

Milton Keynes Council

Retail Capacity Update



Unless alternative contractual arrangements have been made, this report remains the property of Roger Tym & Partners until fees have been paid in full.

Copyright and other intellectual property laws protect this information. Reproduction or retransmission of the information, in whole or in part, in any manner, without the prior written consent of the copyright holder, is a violation of copyright law.

CONTENTS

	Executive Summary	i
	Recommendations	i
1	INTRODUCTION.....	1
2	METHODOLOGY	3
	Population	3
	Data Inputs	3
3	QUANTITATIVE NEED IN THE RETAIL SECTOR.....	13
	Convenience Goods Sector	16
4	STRATEGIES FOR MEETING RETAIL AND LEISURE NEEDS.....	18
	Context	18
	Comparison Floorspace Requirements.....	18
	Strategy 1: CMK Focused	18
	Strategy 2: CMK and Other Town and District Centres.....	20
	Strategy 3: Rebalance the Network.....	21
	Convenience Floorspace Requirements	22
	Local Centres	24
	RTP Recommendations on Strategy.....	24

APPENDICES

Appendix 1 – Catchment Area

Appendix 2 – Statistical Tables

Executive Summary

This report has been prepared to provide an update to The Milton Keynes Retail Capacity and Leisure Study (the Study) published in February 2010.

We have updated the Study to reflect the new population forecasts and the reduction in housing numbers, in particular the removal of the South East Strategic Development Area (SE SDA) and the South West Strategic Development Area (SW SDA) which falls into Aylesbury Vale.

In updating the figures we have also taken the opportunity to update the expenditure per head figures, the expenditure growth rates and other data inputs such internet spending.

We have also updated the report to include new commitments i.e. the permissions for retail development which have been granted subsequent to the original study. In respect of comparison commitments there has been an increase in permitted floorspace equating to a turnover of approximately £43.5m and in terms of convenience commitments there has been an increase equating to a turnover of approximately £67.0m.

Comparison Requirements

The requirements are lower than the original study. The quantitative assessment shows that committed development, has outstripped expenditure growth in the period to up to 2011 and under the static retention scenario this remains the case until after 2016.

After 2016 there is a sharp increase in floorspace requirements both in the static and increasing market share scenarios.

Convenience Requirements

Once all the commitments have been factored in by 2016, there is a significant oversupply of convenience floorspace. This oversupply is forecast to continue throughout the remainder of the study period to 2026.

Recommendations

As with our original study we recommend that the retail needs we have identified will be best satisfied along the lines of Strategy 1, which would involve:

- meeting most of the comparison retail needs in CMK
- allow for smaller scale comparison retail needs in the town and district centres in order to accommodate a locally derived need.
- not to promote any further convenience floorspace but assess each application on its own merit and require that any application is able to demonstrate a localised need for additional floorspace. Smaller incremental increases and extensions to existing facilities could be acceptable, where this is appropriate to the role of the centre it is located within.
- limit the amount of significant retail development in out-of-centre locations only allowing such increases where it will not be detrimental to achieving the objectives outlined above.

1 INTRODUCTION

- 1.1 This report has been prepared to provide an update to The Milton Keynes Retail Capacity and Leisure Study (the Study) published in February 2010.
- 1.2 The Study was used to inform the Milton Keynes pre submission core strategy which was published in February 2010. However, in May 2010, a few weeks after the end of the Pre-Submission consultation, the Secretary of State announced his intention to abolish Regional Spatial Strategies, including the South East Plan, with immediate effect. The South East Plan had determined the housing figures for Milton Keynes which were reflected both in the study and therefore in the recommendations with the pre submission core strategy.
- 1.3 A period of uncertainty followed with Cala homes challenging the revocation of the RSS. However recent judgments have determined that the revocation of Regional Spatial Strategies through the Localism Bill stands as a material consideration in development control decisions – but not in plan-making decisions.
- 1.4 In view of this uncertainty and in light of the economic downturn and market conditions Milton Keynes Council has taken the opportunity to review its housing targets. The Council published a revised proposed submission version of its Core Strategy in October 2010, which makes provision for a lower number of dwellings to be developed in the Borough than the previous February 2010 draft.
- 1.5 We have therefore been instructed to update the Study to reflect the new population forecast and the reduction in housing numbers, in particular the removal of the SE SDA and the SW SDA which falls into Aylesbury Vale.
- 1.6 In updating the figures we have also taken the opportunity to update the growth rates and other data inputs such as new commitments. We detail in the following section the changes we have made.
- 1.7 We have had regard to the Draft National Planning Policy Framework which was recently published for consultation. The guidance does not alter the recommendations contained within the Study in terms of town centre boundaries, the function, role and health of centres or their role in the hierarchy and the need for a locally set floorspace threshold. The guidance still advocates the requirement for *'adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area'*. The guidance also states that *'Local authorities should use their evidence base to assess the requirements for land or floorspace for economic development, including both the quantitative (how much) and qualitative (what type) requirements for all foreseeable types of economic activity over the plan period, including for retail and leisure development'*.
- 1.8 In terms of development management decisions the guidance supports the town centre first approach and the use of the sequential test and the impact test for retail and leisure developments remains.
- 1.9 We have not undertaken a new household survey or updated the health check information; we look solely at the impact of the new data on the need for future floorspace. This report

therefore only provides an update to sections 5-6 of the original Study and should be read in conjunction with this.

The report is structured as follows:

- Section 2 provides details of the new data inputs we have used.
- Section 3 provides an update to the resultant quantitative need in the retail sector up to 2021 and 2026.
- Section 4 outlines the effect on the alternative strategies identified in section 6 of the Study

2 METHODOLOGY

Population

- 2.1 We have used the same approach to the population forecasting as per our previous study, this is detailed in Appendix 7 of Volume 3.
- 2.2 The zone boundaries remain unchanged from the previous study. The 25-zone catchment area is based on postcode sectors. Paragraph 4.3 of our original study provides further explanation of our approach in this respect, and a map of the survey zones is provided for ease of reference at **Appendix 1**. For zones 1-7, which fall entirely in Milton Keynes administrative area, we rely on the Milton Keynes city forecasts as provided by the Milton Keynes intelligence Observatory (MKi). An updated 2008 base population has been used, whilst the population projections to the forecast years within zones 1-7 have been updated on a zonal basis using the Borough wide and ward level projections within the latest Milton Keynes intelligence Observatory Population Bulletin 2010/11 (dated 16 February 2011). These forecasts include the revised dwelling figures.
- 2.3 The change in dwellings forecast has made very little difference to the population estimate point at 2026. This is due to the fact that the population base has changed, reflecting the revised mid year estimates for 2002-2008 published by ONS in May 2010. This had the effect of increasing the base population.
- 2.4 In the previous study in order to account for the urban extensions to the south east (excluding the Bedfordshire growth) and the south west (including the Aylesbury Vale growth) of Milton Keynes, we weighted the forecasts to ensure that the relevant zones captured this population growth. This meant that the population growth for the south west expansion was modelled for zone 1, whilst the population growth for the south east expansion fell in zone 4. The remaining population growth was distributed throughout the remaining five zones based on existing patterns of growth.
- 2.5 Given that the SDA's have now been removed we have removed the weightings we attached to zones 1 and 4 and we have applied a derived growth rate to the zonal figures post 2016. Pre 2016 we use the ward projections.
- 2.6 For Zones 8-25 we adopt local authority population projections for the dominant local authority in the relevant zone. As with the Milton Keynes zones, we have updated the base year (2008) population to reflect the publication of revised data in this respect. However, we have not changed the rates of population growth for these zones. Therefore the figures for zones 8 to 25 utilise the same growth rates as in the previous study, but linked to an updated base year forecast.
- 2.7 The resultant population projections can be seen in Spreadsheet 1 of **Appendix 2**.

Data Inputs

- 2.8 In addition to the changes in population described above, a number of changes have been made to the data inputs into the expenditure forecasts for the study. We discuss these in

turn below. The changes are set out with reference to the updated quantitative tabulations set out as **Appendix 2** to this update.

Study area and household survey

- 2.9 No changes to the study area have been made. The study area comprises of 25 zones, of which Zones 1 to 7 cover the Milton Keynes urban area, with the remaining zones covering the South Midlands area which forms Milton Keynes' retail catchment area. No new household survey into the shopping patterns of residents in this study area has been undertaken, and therefore any completed retail developments in Milton Keynes which have taken place subsequent to the previous study are treated as commitments. We return to discuss this below.

Per capita expenditure (Spreadsheet 2)

- 2.10 Spending per person on comparison and convenience goods has been updated to a 2008 base, reflecting the availability of new data from MapInfo. The previous study used 2006 based expenditure forecasts.
- 2.11 There has been little change in per capita spending however: the average per capita expenditure on comparison goods across the 25-zone study area is £3,276 (based on updated 2008 expenditure information) increased from £3,256 in the previous study¹. Per capita expenditure on convenience goods has increased from £1,719 in the previous study to £1,884 in this update.

Expenditure growth rates (Spreadsheet 2)

- 2.12 Expenditure growth rates over the course of the study period are more muted than was the case in the previous study, this is as a result of the sustained period of economic downturn.
- 2.13 The forecasters anticipate muted short-term growth prospects, as the collapse in investment since autumn 2007 and the need to restore government finances significantly constrain economic growth and consumer spending. Recent rises in unemployment are expected to impact upon consumption growth in the short and medium term periods. Along with tighter lending conditions, higher unemployment is forecast to be a legacy of the current recession. The forecasters therefore expect that the boom conditions of the past decade are unlikely to be repeated in the short to medium term as consumers tighten their purses as a result of the global recession and correction in the housing market.
- 2.14 Consequently the most recent expenditure growth rates forecast by Experian in August 2010 and Pitney Bowes Business Insight/Oxford Economics (PBBI/OE) in September 2010 are relatively low for the next few years. Over the medium and long term periods there is more uncertainty – for example PBBI/OE anticipate a much faster recovery in comparison goods expenditure growth than Experian, but PBBI/OE's convenience forecast over the medium term is demonstrably more conservative than suggested by Experian.

¹ The expenditure data in this update is based on a 2008 price base. In the previous study, the expenditure data was based on a 2006 price base, which was the most up-to-date information available at the time of preparation of that study.

