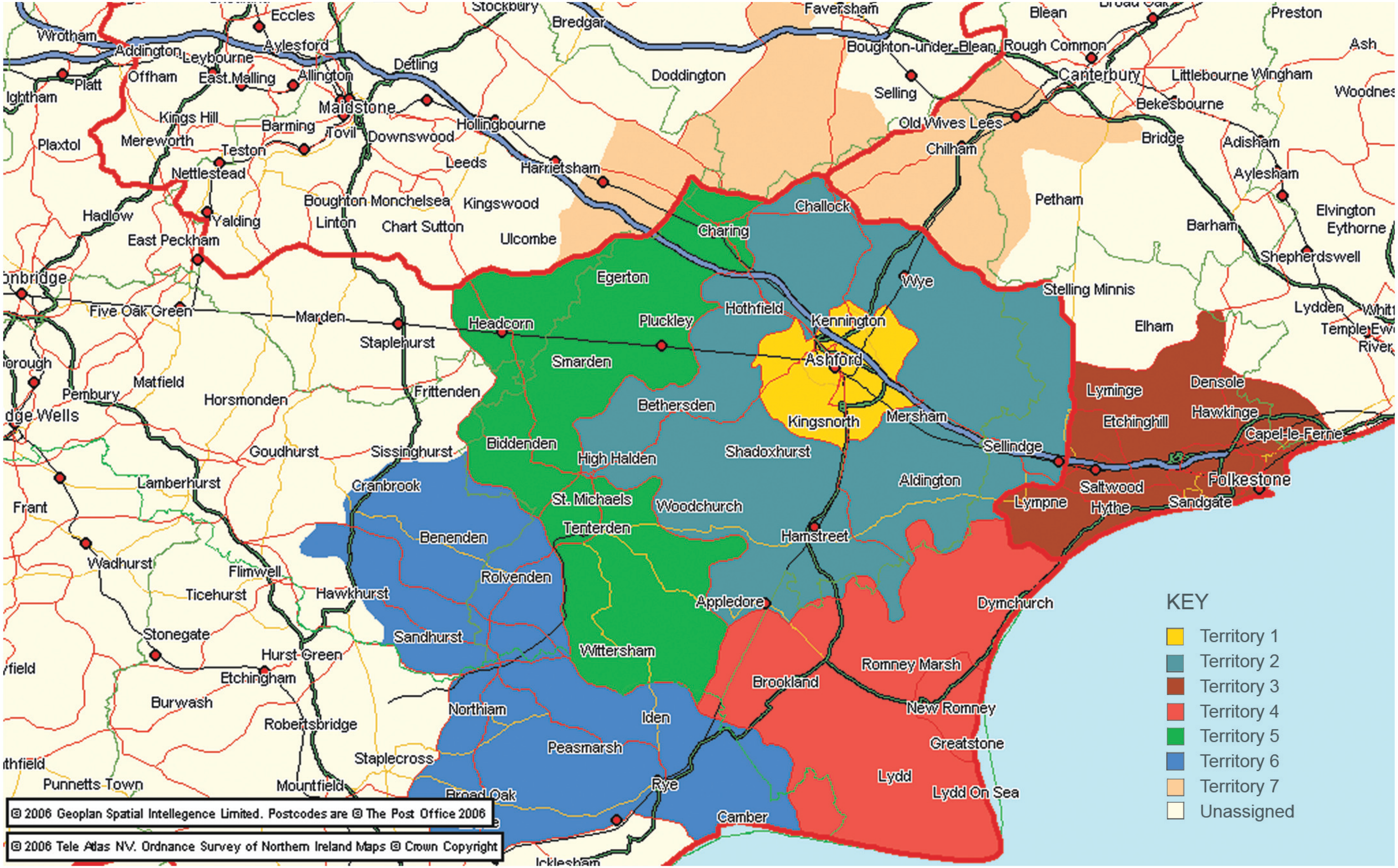
APPENDIX 1

Appendix 1: CBRE Catchment Area



Ashford

OX/UK/061030

PLAN 3 | HOUSEHOLD SURVEY AREA

DEC 2006 | NOT TO SCALE

savills

APPENDIX 2

APPENDIX 2

Table 1: Summary of Development Commitments

Scheme	Gross (sq. m)	Net (sq. m)	Net Convenience (sq. m)	Sales Density (£psm)	Turnover (£)
Ashford Barracks	-	-	1,120	12,726	14,253,120
Tesco, Kingsnorth	-	-	676	7,878	5,325,528
Sainsbury's, The Warren Retail Park	1,963	1,772	1,228	5,757	7,069,596
Cheeseman's Green	-	-	1,890	14,413	27,240,003
Charter House	500	375	356	4,500	1,602,000
Old Railway Works	500	375	356	4,500	1,602,000
Zed Homes			1,920	14,413	27,672,384
Total Turnover (£m)					
2009			7,546		57,092,247
2011			7,546		58,005,723
2016			7,546		60,360,755
2021			7,546		62,811,402

Notes

Cheeseman's Green and Zed Homes assumes an average of Tesco, Asda, Morrisons and Sainsburys published figures derived from Verdict

Charter House and Old Railway Works assumes discount food operator

Tesco, Kingsnorth and Sainsbury's, The Warren assumes sales density of half company's published sales density from Verdict given due to extension proposal

Ashford Barracks assumes sales density of Waitrose

Turnover grown at 0.8% per annum

Table 2: Summary of Future Development Proposals

Scheme	Gross (sq. m)	Net (sq. m)	Net Convenience (sq. m)	Sales Density (£psm)	Turnover (£)
Zed Homes Revised Scheme			1,704	14,413	24,559,241
Elwick Road Top-up Store			300	14,413	4,323,810
Former MFI Unit, The Warren Retail Park	1,286	1,029	977	4,570	4,464,890
Chilmington Green			1,890	14,413	27,240,003
Second Ashford Town Centre Store	3,846	2,500	2,125	14,413	30,626,988
Total Turnover (£m)					
2009			6,996		91,214,931
2011			6,996		92,674,370
2016			6,996		96,436,950
2021			6,996		100,352,290

Notes

Elwick Road assumes dicount foodstore operator, all other stores assuming an average of Tesco, Asda, Morrisons and Sainsburys published figures derived from Verdict

Turnover grown at 0.8% per annum

APPENDIX 3

Appendix 3 - Capacity Tables

Scenario 1 - CBRE Population Growth, Low Growth in Spending (1.1%), No Sales Efficiency [Best Case]

Table 1: Population

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	68,583	24,981	73,480	20,746	19,416	23,462	14,181	244,849	
2010	71,001	25,031	73,627	20,787	19,455	23,509	14,209	247,620	1.1%
2011	73,425	25,081	73,774	20,829	19,494	23,556	14,238	250,397	1.1%
2012	76,012	25,131	73,922	20,871	19,533	23,603	14,266	253,338	1.2%
2013	78,604	25,182	74,070	20,912	19,572	23,650	14,295	256,284	1.2%
2014	81,201	25,232	74,218	20,954	19,611	23,698	14,323	259,237	1.2%
2015	83,803	25,283	74,366	20,996	19,650	23,745	14,352	262,195	1.1%
2016	86,411	25,333	74,515	21,038	19,689	23,793	14,380	265,160	1.1%
2017	88,987	25,384	74,664	21,080	19,729	23,840	14,409	268,094	1.1%
2018	91,568	25,435	74,813	21,122	19,768	23,888	14,438	271,033	1.1%
2019	94,155	25,485	74,963	21,165	19,808	23,936	14,467	273,979	1.1%
2020	96,747	25,536	75,113	21,207	19,847	23,984	14,496	276,930	1.1%
2021	99,344	25,587	75,263	21,249	19,887	24,032	14,525	279,887	1.1%
Growth 2009 - 2021	**3.1%**	**0.2%**	**0.2%**	**0.2%**	**0.2%**	**0.2%**	**0.2%**	**1.1%**	

