

Building the Evidence Base: A Sound Retail Study

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**THE NATIONAL RETAIL
PLANNING FORUM**

Requirements for a LDF Retail Study

- Assess need for new retail development:
 - Quantitative Needs
 - Qualitative Needs

How much, of what type, where, and by when?

- Decide how to accommodate it in accordance with the sequential approach

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Forecasting Quantitative Retail Needs

- Catchment area, population and growth
- Expenditure and growth
- Existing shopping patterns – **market shares**
- Existing and committed retail floorspace and ‘benchmark’ sales densities
- Allocation of growth in sales between existing and new floorspace

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Forecasting Quantitative Retail Needs



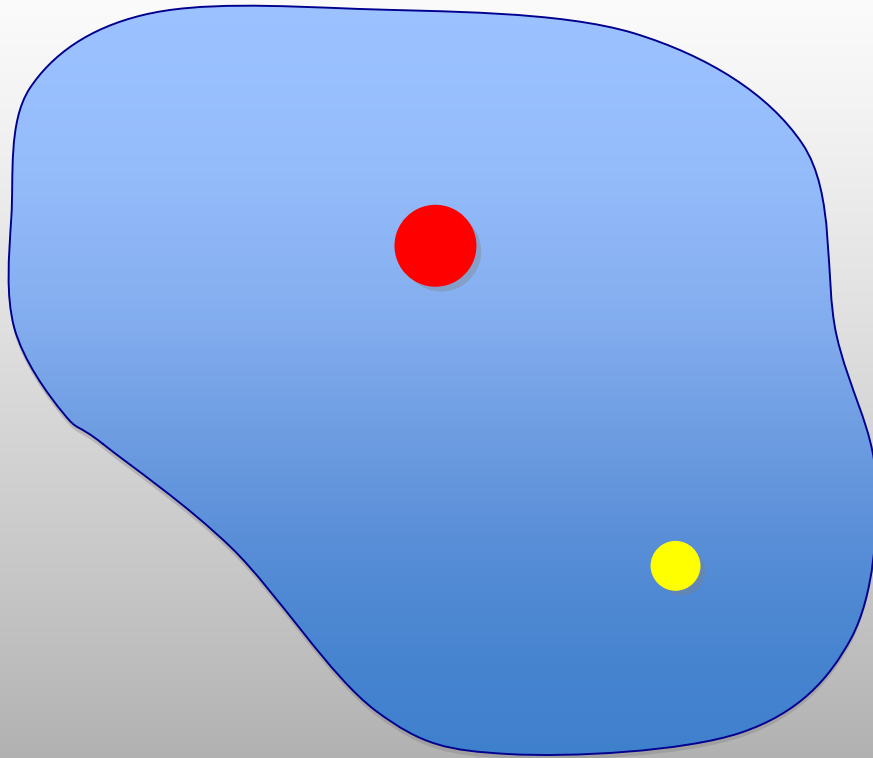
Identify centres
to be modeled



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Forecasting Quantitative Retail Needs