- 2.15 Owing to the uncertainties of the data providers, the per capita comparison and convenience goods expenditure growth rates that we have adopted for the twelve year period from 2008 to 2020 are the midpoints of the estimates and forecasts provided by Experian and PBBI/OE. Whilst Experian’s forecasts for growth in per capita expenditure extend up to 2027, PBBI/OE does not provide any forecasts for growth in per capita expenditure beyond 2020. We have therefore adopted the Experian forecasts for the period 2020 to 2026 of 2.9 per cent per capita per annum for comparison goods and 0.9 per cent per capita per annum for convenience goods for 2020 onwards.
- 2.16 **Table 2.1** below shows the differences in comparison and convenience goods expenditure growth rates between this update study and those used in the previous study.
- 2.17 On the comparison goods side, we forecast that expenditure growth in the 2011-2016 will be higher than the conservative rate of 1.805 per cent per annum used in the previous study, as the economy has a ‘bounce back’ from the current economic downturn. We then forecast a more stable rate of expenditure growth throughout the rest of the study period to 2026. In particular, expenditure growth in the period 2016-2021 is now forecast to be 2.5 percentage points per annum lower than was previously forecast.
- 2.18 Our previous study forecast a conservative level of expenditure growth in the convenience goods sector and this is maintained in the update. Of note is that the period 2008-2011 saw a contraction in convenience goods expenditure growth, although this is partly offset by a higher level of expenditure growth in the 2011-2016 period.

Table 2.1 – Per capita expenditure growth, 2011 and 2009 studies

Time period	Comparison goods		Convenience goods	
	New growth rates 2011 (per annum)	Previous growth rates 2009(per annum)	New growth rates 2011(per annum)	Previous growth rates 2009(per annum)
2008-2011	0.71%	1.805%	-0.96%	0.23%
2011-2016	3.66%		0.72%	
2016-2021	3.30%	5.805%	0.65%	0.85%
2021-2026	3.25%	4.25%	0.65%	0.45%

Source: RTP estimates derived from midpoint of OE/PBBI and Experian forecasts

Special forms of trading (Spreadsheets 3 and 4)

- 2.19 New evidence on the proportion of comparison and convenience expenditure which is spent on ‘special forms of trading’ (SFT) – principally online shopping – has been published subsequent to the previous study. The most recent published source on this matter is Experian’s Retail Planner Briefing Note 8.1 (August 2010). The revised discounts for SFT are set out at **Table 2.2** below, alongside the discounts used in the previous study.

- 2.20 It can be seen that discounts for SFT in the 2008 base year are now lower than was previously used, based on the revised forecasts from Experian. For comparison goods, the discount for SFT is now marginally lower throughout the entire study period than was previously the case. For convenience goods, the SFT discount is now higher than was previously the case, and post-2021, account for 1 percentage point more discount than was previously applied.
- 2.21 As with the previous study, we have applied a 50 per cent discount to Experian’s SFT forecast for convenience goods, in order to make allowance for store-picked online convenience shopping transactions.

Table 2.2 – Special forms of trading discounts, 2011 and 2009 studies

Time period	Comparison goods		Convenience goods	
	SFT discount 2011 update	SFT discount 2009 study	SFT discount 2011 update	SFT discount 2009 study
2008	8.2%	11.3%	2.50%	2.95%
2011	12.6%	13.4%	4.05%	3.65%
2016	13.9%	13.9%	4.80%	4.05%
2021	13.6%	13.9%	5.05%	4.05%
2026	13.3%	13.9%	5.35%	4.05%

Source 2011: Experian Retail Planner 8.1, August 2010, Appendix 3. Source 2008: Experian Retail Planner 6.1, page 16. 50 per cent discount applied to convenience goods figures.

Commitments (Spreadsheets 6a, 6b and 9)

- 2.22 Our previous study identified that commitments totalling £191.5m (for comparison goods) and £69.5m (for convenience goods) needed to be deducted from the available capacity to support new floorspace in Milton Keynes. These were developments which benefited from planning consent, but which had not yet been constructed, but which on completion would act as a ‘claim’ on available expenditure.
- 2.23 Following discussion with the Council, we understand that the majority of the commitments included in our previous study remain ‘live’ – they have either been constructed and are now trading (but are still included as a commitment in the absence of any new household survey into shopping patterns), or have been the subject of a planning application to extend the lifetime of the planning consent. We have updated the forecast turnover of these extant commitments where appropriate. In addition a small number of the previous commitments planning consents have now have lapsed and we identify these below.
- 2.24 As part of this update we now also include a number of new planning consents which have been granted subsequent to our previous study, which will act as further ‘claims’ on the

available expenditure. We set out our understanding of the comparison goods commitments in Milton Keynes in **Table 2.3** below.

- 2.25 For the purposes of this study we have assumed the commitments will all commence trading by 2016, with the exception of the Block C4.1 CMK development, which we understand has commenced trading and is therefore included at 2011.
- 2.26 **Table 2.3** shows that by 2016 there is a total of 44,482 sq.m net comparison goods floorspace expected to be developed, equivalent to a turnover 'claim' of £235.58m which must be deducted from the comparison goods expenditure available to support new floorspace.

Table 2.3 – Comparison goods commitments, 2011

Commitment	LPA Ref	Net floorspace	Assumed turnover	Comm't Year
Existing comparison goods commitments from previous retail study				
Block C4.1, Central Milton Keynes ⁽¹⁾	05/00514/FUL	2,356	11.78	2011
Extensions to Units C & D, The Place Retail Park	10/00823/FUL	1,911	9.56	2016
Fairfield Urban Extension, WEA - Area 10	06/00123/MKPCO	3,375	16.88	
Fairfield Urban Extension, WEA - Area 11	06/00123/MKPCO	375	1.88	
Former Keyne Print site, Winterhill*	10/01006/FUL	1,449	3.62	
Denbigh North	11/00961/REM	14,627	95.08	
Campbell Park*	04/00586/OUT	3,039	15.20	
Leisure Plaza, Eldergate, Central M Keynes ⁽²⁾	10/01790/FUL	6,788	33.94	
Stantonbury Park Farm	05/01429/OUT	452	2.26	
Wolverton West End ⁽³⁾	07/00554/OUT	375	1.88	
<i>Sub-total existing commitments</i>	-	34,747	192.08	
New comparison goods commitments				
Patriot Drive, Rooksley*	09/01747/OUT	600	1.50	2016
Aylesbury Street, Fenny Stratford*	09/01618/FUL	428	1.07	
Mezzanine floor, Curry's, The Place RP	10/00406/FUL	1,227	6.14	
Oakgrove Local Centre	09/00618/OUTEIS	1,875	4.69	
Brooklands **	06/00220/MKPCO	900	2.25	
Tesco, Wolverton (plus additional units) ⁽⁴⁾	07/01975/FUL	3,150	20.95	
Mezzanine floor Unit A, former Keyne Print	10/02463/FUL	499	2.49	
Tesco, Newport Pagnell	10/01916/FUL	112	0.73	
Unit 2, Snowdon Drive, Winterhill	11/00078/FUL	526	2.63	
Wolverton Park, Old Wolverton Road*	06/00022/FUL	419	1.05	

Sub-total new commitments	-	9,736	43.5	
Summary				
Total commitments at 2011	-	2,356	11.78	-
Total commitments at 2016	-	42,126	223.8	-
Overall total	-	44,482	235.58	

The following notes should be read alongside Table 2.3:

Commitments data has been provided by Milton Keynes Council. Net floorspace is calculated at 75% of gross floorspace, unless otherwise stated by the planning application. Turnovers are estimates and reflect the likely trading performance of the commitment taking into account its location and the nature of the floorspace to be developed.

Figures may not add due to rounding.

For developments marked * there is no breakdown of floorspace provided and therefore it is assumed the developed floorspace will be comparison goods, in the absence of any information to the contrary.

For developments marked ** it is assumed that 50% of permitted floorspace will be comparison goods and 50% convenience goods.

⁽¹⁾ This figure is the combined turnover of the net additional comparison goods retail floorspace in the new Sainsbury's store (843 sq.m net), plus the turnover of additional comparison goods floorspace which forms part of this development (1,514 sq.m net). The figure for Sainsbury's represents the net additional floorspace which this development will add. At the time of the household survey Sainsbury's traded from a smaller store in CMK, which has now ceased trading. The floorspace figure shown above is the net comparison goods sales area of the new store, minus the net sales comparison goods area of the existing store, which was already taken into account in the household survey.

⁽²⁾ There are a number of potential scenarios for the development of floorspace at Leisure Plaza, which are based on whether a casino is developed as part of the application. The figure shown above represents the 'no casino' scenario – i.e. the maximum amount of floorspace claim possible.

⁽³⁾ Wolverton West End has a total permission of 2,000 sq.m gross floorspace. On advice from the Council, we have assumed that 1,000 sq.m gross will be convenience goods, 500 sq.m gross will be comparison goods and 500 sq.m gross will be A3 leisure (not included in assessment).

⁽⁴⁾ The figures for Tesco at Wolverton represent the net additional floorspace which this development will add. The floorspace figures are sourced from the retail statement submitted by Tesco as part of the planning application. The forecast turnover of the extension is derived from this source² and amounts to £18.63m. Added to this is the forecast turnover of the 463 sq.m net additional retail floorspace which will be provided in separate units as part of this permission. We have assumed all the proposed new units will be developed for comparison goods, and will generate a turnover of £2.32m.

2.27 In the previous study, two further commitments were included, as follows:

- Extension to the centre:mk (assumed turnover £264.6m); and
- Extension to Midsummer Place, CMK (assumed turnover £8.7m).

2.28 We understand that planning consent for these developments has now lapsed, and therefore they are not included as commitments for the purposes of this update.

2.29 **Table 2.4** sets out the commitments for convenience goods floorspace; again, there are a number which have been 'carried over' from the previous study, plus a number of new commitments, reflecting planning consents for new food retail floorspace which have recently been granted by the Council.

2.30 All commitments, except Sainsbury's, are expected to commence trading by 2016. Sainsbury's has already commenced trading, but is included as a commitment as the store was completed subsequent to the household survey for the previous retail study³.

² <http://edrms.milton-keynes.gov.uk/AnitePublicDocs/00005826.pdf>

³ The commitment is for the net additional floorspace for the new Sainsbury's, over and above that which was trading at the company's previous store trading in CMK at the time of the household survey. See footnotes to Table 2.4.