Notes

Population taken from CBRE Retail Study (2003) with housing completions at 935 dwellings per annum

Tesco, Kingsnorth and sainsbury's, The Warren assumes sales density of half company's published sales density from Verdict given due to extension proposal

Table 2: Spend Per Head

Year	Spend per Head (£)	Annual Growth
2009	1,713	
2010	1,732	1.1%
2011	1,751	1.1%
2012	1,770	1.1%
2013	1,790	1.1%
2014	1,809	1.1%
2015	1,829	1.1%
2016	1,849	1.1%
2017	1,870	1.1%
2018	1,890	1.1%
2019	1,911	1.1%
2020	1,932	1.1%
2021	1,953	1.1%

Notes

Spend per head grown at 1.1% per annum

Table 3: Total Convenience Spend (£m)

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	117.48	42.79	125.87	35.54	33.26	40.19	24.29	419.43	
2010	122.97	43.35	127.51	36.00	33.69	40.71	24.61	428.85	2.2%
2011	128.56	43.92	129.17	36.47	34.13	41.25	24.93	438.43	2.2%
2012	134.55	44.49	130.86	36.95	34.58	41.78	25.25	448.46	2.3%
2013	140.67	45.07	132.56	37.43	35.03	42.33	25.58	458.66	2.3%
2014	146.92	45.65	134.29	37.91	35.48	42.88	25.92	469.05	2.3%
2015	153.30	46.25	136.03	38.41	35.95	43.44	26.25	479.62	2.3%
2016	159.81	46.85	137.81	38.91	36.41	44.00	26.59	490.38	2.2%
2017	166.38	47.46	139.60	39.41	36.89	44.57	26.94	501.26	2.2%
2018	173.09	48.08	141.42	39.93	37.37	45.15	27.29	512.33	2.2%
2019	179.94	48.70	143.26	40.45	37.85	45.74	27.65	523.59	2.2%
2020	186.92	49.34	145.13	40.97	38.35	46.34	28.01	535.05	2.2%
2021	194.05	49.98	147.02	41.51	38.85	46.94	28.37	546.72	2.2%

Notes

Table 1 x Table 2

Table 4: Market Shares of Existing Facilities

Zone	1	2	3	4	5	6	7
Ashford Town Centre	12%	7%	2%	0%	1%	0%	0%
Sainsbury's Warren Retail Park	22%	23%	2%	2%	26%	1%	10%
Asda, Kimberly Way	18%	6%	1%	8%	12%	10%	5%
Tesco Extra Willesborough	17%	17%	1%	10%	3%	2%	3%
Tesco Park Farm	25%	28%	3%	15%	15%	3%	4%
Other Small Stores	4%	2%	0%	0%	0%	0%	0%
Elsewhere	2%	17%	91%	65%	43%	84%	78%
Total	100%	100%	100%	100%	100%	100%	100%

Notes

Market shares adopted from CBRE Retail Study (2003)

Table 5: Turnover 2009 (£m)

Zone	1	2	3	4	5	6	7	Total	Benchmark Turnover	Surplus
Ashford Town Centre	14.1	3.0	2.5	0.0	0.3	0.0	0.0	**19.9**	**11.0**	**8.9**
Sainsbury's Warren Retail Park	25.8	9.8	2.5	0.7	8.6	0.4	2.4	**50.4**	**32.7**	**17.7**
Asda, Kimberly Way	21.1	2.6	1.3	2.8	4.0	4.0	1.2	**37.0**	**25.6**	**11.5**
Tesco Extra Willesborough	20.0	7.3	1.3	3.6	1.0	0.8	0.7	**34.6**	**35.2**	**-0.6**
Tesco Park Farm	29.4	12.0	3.8	5.3	5.0	1.2	1.0	**57.6**	**37.3**	**20.3**
Other Small Stores	4.7	0.9	0.0	0.0	0.0	0.0	0.0			
Elsewhere	2.3	7.3	114.5	23.1	14.3	33.8	18.9			
Total	117.5	42.8	125.9	35.5	33.3	40.2	24.3	**199.6**	**141.7**	**57.9**

Notes

Table 3 x Table 4

Table 6: Scenario 1 Capacity Summary - CBRE Population Growth, Low Growth in Spending (1.1%), No Sales Efficiency [Best Case]

					2009 Turnover of Future Development Proposals £m				
					Chilmington	Elwick Rd	The Warren	Other ATC	Zed Homes
					27.2	4.3	4.5	30.6	24.6
					Headline Capacity to Support Future Development Proposals (£m)				
Year	Residents Spending £m	Benchmark Turnover (no growth) £m	Development Commitments £m	Residual Capacity £m	Chilmington Design Year 2016	Elwick Road Design Year 2016	The Warren Design Year 2011	Other ATC Design Year 2016	Revised Zed Homes Design Year 2016
2009	199.6	141.7		57.9	57.9	57.9	57.9	57.9	57.9
2010	204.1	141.7		62.3	62.3	62.3	62.3	62.3	62.3
2011	208.6	141.7	57.1	9.8	9.8	9.8	5.3	5.3	5.3
2012	213.4	141.7	57.1	14.6	14.6	14.6	10.1	10.1	10.1
2013	218.3	141.7	57.1	19.4	19.4	19.4	15.0	15.0	15.0
2014	223.2	141.7	57.1	24.4	24.4	24.4	19.9	19.9	19.9
2015	228.2	141.7	57.1	29.4	29.4	29.4	24.9	24.9	24.9
2016	233.4	141.7	57.1	34.5	7.3	3.0	-1.5	-32.1	-56.7
2017	238.5	141.7	57.1	39.7	12.5	8.1	3.7	-27.0	-51.5
2018	243.8	141.7	57.1	45.0	17.7	13.4	8.9	-21.7	-46.2
2019	249.2	141.7	57.1	50.3	23.1	18.8	14.3	-16.3	-40.9
2020	254.6	141.7	57.1	55.8	28.5	24.2	19.8	-10.9	-35.4
2021	260.2	141.7	57.1	61.3	34.1	29.8	25.3	-5.3	-29.9

Notes

Residents Market Share (46%) = Total 2009 Turnover of Stores (Table 5) / Total 2009 Convenience Spend (Table 3)

Residents Spending = Residents Market Share x Total Convenience Spend (Table 3)

Benchmark Turnover with no annual sales efficiency growth (Table 5)

Development Commitments and Future Development Proposals summarised in Appendix 2

Residual Capacity = Residents Spending - Benchmark Turnover - Development Commitments

Headline Capacity to Support Future Development Proposals = Residual Capacity - Turnover of Future Development Proposals at specified design year

Where negative headline capacity exists indicates inadequate capacity to support development

Scenario 2 - CBRE Population Growth, High Growth in Spending (1.5%), Sales Efficiency Growth (0.8% pa)

