

Table 19a - Grimsby Town Centre Comparison Floorspace Schedule

GRIMSBY	
STORE / LOCATION	Net Comparison Floorspace
GRIMSBY TOP TOWN	37,772
GRIMSBY FREEMAN STREET	11,087
ASDA (Freeman Street, Grimsby)	2,852
GRIMSBY SUB TOTAL	51,711
OUT-OF-CENTRE FOODSTORES	
SAINSBURY'S (Corporation Street, Grimsby)	1,668
ALDI (Cleethorpes Road, Grimsby)	188
ALDI (Cambridge Street, Grimsby)	227
TESCO EXTRA (Victoria Street, Grimsby)	2,084
MORRISON'S (Hilmore Road, Laceby)	716
OUT-OF-CENTRE FOODSTORES SUB TOTAL	4,883
ALEXANDRA RETAIL PARK	
MATALAN	3,023
PETS@HOME	439
WICKES DIY	2,736
ARGOS	796
ScS	760
POUNDSTRETCHER	1,050
SUB TOTAL	8,804
PEAKES PARKWAY	
B&Q WAREHOUSE	7,687
HALFORDS	557
SUB TOTAL	8,244
VICTORIA RETAIL PARK	
SPORTS DIRECT	750
BRANTANO	376
NEXT	618
DUNELM MILL	1,115
SUB TOTAL	2,859
HIGH ROAD / VICTORIA RETAIL PARK	
HOMEBASE	2,721
CURRYS	1,486
CARPETRIGHT	559
MAPLIN	372
SUB TOTAL	5,138
VICTORIA ROAD SOUTH RETAIL WAREHOUSES	
B&M HOMESTORE	2,609
DREAMS	1,189
SUB TOTAL	3,798
OUT-OF-CENTRE TOTAL	28,843
OVERALL GRIMSBY WIDE TOTAL	85,437

Table 19b - Cleethorpes Comparison Floorspace Schedule

CLEETHORPES	
STORE / LOCATION	Net Comparison Floorspace
TOWN CENTRE	4,379
SUB TOTAL	4,379
HEWITT'S CIRCUS	
TESCO EXTRA	3,158
PETS@HOME	375
POUNDSTRETCHER	743
SUB TOTAL	4,276
MERIDIAN POINT	
THE FACTORY SHOP	854
LEADING LABELS	743
SUB TOTAL	1,597
CLEETHORPES OVERALL TOTAL	10,252

Table 19c - Immingham Town Centre Comparison Floorspace Schedule

IMMINGHAM	
STORE / LOCATION	Net Comparison Floorspace
TOWN CENTRE	1,763
CO-OP (Washdyke Road)	372
IMMINGHAM OVERALL TOTAL	2,135

Notes

1. Floorspace from LPA, Experian Goad or Trevor Wood Retail Warehouse Data
2. Gross to Net for Town Centre Floorspace is 70%
3. Gross to Net for Retail Warehouses is 80%

Table 20a - Tourist Spend Projections (Shopping)

Destination	2012	2013	2018	2023	2030
Cleethorpes	£44,450,000	£44,405,550	£45,526,846	£47,377,291	£50,094,950
Grimsby	£60,296,000	£60,235,704	£61,756,731	£64,266,842	£67,953,321

Notes

1. 2011 Expenditure projected from North East Lincolnshire STEAM Report (2012); commissioned by NELC
2. Expenditure projected forward as per table 2 - Expenditure per Capita (Experian Retail Planner v. 10.1)

Table 20b - Convenience / Comparison Weighting [CLEETHORPES]

Destination	2012	2013	2018	2023	2030
Convenience	£16,279,984	£16,263,704	£16,674,383	£17,352,115	£18,347,468
Comparison	£27,719,972	£27,692,252	£28,391,516	£29,545,494	£31,240,284

Notes

1. Split between Convenience and Comparison based on 37/63 ratio

Table 20c - Convenience / Comparison Weighting [GRIMSBY]