Table 2.4 – Convenience goods commitments, 2011

Commitment	LPA Ref	Net floorspace	Assumed turnover	Comm't Year
Existing convenience goods commitments from previous retail study				
Block C4.1, Central Milton Keynes (includes Sainsbury's) ⁽¹⁾	05/00514/FUL	2,804	27.76	2011
Denbigh North	11/00961/REM	906	11.54	2016
Leisure Plaza, Eldergate, Central M Keynes ⁽²⁾	10/01790/FUL	3,500	44.59	
Wolverton West End**	07/00554/OUT	650	8.28	
Stantonbury Park Farm	05/01429/OUT	241	3.07	
Fairfield Urban Extension, WEA - Area 10	06/00123/MKPCO	1,950	24.84	
<i>Sub-total existing commitments</i>	-	<i>10,051</i>	<i>120.08</i>	-
New convenience goods commitments				
Oakgrove Local Centre	09/00618/OUTEIS	1,528	19.46	2016
Brooklands **	06/00220/MKPCO	780	9.94	
Tesco, Wolverton ⁽¹⁾	07/01975/FUL	1,957	14.25	
Tesco, Newport Pagnell	10/01916/FUL	1,767	23.33	
<i>Sub-total new commitments</i>	-	<i>6,032</i>	<i>66.98</i>	
Summary				
Total commitments at 2011	-	2,804	27.76	
Total commitments at 2016	-	13,279	159.30	
Overall total	-	16,083	187.06	

The following notes should be read alongside Table 2.4:

Commitments data has been provided by Milton Keynes Council. Net floorspace is calculated at 65% of gross floorspace, unless otherwise stated by the planning application. Turnovers are estimates and reflect the likely trading performance of the commitment taking into account its location and the nature of the floorspace to be developed.

**for these developments it is assumed that 50% of permitted floorspace will be comparison goods and 50% convenience goods

⁽¹⁾The figures for Sainsbury's in CMK and Tesco at Wolverton represent the net additional floorspace which these developments will add. At the time of the household survey Sainsbury's traded from a smaller store in CMK, which has now ceased trading. The floorspace figure shown above is the net sales area of the new store, minus the net sales area of the existing store, which was already taken into account in the household survey. For Tesco at Wolverton, the floorspace figures are net additional over and above the existing store, and are sourced from the retail statement submitted by Tesco as part of the planning application. The forecast turnover of the extension is also derived from this source⁴.

⁽²⁾There are a number of potential scenarios for the development of floorspace at Leisure Plaza, which are based on whether a casino is developed as part of the application. However each makes provision for a 3,500 sq.m net foodstore.

⁴ <http://edrms.milton-keynes.gov.uk/AnitePublicDocs/00005826.pdf>

2.31 Therefore it can be seen from **Table 2.4** that at 2016 there will be a total of 16,083 sq.m net committed convenience goods floorspace, achieving a turnover of £187.06m.

Sales density growth of existing retailers (Spreadsheets 6a, 6b and 9)

2.32 It is also necessary to make allowance for the growth in sales efficiency of existing comparison goods retailers within the study area, as stores are expected to trade at increasingly efficient levels of turnover per square metre of sales area over the course of the study period.

2.33 Figures 4a and 4b of Experian's Retail Planner Briefing Note 8.1 put forward Experian's recommended forecasts of change in comparison and convenience goods floorspace efficiency for the period 2009 to 2027⁵. These projections are considerably lower than Experian's estimates for previous growth in floorspace efficiencies over the period 1987 to 2007⁶, particularly in the period up to 2011. However, current forecast per capita expenditure growth rates for the period 2009 up to 2027 are also much lower than those experienced between 1987 and 2007. Moreover, in the comparison goods sector Experian's forecast sales densities between 2009 and 2027 are only marginally below their per capita expenditure growth forecasts. In the convenience sector, Experian's floorspace efficiency projections are also high compared to their expenditure growth forecasts, albeit to a lesser degree. In our assessment, the low expenditure growth rates projected by Experian for the period up to 2027, particularly in the comparison sector, are not sufficient to support its rates of floorspace efficiency change set out in Tables 4a and 4b of Briefing Note 8.1. PBBI/OE provides no information on anticipated change in floorspace efficiency.

2.34 Thus, in making an allowance for growth in floorspace efficiency, we adopted the rate of floorspace efficiency change set out in **Table 2.5** below. We have tied the rate of comparison and convenience goods floorspace efficiency change to the expenditure projections for the forecast period, using a ratio of 37.9 per cent for comparison goods and 46.2 per cent for convenience goods, which is based on our analysis of the historic relationship between comparison expenditure growth and comparison floorspace efficiency change⁷.

2.35 For comparison goods, we adopt a higher rate of floorspace efficiency growth for the period 2011-2016, reflecting the 'bounce back' in expenditure growth as discussed above. Thereafter, comparison goods floorspace efficiency is lower to the rest of the study period.

⁵ For example, comparison sales density growth is -0.5 per cent in 2009, 0.4 per cent in 2010, 1.5 per cent in 2011, 2.3 per cent in 2012, 2.2 per cent between 2013 and 2017, and 2.3 per cent between 2018 and 2027.

⁶ As set out in Experian's previous Retail Planner Briefing Note 7.1 (January 2009). For example, comparison sales density growth is 2.5 per cent between 1987 and 1999, 3.6 per cent between 2000 and 2005, and 2.8 per cent between 2006 and 2007.

⁷ Between 1987 and 1999, the underlying floorspace efficiency trend (as recommended by Experian in its previous Retail Planner Briefing Note 7.1 (January 2009) was 2.2 per cent per annum for comparison goods and 0.6 per cent per annum for convenience goods. Over the same period, expenditure growth was 5.8 per cent per annum and 1.3 per cent per annum, respectively (as set out in Appendix 4 of Experian's Retail Planner Briefing Note 7.1), which equates to a ratio of 37.9 per cent for comparison goods and 46.2 per cent for convenience goods.

For convenience goods, floorspace efficiency decreases between 2008 and 2011, but returns to positive growth thereafter.

Table 2.5 – Sales density growth, 2011 and 2009

	Comparison goods		Convenience goods	
	Sales density growth per annum 2011 update	Sales density growth per annum 2009 study	Sales density growth per annum 2011 update	Sales density growth per annum 2009 study
2008-2011	0.27%	0.68%	-0.44%	0.16%
2011-2016	1.39%		0.33%	
2016-2021	1.25%	2.20%	0.30%	0.60%
2021-2026	1.23%	1.60%		0.32%

Source: RTP estimates derived from Experian forecasts

- 2.36 These growth rates are applied to the ‘existing traders’ and ‘turnover per sq.m’ rows in the summary capacity spreadsheets 6a, 6b and 8 of **Appendix 2**.

Turnover per sq.m (Spreadsheets 6a, 6b and 8)

- 2.37 In order to convert the residual expenditure to floorspace requirements for the study area, an assumed turnover per sq.m is used. For comparison goods, this is £7,000 per sq.m in the base year (2008), which is then increased throughout the study period in line with the rates set out at **Table 2.5** above. The base year turnover figure of £7,000 per sq.m is unchanged from the previous study, and reflects the high turnover of comparison goods floorspace in Central Milton Keynes.
- 2.38 For convenience goods, a base year turnover of £12,696 per sq m is used, which is then also grown throughout the study period in line with the growth rates shown in **Table 2.5**. The figure of £12,696 represents the average convenience goods turnover (2008,⁸) of Asda, Marks & Spencer, Morrisons, Sainsbury’s, Tesco and Waitrose. Reflecting the improvements made by these operators in the efficiency of their retail floorspace, this figure is higher than the turnover of £11,700 per sq.m⁹ used as the base year figure of the previous study.
- 2.39 We also now include overtrading in spreadsheet 8, we did reference this in the previous study but it was not included within the final tables. However since the publication of PPS4 there is now greater reference to overtrading as an indication of the need for new

⁸ In 2008 prices

⁹ In 2006 prices (the most up-to-date information available at the time of the previous study)

floorspace provision. We therefore feel it is appropriate to include this within the final spreadsheet.

3 QUANTITATIVE NEED IN THE RETAIL SECTOR

- 3.1 The approach to assessing quantitative need is set out in full in Section 5 of the original retail study. In section 2 of this report we have explained the changes we have made to the data inputs which result in updated figures for comparison and convenience good capacity.
- 3.2 In **Appendix 2**, Spreadsheets 6a and 6b outline the capacity for comparison floorspace and Spreadsheet 8 sets out the capacity for convenience floorspace. We summarise these findings below.

Comparison Goods Sector

- 3.3 Spreadsheets 6a and 6b set out the quantitative comparison goods retail need for Milton Keynes. Two scenarios have been tested, firstly for the static retention, which assumes Milton Keynes' current market share of 25.8 per cent will remain unchanged throughout the course of the LDF period to 2026. This is set out in Spreadsheet 6a. Spreadsheet 6b then assesses an increasing retention scenario, whereby the market share which Milton Keynes can achieve increases from its current rate of 25.8 per cent to 30.0 per cent by 2026.
- 3.4 We set out below the data inputs for each table;
- **Row A** sets out the total population of the catchment area at each of the interval periods: 2008, 2011, 2016, 2021 and 2026.
 - **Row B** sets out the total comparison goods expenditure available to residents of the catchment area for each of these periods, having made an allowance for special forms of trading.
 - **Row C** shows the proportion of expenditure, in monetary terms, which is retained by centres in zones 1-7 which are the zones which cover Milton Keynes Borough. In spreadsheet 6b, we increase the retention rate to allow for an increase in market share to 30 per cent in 2026.
 - **Row D** expresses this amount of retained expenditure in percentage terms.
 - **Row E** is for inflow, however in this case given the large catchment area we do not allow for any further inflow.
 - **Rows F** is the turnover of existing stores within the zones 1-7; This figure remains constant as we allow for increased sales efficiency under the claims on expenditure.
 - **Row G** is the initial surplus available to support new floorspace.
 - **Rows H-J**, are the claims on capacity which include the increase in floorspace efficiency of existing retailers, commitments carried forward from the original study and new commitments which are outlined in Section 2.
 - **The Summary section** shows the residual expenditure, in monetary terms, to support new comparison goods floorspace with the claims on capacity deducted.
 - **Row O** sets out the turnover per sq.m which is used to translate the residual expenditure to floorspace requirements. For the purposes of the comparison goods assessment, we have utilised a turnover of £7,000 per sq.m, This increases throughout the period to 2026 in line with the figures set out at **Table 2.5**.

- Finally, **Rows P and Q** show the comparison goods floorspace requirement for the Milton Keynes the period to 2026. Using a gross: net ratio of 80 per cent.

3.5 These quantitative needs, in terms of gross floorspace, are summarised below in **Table 3.1**. We have altered our approach from the original study in that we now use the yearly cumulative requirements in identifying the need for floorspace, rather than the change over the timeframes. Given that we now account for overtrading in our reports, and in the case of Milton Keynes there are large number of commitments which cause a deficit in requirements, we believe that using the cumulative figures is the most logical and understandable approach.