Table 1: Population

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	68,583	24,981	73,480	20,746	19,416	23,462	14,181	244,849	
2010	71,001	25,031	73,627	20,787	19,455	23,509	14,209	247,620	1.1%
2011	73,425	25,081	73,774	20,829	19,494	23,556	14,238	250,397	1.1%
2012	76,012	25,131	73,922	20,871	19,533	23,603	14,266	253,338	1.2%
2013	78,604	25,182	74,070	20,912	19,572	23,650	14,295	256,284	1.2%
2014	81,201	25,232	74,218	20,954	19,611	23,698	14,323	259,237	1.2%
2015	83,803	25,283	74,366	20,996	19,650	23,745	14,352	262,195	1.1%
2016	86,411	25,333	74,515	21,038	19,689	23,793	14,380	265,160	1.1%
2017	88,987	25,384	74,664	21,080	19,729	23,840	14,409	268,094	1.1%
2018	91,568	25,435	74,813	21,122	19,768	23,888	14,438	271,033	1.1%
2019	94,155	25,485	74,963	21,165	19,808	23,936	14,467	273,979	1.1%
2020	96,747	25,536	75,113	21,207	19,847	23,984	14,496	276,930	1.1%
2021	99,344	25,587	75,263	21,249	19,887	24,032	14,525	279,887	1.1%
Growth 2009 - 2021	3.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	1.1%	

Notes

Population taken from CBRE Retail Study (2003) with housing completions at 935 dwellings per annum

Population Growth Rate for all other zones at 0.2% per annum in line with CBRE Study (2003)

Table 2: Spend Per Head

Year	Spend per Head (£)	Annual Growth
2009	1,713	
2010	1,739	1.5%
2011	1,765	1.5%
2012	1,791	1.5%
2013	1,818	1.5%
2014	1,845	1.5%
2015	1,873	1.5%
2016	1,901	1.5%
2017	1,930	1.5%
2018	1,959	1.5%
2019	1,988	1.5%
2020	2,018	1.5%
2021	2,048	1.5%

Notes

Spend per head grown at 1.5% per annum

Table 3: Total Convenience Spend (£m)

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	117.48	42.79	125.87	35.54	33.26	40.19	24.29	419.43	
2010	123.45	43.52	128.02	36.14	33.83	40.88	24.71	430.54	2.6%
2011	129.58	44.26	130.20	36.76	34.40	41.57	25.13	441.90	2.6%
2012	136.16	45.02	132.41	37.39	34.99	42.28	25.55	453.80	2.7%
2013	142.91	45.78	134.67	38.02	35.58	43.00	25.99	465.96	2.7%
2014	149.85	46.56	136.96	38.67	36.19	43.73	26.43	478.40	2.7%
2015	156.97	47.36	139.30	39.33	36.81	44.48	26.88	491.12	2.7%
2016	164.28	48.16	141.67	40.00	37.43	45.23	27.34	504.12	2.6%
2017	171.72	48.98	144.08	40.68	38.07	46.00	27.81	517.35	2.6%
2018	179.35	49.82	146.53	41.37	38.72	46.79	28.28	530.86	2.6%
2019	187.18	50.67	149.03	42.08	39.38	47.59	28.76	544.68	2.6%
2020	195.22	51.53	151.57	42.79	40.05	48.40	29.25	558.81	2.6%
2021	203.47	52.41	154.15	43.52	40.73	49.22	29.75	573.25	2.6%

Notes

Table 1 x Table 2

Table 4: Market Shares of Existing Facilities

Zone	1	2	3	4	5	6	7
Ashford Town Centre	12%	7%	2%	0%	1%	0%	0%
Sainsbury's Warren Retail Park	22%	23%	2%	2%	26%	1%	10%
Asda, Kimberly Way	18%	6%	1%	8%	12%	10%	5%
Tesco Extra Willesborough	17%	17%	1%	10%	3%	2%	3%
Tesco Park Farm	25%	28%	3%	15%	15%	3%	4%
Other Small Stores	4%	2%	0%	0%	0%	0%	0%
Elsewhere	2%	17%	91%	65%	43%	84%	78%
Total	100%	100%	100%	100%	100%	100%	100%

Notes

Market shares adoptred from CBRE Retail Study (2003)

Table 5: Turnover 2009 (£m)

Zone	1	2	3	4	5	6	7	Total	Benchmark Turnover	Surplus
Ashford Town Centre	14.1	3.0	2.5	0.0	0.3	0.0	0.0	**19.9**	**11.0**	**8.9**
Sainsbury's Warren Retail Park	25.8	9.8	2.5	0.7	8.6	0.4	2.4	**50.4**	**32.7**	**17.7**
Asda, Kimberly Way	21.1	2.6	1.3	2.8	4.0	4.0	1.2	**37.0**	**25.6**	**11.5**
Tesco Extra Willesborough	20.0	7.3	1.3	3.6	1.0	0.8	0.7	**34.6**	**35.2**	**-0.6**
Tesco Park Farm	29.4	12.0	3.8	5.3	5.0	1.2	1.0	**57.6**	**37.3**	**20.3**
Other Small Stores	4.7	0.9	0.0	0.0	0.0	0.0	0.0			
Elsewhere	2.3	7.3	114.5	23.1	14.3	33.8	18.9			
Total	117.5	42.8	125.9	35.5	33.3	40.2	24.3	**199.6**	**141.7**	**57.9**

Notes

Table 3 x Table 4

Table 6: Scenario 2 Capacity Summary - CBRE Population Growth, High Growth in Spending (1.5%), Sales Efficiency Growth (0.8%pa)

					2009 Turnover of Future Development Proposals £m				
					Chilmington	Elwick Rd	The Warren	Other ATC	Zed Homes
					27.2	4.3	4.5	30.6	24.6
					Headline Capacity to Support Future Development Proposals (£m)				
Year	Residents Spending £m	Benchmark Turnover (0.8% growth) £m	Development Commitments £m	Residual Capacity £m	Chilmington Design Year 2016	Elwick Road Design Year 2016	The Warren Design Year 2011	Other ATC Design Year 2016	Revised Zed Homes Design Year 2016
2009	199.6	141.7		57.9	57.9	57.9	57.9	57.9	57.9
2010	204.9	142.9		62.0	62.0	62.0	62.0	62.0	62.0
2011	210.3	144.0	58.0	8.3	8.3	8.3	3.7	3.7	3.7
2012	216.0	145.2	58.5	12.3	12.3	12.3	7.7	7.7	7.7
2013	221.7	146.3	58.9	16.5	16.5	16.5	11.9	11.9	11.9
2014	227.7	147.5	59.4	20.7	20.7	20.7	16.1	16.1	16.1
2015	233.7	148.7	59.9	25.1	25.1	25.1	20.5	20.5	20.5
2016	239.9	149.9	60.4	29.7	0.9	-3.7	-8.4	-40.8	-66.8
2017	246.2	151.1	60.9	34.3	5.2	0.6	-4.1	-36.8	-62.9
2018	252.6	152.3	61.3	39.0	9.7	5.1	0.3	-32.6	-59.0
2019	259.2	153.5	61.8	43.9	14.4	9.7	4.9	-28.3	-54.9
2020	265.9	154.7	62.3	48.9	19.1	14.4	9.5	-23.9	-50.7
2021	272.8	156.0	62.8	54.0	24.0	19.3	14.4	-19.3	-46.4