Destination	2012	2013	2018	2023	2030
Convenience	£21,579,978	£21,558,398	£22,102,775	£23,001,145	£24,320,539
Comparison	£36,744,288	£36,707,543	£37,634,455	£39,164,112	£41,410,647

Notes

1. Split between Convenience and Comparison expenditure based on 37/63 ratio

Table 21a - GRIMSBY TOWN CENTRE COMPARISON FLOORSPACE

DESTINATIONS	Net Comparison Floorspace
GRIMSBY TOP TOWN	37,772
FREEMAN STREET	13,939
TOWN CENTRE TOTAL	51,711

Notes

1. Floorspace derived from Experian GOAD (updated by LPA / GVA Fieldwork - March 2013)
2. Freeman Street includes Asda Floorspace

Table 21b - GRIMSBY TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS				
	2013	2018	2023	2030
Survey Derived Catchment Expenditure (£)	£246,313,270	£282,783,055	£326,234,778	£398,508,767
Existing (NET) Comparison Floorspace (m ²)	51,711	51,711	51,711	51,711
Sales per m ² net (£)	£4,763	£5,285	£5,778	£6,546
Sales from Existing Floorspace (£)	£246,313,270	£273,285,456	£298,782,674	£338,524,305
RESIDUAL CAPACITY (£)	£0	£9,497,599	£27,452,104	£59,984,461
Sales per m ² net in new shops (£)	£4,500	£4,993	£5,459	£6,185
Capacity for new floorspace (m ² net)	0	1,902	5,029	9,699
Capacity for new floorspace (m ² gross)	0	2,718	7,185	13,856

Notes

1. Expenditure Growth 2.8% p.a. (2013-2018) and 2.9% p.a. (2018-2026). Source Experian Retail Planner 10.1 (September 2012) and GVA Research
2. Growth in Sales (Floorspace Efficiency £ / m²); 2.1% p.a. (2013-2018), 1.8% p.a. (2018-2026)
3. Gross to Net ratio for new floorspace capacity is 70%
4. New Shop Sales Density based on GVA professional judgement having regard to characteristics of the town centre

Table 22a - GRIMSBY (OVERALL TOWN) COMPARISON FLOORSPACE

DESTINATIONS	Net Comparison Floorspace
TOP TOWN	37,772
FREEMAN STREET	13,939
OUT-OF-CENTRE FOODSTORES	4,883
OUT-OF-CENTRE RETAIL PARKS	28,843
OVERALL GRIMSBY TOTAL	85,437

Notes

1. Floorspace derived from Experian GOAD (updated by LPA / GVA Fieldwork - March 2013)

Table 22b - GRIMSBY (OVERALL TOWN) BASELINE CAPACITY

COMPARISON GOODS				
	2013	2018	2023	2030
OVERALL TOWN Survey Derived Catchment Expenditure (£)	£375,885,818	£431,540,454	£497,849,858	£608,143,418
Existing (NET) Comparison Floorspace (m ²)	85,437	85,437	85,437	85,437
Sales per m ² net (£)	£4,400	£4,881	£5,337	£6,047
Sales from Existing Floorspace (£)	£375,885,818	£417,046,663	£455,956,636	£516,604,265
RESIDUAL CAPACITY (£)	£0	£14,493,790	£41,893,222	£91,539,154
Sales per m ² net in new shops (£)	£4,500	£4,993	£5,459	£6,185
Capacity for new floorspace (m ² net)	0	2,903	7,675	14,801
Capacity for new floorspace (m ² gross)	0	4,147	10,964	21,144

Notes

- Expenditure Growth 2.8% p.a. (2013-2018) and 2.9% p.a. (2018-2026). Source Experian Retail Planner 10.1 (September 2012) and GVA Research
- Growth in Sales (Floorspace Efficiency £ / m²): 2.1% p.a. (2013-2018), 1.8% p.a. (2018-2026)
- Gross to Net ratio for new floorspace capacity is 70%
- Overall Survey Derived Turnover excludes Garden Centres
- New Shop Sales Density based on GVA professional judgement having regard to characteristics of the town centre