3.6 The figures below represent the cumulative requirement for each year so in terms of the static scenario, between 2011 and 2016 there remains an oversupply in floorspace, however between 2016 and 2021 the requirement goes from an oversupply of 2901sq m to a need for 40,453 sq.m gross, then from 2021 to 2026 there is an increase in requirement of 41,563 sq.m gross to the figure of 82,016 sq m.

The figures in brackets are the taken from the original study.

Table 3.1 Quantitative Need in the Comparison Goods Sector (Sq.m Gross)

	Static Retention sqm gross (Spreadsheet 6a refers)	Increasing Retention sq m gross (Spreadsheet 6b refers)
2011	-2411	- 2411
2016	-2901	15,605
2021	40,453	73,555
2026	82,016	130,331
Total to 2026	82,016 (146,800)	130,331 (216,500)

3.7 Therefore overall there is a requirement under the static retention rate for an additional 82,016sq m gross up to 2026, and 130,331sq m gross under the increased market share scenario.

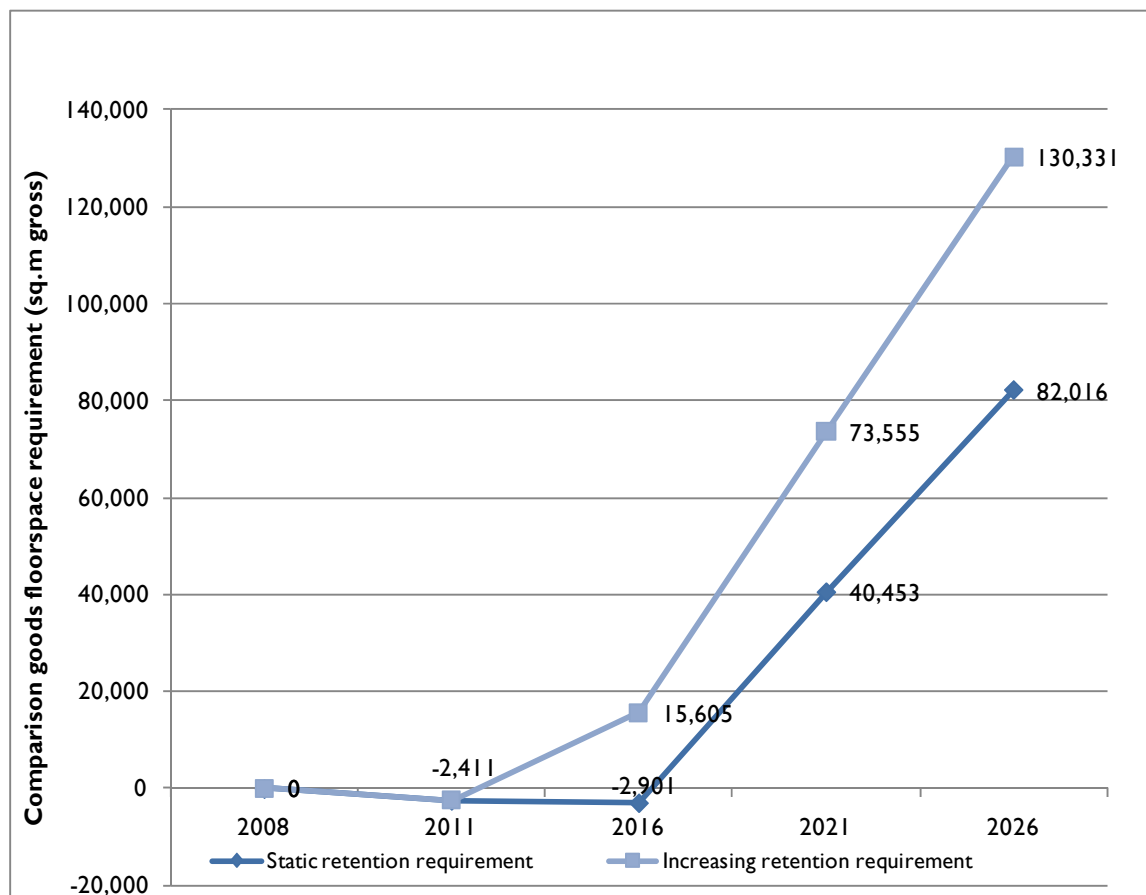
3.8 In order to compare these figures with the original study Table 3.2 below sets out the requirement in the relevant time frames, we assume that a negative requirement represents a zero requirement for additional floorspace.

Table 3.2 Quantitative Need in the Comparison Goods Sector (Sq.m Gross) over 5 year periods

	Static Retention sq m gross (Spreadsheet 6a refers)	Increasing Retention sq m gross (Spreadsheet 6b refers)
2011-2016	0	15,605
2016-2021	40,453	57,950
2021-2026	41,563	56,776

3.9 We also include below at Figure 3.1 a graph which shows the requirements under both scenarios over the 2011-2026 timeframe.

Figure 3.1 Quantitative Need in the Comparison Goods Sector (Sq.m Gross)



3.10 The requirements are lower than the original study, which is a result of the lower population figures and lower expenditure growth rates. The quantitative assessment shows that committed development, has outstripped expenditure growth in the period to up to 2011

and under the static retention scenario this remains the case until after 2016. The original study showed a positive requirement for both scenarios after 2011.

- 3.11 In both scenarios after 2016, there is a sharp increase in floorspace requirements; this is a function of the compound effect of per capita expenditure growth over this timeframe combined with population growth. Whilst we advise caution against the scale of floorspace requirements post 2021, aggregate requirement is still likely to be significant, and it has just been delayed under this updated study until, in the main, after 2016. It is how still evident that there is sufficient expenditure to support further large scale shopping development in Milton Keynes in the period between 2016 and 2021.

Convenience Goods Sector

- 3.12 Spreadsheet 8 sets out the quantitative convenience goods retail need for a static aggregate retention level of 98.6 per cent. The table follows the same approach as the comparison tables but does include an allowance for overtrading at Row G.
- 3.13 Overtrading refers to both the performance of centres and stores within a catchment when related to benchmark turnovers (for example, a centre of comparable size, or the turnover of a particular store based on applying company average sales densities to the floorspace of that store) but – as highlighted in the Practice Guidance accompanying PPS4 – can also be recognised by indicators such as overcrowding and congestion within stores. The degree to which stores within a catchment area are under-trading or over-trading is therefore highlighted in the practice guidance as both a quantitative and qualitative indicator of need.
- 3.14 Paragraph 3.16 of the practice guidance states that *‘the extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and can in some cases inform quantitative need considerations. For example it may be an expression of the poor range of existing facilities or limited choice of stores and a lack of new floorspace in the locality’*.
- 3.15 The original study identified significant overtrading in the convenience sector, we have updated the overtrading table to reflect all the new data inputs outlined above and the resultant figure has increased to £25m in 2008. We then apply the sales efficiency growth for 2008-2011 which equates to a figure of £24.3m in 2011.

These quantitative needs, as set out in the final row of Spreadsheet 8 are summarised in **Table 3.3** below. Again we look at the cumulative requirement for each year rather than the changes as the changes figures become skewed by the initial requirement followed by the deficit.

Table 3.3 Quantitative Need in the Convenience Goods Sector (Sq.m Gross)

Year	Convenience Goods Floorspace Requirements (sq m gross)
2011	915
2016	-12,989
2021	-7,543
2026	-3,406

- 3.16 Table 3.3 demonstrates that although in the short term there is some capacity this is relation to the overtrading that is occurring. Once all the commitments have been factored in by 2016, there is a significant oversupply of convenience floorspace. This oversupply is forecast to continue throughout the remainder of the study period to 2026.
- 3.17 This marked decrease in floorspace requirements is mainly as a result of the significant increase in convenience commitments since the original retail study and, also to a limited extent the decreases in population as a result of the removal of the SE and SW SDA's and the decrease in expenditure growth figures.
- 3.18 These figures represent the Borough wide requirement. We do accept that convenience shopping is more localised than comparison shopping and therefore we recommend that individual cases are assessed on their own merit.
- 3.19 We would also caveat these figures with the proviso that the over supply as shown is only apparent if all the commitments are built and if they all trade at their company benchmark turnovers. It may the case that some commitments do not come forward and those that do trade a lower turnover figure, in which case the floorspace requirements will increase.

4 STRATEGIES FOR MEETING RETAIL AND LEISURE NEEDS

Context

- 4.1 PPS4 provides detailed guidance on the approach local authorities should adopt for promoting competitive town centres and selecting sites for new town centre uses.
- 4.2 PPS12's test of soundness requires firstly that the chosen strategy is the most appropriate, when considered against reasonable alternatives and, secondly, that the chosen strategy is effective and deliverable. To inform considerations of reasonable alternative strategies the original study outlined 3 potential strategies and we provide an update on these below. When considering the strategies we look firstly at the requirement for comparison floorspace and we deal with the convenience requirements separately in the text below.

Comparison Floorspace Requirements

- 4.3 As per the original study we have focused our evaluation on just three alternative strategies, as follows:
- i) Strategy 1: seeking to meet almost all of the comparison retail and commercial leisure needs in CMK,
 - ii) Strategy 2: seeking to channel most of the comparison retail and commercial leisure needs to a combination of CMK and to the town and district centres elsewhere in the borough,
 - iii) Strategy 3: seeking to rebalance the network of centres in Milton Keynes borough, by channelling comparison retail and commercial leisure needs to a combination of CMK and the town and district centres elsewhere in the borough.
- 4.4 The quantitative need for additional floorspace has been addressed in Section 3. The quantitative need for comparison goods floorspace is summarised in **Table 3.1**. We award most weight to the figures to 2021, with the least weight to last five years of the quantitative need between 2021 and 2026 and therefore the 2026 column should be treated as **indicative only**.
- 4.5 It should be noted that the economy is currently in a state of flux and there is a great deal of uncertainty in forecasting future expenditure growth. Therefore, as per our previous advice, although the strategies to deal with any forecast growth would not change, the amount of growth may do so. We would therefore advise that an early review of the figures is undertaken to ensure that the chosen retail strategy remains robust.