Notes

Residents Market Share (46%) = Total 2009 Turnover of Stores (Table 5) / Total 2009 Convenience Spend (Table 3)

Residents Spending = Residents Market Share x Total Convenience Spend (Table 3)

Benchmark Turnover with 0.8% annual sales efficiency growth (Table 5)

Development Commitments and Future Development Proposals summarised in Appendix 2

Residual Capacity = Residents Spending - Benchmark Turnover - Development Commitments

Headline Capacity to Support Future Development Proposals = Residual Capacity - Turnover of Future Development Proposals at specified design year with sales efficiency growth at 0.8% per annum (i.e. Chilmington at 2021 = £54.0 - £27.2 grown over 12 years annum)

Where negative headline capacity exists indicates inadequate capacity to support development

Scenario 3 - 850 dpa Population Growth, Low Growth in Spending (1.1%), No Sales Efficiency [Mid Case]

Table 1: Population

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	67,959	24,981	73,480	20,746	19,416	23,462	14,181	244,226	
2010	70,169	25,031	73,627	20,787	19,455	23,509	14,209	246,788	1.0%
2011	72,384	25,081	73,774	20,829	19,494	23,556	14,238	249,356	1.0%
2012	74,602	25,131	73,922	20,871	19,533	23,603	14,266	251,928	1.0%
2013	76,826	25,182	74,070	20,912	19,572	23,650	14,295	254,506	1.0%
2014	79,053	25,232	74,218	20,954	19,611	23,698	14,323	257,089	1.0%
2015	81,285	25,283	74,366	20,996	19,650	23,745	14,352	259,677	1.0%
2016	83,522	25,333	74,515	21,038	19,689	23,793	14,380	262,271	1.0%
2017	85,763	25,384	74,664	21,080	19,729	23,840	14,409	264,869	1.0%
2018	88,008	25,435	74,813	21,122	19,768	23,888	14,438	267,473	1.0%
2019	90,258	25,485	74,963	21,165	19,808	23,936	14,467	270,082	1.0%
2020	92,513	25,536	75,113	21,207	19,847	23,984	14,496	272,696	1.0%
2021	94,772	25,587	75,263	21,249	19,887	24,032	14,525	275,316	1.0%
Growth 2009 - 2021	2.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	1.0%	

Notes

Base population taken from CBRE Retail Study (2003) with housing completions at 850 dwellings per annu

Tesco, Kingsnorth and Sainsbury's, The Warren assumes sales density of half company's published sales density from Verdict given due to extension proposal

Table 2: Spend Per Head

Year	Spend per Head (£)	Annual Growth
2009	1,713	
2010	1,732	1.1%
2011	1,751	1.1%
2012	1,770	1.1%
2013	1,790	1.1%
2014	1,809	1.1%
2015	1,829	1.1%
2016	1,849	1.1%
2017	1,870	1.1%
2018	1,890	1.1%
2019	1,911	1.1%
2020	1,932	1.1%
2021	1,953	1.1%

Notes

Spend per head grown at 1.1% per annum

Table 3: Total Convenience Spend (£m)

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	116.42	42.79	125.87	35.54	33.26	40.19	24.29	418.37	
2010	121.52	43.35	127.51	36.00	33.69	40.71	24.61	427.41	2.2%
2011	126.74	43.92	129.17	36.47	34.13	41.25	24.93	436.60	2.2%
2012	132.06	44.49	130.86	36.95	34.58	41.78	25.25	445.96	2.1%
2013	137.49	45.07	132.56	37.43	35.03	42.33	25.58	455.48	2.1%
2014	143.03	45.65	134.29	37.91	35.48	42.88	25.92	465.16	2.1%
2015	148.69	46.25	136.03	38.41	35.95	43.44	26.25	475.01	2.1%
2016	154.46	46.85	137.81	38.91	36.41	44.00	26.59	485.04	2.1%
2017	160.35	47.46	139.60	39.41	36.89	44.57	26.94	495.23	2.1%
2018	166.36	48.08	141.42	39.93	37.37	45.15	27.29	505.60	2.1%
2019	172.49	48.70	143.26	40.45	37.85	45.74	27.65	516.15	2.1%
2020	178.74	49.34	145.13	40.97	38.35	46.34	28.01	526.88	2.1%
2021	185.12	49.98	147.02	41.51	38.85	46.94	28.37	537.79	2.1%

Notes

Table 1 x Table 2

Table 4: Market Shares of Existing Facilities

Zone	1	2	3	4	5	6	7
Ashford Town Centre	12%	7%	2%	0%	1%	0%	0%
Sainsbury's Warren Retail Park	22%	23%	2%	2%	26%	1%	10%
Asda, Kimberly Way	18%	6%	1%	8%	12%	10%	5%
Tesco Extra Willesborough	17%	17%	1%	10%	3%	2%	3%
Tesco Park Farm	25%	28%	3%	15%	15%	3%	4%
Other Small Stores	4%	2%	0%	0%	0%	0%	0%
Elsewhere	2%	17%	91%	65%	43%	84%	78%
Total	100%	100%	100%	100%	100%	100%	100%

Notes

Market shares adopted from CBRE Retail Study (2003)

Table 5: Turnover 2009 (£m)

Zone	1	2	3	4	5	6	7	Total	Benchmark Turnover	Surplus
Ashford Town Centre	14.0	3.0	2.5	0.0	0.3	0.0	0.0	**19.8**	**11.0**	**8.8**
Sainsbury's Warren Retail Park	25.6	9.8	2.5	0.7	8.6	0.4	2.4	**50.2**	**32.7**	**17.5**
Asda, Kimberly Way	21.0	2.6	1.3	2.8	4.0	4.0	1.2	**36.8**	**25.6**	**11.3**
Tesco Extra Willesborough	19.8	7.3	1.3	3.6	1.0	0.8	0.7	**34.4**	**35.2**	**-0.7**
Tesco Park Farm	29.1	12.0	3.8	5.3	5.0	1.2	1.0	**57.4**	**37.3**	**20.0**
Other Small Stores	4.7	0.9	0.0	0.0	0.0	0.0	0.0			
Elsewhere	2.3	7.3	114.5	23.1	14.3	33.8	18.9			
Total	116.4	42.8	125.9	35.5	33.3	40.2	24.3	**198.6**	**141.7**	**56.9**

Notes

Table 3 x Table 4

Table 6: Scenario 3 Capacity Summary - 850 dpa Population Growth, Low Growth in Spending (1.1%), No Sales Efficiency [Mid Case]