Table 22c - GRIMSBY (OVERALL TOWN) BASELINE CAPACITY [INCLUDING TOURIST INFLOW]

COMPARISON GOODS				
	2013	2018	2023	2030
OVERALL TOWN Survey Derived Catchment Expenditure (£)	£375,885,818	£431,540,454	£497,849,858	£608,143,418
TOURIST INFLOW	£36,707,543	£42,142,558	£48,618,076	£59,388,915
Existing (NET) Comparison Floorspace (m ²)	85,437	85,437	85,437	85,437
Sales per m ² net (£)	£4,829	£5,358	£5,858	£6,637
Sales from Existing Floorspace (£)	£412,593,361	£457,773,814	£500,483,583	£567,053,823
RESIDUAL CAPACITY (£)	£0	£15,909,197	£45,984,351	£100,478,511
Sales per m ² net in new shops (£)	£4,500	£4,993	£5,459	£6,185
Capacity for new floorspace (m ² net)	0	3,186	8,424	16,246
Capacity for new floorspace (m ² gross)	0	4,552	12,035	23,209

Notes

- Projections as per table above
- Inflow based on Table 20c; derived from Council commissioned STEAM Report (2011)

Table 23a - CLEETHORPES TOWN CENTRE COMPARISON FLOORSPACE

DESTINATIONS	Net Comparison Floorspace
TOWN CENTRE	4,379
TOWN CENTRE TOTAL	4,379

Notes

1. Floorspace derived from Experian GOAD (updated by LPA / GVA Fieldwork - March 2013)

Table 23b - CLEETHORPES TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS				
	2013	2018	2023	2030
TOWN CENTRE Survey Derived Catchment Expenditure (£)	£12,269,351	£14,085,983	£16,250,399	£19,850,509
Existing (NET) Comparison Floorspace (m ²)	4,379	4,379	4,379	4,379
Sales per m ² net (£)	£2,802	£3,109	£3,399	£3,851
Sales from Existing Floorspace (£)	£12,269,351	£13,612,889	£14,882,955	£16,862,565
RESIDUAL CAPACITY (£)	£0	£473,094	£1,367,444	£2,987,945
Sales per m ² net in new shops (£)	£3,000	£3,329	£3,639	£4,123
Capacity for new floorspace (m ² net)	0	142	376	725
Capacity for new floorspace (m ² gross)	0	203	537	1,035

Notes

1. Expenditure Growth 2.8% p.a. (2013-2018) and 2.9% p.a. (2018-2026). Source Experian Retail Planner 10.1 (September 2012) and GVA Research
2. Growth in Sales (Floorspace Efficiency £ / m²): 2.1% p.a. (2013-2018), 1.8% p.a. (2018-2026)
3. Gross to Net ratio for new floorspace capacity is 70%
4. Overall Survey Derived Turnover excludes Garden Centres
5. New Shop Sales Density based on GVA professional judgement having regard to characteristics of the town centre

Table 23c - CLEETHORPES (OVERALL TOWN) COMPARISON FLOORSPACE

DESTINATIONS	Net Comparison Floorspace
TOWN CENTRE	4,379
HEWITT'S CIRCUS RP	4,276
MERIDIAN POINT	1,597
OVERALL CLEETHORPES TOTAL	10,252

Notes

- Floorspace derived from Experian GOAD (updated by LPA / GVA Fieldwork - March 2013)