Strategy 1: CMK Focused

- 4.6 The effect of this strategy would be that any large scale comparison shopping developments and commercial leisure provision would be channelled to CMK. The floorspace requirements under this strategy are set out in Table 4.1

Table 4.1 - Gross Cumulative Comparison Floorspace Requirements (after commitments) under Strategy 1 (sq.m gross)

	2016		2021		2026	
	Static	Increasing	Static	Increasing	Static	Increasing
Retention rate						
Total requirement	0	15,605	40,453	73,555	82,016	130,331
Previous study	2,908	26,616	75,172	118,621	146,830	216,505
Central Milton Keynes (85% of total)	0	13,264	34,385	62,522	69,714	110,781
Other town and district centres (15% of total)	0	2,341	6,068	11,033	12,302	19,550

Notes: The range of floorspace is due to the two scenarios (static and increasing retention), as discussed in Section 3. Figures may not add due to rounding. Source: Tables 6a and 6b, Appendix 1. Source of 'previous study' figures: Tables 10a and 10b, Appendix 2, Milton Keynes Retail Study ('without CMK' scenario).

- 4.7 These again are cumulative requirements for each year not separate requirements and therefore should be read as the total amount of floorspace requirement in the timeframe i.e. up to 2026 there is a total requirement for between 82,016 sq.m gross and 130,331 sq.m gross of new floorspace.
- 4.8 The figures for 2016 start at zero because under the static retention scenario there is an oversupply of floorspace and therefore no requirement to provide any additional floorspace.
- 4.9 In respect of the comparison goods requirements, this strategy has a strong focus on CMK. In order to account for smaller scale requirements in the other town and district centres in Milton Keynes borough, we have allowed for 15 per cent of the floorspace requirements for 'other town centres'. This is less than the future market share of other town centres and retail parks in zones 1-7, which currently stands at some 31 per cent. However, under this strategy, the other town and district centres take a reduced share of future needs since there is no policy support to allow for future development to the out of centre retail parks.
- 4.10 The implications of this strategy is that up to 2016 period, the main requirement for CMK would be moderate – up to 13,264 sq m gross of new floorspace. This however would depend upon a 2 percentage point increase in market share being achieved.
- 4.11 However in the period up to 2021, our assessment shows there to be a requirement for retail development of up to 62,522 sq m an increase of 49,258 sq.m from the 2016 figure. Since large scale retail development can take some years be delivered, retail growth in CMK should be planned for in the Council's development plan documents.
- 4.12 In respect of the other town centres, the subdued expenditure growth and existing commitments soak up much of the requirements in the period up to 2016. However in the period up to 2021, there is a requirement for up to 11,033 sq m gross floorspace, which would be sufficient to support small extensions to the existing centres, but no large scale

retail provision. This strategy means that the existing town centres maintain their existing role, but would not divert significant investment from CMK, which could be used to deliver a large scale floorspace to meet the identified expenditure growth. The strategy does not seek to preclude development from smaller town centres, of a scale appropriate to the role and function of the centre in question, but large scale retail development in these centres should be resisted. It can be expected that an element of the comparison goods requirement over the Plan period will be met as part of facilities to serve the planned urban extensions. The 4,500 sq.m gross non-food retail floorspace proposed as part of the western expansion of Milton Keynes has already been included as a planning commitment.

- 4.13 CMK is the dominant centre in the borough drawing trade from a large catchment and our surveys show that it performs well vis-à-vis other centres in the catchment. It is important that CMK continues in its role as the dominant centre.
- 4.14 Our assessment shows that whilst there is a current over-supply of comparison goods floorspace in Milton Keynes, this is restricted to the short term, and there is a need for further comparison floorspace post 2016. This new floorspace is necessary to maintain CMK's role as a major regional centre.
- 4.15 Our original study highlighted that the centre:MK/Midsummer Place shopping centre would benefit from a further extension and modernisation and recommended that this be promoted in the short term up to 2016. However due to the economic downturn lasting longer than predicted we would now extend this period to post 2016, but we would still recommend this as a priority in order to deliver an improvement to the shopping environment of this part of CMK and meet the identified floorspace requirements that occur.
- 4.16 Assuming that an extension to the centre:Mk/Midsummer Place could account for circa 55,000 sq m gross there remains a residual requirement in CMK of between 14,714 and 55,781sq m gross in the plan period up to 2026. If we assume that this extension will take place then this should be the priority in the period 2016 to 2021 with the residual requirement being met post 2021.
- 4.17 However if this extension is not to come forward then the Council should be engaging with developers to consider the potential for a further large retail development in CMK post 2016.

Strategy 2: CMK and Other Town and District Centres

- 4.18 Under this strategy, the distribution of floorspace is based on the market share the existing centres currently achieve of the expenditure in zones 1-7. This means that the other town centres would have a claim on a larger proportion of floorspace requirements than under Strategy 1.

Table 4.2 Gross Cumulative Comparison Floorspace Requirements (after commitments) under Strategy 2 (sq.m gross)

	2016		2021		2026	
	Static	Increasing	Static	Increasing	Static	Increasing
Retention rate						
Total requirement	0	15,605	40,453	73,555	82,016	130,331
Previous study	2,908	26,616	75,172	118,621	146,830	216,505
Central Milton Keynes (70% of total)	0	10,924	28,317	51,489	57,411	91,232
Other town and district centres (30% of total)	0	4681	12,136	22,066	24,605	39,099

Notes: The range of floorspace is due to the two scenarios (static and increasing retention), as discussed in Section 3. Figures may not add due to rounding. Source: Tables 6a and 6b, Appendix 1. Source of 'previous study' figures: Tables 10a and 10b, Appendix 2, Milton Keynes Retail Study ('without CMK' scenario).

- 4.19 We have broadly applied the local market share for comparison shopping patterns in zones 1-7 to the floorspace requirements. This amounts to 70 per cent for CMK and 30 per cent for other town and district centres. However, it should be noted that within this 30 per cent is the existing spending in out of centre retail parks. Under this strategy, the comparison requirements are lower for CMK, with a higher level of requirements for other town centres.
- 4.20 Looking specifically at CMK, under this strategy the requirements for floorspace of up to 51,489 sq m gross in the period up to 2021 would limit the potential for the expansion of centre:Mk/Midsummer Place; there is not full capacity for a scheme of the size previously promoted, until after 2021. This requirement would also be dependent on achieving an increase in market share.
- 4.21 The result of this strategy is that the other town and district centres in Milton Keynes borough will have to deliver large developments of up to 22,066 sq.m gross to 2021. This is a challenging strategy and would require sites to be identified of sufficient size to accommodate this scale of growth. Moreover, it is not clear that there would be market support for such an approach.

Strategy 3: Rebalance the Network

- 4.22 Under this strategy, the network of centres would be rebalanced by channelling comparison floorspace to a combination of both CMK and the town and district centres in the borough.

Table 4.3 Gross Cumulative Comparison Floorspace Requirements (after commitments) under Strategy 3 (sq.m gross)

	2016		2021		2026	
	Static	Increasing	Static	Increasing	Static	Increasing
Retention rate						
Total requirement	0	15,605	40,453	73,555	82,016	130,331
Previous study	2,908	26,616	75,172	118,621	146,830	216,505
Central Milton Keynes (50% of total)	0	7802.5	20,226.5	36,777.5	41,008	65,165.5
Other town and district centres (50% of total)	0	7802.5	20,226.5	36,777.5	41,008	65,165.5

Notes: The range of floorspace is due to the two scenarios (static and increasing retention), as discussed in Section 3. Figures may not add due to rounding. Source: Tables 6a and 6b, Appendix 1. Source of 'previous study' figures: Tables 10a and 10b, Appendix 2, Milton Keynes Retail Study ('without CMK' scenario).

- 4.23 To rebalance the network of centres, we have allowed for 50 per cent of the requirements to be accommodated in CMK, with the remaining 50 per cent in the other town and district centres in the borough. The result of this strategy is that for CMK there is only a modest requirement of up to 7802 sq m gross by 2016 and up to 36,777 sq m gross up to 2021.
- 4.24 Conversely the outcome of this strategy is that there are also large floorspace requirements for other town and district centres. In the next 4 years other town and district centres would need to provide up to 7802 sq m gross of additional floorspace and up to 36,777 sq m gross of floorspace to 2021. To achieve this level of provision, one of the existing town centres will need to elevate from its existing 'district centre' level in the shopping hierarchy. In addition, sites will need to be identified in these centres that can accommodate the scale of growth envisaged. If sufficient sites are not identified, this will inevitably result in pressure for further out of centre development to accommodate the requirements.
- 4.25 At first sight, this third strategy may be perceived as having some merit in that it could be said to seek to spread opportunities and investment risk and to reflect the current balance in the network of centres. However, Strategy 3 would dissipate, geographically, the occupier demand which exists in the comparison retail sectors. Such dissipation of occupier demand would substantially increase the risk of failure to deliver key anchor projects in CMK. Thus, projects such as the extension to the centre:MK requires pent-up demand in the retail and leisure sectors to be channelled to these opportunities and for alternatives to be cut-off. Such an approach will reduce yields, increase investor confidence and maximise the chances for success.

Convenience Floorspace Requirements

- 4.26 Our analysis shows that there is very little need for additional convenience floorspace in the Borough. Although the updated population figures and expenditure growth figures have

resulted in a decrease in requirements, the main change has been the number of permissions granted for new convenience floorspace since the original study. In particular the new Tesco at Wolverton, the new Tesco at Newport Pagnell and the proposed new store in Oakgrove.

- 4.27 The requirements from the previous study were minimal at only 15,100 sq m gross/9809 sq m net to 2026. The new commitments account for half of this requirement, which coupled with the decrease in expenditure growth and population has led to an over supply throughout the study period.
- 4.28 This however is a Borough wide figure and there may be instances whereby a local need for further convenience floorspace can be demonstrated. However we advise the Council adopts a cautious stance on the scale of new foodstore provision, reflecting the local circumstances of particular applications, and the specific quantitative and qualitative benefits of proposals that may come forward.
- 4.29 Looking specifically at the Eastern and Western Expansion Areas we would make similar comments to that in the original study we re-iterate these below;

Western Expansion Area

- 4.30 The identified commitments for Milton Keynes make provision for a store of some 3,000 sq.m gross which reflects the planning permission granted for convenience floorspace provision at this location in October 2007. Although we understand that the applicant may wish to amend the retail component of the planning permission; the acceptability of an altered retail component can be determined if and when a specific proposal comes forward. At this stage consideration would have to be given to the impact on the established centres in this area, given that there is a significant oversupply of floorspace the impact could be significant or the result could be that any proposed store would not trade at company averages.

