to be well-used stores throughout the week. However, the poor performance of the Wm Morrisons reflects the strength of the Asda and Tesco and the fact that the store has only recently opened and is trying to establish it trading patterns.

7.25 Having regard for this surplus expenditure (£16.1m), it is highly likely that new additional convenience floorspace is required or can be justified ‘quantitatively’ within the Borough through to 2016. It must be noted that the above surplus expenditure is a cumulative total applicable to the whole of Barrow-in-Furness.

7.26 In addition, it is important to account for existing commitments within the area to establish the current planning position. At present, from examination of the Council’s retail planning commitments WYG believe that there is currently one outstanding convenience planning commitment. This relates to planning permission for the extension of the existing Asda superstore on Walney Road (2004/0287). This permission includes additional new gross floorspace of 1,136 sq. m (gross). If WYG assume a gross to net ratio of 80:30 then WYG estimate that the net floorspace would be approximately 909 sq. m.

7.27 WYG has assumed that the convenience turnover of the proposed floorspace amounts to £7.4m based on average benchmark turnover figures (£13,953 pre sq. m) and a net convenience goods area of 530 sq. m as estimated by Verdict Research. Although WYG note that Asda suggest that the justification for the new floorspace is to enhance its range of non-food goods, for the purposes of this exercise WYG need to evaluate the average. In light of the surplus capacity identified by WYG, it is clear that the introduction of this new convenience floorspace will account for nearly 50% of the estimated surplus (£16.1m) that is currently being over spent at existing facilities. It is therefore estimated that this commitment will satisfy the level of food capacity up to 2011. However, beyond 2011, there may be scope for small scale (less than 1,000 sq. m) convenience provision within the Borough; however, this will need to reviewed and monitored at an appropriate time.

Capacity for Future Comparison Goods

7.28 As our general standard of living increases, our ability to spend more money on non-food goods (such as clothing and footwear) will also increase. The current ultra-long term growth rate provided by URPI suggests that this growth is likely to be 3.8% per annum (after 2005). Clearly, over any plan period this represents a significant cumulative increase in total non-food expenditure.

7.29 However, although non-food shopping is often seen as a leisure/social activity, there are increasing pressures being placed upon the traditional high street function, not only from major out-of-centre retail facilities but also from new forms of shopping which have no need for a physical shop unit.

7.30 Although WYG have accounted for special forms of trading within our expenditure analysis, because this study is forecasting up to 2016 it is important that future estimates or need do not ignore the rapidly expanding opportunities of retailing on the World Wide Web, currently known as 'e-commerce' or 'e-tailing'. The impact of 'on-line' sales will need to be carefully monitored over the plan period so as any dramatic increase in 'special forms of trading' can be reflected in the need analysis provided in this study.

Current Turnover of Existing Facilities

7.31 It is more difficult to estimate the likely 'benchmark' turnover of each facility. Therefore, the most accurate way to estimate the turnover of the existing retail facilities is to divide the town centre's current share of non-food retail expenditure by the current level of facilities within the town.

7.32 From our analysis of the market share of facilities in Barrow-in-Furness, it is estimated that the current level of trade passing through non-food (comparison) facilities from the defined catchment (which includes both non-bulky and bulky goods) is £317.6m. This represents 21.8% of the total comparison goods expenditure generated within the defined wider catchment. In total, WYG estimate that all facilities in Barrow-in-Furness (including retail parks, local centres) retain 21.8% of all the comparison goods expenditure within the wider catchment.

7.33 Based on existing Goad data for Barrow-in-Furness Town Centre it is estimated that there is currently 50,372 sq. m of comparison goods gross floorspace. However, it is evident that these figures represent neither gross nor net floorspace. Given that £317.6m is being spent at Barrow-in-Furness Town Centre, this would suggest that the estimated turnover per sq. m for units in Barrow-in-Furness Town Centre is approximately £6,305. This appears to be a strong average sales density for a large comparison destination such as Barrow-in-Furness.

7.34 In order to avoid an unrealistic over estimation of the likely level of future floorspace that can be secured by Barrow-in-Furness, WYG has assumed that Barrow-in-Furness will not dramatically increase its market share for non-food goods within the defined catchment. This is based on the fact that the centre already achieves and strong market share within its primary and secondary catchments which are unlikely to be altered significantly in the future.

7.35 On this basis, WYG has 'rolled forward' Barrow-in-Furness' current market share to examine the likely comparison goods floorspace required to maintain its current position within the hierarchy In addition WYG have allowed for 4% inflow from outside the catchment as a result of tourism/visitor spend derived from information from STEAM.