					2009 Turnover of Future Development Proposals £m				
					Chilmington	Elwick Rd	The Warren	Other ATC	Zed Homes
					27.2	4.3	4.5	30.6	24.6
					Headline Capacity to Support Future Development Proposals (£m)				
Year	Residents Spending £m	Benchmark Turnover (no growth) £m	Development Commitments £m	Residual Capacity £m	Chilmington Design Year 2016	Elwick Road Design Year 2016	The Warren Design Year 2011	Other ATC Design Year 2016	Revised Zed Homes Design Year 2016
2009	198.6	141.7		56.9	56.9	56.9	56.9	56.9	56.9
2010	202.9	141.7		61.1	61.1	61.1	61.1	61.1	61.1
2011	207.3	141.7	57.1	8.4	8.4	8.4	4.0	4.0	4.0
2012	211.7	141.7	57.1	12.9	12.9	12.9	8.4	8.4	8.4
2013	216.2	141.7	57.1	17.4	17.4	17.4	12.9	12.9	12.9
2014	220.8	141.7	57.1	22.0	22.0	22.0	17.5	17.5	17.5
2015	225.5	141.7	57.1	26.6	26.6	26.6	22.2	22.2	22.2
2016	230.2	141.7	57.1	31.4	4.2	-0.2	-4.6	-35.2	-59.8
2017	235.1	141.7	57.1	36.2	9.0	4.7	0.2	-30.4	-55.0
2018	240.0	141.7	57.1	41.2	13.9	9.6	5.1	-25.5	-50.0
2019	245.0	141.7	57.1	46.2	18.9	14.6	10.1	-20.5	-45.0
2020	250.1	141.7	57.1	51.3	24.0	19.7	15.2	-15.4	-39.9
2021	255.3	141.7	57.1	56.4	29.2	24.9	20.4	-10.2	-34.8

Notes

Residents Market Share (47.5%) = Total 2009 Turnover of Stores (Table 5) / Total 2009 Convenience Spend (Table 3)

Residents Spending = Residents Market Share x Total Convenience Spend (Table 3)

Benchmark Turnover with no annual sales efficiency growth (Table 5)

Development Commitments and Future Development Proposals summarised in Appendix 2

Residual Capacity = Residents Spending - Benchmark Turnover - Development Commitments

Headline Capacity to Support Future Development Proposals = Residual Capacity - Turnover of Future Development Proposals at specified design year

Where negative headline capacity exists indicates inadequate capacity to support development

Scenario 4 - 850 dpa Population Growth, High Growth in Spending (1.5%), Sales Efficiency Growth (0.8%pa)

Table 1: Population

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	67,959	24,981	73,480	20,746	19,416	23,462	14,181	244,226	
2010	70,169	25,031	73,627	20,787	19,455	23,509	14,209	246,788	1.0%
2011	72,384	25,081	73,774	20,829	19,494	23,556	14,238	249,356	1.0%
2012	74,602	25,131	73,922	20,871	19,533	23,603	14,266	251,928	1.0%
2013	76,826	25,182	74,070	20,912	19,572	23,650	14,295	254,506	1.0%
2014	79,053	25,232	74,218	20,954	19,611	23,698	14,323	257,089	1.0%
2015	81,285	25,283	74,366	20,996	19,650	23,745	14,352	259,677	1.0%
2016	83,522	25,333	74,515	21,038	19,689	23,793	14,380	262,271	1.0%
2017	85,763	25,384	74,664	21,080	19,729	23,840	14,409	264,869	1.0%
2018	88,008	25,435	74,813	21,122	19,768	23,888	14,438	267,473	1.0%
2019	90,258	25,485	74,963	21,165	19,808	23,936	14,467	270,082	1.0%
2020	92,513	25,536	75,113	21,207	19,847	23,984	14,496	272,696	1.0%
2021	94,772	25,587	75,263	21,249	19,887	24,032	14,525	275,316	1.0%
Growth 2009 - 2021	2.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	1.0%	

Notes

Population taken from CBRE Retail Study (2003) with housing completions at 850 dwellings per annum

Population Growth Rate for all other zones at 0.2% per annum in line with CBRE Study (2003)

Table 2: Spend Per Head

Year	Spend per Head (£)	Annual Growth
2009	1,713	
2010	1,739	1.5%
2011	1,765	1.5%
2012	1,791	1.5%
2013	1,818	1.5%
2014	1,845	1.5%
2015	1,873	1.5%
2016	1,901	1.5%
2017	1,930	1.5%
2018	1,959	1.5%
2019	1,988	1.5%
2020	2,018	1.5%
2021	2,048	1.5%

Notes

Spend per head grown at 1.5% per annum

Table 3: Total Convenience Spend (£m)

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	116.42	42.79	125.87	35.54	33.26	40.19	24.29	418.37	
2010	122.01	43.52	128.02	36.14	33.83	40.88	24.71	429.10	2.6%
2011	127.74	44.26	130.20	36.76	34.40	41.57	25.13	440.07	2.6%
2012	133.63	45.02	132.41	37.39	34.99	42.28	25.55	451.27	2.5%
2013	139.68	45.78	134.67	38.02	35.58	43.00	25.99	462.73	2.5%
2014	145.89	46.56	136.96	38.67	36.19	43.73	26.43	474.44	2.5%
2015	152.26	47.36	139.30	39.33	36.81	44.48	26.88	486.40	2.5%
2016	158.79	48.16	141.67	40.00	37.43	45.23	27.34	498.63	2.5%
2017	165.50	48.98	144.08	40.68	38.07	46.00	27.81	511.12	2.5%
2018	172.38	49.82	146.53	41.37	38.72	46.79	28.28	523.89	2.5%
2019	179.44	50.67	149.03	42.08	39.38	47.59	28.76	536.94	2.5%
2020	186.68	51.53	151.57	42.79	40.05	48.40	29.25	550.26	2.5%
2021	194.11	52.41	154.15	43.52	40.73	49.22	29.75	563.88	2.5%

Notes

Table 1 x Table 2

Table 4: Market Shares of Existing Facilities

Zone	1	2	3	4	5	6	7
Ashford Town Centre	12%	7%	2%	0%	1%	0%	0%
Sainsbury's Warren Retail Park	22%	23%	2%	2%	26%	1%	10%
Asda, Kimberly Way	18%	6%	1%	8%	12%	10%	5%
Tesco Extra Willesborough	17%	17%	1%	10%	3%	2%	3%
Tesco Park Farm	25%	28%	3%	15%	15%	3%	4%
Other Small Stores	4%	2%	0%	0%	0%	0%	0%
Elsewhere	2%	17%	91%	65%	43%	84%	78%
Total	100%	100%	100%	100%	100%	100%	100%

Notes

Market shares adoptred from CBRE Retail Study (2003)

Table 5: Turnover 2009 (£m)

Zone	1	2	3	4	5	6	7	Total	Benchmark Turnover	Surplus
Ashford Town Centre	14.0	3.0	2.5	0.0	0.3	0.0	0.0	**19.8**	**11.0**	**8.8**
Sainsbury's Warren Retail Park	25.6	9.8	2.5	0.7	8.6	0.4	2.4	**50.2**	**32.7**	**17.5**
Asda, Kimberly Way	21.0	2.6	1.3	2.8	4.0	4.0	1.2	**36.8**	**25.6**	**11.3**
Tesco Extra Willesborough	19.8	7.3	1.3	3.6	1.0	0.8	0.7	**34.4**	**35.2**	**-0.7**
Tesco Park Farm	29.1	12.0	3.8	5.3	5.0	1.2	1.0	**57.4**	**37.3**	**20.0**
Other Small Stores	4.7	0.9	0.0	0.0	0.0	0.0	0.0			
Elsewhere	2.3	7.3	114.5	23.1	14.3	33.8	18.9			
Total	116.4	42.8	125.9	35.5	33.3	40.2	24.3	**198.6**	**141.7**	**56.9**

Notes

Table 3 x Table 4

Table 6: Scenario 4 Summary - 850 dpa Population Growth, High Growth in Spending (1.5%), Sales Efficiency Growth (0.8% pa)