Eastern Expansion Area

The eastern expansion of Milton Keynes is located on the edge of zone 4 and adjacent to the M1 motorway and benefits from planning permission of some 4,000 dwellings. To serve this expected population growth there is currently only one large foodstore in zone 4, namely the Tesco at Kingston. There is an extant permission for approximately 1500 sq m gross of new convenience floorspace in the EEA and our original study supported a further increase in this location in the period 2016 to 2021. However subsequent to our previous study a foodstore has been granted permission at Oakgrove and this has an impact on the requirement for further foodstore provision in the EEA. The Oakgrove store is in close proximity to the EEA and therefore it may be difficult to justify an increase in convenience floorspace in this location.

Strategic Reserve Areas

- 4.31 In addition to the Eastern Expansion Area there are four Strategic Reserve areas proposed to be located to the South East which could accommodate 2,500 dwellings. We would not envisage the need for another large foodstore in this area to serve these developments. We would anticipate that there may be the need for small scale local provision to provide more

of a 'top up' shopping facility' and that the existing store at Kingston, and the proposed stores at Oakgrove and at Brooklands would also serve these areas.

Summary

- 4.32 We would recommend that the Council does not plan or promote any further convenience floorspace in any one specific area in the Borough, but should deal with applications on their merits.
- 4.33 The oversupply is reliant on the commitments being built and trading at company averages. If the commitments do not come forward or trade at below company benchmark there may be scope for further limited provision.

Local Centres

- 4.34 We have been asked to address the role of local centres and the appropriate scale of development within such centres.
- 4.35 We refer to the guidance contained in PPS4 Annexe B which clearly states that local centres include a range of small shops of a local nature serving a small catchment. The guidance lists a number of typical uses which include a small supermarket. The guidance also states that in rural areas large villages may perform the role of a local centre. Supermarkets are defined by PPS4 as stores with a trading area of less than 2500 sq m.
- 4.36 PPS4 also makes it clear in the 'Using Evidence' and 'Plan Making' policies that local authorities should use an evidence base from which they can plan for their existing centres and identify any gaps in provision. The guidance advises Local Authority's to use their evidence base to determine whether existing centres can be promoted to function at a higher level or new centres can be designated. In addition the practice guidance also makes it clear at paragraphs 6.18 and 6.23 that new centres should be considered through the RSS/LDF process, rather than through planning applications.
- 4.37 We have, through the Retail Study, identified that the existing network of centres is adequately meeting the retail needs of the Borough's population. New centres are identified in the WEA and the EEA and some local provision may be appropriate in the SRA's to serve purely a local role. We have not identified any centres which are not performing their role in the hierarchy or identified any gaps in hierarchy where a new centre is required.
- 4.38 We would therefore recommend that when considering planning applications that seek to provide new Local Centres or elevate the role of an existing Local Centre, evidence is requested in addition to the sequential analysis and impact assessment, to demonstrate that there is a deficiency in the network of centres and that the proposal is of an appropriate scale to meet this deficiency.

RTP Recommendations on Strategy

- 4.39 Our study suggests that the retail needs we have identified will be best satisfied along the lines of Strategy 1, which would involve:
- i) meeting most of the comparison retail needs in CMK

- ii) allow for smaller scale comparison retail needs in the town and district centres in order to accommodate a locally derived need.
- iii) not to promote any further convenience floorspace but assess each application on its own merit and require that any application is able to demonstrate a localised need for additional floorspace. Smaller incremental increases and extensions to existing facilities could be acceptable, where this is appropriate to the role of the centre it is located within.
- iv) limit the amount of significant retail development in out-of-centre locations only allowing such increases where it will not be detrimental to achieving the objectives of i –iii outlined above.

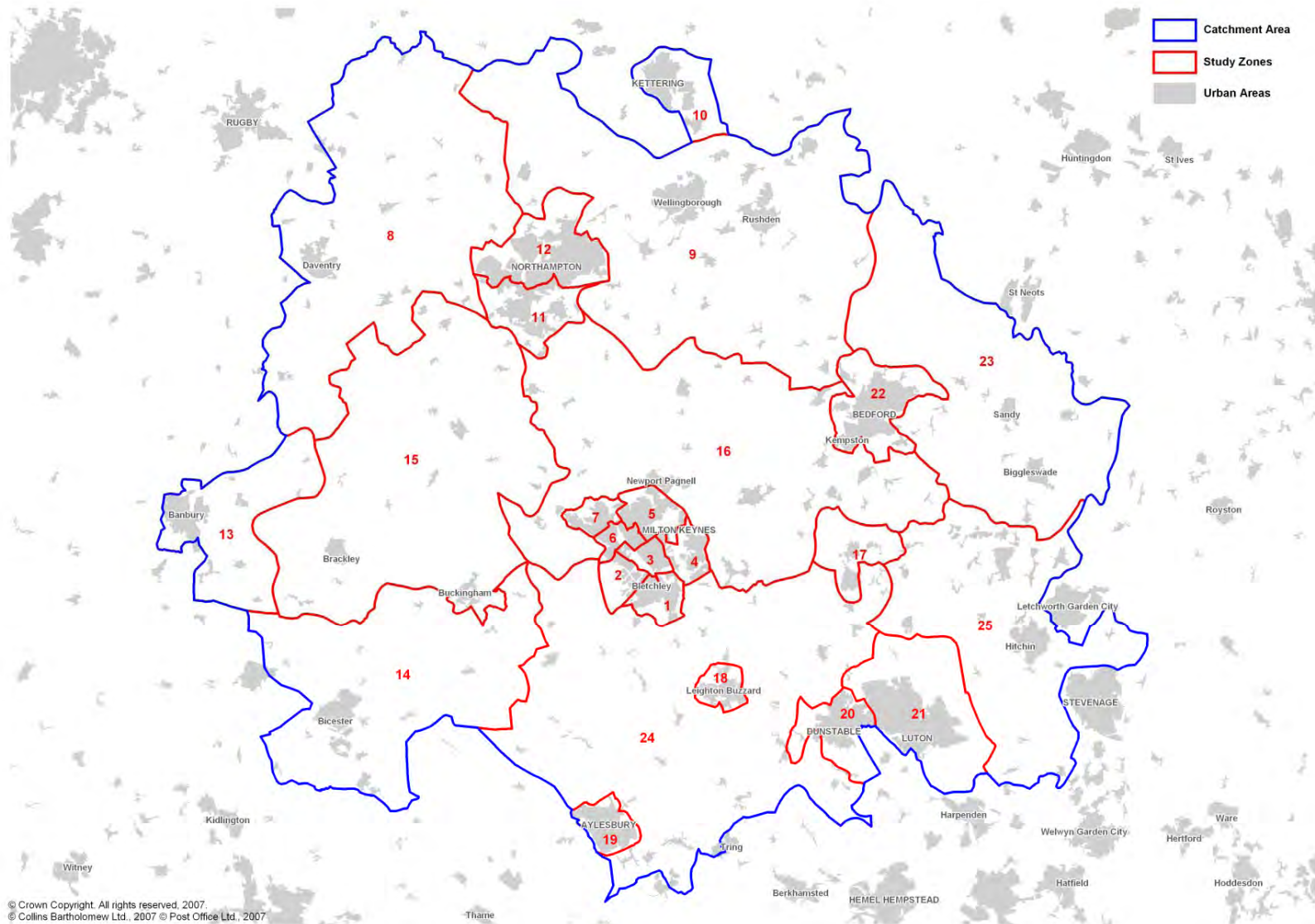
4.40 This strategy would be in accordance with the Draft National Planning Policy Framework which supports the town centre first approach.

4.41 There are physical opportunities for further high quality retail led development in CMK that will maintain its role as a dominant centre in the shopping hierarchy. There is also a need to ensure investor confidence remains in CMK by channelling occupier demand to flagship opportunities that are critical to the future growth of the centre.

4.42 As per our original report we would also recommend a continual review of the expenditure growth figures, to ensure that the chosen retail strategy remains robust. We would also recommend that retail commitments are monitored to establish if they are developed and if not if the permission remains extant.

APPENDIX 1

Catchment Area



APPENDIX 2

Statistical Tables

Spreadsheet 1 - Population by zone

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Total	Zones 1-7
Population																											
2008 (Actual popu	36,630	28,231	23,068	28,171	34,971	19,034	24,437	60,335	160,388	62,912	59,019	153,922	57,520	54,505	69,992	86,332	23,497	35,435	68,887	69,780	179,181	115,319	54,688	82,851	92,004	1,681,109	194,542
2011 (Estimate)	38,529	29,619	24,119	30,650	36,684	21,646	25,566	63,246	167,173	66,201	60,901	158,829	59,715	56,585	71,989	88,731	24,113	36,847	71,104	72,560	180,537	118,523	56,123	85,517	93,855	1,739,360	206,813
2016 (Estimate)	40,649	32,421	24,779	36,690	36,843	25,052	28,932	68,099	180,190	70,464	64,739	168,841	59,970	56,827	75,317	92,728	25,141	39,200	74,288	77,193	183,318	123,863	58,514	89,347	98,540	1,831,947	225,366
2021 (Estimate)	43,864	34,985	26,739	39,592	39,757	27,034	31,220	72,951	193,208	74,727	68,578	178,853	60,227	57,070	78,645	96,726	26,168	41,552	77,513	81,827	186,204	129,203	60,906	93,226	103,376	1,924,152	243,192
2026 (Estimate)	45,998	36,687	28,039	41,518	41,690	28,349	32,738	77,803	205,371	79,160	71,985	187,736	60,485	57,314	81,974	99,717	26,950	45,291	80,643	89,189	186,632	133,198	62,724	96,989	108,537	2,006,716	255,019
Population change																											
2008-2011	1,899	1,388	1,051	2,479	1,713	2,612	1,129	2,911	6,785	3,289	1,882	4,907	2,195	2,080	1,997	2,399	616	1,412	2,217	2,780	1,356	3,204	1,435	2,666	1,851	58,251	12,271
2008-2011 (%)	5%	5%	5%	9%	5%	14%	5%	5%	4%	5%	3%	3%	4%	4%	3%	3%	3%	4%	3%	4%	1%	3%	3%	3%	2%	3%	6%
2011-2016	2,121	2,802	660	6,040	159	3,406	3,366	4,852	13,018	4,263	3,839	10,012	256	242	3,328	3,998	1,027	2,353	3,184	4,633	2,781	5,340	2,391	3,830	4,685	92,586	18,553
2011-2016 (%)	6%	9%	3%	20%	0%	16%	13%	8%	8%	6%	6%	6%	0%	0%	5%	5%	4%	6%	4%	6%	2%	5%	4%	4%	5%	5%	9%
2016-2021	3,215	2,564	1,960	2,902	2,914	1,982	2,288	4,852	13,018	4,263	3,839	10,012	257	243	3,328	3,998	1,027	2,353	3,225	4,633	2,886	5,340	2,391	3,878	4,836	92,205	17,826
2016-2021(%)	8%	8%	8%	8%	8%	8%	8%	7%	7%	6%	6%	6%	0%	0%	4%	4%	4%	6%	4%	6%	2%	4%	4%	4%	5%	5%	8%
2021-2026	2,133	1,701	1,300	1,925	1,933	1,315	1,518	4,852	12,163	4,432	3,406	8,884	258	244	3,328	2,991	781	3,739	3,130	7,362	429	3,996	1,818	3,764	5,160	82,564	11,827
2021-2026(%)	5%	5%	5%	5%	5%	5%	5%	7%	6%	6%	5%	5%	0%	0%	4%	3%	3%	9%	4%	9%	0%	3%	3%	4%	5%	4%	5%
Growth 2008-2026	9,368	8,456	4,971	13,347	6,719	9,315	8,301	17,468	44,983	16,248	12,966	33,814	2,965	2,809	11,982	13,385	3,453	9,856	11,756	19,409	7,451	17,879	8,036	14,138	16,533	325,607	60,477
2008-2026(%)	26%	30%	22%	47%	19%	49%	34%	29%	28%	26%	22%	22%	5%	5%	17%	16%	15%	28%	17%	28%	4%	16%	15%	17%	18%	19%	31%