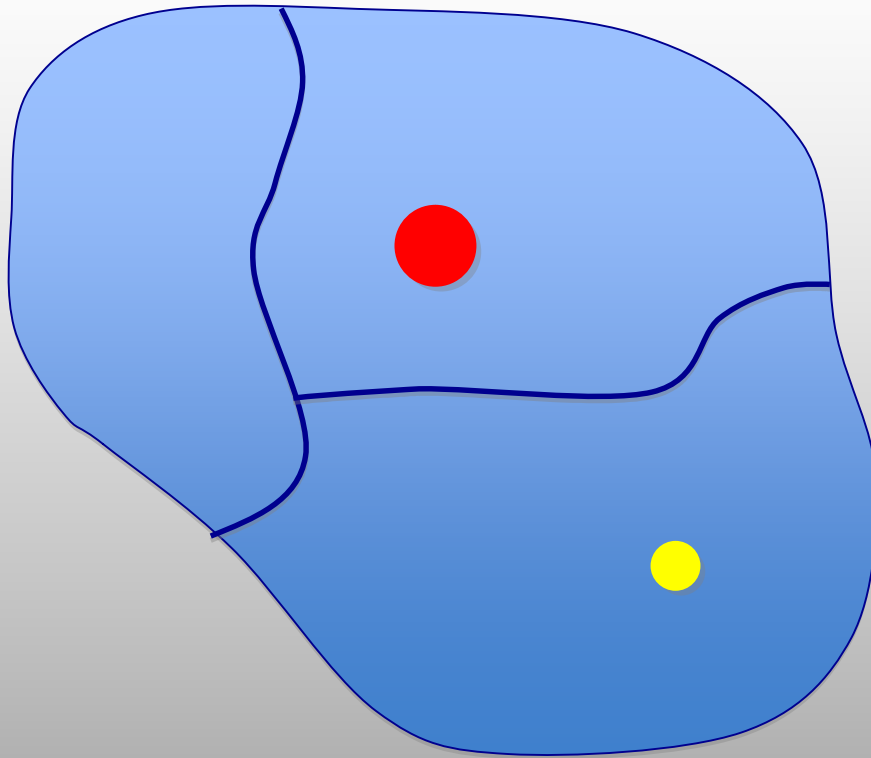


Define their
Catchment Area

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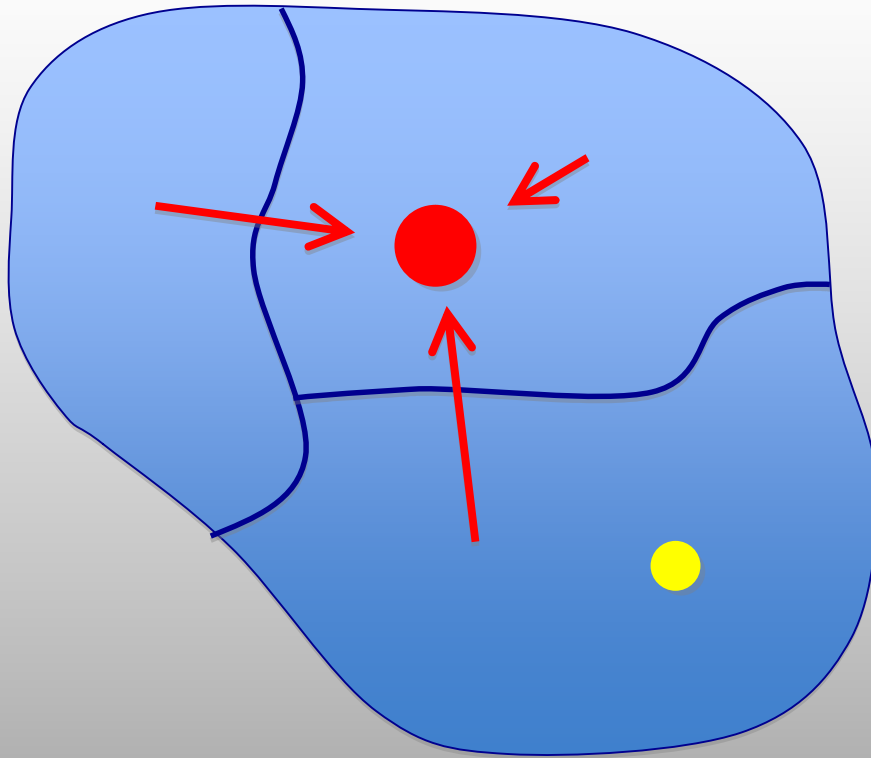


Divide into
Zones

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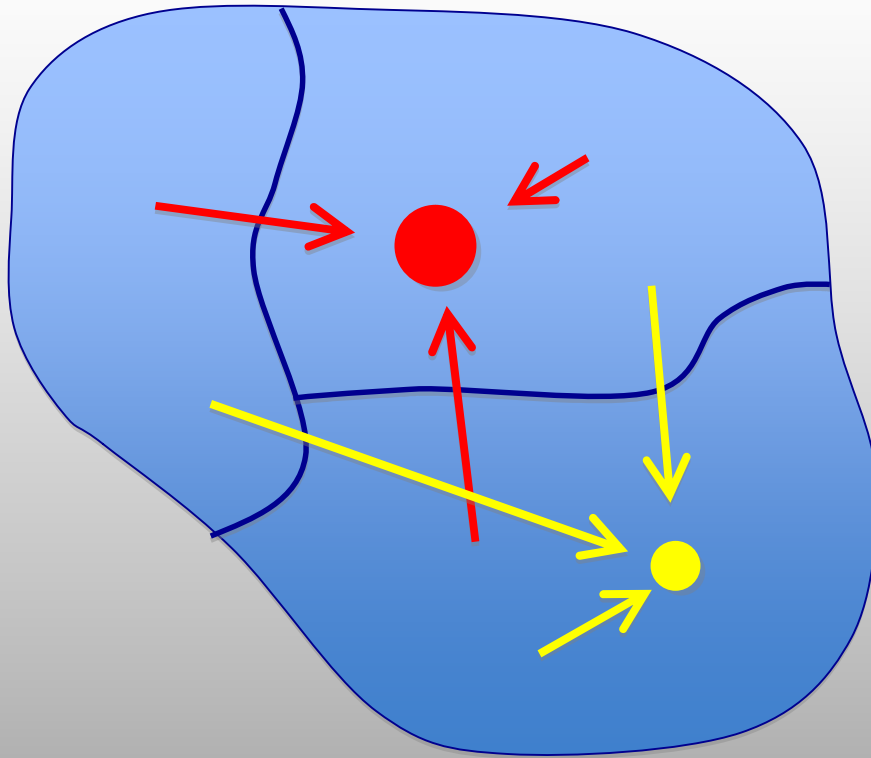