					2009 Turnover of Future Development Proposals £m				
					Chilmington	Elwick Rd	The Warren	Other ATC	Zed Homes
					27.2	4.3	4.5	30.6	24.6
					Headline Capacity to Support Future Development Proposals (£m)				
Year	**Residents Spending £m**	**Benchmark Turnover (0.8% growth) £m**	**Development Commitments £m**	**Residual Capacity £m**	**Chilmington Design Year 2016**	**Elwick Road Design Year 2016**	**The Warren Design Year 2011**	**Other ATC Design Year 2016**	**Revised Zed Homes Design Year 2016**
2009	198.6	141.7		56.9	56.9	56.9	56.9	56.9	56.9
2010	203.7	142.9		60.8	60.8	60.8	60.8	60.8	60.8
2011	208.9	144.0	58.0	6.9	6.9	6.9	2.3	2.3	2.3
2012	214.2	145.2	58.5	10.6	10.6	10.6	6.0	6.0	6.0
2013	219.7	146.3	58.9	14.4	14.4	14.4	9.8	9.8	9.8
2014	225.2	147.5	59.4	18.3	18.3	18.3	13.6	13.6	13.6
2015	230.9	148.7	59.9	22.3	22.3	22.3	17.6	17.6	17.6
2016	236.7	149.9	60.4	26.5	-2.3	-6.9	-11.6	-44.0	-70.0
2017	242.6	151.1	60.9	30.7	1.7	-2.9	-7.7	-40.3	-66.5
2018	248.7	152.3	61.3	35.1	5.8	1.2	-3.6	-36.5	-62.9
2019	254.9	153.5	61.8	39.6	10.1	5.4	0.5	-32.6	-59.2
2020	261.2	154.7	62.3	44.2	14.4	9.7	4.8	-28.6	-55.4
2021	267.7	156.0	62.8	48.9	18.9	14.2	9.2	-24.5	-51.5

Notes

Residents Market Share (46%) = Total 2009 Turnover of Stores (Table 5) / Total 2009 Convenience Spend (Table 3)

Residents Spending = Residents Market Share x Total Convenience Spend (Table 3)

Benchmark Turnover with 0.8% annual sales efficiency growth (Table 5)

Development Commitments and Future Development Proposals summarised in Appendix 2

Residual Capacity = Residents Spending - Benchmark Turnover - Development Commitments

Headline Capacity to Support Future Development Proposals = Residual Capacity - Turnover of Future Development Proposals at specified design year with sales efficiency growth at 0.8% per annum (i.e. Chilmington at 2021 = £48.9 - £27.2 grown over 12 years per annum)

Where negative headline capacity exists indicates inadequate capacity to support development

Scenario 5 - 500 dpa Population Growth, Low Growth in Spending (1.1%), No Sales Efficiency

Table 1: Population

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	67,105	24,981	73,480	20,746	19,416	23,462	14,181	243,372	
2010	68,460	25,031	73,627	20,787	19,455	23,509	14,209	245,078	0.7%
2011	69,816	25,081	73,774	20,829	19,494	23,556	14,238	246,789	0.7%
2012	71,176	25,131	73,922	20,871	19,533	23,603	14,266	248,502	0.7%
2013	72,538	25,182	74,070	20,912	19,572	23,650	14,295	250,219	0.7%
2014	73,904	25,232	74,218	20,954	19,611	23,698	14,323	251,940	0.7%
2015	75,271	25,283	74,366	20,996	19,650	23,745	14,352	253,664	0.7%
2016	76,642	25,333	74,515	21,038	19,689	23,793	14,380	255,391	0.7%
2017	78,869	25,384	74,664	21,080	19,729	23,840	14,409	257,976	1.0%
2018	81,101	25,435	74,813	21,122	19,768	23,888	14,438	260,566	1.0%
2019	83,337	25,485	74,963	21,165	19,808	23,936	14,467	263,161	1.0%
2020	85,578	25,536	75,113	21,207	19,847	23,984	14,496	265,761	1.0%
2021	87,823	25,587	75,263	21,249	19,887	24,032	14,525	268,367	1.0%
Growth 2009 - 2021	2.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.8%	

Notes

Base population taken from CBRE Retail Study (2003) with housing completions at 500 dwellings per annum

Tesco, Kingsnorth and Sainsbury's, The Warren assumes sales density of half company's published sales density from Verdict given due to extension proposal

Table 2: Spend Per Head

Year	Spend per Head (£)	Annual Growth
2009	1,713	
2010	1,732	1.1%
2011	1,751	1.1%
2012	1,770	1.1%
2013	1,790	1.1%
2014	1,809	1.1%
2015	1,829	1.1%
2016	1,849	1.1%
2017	1,870	1.1%
2018	1,890	1.1%
2019	1,911	1.1%
2020	1,932	1.1%
2021	1,953	1.1%

Notes

Spend per head grown at 1.1% per annum

Table 3: Total Convenience Spend (£m)

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	114.95	42.79	125.87	35.54	33.26	40.19	24.29	416.90	
2010	118.56	43.35	127.51	36.00	33.69	40.71	24.61	424.45	1.8%
2011	122.24	43.92	129.17	36.47	34.13	41.25	24.93	432.11	1.8%
2012	126.00	44.49	130.86	36.95	34.58	41.78	25.25	439.90	1.8%
2013	129.82	45.07	132.56	37.43	35.03	42.33	25.58	447.81	1.8%
2014	133.72	45.65	134.29	37.91	35.48	42.88	25.92	455.85	1.8%
2015	137.69	46.25	136.03	38.41	35.95	43.44	26.25	464.01	1.8%
2016	141.74	46.85	137.81	38.91	36.41	44.00	26.59	472.31	1.8%
2017	147.46	47.46	139.60	39.41	36.89	44.57	26.94	482.34	2.1%
2018	153.30	48.08	141.42	39.93	37.37	45.15	27.29	492.54	2.1%
2019	159.26	48.70	143.26	40.45	37.85	45.74	27.65	502.92	2.1%
2020	165.34	49.34	145.13	40.97	38.35	46.34	28.01	513.48	2.1%
2021	171.55	49.98	147.02	41.51	38.85	46.94	28.37	524.21	2.1%

Notes

Table 1 x Table 2

Table 4: Market Shares of Existing Facilities

Zone	1	2	3	4	5	6	7
Ashford Town Centre	12%	7%	2%	0%	1%	0%	0%
Sainsbury's Warren Retail Park	22%	23%	2%	2%	26%	1%	10%
Asda, Kimberly Way	18%	6%	1%	8%	12%	10%	5%
Tesco Extra Willesborough	17%	17%	1%	10%	3%	2%	3%
Tesco Park Farm	25%	28%	3%	15%	15%	3%	4%
Other Small Stores	4%	2%	0%	0%	0%	0%	0%
Elsewhere	2%	17%	91%	65%	43%	84%	78%
Total	100%	100%	100%	100%	100%	100%	100%

Notes

Market shares adoptred from CBRE Retail Study (2003)

Table 5: Turnover 2009 (£m)