Notes: Population projections for zones 1-7 derived from ward projections from the MK Observatory between 2005-2015 and post 2015, MK district growth forecasts are used. For zones 8-25, district growth rates are used. The methodology for the population forecasts is set out in full in the main report

Spreadsheet 2 - Expenditure by zone

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
2008*	3,282	3,573	3,114	3,632	3,401	3,469	3,454	3,338	2,943	2,887	3,100	2,913	3,314	3,542	3,323	3,454	3,413	3,254	3,480	2,994	2,832	2,936	3,379	3,578	3,305
2011^	3,353	3,650	3,181	3,710	3,474	3,544	3,528	3,410	3,006	2,949	3,167	2,976	3,385	3,618	3,395	3,528	3,486	3,324	3,555	3,058	2,893	2,999	3,452	3,655	3,376
2016^	4,013	4,368	3,807	4,441	4,158	4,241	4,223	4,081	3,598	3,530	3,790	3,562	4,052	4,331	4,063	4,223	4,173	3,978	4,255	3,661	3,463	3,590	4,131	4,375	4,041
2021^	4,720	5,138	4,478	5,223	4,891	4,989	4,967	4,800	4,232	4,152	4,458	4,189	4,766	5,094	4,779	4,967	4,908	4,680	5,005	4,306	4,073	4,222	4,859	5,146	4,753
2026^	5,538	6,030	5,255	6,129	5,739	5,854	5,829	5,633	4,966	4,872	5,231	4,916	5,592	5,977	5,608	5,829	5,760	5,491	5,873	5,052	4,779	4,955	5,702	6,038	5,577

The following growth rates have been applied to the 2008 per capita expenditure for each zone:

Period	Growth rate code	Applied growth rate (per annum)	Source
2008-2011	A	0.71%	
2011-2016	B	3.66%	
2016-2021	C	3.30%	
2021-2026	D	3.25%	

Source: RTP estimate derived from mid-point of OE/PBBI and Experian forecasts

*Actual ^Estimated

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
2008*	2,010	1,993	1,898	2,042	2,021	2,050	2,060	1,965	1,772	1,736	1,815	1,794	1,983	2,014	1,908	1,937	1,820	1,751	2,018	1,676	1,612	1,646	1,830	1,971	1,773
2011^	1,953	1,936	1,844	1,984	1,963	1,992	2,001	1,909	1,722	1,687	1,763	1,743	1,927	1,957	1,854	1,882	1,768	1,701	1,961	1,628	1,566	1,599	1,778	1,915	1,722
2016^	2,024	2,007	1,911	2,056	2,035	2,064	2,074	1,979	1,784	1,748	1,828	1,807	1,997	2,028	1,921	1,951	1,833	1,763	2,032	1,688	1,623	1,657	1,843	1,985	1,785
2021^	2,091	2,073	1,974	2,124	2,102	2,132	2,143	2,044	1,843	1,806	1,888	1,866	2,063	2,095	1,985	2,015	1,893	1,821	2,099	1,743	1,677	1,712	1,903	2,050	1,844
2026^	2,159	2,141	2,039	2,194	2,171	2,202	2,213	2,111	1,904	1,865	1,950	1,927	2,130	2,164	2,050	2,081	1,955	1,881	2,168	1,801	1,732	1,768	1,966	2,118	1,905

The following growth rates have been applied to the 2008 per capita expenditure for each zone:

Period	Growth rate code	Applied growth rate (per annum)	Source
2008-2011	A	-0.96%	
2011-2016	B	0.72%	
2016-2021	C	0.65%	
2021-2026	D	0.65%	

Source: RTP estimate derived from mid-point of OE/PBBI and Experian forecasts

*Actual ^Estimated

Spreadsheet 5a 2011 Comparison goods market shares

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Total	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1. Stores within OCA																											
Zone 1																											
Bletchley and retail parks	26.9	7.0	9.3	8.2	2.1	3.2	2.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	1.1	0.0	2.5	0.3	0.7	0.0	0.0	0.0	1.7	0.0	0.0	1.4
Bletchley - Ikea only	7.0	1.1	2.0	4.4	1.5	1.0	1.8	0.1	0.1	0.0	0.1	0.2	0.0	0.3	1.1	0.7	1.2	0.5	0.2	0.7	0.3	0.5	0.7	0.3	0.1	0.1	0.7
Other centres - Survey zone 1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Zone 1	33.9	8.1	11.3	12.6	3.6	4.2	4.1	0.1	0.3	0.0	0.1	0.2	0.0	0.3	1.6	1.7	1.2	3.0	0.5	1.4	0.3	0.5	0.7	2.0	0.1	2.1	
Zone 2																											
Westcroft	0.4	0.8	0.0	0.3	1.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Other centres - Survey Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Zone 2	0.4	0.8	0.0	0.3	1.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Zone 3																											
Routeco Retail Park, Milton Keynes	4.7	7.4	9.0	8.9	5.1	4.0	7.9	0.1	0.1	0.0	0.0	0.0	0.0	0.4	1.2	2.1	0.0	1.6	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.0
Grafton Retail Park, Milton Keynes	0.8	2.0	2.4	1.8	1.0	0.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.8	0.0	1.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other centres - Survey Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Zone 3	5.4	9.4	11.4	10.6	6.1	4.9	8.2	0.1	0.2	0.0	0.0	0.0	0.0	1.3	1.2	3.4	0.0	2.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.3
Zone 4																											
Kingston	1.8	1.2	0.9	9.0	2.5	1.1	0.2	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.4	0.4	1.3	0.2	0.0	0.1	0.1	0.1	0.0	0.4	0.1	0.4	
Other centres - Survey Zone 4	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Zone 4	2.2	1.2	0.9	9.0	2.9	1.1	0.2	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.4	0.5	1.3	0.2	0.0	0.1	0.1	0.1	0.0	0.4	0.1	0.4	
Zone 5																											
Central Milton Keynes (incl Xscape)	48.8	75.2	66.2	57.9	70.1	76.2	68.7	6.5	8.5	3.8	11.7	4.4	4.2	16.7	34.9	37.8	29.2	44.6	7.8	20.0	7.5	9.0	5.3	29.2	6.3	19.5	
Other centres - Survey Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
Sub-total, Zone 5	48.8	75.2	66.2	57.9	70.1	76.2	68.7	6.5	8.5	3.8	11.7	4.4	4.2	16.7	34.9	37.8	29.2	44.6	7.8	20.0	7.5	9.0	5.7	29.2	6.3	19.5	
Zone 6																											
Retail Parks (Central RP/The Place)	3.2	4.7	6.2	5.1	4.5	8.3	7.8	0.0	0.1	0.0	1.4	0.1	0.0	1.0	1.3	2.5	1.5	0.4	0.0	0.1	0.0	0.4	0.0	0.3	0.1	1.0	
Other centres - Survey Zone 6	1.6	0.2	0.0	1.4	0.2	0.0	1.6	0.0	0.3	0.2	0.5	0.2	0.1	0.0	1.6	2.3	0.0	0.0	0.0	0.1	0.4	0.6	0.2	0.1	0.0	0.5	
Sub-total, Zone 6	4.8	4.9	6.2	6.5	4.7	8.3	9.5	0.0	0.4	0.2	1.9	0.3	0.1	1.0	2.9	4.8	1.5	0.4	0.0	0.2	0.4	1.0	0.2	0.3	0.1	1.4	
Zone 7																											
Wolverton	0.3	0.0	0.7	0.0	1.7	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other centres - Survey Zone 7	1.0	0.0	0.0	0.0	0.3	0.3	1.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Sub-total, Zone 7	1.3	0.0	0.7	0.0	2.0	0.3	7.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Sub-total, Zones 1-7 (MK Borough)	96.7	99.6	96.8	96.9	90.8	96.4	97.6	6.7	9.4	4.1	13.9	5.1	4.3	19.5	41.5	48.9	33.1	50.7	8.4	21.7	8.3	10.7	6.6	32.2	6.7	25.1	