Measure
Market Shares

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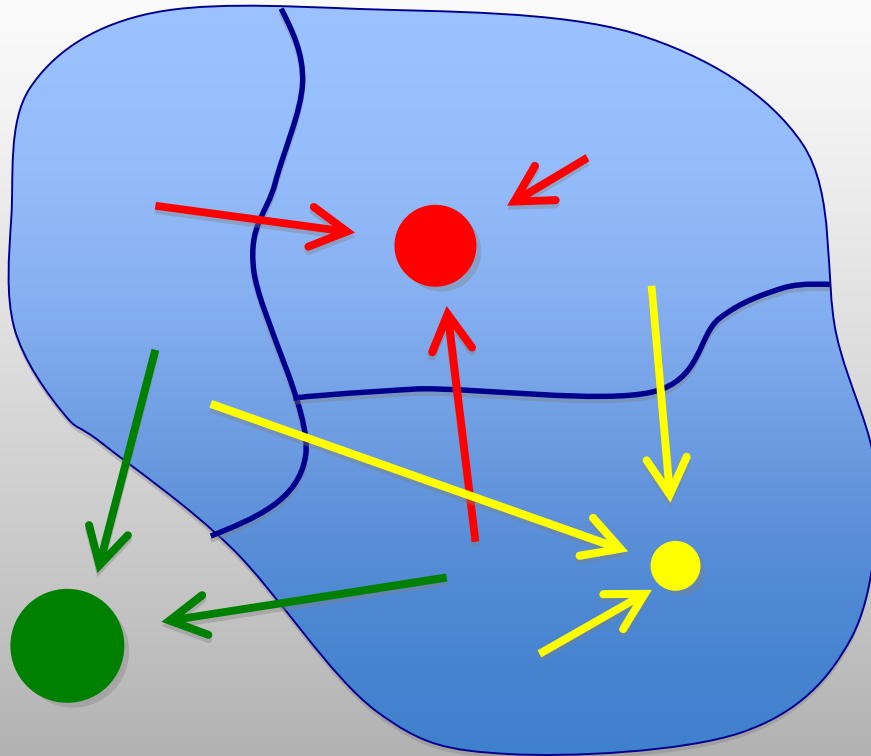


Measure
Market Shares

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Measure
Leakage to
other centres

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The Household Interview Survey

- Geographical coverage

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The Household Interview Survey

- Geographical coverage
- Sampling Specification
 - Distribute sample in proportion to population
 - But not less than 100 interviews per zone
 - Age-related quota sampling

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The Household Interview Survey

- Questionnaire design:
 - Main food & top-up convenience goods
 - Comparison goods questions **precisely** matched to COICOP expenditure definitions
 - Detailed pre-coding of potential shopping destinations
 - Attitudinal questions & potential cross-tabulations

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Floorspace Data Needs

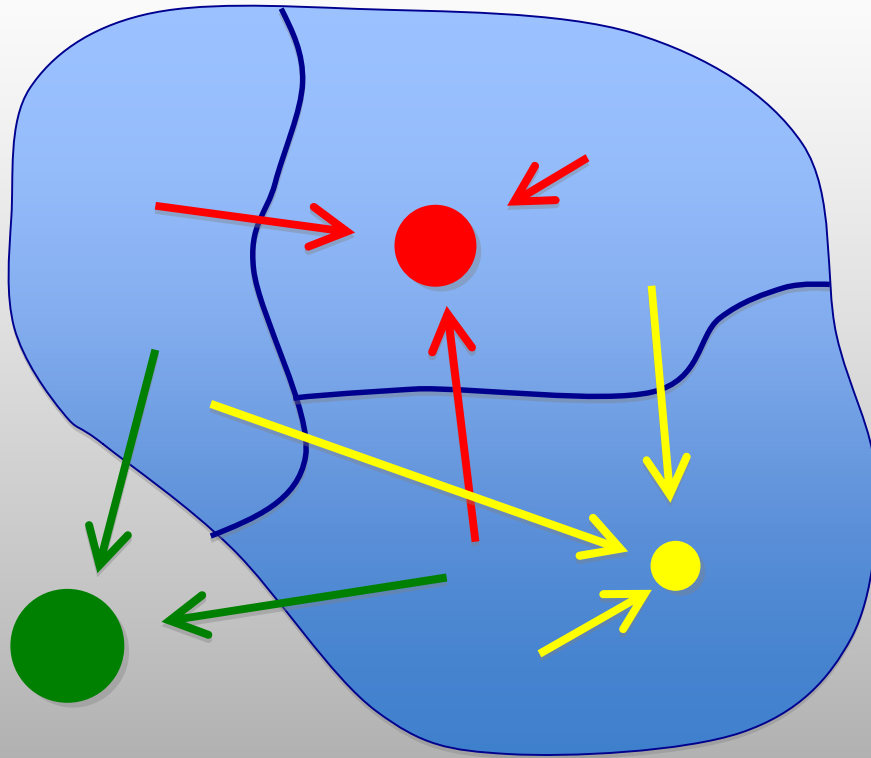
- Main foodstores
- Retail warehouses
- Town centres
- Other substantial retail developments (e.g. outlet centres)