Zone	1	2	3	4	5	6	7	Total	Benchmark Turnover	Surplus
Ashford Town Centre	13.8	3.0	2.5	0.0	0.3	0.0	0.0	**19.6**	**11.0**	**8.6**
Sainsbury's Warren Retail Park	25.3	9.8	2.5	0.7	8.6	0.4	2.4	**49.8**	**32.7**	**17.1**
Asda, Kimberly Way	20.7	2.6	1.3	2.8	4.0	4.0	1.2	**36.6**	**25.6**	**11.0**
Tesco Extra Willesborough	19.5	7.3	1.3	3.6	1.0	0.8	0.7	**34.2**	**35.2**	**-1.0**
Tesco Park Farm	28.7	12.0	3.8	5.3	5.0	1.2	1.0	**57.0**	**37.3**	**19.7**
Other Small Stores	4.6	0.9	0.0	0.0	0.0	0.0	0.0			
Elsewhere	2.3	7.3	114.5	23.1	14.3	33.8	18.9			
Total	115.0	42.8	125.9	35.5	33.3	40.2	24.3	**197.2**	**141.7**	**55.5**

Notes

Table 3 x Table 4

Table 6: Scenario 5 Capacity Summary - 500 dpa Population Growth, Low Growth in Spending (1.1%), No Sales Efficiency

					2009 Turnover of Future Development Proposals £m				
					Chilmington	Elwick Rd	The Warren	Other ATC	Zed Homes
					27.2	4.3	4.5	30.6	24.6
					Headline Capacity to Support Future Development Proposals (£m)				
Year	Residents Spending £m	Benchmark Turnover (no growth) £m	Development Commitments £m	Residual Capacity £m	Chilmington Design Year 2016	Elwick Road Design Year 2016	The Warren Design Year 2011	Other ATC Design Year 2016	Revised Zed Homes Design Year 2016
2009	197.2	141.7		55.5	55.5	55.5	55.5	55.5	55.5
2010	200.8	141.7		59.0	59.0	59.0	59.0	59.0	59.0
2011	204.4	141.7	57.1	5.6	5.6	5.6	1.1	1.1	1.1
2012	208.1	141.7	57.1	9.3	9.3	9.3	4.8	4.8	4.8
2013	211.8	141.7	57.1	13.0	13.0	13.0	8.5	8.5	8.5
2014	215.6	141.7	57.1	16.8	16.8	16.8	12.3	12.3	12.3
2015	219.5	141.7	57.1	20.7	20.7	20.7	16.2	16.2	16.2
2016	223.4	141.7	57.1	24.6	-2.6	-7.0	-11.4	-42.1	-66.6
2017	228.2	141.7	57.1	29.3	2.1	-2.2	-6.7	-37.3	-61.9
2018	233.0	141.7	57.1	34.2	6.9	2.6	-1.9	-32.5	-57.0
2019	237.9	141.7	57.1	39.1	11.8	7.5	3.0	-27.6	-52.1
2020	242.9	141.7	57.1	44.1	16.8	12.5	8.0	-22.6	-47.1
2021	248.0	141.7	57.1	49.1	21.9	17.6	13.1	-17.5	-42.1

Notes

Residents Market Share (47.3%) = Total 2009 Turnover of Stores (Table 5) / Total 2009 Convenience Spend (Table 3)

Residents Spending = Residents Market Share x Total Convenience Spend (Table 3)

Benchmark Turnover with no annual sales efficiency growth (Table 5)

Development Commitments and Future Development Proposals summarised in Appendix 2

Residual Capacity = Residents Spending - Benchmark Turnover - Development Commitments

Headline Capacity to Support Future Development Proposals = Residual Capacity - Turnover of Future Development Proposals at specified design year

Where negative headline capacity exists indicates inadequate capacity to support development

Scenario 6 - 500 dpa Population Growth, High Growth in Spending (1.5%), Sales Efficiency of 0.8%pa [Worst Case]

Table 1: Population

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	67,105	24,981	73,480	20,746	19,416	23,462	14,181	243,372	
2010	68,460	25,031	73,627	20,787	19,455	23,509	14,209	245,078	0.7%
2011	69,816	25,081	73,774	20,829	19,494	23,556	14,238	246,789	0.7%
2012	71,176	25,131	73,922	20,871	19,533	23,603	14,266	248,502	0.7%
2013	72,538	25,182	74,070	20,912	19,572	23,650	14,295	250,219	0.7%
2014	73,904	25,232	74,218	20,954	19,611	23,698	14,323	251,940	0.7%
2015	75,271	25,283	74,366	20,996	19,650	23,745	14,352	253,664	0.7%
2016	76,642	25,333	74,515	21,038	19,689	23,793	14,380	255,391	0.7%
2017	78,869	25,384	74,664	21,080	19,729	23,840	14,409	257,976	1.0%
2018	81,101	25,435	74,813	21,122	19,768	23,888	14,438	260,566	1.0%
2019	83,337	25,485	74,963	21,165	19,808	23,936	14,467	263,161	1.0%
2020	85,578	25,536	75,113	21,207	19,847	23,984	14,496	265,761	1.0%
2021	87,823	25,587	75,263	21,249	19,887	24,032	14,525	268,367	1.0%
	2.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.8%	

Notes

Population taken from CBRE Retail Study (2003) with housing completions at 500 dwellings per annum

Population Growth Rate for all other zones at 0.2% per annum in line with CBRE Study (2003)

Table 2: Spend Per Head

Year	Spend per Head (£)	Annual Growth
2009	1,713	
2010	1,739	1.5%
2011	1,765	1.5%
2012	1,791	1.5%
2013	1,818	1.5%
2014	1,845	1.5%
2015	1,873	1.5%
2016	1,901	1.5%
2017	1,930	1.5%
2018	1,959	1.5%
2019	1,988	1.5%
2020	2,018	1.5%
2021	2,048	1.5%

Notes

Spend per head grown at 1.5% per annum

Table 3: Total Convenience Spend (£m)

Year	1	2	3	4	5	6	7	TOTAL	Annual Growth
2009	114.95	42.79	125.87	35.54	33.26	40.19	24.29	416.90	
2010	119.03	43.52	128.02	36.14	33.83	40.88	24.71	426.12	2.2%
2011	123.21	44.26	130.20	36.76	34.40	41.57	25.13	435.53	2.2%
2012	127.50	45.02	132.41	37.39	34.99	42.28	25.55	445.14	2.2%
2013	131.89	45.78	134.67	38.02	35.58	43.00	25.99	454.94	2.2%
2014	136.38	46.56	136.96	38.67	36.19	43.73	26.43	464.94	2.2%
2015	140.99	47.36	139.30	39.33	36.81	44.48	26.88	475.14	2.2%
2016	145.71	48.16	141.67	40.00	37.43	45.23	27.34	485.55	2.2%
2017	152.20	48.98	144.08	40.68	38.07	46.00	27.81	497.82	2.5%
2018	158.85	49.82	146.53	41.37	38.72	46.79	28.28	510.36	2.5%
2019	165.68	50.67	149.03	42.08	39.38	47.59	28.76	523.18	2.5%
2020	172.68	51.53	151.57	42.79	40.05	48.40	29.25	536.27	2.5%
2021	179.87	52.41	154.15	43.52	40.73	49.22	29.75	549.65	2.5%

Notes

Table 1 x Table 2

Table 4: Market Shares of Existing Facilities

Zone	1	2	3	4	5	6	7
Ashford Town Centre	12%	7%	2%	0%	1%	0%	0%
Sainsbury's Warren Retail Park	22%	23%	2%	2%	26%	1%	10%
Asda, Kimberly Way	18%	6%	1%	8%	12%	10%	5%
Tesco Extra Willesborough	17%	17%	1%	10%	3%	2%	3%
Tesco Park Farm	25%	28%	3%	15%	15%	3%	4%
Other Small Stores	4%	2%	0%	0%	0%	0%	0%
Elsewhere	2%	17%	91%	65%	43%	84%	78%
Total	100%	100%	100%	100%	100%	100%	100%