7.36 Drawing upon the results of the modelling outlined in the previous section, WYG has forecast that between 2006 and 2016, an additional £166.5m of comparison goods expenditure will be available for comparison shopping within Barrow-in-Furness based on a constant market share being rolled forward (excluding increases in productivity). The thrust of PPS6 suggests that this should be focused within established centres as a first preference, subject to suitable sites being available to accommodate the level of potential floorspace. Clearly, if no additional comparison goods floorspace was developed within the period up to 2016 then, regardless of improved 'productivity' by existing facilities, the majority of this surplus would be lost to competing centres identified previously. Furthermore, with new development planned for Lancaster City Centre and with planned improvements to Kendal Town Centre it will be important that Barrow-in-Furness at least seeks to maintain its current market share during the emerging plan period, through positive appropriate measures.

7.37 By allowing for increased productivity (1.5% per annum) WYG has estimated below the likely expenditure that will be available for new comparison goods floorspace by 2016.

Table 7.2: Estimated Available Comparison Goods Expenditure

	Turnover + Increased Productivity £m	Expenditure Available £m	Surplus for Additional Floorspace £m
2006	330.5	330.5	-
2011	356.0	404.5	48.5
2016	383.8	496.8	113.2

7.38 The results show that by 2011 there will be £48.5m of comparison good expenditure available for new retail development, based on current market share. This level of expenditure will increase to £113.2m by 2016. This amount of expenditure will be available to all comparison floorspace.

7.39 In terms of new town centre retail floorspace, if WYG were to apply an average sales density for comparison shopping facilities, of £5,000 per sq. m to the surplus expenditure, WYG estimate that by the year 2011 there will be a requirement for approximately 8,996 sq m net (approximately 11,245 sq m gross) to retain its current market share. In addition WYG estimate that this capacity would increase up to 19,514 sq. m net by 2016 (24,392 sq. m gross).

Table 7.3: Estimated Comparison (Town Centre) Floorspace Requirement

	Surplus Expenditure £m	Average Sales Density + increases in productivity £ per m^2	Net floorspace Requirement m^2	Gross floorspace Requirement m^2
2006	-	5,000	-	-
2011	48.5	5,386	8,996	11,245
2016	113.2	5,803	19,514	24,392

Gross to net = 70%

7.40 In light of these findings, it would appear that there will be a clear need to identify future redevelopment opportunities within the town centre in the long term to absorb the growth in comparison goods expenditure identified.

Future Proposals for Comparison Floorspace

7.41 In terms of future commitments, there are four planning commitments which relate to comparison goods development in Barrow-in-Furness. These are detailed below.

Table 7.4: Current Non-food Planning Commitments in Barrow-in-Furness

App No	Applicant	Location	Gross sq. m	Type	Notes
2004/0867	PC World *	Out-of-centre	1,394	Comparison	Single store
2004/0287	Asda	Out-of-centre	1,136 (379 net non-food)	Comparison	Part of extension
2005/1530	B&Q	Out-of-centre	7,246	Comparison	
2005/0299	Tesco	Out-of-Centre	5,573	Comparison	4 non food retail units
Total			**14,592**		

** PC World was not open at the time of the survey evidence.*

7.42 From the Table 7.4 it is clear that current planning commitments for non-food retailing (comparison) in Barrow-in-Furness represent approximately 14,592 sq. m of new gross non-food floorspace. The current level of non food planning commitments does not exceed the quantitative need identified in Table 7.3 up to 2016. However, they would appear to meet the identified quantitative need up to the period to 2011. In light of this the Council will need to carefully monitor future non-food retail applications in the short term whilst exploring opportunities for new retail development in the longer term.

Qualitative Issues for Convenience and Comparison Retail Development

7.43 The retail modelling outlined above has identified a quantitative need for additional retail floorspace within Barrow-in-Furness for comparison goods. However, the evidence would suggest that there is no quantitative need for further convenience provision within the Borough through to 2016. In contrast, the need identified for comparison goods is significant given the forecast increases in expenditure and local population growth. The quantitative need identified is based upon maintaining the existing market share.

7.44 Whilst the approach taken within this study does not seek to elevate Barrow's market share there is a real opportunity for Barrow-in-Furness to improve its 'quality and range of offer' by subtle delivery of a more diverse range of shopping, tourism and leisure destinations. In addition, further strengthening of the town centre should be considered in the longer term through new retail development which will address futures needs through to 2016.

7.45 It is evident that Barrow has benefited from significant retail warehouse type development which has made Barrow-in-Furness a key bulky goods destination in both its immediate and surrounding catchments. Therefore, the qualitative benefits of any future retail development must be carefully scrutinised by the local planning authority to ensure that future development will adequately address this critical issue and will avoid providing 'more of the same'. If major qualitative gains are to be secured in the future then this would need to be delivered in the form of an enhance town centre role rather than further out-of-centre large format retail development.