Spreadsheet 5b 2011 Comparison goods spending patterns

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Zone 12 £m	Zone 13 £m	Zone 14 £m	Zone 15 £m	Zone 16 £m	Zone 17 £m	Zone 18 £m	Zone 19 £m	Zone 20 £m	Zone 21 £m	Zone 22 £m	Zone 23 £m	Zone 24 £m	Zone 25 £m	Total £m
1. Stores within OCA																										
Zone 1																										
Bletchley and retail parks	30.3	6.6	6.3	8.1	2.4	2.2	1.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	1.1	2.9	0.0	2.7	0.7	1.4	0.2	0.0	0.0	4.6	0.0	72.0
Bletchley - Ikea only	7.9	1.0	1.3	4.4	1.6	0.7	1.4	0.2	0.4	0.0	0.2	0.9	0.0	0.6	2.4	1.8	0.9	0.6	0.5	1.4	1.4	1.5	1.2	0.9	0.2	33.5
Other centres - Survey zone 1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Zone 1	38.3	7.6	7.6	12.5	4.0	2.8	3.2	0.2	1.2	0.0	0.2	0.9	0.0	0.6	3.5	4.8	0.9	3.3	1.2	2.8	1.5	1.5	1.2	5.5	0.2	105.6
Zone 2																										
Westcroft	0.4	0.7	0.0	0.3	1.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	6.0
Other centres - Survey Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Zone 2	0.4	0.7	0.0	0.3	1.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	6.0
Zone 3																										
Routeco Retail Park, Milton Keynes	5.3	7.0	6.1	8.8	5.6	2.7	6.2	0.2	0.2	0.0	0.0	0.0	0.0	0.8	2.5	5.7	0.0	1.7	0.0	0.0	0.2	0.2	0.0	0.6	0.0	53.7
Grafton Retail Park, Milton Keynes	0.9	1.9	1.6	1.7	1.2	0.6	0.2	0.0	0.7	0.0	0.0	0.0	0.0	1.5	0.0	3.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.9
Other centres - Survey Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-total, Zone 3	6.1	8.9	7.7	10.5	6.8	3.3	6.4	0.2	0.9	0.0	0.0	0.0	0.0	2.3	2.5	9.4	0.0	2.2	0.0	0.0	0.2	0.2	0.0	0.6	0.0	68.2
Zone 4																										
Kingston	2.1	1.1	0.6	9.0	2.8	0.8	0.2	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.8	1.2	0.9	0.2	0.0	0.2	0.4	0.4	0.0	1.0	0.4	22.8
Other centres - Survey Zone 4	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Sub-total, Zone 4	2.4	1.1	0.6	9.0	3.3	0.8	0.2	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.8	1.4	0.9	0.2	0.0	0.2	0.4	0.4	0.0	1.0	0.4	23.8
Zone 5																										
Central Milton Keynes (incl Xscape)	55.0	71.1	44.4	57.5	78.1	51.1	54.1	12.2	37.5	6.5	19.7	18.3	7.5	29.9	74.5	103.4	21.5	47.7	17.3	38.8	34.1	27.9	9.0	79.8	17.5	1014.4
Other centres - Survey Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6
Sub-total, Zone 5	55.0	71.1	44.4	57.5	78.1	51.1	54.1	12.2	37.5	6.5	19.7	18.3	7.5	29.9	74.5	103.4	21.5	47.7	17.3	38.8	34.1	27.9	9.6	79.8	17.5	1015.1
Zone 6																										
Retail Parks (Central RP/The Place)	3.6	4.4	4.2	5.0	5.0	5.6	6.2	0.0	0.3	0.0	2.4	0.5	0.0	1.9	2.8	6.8	1.1	0.4	0.0	0.2	0.0	1.1	0.0	0.7	0.3	52.4
Other centres - Survey Zone 6	1.8	0.2	0.0	1.4	0.2	0.0	1.3	0.0	1.3	0.3	0.9	0.8	0.2	0.0	3.4	6.4	0.0	0.0	0.0	0.3	1.7	2.0	0.4	0.2	0.0	22.7
Sub-total, Zone 6	5.4	4.6	4.2	6.5	5.3	5.6	7.5	0.0	1.6	0.3	3.2	1.2	0.2	1.9	6.2	13.1	1.1	0.4	0.0	0.5	1.7	3.2	0.4	0.9	0.3	75.1
Zone 7																										
Wolverton	0.3	0.0	0.5	0.0	1.9	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6
Other centres - Survey Zone 7	1.2	0.0	0.0	0.0	0.4	0.2	1.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Sub-total, Zone 7	1.5	0.0	0.5	0.0	2.2	0.2	5.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	1.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8
Sub-total, Zones 1-7 (MK Borough)	109.2	94.1	64.9	96.3	101.2	64.6	77.0	12.6	41.2	7.0	23.5	21.0	7.6	35.0	88.7	133.7	24.4	54.2	18.5	42.2	37.9	33.2	11.2	87.9	18.6	1305.5

Spreadsheet 6a - Summary of MK Borough comparison goods capacity. Static retention.

	2008	2011	2016	2021	2026	Change 2008-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2008-26
A Total Population	1,681,109	1,739,360	1,831,947	1,924,152	2,006,716	58,251	92,586	92,205	82,564	325,607
B Total Expenditure £m	4,903.0	4,936.0	6,131.8	7,602.4	9,335.4	33.0	1,195.8	1,470.6	1,733.0	4,432.4
C Retained Expenditure £m	1283.3	1292.0	1605.0	1989.9	2443.5	8.6	313.0	384.9	453.6	1,160.2
D Retained Expenditure %	26%	26%	26%	26%	26%					
E Inflow £m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
F Total 2008 turnover of comparison stores in MK Borough £m	1283.3	1283.3	1283.3	1283.3	1283.3					
G Initial Surplus £m/annum (Growth in Retained Expenditure)	0.0	8.6	321.6	706.6	1160.2	8.6	313.0	384.9	453.6	1,160.2
Claims on expenditure										
H Existing traders £m	0.0	10.5	102.8	191.8	284.9	10.5	92.3	89.0	93.2	284.9
I Commitments (from previous study)	0.0	11.8	192.9	206.0	219.8	11.8	181.1	13.1	13.8	219.8
J New commitments	0.0	0.0	43.5	46.3	49.2					
K Total claim on capacity (£m)	0.0	22.3	339.2	444.1	553.9	22.3	316.9	104.9	109.9	553.9
SUMMARY										
L Initial surplus £m	0.0	8.6	321.6	706.6	1160.2	8.6	313.0	384.9	453.6	1160.2
M Claims on capacity £m	0.0	22.3	339.2	444.1	553.9	22.3	316.9	104.9	109.9	553.9
N RESIDUAL £m	0.0	-13.6	-17.5	262.5	606.2	-13.6	-3.9	280.1	343.7	606.2
O Turnover per sqm (assumed)	7,000	7,057	7,561	8,112	9,239					
P Net floorspace requirement sqm (based on constant market shares)	0	-1,929	-2,321	32,362	65,613					
Q Gross floorspace requirement sqm	0	-2,411	-2,901	40,453	82,016					

Spreadsheet 6b - Summary of MK Borough comparison goods capacity - increasing retention scenario

	2008	2011	2016	2021	2026	Change 2008-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2008-26
A Total Population	1,681,109	1,739,360	1,831,947	1,924,152	2,006,716	58,251	92,586	92,205	82,564	325,607
B Total Expenditure £m	4,903.0	4,936.0	6,131.8	7,602.4	9,335.4	33.0	1,195.8	1,470.6	1,733.0	4,432.4
C Retained Expenditure £m	1283.3	1292.0	1716.9	2204.7	2800.6	8.6	424.9	487.8	595.9	1,517.3
D Retained Expenditure %	26.2%	26.2%	28.0%	29.0%	30.0%					
E Inflow £m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
F Total 2008 turnover of comparison stores in MK Borough £m	1283.3	1283.3	1283.3	1283.3	1283.3					
G Initial Surplus £m/annum (Growth in Retained Expenditure)	0.0	8.6	433.6	921.4	1517.3	8.6	424.9	487.8	595.9	1,517.3
Claims on expenditure										
H Existing traders £m	0.0	10.5	102.8	191.8	284.9	10.5	92.3	89.0	93.2	284.9
I Commitments (from previous study)	0.0	11.8	192.9	206.0	219.8	11.8	181.1	13.1	13.8	219.8
J New commitments	0.0	0.0	43.5	46.3	49.2					
K Total claim on capacity (£m)	0.0	22.3	339.2	444.1	553.9	22.3	316.9	104.9	109.9	553.9
SUMMARY										
L Initial surplus £m	0.0	8.6	433.6	921.4	1517.3	8.6	424.9	487.8	595.9	1517.3
M Claims on capacity £m	0.0	22.3	339.2	444.1	553.9	22.3	316.9	104.9	109.9	553.9
N RESIDUAL £m	0.0	-13.6	94.4	477.3	963.4	-13.6	108.0	382.9	486.0	963.4
O Turnover per sqm (assumed)	7,000	7,057	7,561	8,112	9,239					
P Net floorspace requirement sqm (based on constant market shares)	0	-1,929	12,484	58,844	104,265					
Q Gross floorspace requirement sqm	0	-2,411	15,605	73,555	130,331					

Spreadsheet 8 - Summary of MK Borough convenience goods capacity - including overtrading

	2008	2011	2016	2021	2026	Change 2008-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2008-26
A Total Population	194,542	206,813	225,366	243,192	255,019	12,271.4	18,553.0	17,825.6	11,826.8	60,476.7
B Total Expenditure £m	381.5	387.8	434.9	483.5	522.1	6.3	47.1	48.6	38.6	140.6
C Retained Expenditure £m	375.9	382.1	428.4	476.3	514.2	6.2	46.3	47.9	38.0	138.3
D Retained Expenditure %	98.6%	98.6%	98.6%	98.6%	98.6%					
E Inflow £m	82.6	81.4	87.4	93.9	100.1	-1.3	6.0	6.5	6.2	17.4
F Total 2008 turnover of convenience stores in MK Borough £m	458.6	458.6	458.6	458.6	458.6					
G Turnover above company benchmarks	24.3	24.3	24.3	24.3	24.3					
H Initial Surplus £m/annum (Growth in Retained Expenditure)	24.3	29.2	81.5	135.9	180.0	29.2	52.3	54.3	44.1	180.0
Claims on expenditure										
I Existing traders £m	0.0	-6.0	1.5	8.5	15.5	-6.0	7.6	6.9	7.0	15.5
J Commitments (from previous study)	0.0	27.8	120.5	122.8	125.1	27.8	92.8	2.2	2.3	125.1
K New commitments	0.0	0.0	67.0	68.0	69.0	0.0	67.0	1.0	1.0	69.0
L Total claim on capacity (£m)	0.0	21.7	189.1	199.3	209.6	21.7	167.3	10.2	10.3	209.6
SUMMARY										
M Initial surplus £m	24.3	29.2	81.5	135.9	180.0	29.2	52.3	54.3	44.1	180.0
N Claims on capacity £m	0.0	21.7	189.1	199.3	209.6	21.7	167.3	10.2	10.3	209.6
O RESIDUAL £m	24.0	7.5	-107.5	-63.4	-29.6	7.5	-115.0	44.1	33.8	-29.6
P Turnover per sqm (assumed)	12,696	12,529	12,739	12,931	13,369					
Q Net floorspace requirement sqm (based on constant market shares)	1,890	595	-8,443	-4,903	-2,214					
R Gross floorspace requirement sqm	2,363	915	-12,989	-7,543	-3,406					