Notes

Market shares adoptred from CBRE Retail Study (2003)

Table 5: Turnover 2009 (£m)

Zone	1	2	3	4	5	6	7	Total	Benchmark Turnover	Surplus
Ashford Town Centre	13.8	3.0	2.5	0.0	0.3	0.0	0.0	**19.6**	**11.0**	**8.6**
Sainsbury's Warren Retail Park	25.3	9.8	2.5	0.7	8.6	0.4	2.4	**49.8**	**32.7**	**17.1**
Asda, Kimberly Way	20.7	2.6	1.3	2.8	4.0	4.0	1.2	**36.6**	**25.6**	**11.0**
Tesco Extra Willesborough	19.5	7.3	1.3	3.6	1.0	0.8	0.7	**34.2**	**35.2**	**-1.0**
Tesco Park Farm	28.7	12.0	3.8	5.3	5.0	1.2	1.0	**57.0**	**37.3**	**19.7**
Other Small Stores	4.6	0.9	0.0	0.0	0.0	0.0	0.0			
Elsewhere	2.3	7.3	114.5	23.1	14.3	33.8	18.9			
Total	115.0	42.8	125.9	35.5	33.3	40.2	24.3	**197.2**	**141.7**	**55.5**

Notes

Table 3 x Table 4

Table 6: Scenario 6 Capacity Summary (£m) - 500 dpa Population Growth, High Growth in Spending (1.5%), Sales Efficiency of 0.8% pa [Worst Case]

					2009 Turnover of Future Development Proposals £m				
					Chilmington	Elwick Rd	The Warren	Other ATC	Zed Homes
					27.2	4.3	4.5	30.6	24.6
					Headline Capacity to Support Future Development Proposals (£m)				
Year	Residents Spending £m	Benchmark Turnover (no growth) £m	Development Commitments £m	Residual Capacity £m	Chilmington Design Year 2016	Elwick Road Design Year 2016	The Warren Design Year 2011	Other ATC Design Year 2016	Revised Zed Homes Design Year 2016
2009	197.2	141.7		55.5	55.5	55.5	55.5	55.5	55.5
2010	201.6	142.9		58.7	58.7	58.7	58.7	58.7	58.7
2011	206.0	144.0	58.0	4.0	4.0	4.0	-0.5	-0.5	-0.5
2012	210.6	145.2	58.5	6.9	6.9	6.9	2.4	2.4	2.4
2013	215.2	146.3	58.9	9.9	9.9	9.9	5.4	5.4	5.4
2014	219.9	147.5	59.4	13.0	13.0	13.0	8.4	8.4	8.4
2015	224.8	148.7	59.9	16.2	16.2	16.2	11.5	11.5	11.5
2016	229.7	149.9	60.4	19.5	-9.4	-13.9	-18.6	-51.0	-77.0
2017	235.5	151.1	60.9	23.6	-5.5	-10.1	-14.8	-47.5	-73.6
2018	241.4	152.3	61.3	27.8	-1.5	-6.1	-10.9	-43.8	-70.2
2019	247.5	153.5	61.8	32.2	2.7	-2.0	-6.9	-40.0	-66.6
2020	253.7	154.7	62.3	36.6	6.9	2.2	-2.7	-36.1	-62.9
2021	260.0	156.0	62.8	41.2	11.3	6.5	1.6	-32.1	-59.1

Notes

Residents Market Share (46%) = Total 2009 Turnover of Stores (Table 5) / Total 2009 Convenience Spend (Table 3)

Residents Spending = Residents Market Share x Total Convenience Spend (Table 3)

Benchmark Turnover with 0.8% annual sales efficiency growth (Table 5)

Development Commitments and Future Development Proposals summarised in Appendix 2

Residual Capacity = Residents Spending - Benchmark Turnover - Development Commitments

Headline Capacity to Support Future Development Proposals = Residual Capacity - Turnover of Future Development Proposals at specified design year with sales efficiency growth at 0.8% per annum (i.e. Chilmington at 2021 = £41.2 - £27.2 grown over 12 years per annum)

Where negative headline capacity exists indicates inadequate capacity to support development

APPENDIX 4

Appendix 4: Foodstore Provision in Comparative Towns

						Foodstores								
						Store 1			Store 2			Store 3		
Town	Total Floorspace (sq. ft)	Floorspace per Capita (sq. ft)	2001 Population	Number of Stores	Category	Fascia	Post Code	Net Sales Area (sq. ft)	Fascia	Post Code	Net Sales Area (sq. ft)	Fascia	Post Code	Net Sales Area (sq. ft)
Loughborough	0	0.00	55,258	0	1									
Cheshunt	0	0.00	55,275	0	1									
Littlehampton	0	0.00	55,716	0	1									
Fareham / Portchester	0	0.00	56,160	0	1									
Ashford	0	0.00	58,936	0	1									
Epsom and Ewell	0	0.00	64,493	0	1									
Bognor Regis	22,200	0.36	62,141	1	2	Morrisons	PO21 1RP	22,200						
Margate	21,829	0.37	58,465	1	2	Somerfield	CT9 1PR	21,829						
Rugby	42,000	0.68	61,988	1	3	Co-op	CV21 2JT	42,000						
Royal Tunbridge Wells	45,365	0.75	60,095	2	4	Morrisons	TN1 1BT	28,600	Marks & Spencer	TN1 2TX	16,765			
Royal Leamington Spa	51,046	0.83	61,595	2	4	Marks & Spencer	CV32 4BT	31,800	Tesco Metro	CV32 4DN	19,246			
Dartford	53,433	0.94	56,818	2	4	J Sainsbury	DA1 2HS	29,170	Waitrose	DA11DN	24,263			
Waterlooville	59,990	0.94	63,558	2	4	Asda	PO7 7XR	35,356	Waitrose	PO7 7HS	24,634			
Aldershot	55,391	0.95	58,170	1	3	Tesco	GU11 1SQ	55,391						
Taunton	61,774	1.06	58,241	2	5	J Sainsbury	TA1 4EQ	30,887	Tesco	TA1 4EQ	30,887			
Farnborough	65,142	1.14	57,147	2	4	Asda	GU14 7LT	49,777	J Sainsbury	GU14 7SL	15,365			
Great Yarmouth	86,255	1.49	58,032	2	5	Asda	NR30 1SF	55,761	J Sainsbury	NR30 1NN	30,494			
Gravesend	85,910	1.62	53,045	2	4	Asda	DA11 0DQ	60,842	Tesco Metro	DA11 0AF	25,068			
Kidderminster	109,595	1.98	55,348	2	5	J Sainsbury	DY11 6XP	51,460	Tesco	DY11 6TH	58,135			
Stafford	154,328	2.42	63,681	3	6	Asda	ST16 3TA	44,665	J Sainsbury	ST16 2TF	45,348	Tesco Extra	ST16 2HE	64,315

Notes:

Population taken from 2001 Census

Floorspace figures taken from IGD (2008)

Summary of floorspace provision in camparable towns

	Category	Count
None	1	6
One Supermarket	2	2
One Superstore	3	2
One Superstore and One Supermarket	4	6
Two Superstores	5	3
Three Superstores	6	1
TOTAL	**-**	**20**