- Committed developments

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Modeling 'what if' scenarios

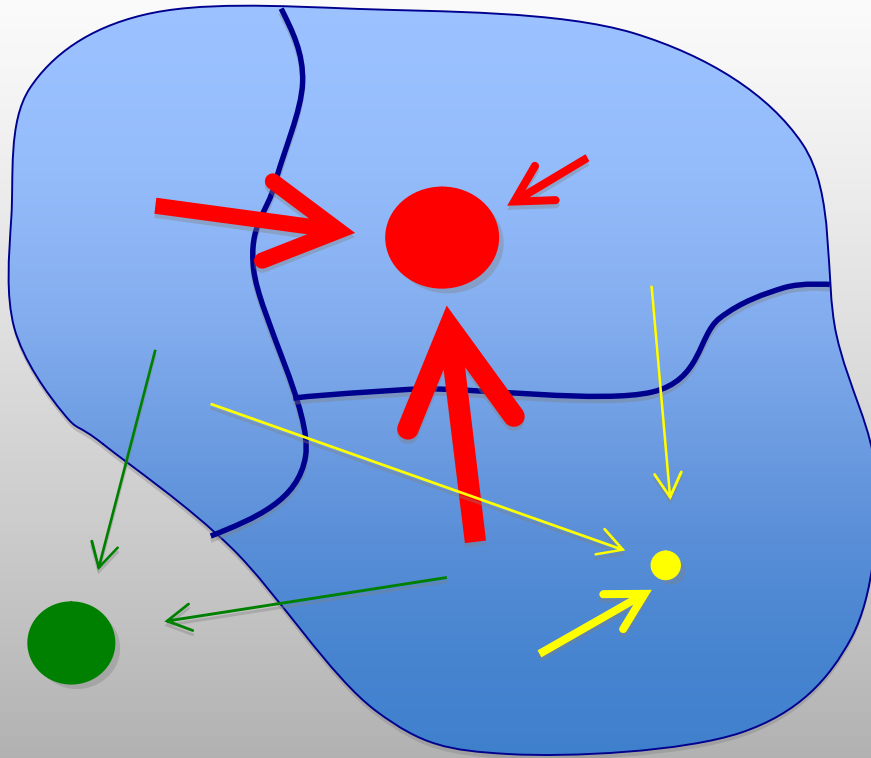


Existing
Shopping
Pattern

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Modeling 'what if' scenarios



Potential
Shopping
Pattern

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Common Issues

- Application of the sequential approach

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Common Issues

- Application of the sequential approach
- Quantitative assessments for leisure uses

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Common Issues

- Application of the sequential approach
- Quantitative assessments for leisure uses
- Assessment of need for hotels, cultural and tourism facilities, etc.

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Common Issues

- Application of the sequential approach
- Quantitative assessments for leisure uses
- Assessment of need for hotels, cultural and tourism facilities, etc.
- Assessments for district and local centres

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Common Issues

- Application of the sequential approach
- Quantitative assessments for leisure uses
- Assessment of need for hotels, cultural and tourism facilities, etc.
- Assessments for district and local centres
- Treating forecasts as targets or limits

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Common Issues

- Application of the sequential approach
- Quantitative assessments for leisure uses
- Assessment of need for hotels, cultural and tourism facilities, etc.
- Assessments for district and local centres
- Treating forecasts as targets or limits
- The need for regular review of forecasts

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The knowledge base for retail planning

The **Knowledge Base** for Retail Planning Issues including the free & easy way to access Retail Planning **Statistics**.



Improving understanding between public and private sectors of planning and its impact on retailing through dialogue and research

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