Table 23d - CLEETHORPES (OVERALL TOWN) BASELINE CAPACITY

COMPARISON GOODS				
	2013	2018	2023	2030
OVERALL TOWN Survey Derived Catchment Expenditure (£)	£45,184,622	£51,874,775	£59,845,721	£73,103,930
Existing (NET) Comparison Floorspace (m ²)	10,252	10,252	10,252	10,252
Sales per m ² net (£)	£4,407	£4,890	£5,346	£6,057
Sales from Existing Floorspace (£)	£45,184,622	£50,132,500	£54,809,805	£62,100,158
RESIDUAL CAPACITY (£)	£0	£1,742,275	£5,035,916	£11,003,773
Sales per m ² net in new shops (£)	£3,000	£3,329	£3,639	£4,123
Capacity for new floorspace (m ² net)	0	523	1,384	2,669
Capacity for new floorspace (m ² gross)	0	748	1,977	3,813

Notes

- Expenditure Growth 2.8% p.a. (2013-2018) and 2.9% p.a. (2018-2026). Source Experian Retail Planner 10.1 (September 2012) and GVA Research
- Growth in Sales (Floorspace Efficiency £ / m²); 2.1% p.a. (2013-2018), 1.8% p.a. (2018-2026)
- Gross to Net ratio for new floorspace capacity is 70%
- Overall Survey Derived Turnover excludes Garden Centres
- New Shop Sales Density based on GVA professional judgement having regard to characteristics of the town centre

Table 24e - CLEETHORPES (OVERALL TOWN) BASELINE CAPACITY [INCLUDING TOURIST INFLOW]

COMPARISON GOODS				
	2013	2018	2023	2030
OVERALL TOWN Survey Derived Catchment Expenditure (£)	£45,184,622	£51,874,775	£59,845,721	£73,103,930
TOURIST INFLOW	£27,692,252	£31,792,439	£36,677,585	£44,803,129
Existing (NET) Comparison Floorspace (m ²)	10,252	10,252	10,252	10,252
Sales per m ² net (£)	£7,108	£7,887	£8,622	£9,769
Sales from Existing Floorspace (£)	£72,876,875	£80,857,154	£88,401,033	£100,159,416
RESIDUAL CAPACITY (£)	£0	£2,810,061	£8,122,273	£17,747,643
Sales per m ² net in new shops (£)	£3,000	£3,329	£3,639	£4,123
Capacity for new floorspace (m ² net)	0	844	2,232	4,304
Capacity for new floorspace (m ² gross)	0	1,206	3,189	6,149

Notes

- Projections as per table above
- Inflow based on Table 20b; derived from Council commissioned STEAM Report (2011)

Table 24a - IMMINGHAM TOWN CENTRE COMPARISON FLOORSPACE

DESTINATIONS	Net Comparison Floorspace
TOWN CENTRE	2,135
TOWN CENTRE TOTAL	2,135

Notes

1. Floorspace derived from Experian GOAD (updated by LPA / GVA Fieldwork - March 2013)

Table 24b - IMMINGHAM TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS				
	2013	2018	2023	2030
TOWN CENTRE Survey Derived Catchment Expenditure (£)	£3,396,777	£3,899,712	£4,498,932	£5,495,625
Existing (NET) Comparison Floorspace (m ²)	2,135	2,135	2,135	2,135
Sales per m ² net (£)	£1,591	£1,765	£1,930	£2,186
Sales from Existing Floorspace (£)	£3,396,777	£3,768,736	£4,120,355	£4,668,411
RESIDUAL CAPACITY (£)	£0	£130,976	£378,578	£827,214
Sales per m ² net in new shops (£)	£2,000	£2,219	£2,426	£2,749
Capacity for new floorspace (m ² net)	0	59	156	301
Capacity for new floorspace (m ² gross)	0	84	223	430

Notes

1. Expenditure Growth 2.8% p.a. (2013-2018) and 2.9% p.a. (2018-2026). Source Experian Retail Planner 10.1 (September 2012) and GVA Research
2. Growth in Sales (Floorspace Efficiency £ / m²): 2.1% p.a. (2013-2018), 1.8% p.a. (2018-2026)
3. Gross to Net ratio for new floorspace capacity is 70%
5. New Shop Sales Density based on GVA professional judgement having regard to characteristics of the town centre